



TAKING
COOPERATION
FORWARD

 online event, 4. 11. 2020

 EXPERIENCE EXCHANGE WORKSHOP: LESSONS LEARNT FROM PILOT IMPLEMENTATION IN KRANJ (Slovenia)

 Marija Ahačič Premrl, Municipality of Kranj

PILOT PROJECT SCOPE



To explore, test and refine approach on management of land on the principles of circular economy, that will enable urban regeneration in collaboration with land-owners and users.



OBJECTIVES AND GOALS

- **IN-DEPTH ANALYSIS OF THE PRIMSKOVO AREA**

to understand the context, define key challenges and opportunities for revitalisation and land management improvement as seen by users, potential users, landowners and the municipality

- **SETTING-UP THE NETWORK OF LAND OWNERS & USERS**

to develop joint established business location

- **UPGRADE OF MUNICIPALITIES INFORMATION SYSTEM**

with new relevant data and new potential solutions to support competitiveness of business location



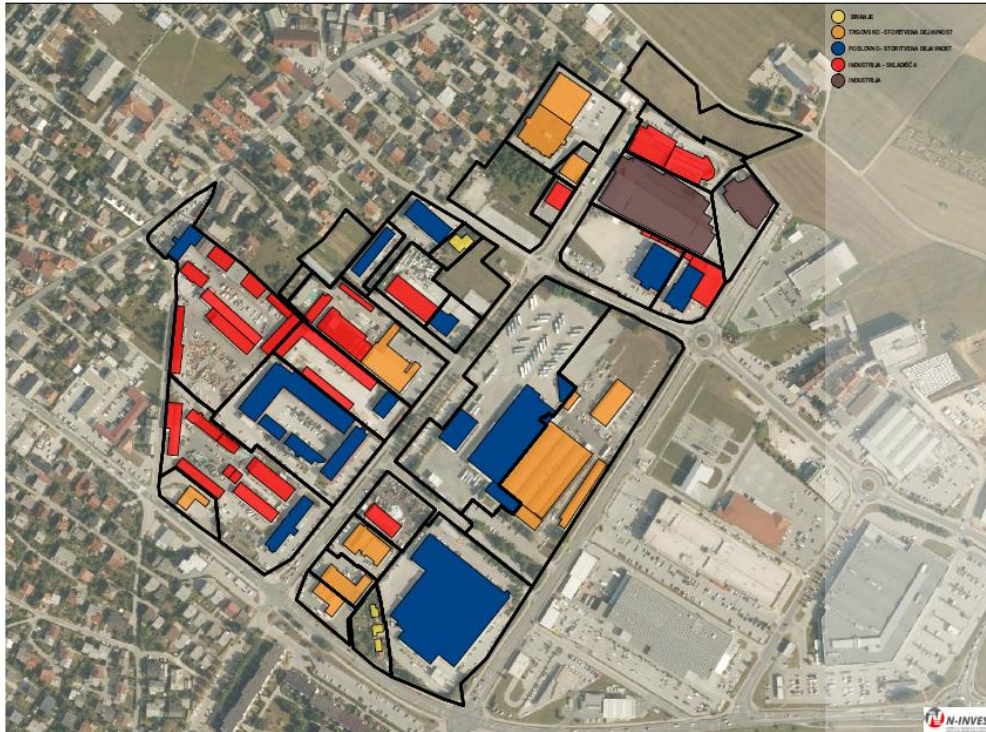
CURRENT STATUS

PHASE 1: IN-DEPTH ANALYSIS OF THE PRIMSKOVO AREA

- preparation of a database for the implementation of an in-depth analysis of the area
- so far 22 interviews with stakeholders
- simulation of possible variants of development of Primskovo area in Kranj

PHASE 2: SETTING-UP THE NETWORK OF LAND OWNERS & USERS to develop joint established business location



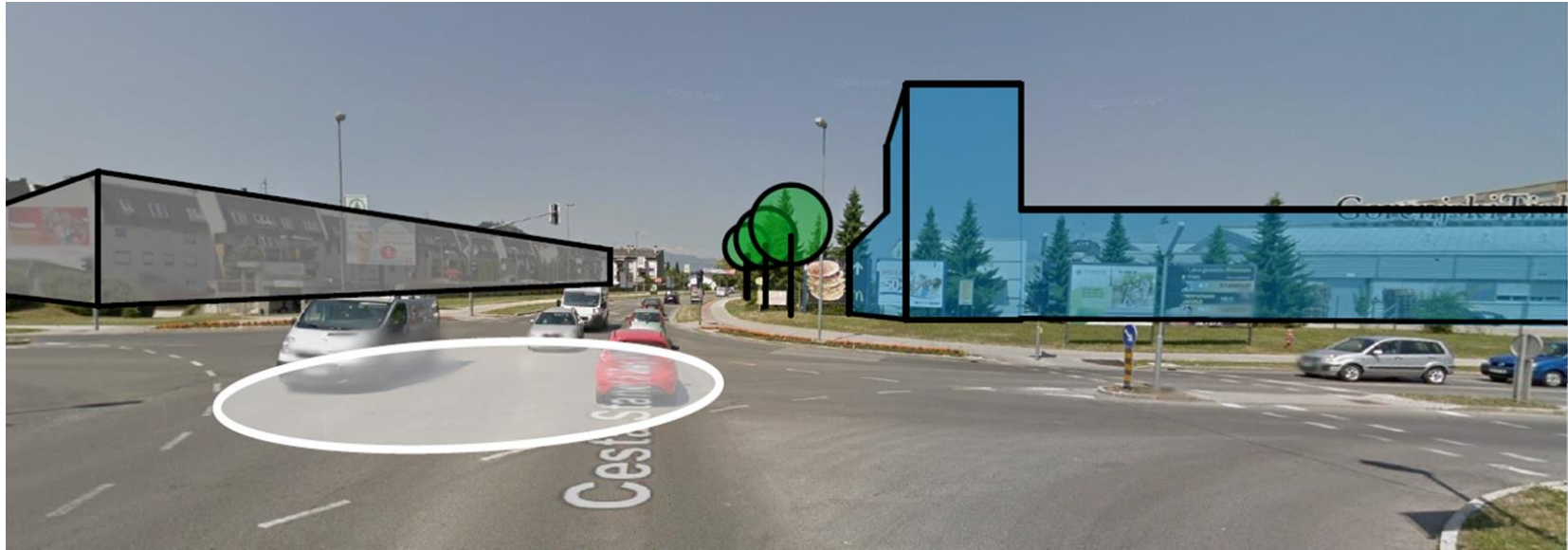


The database contain:

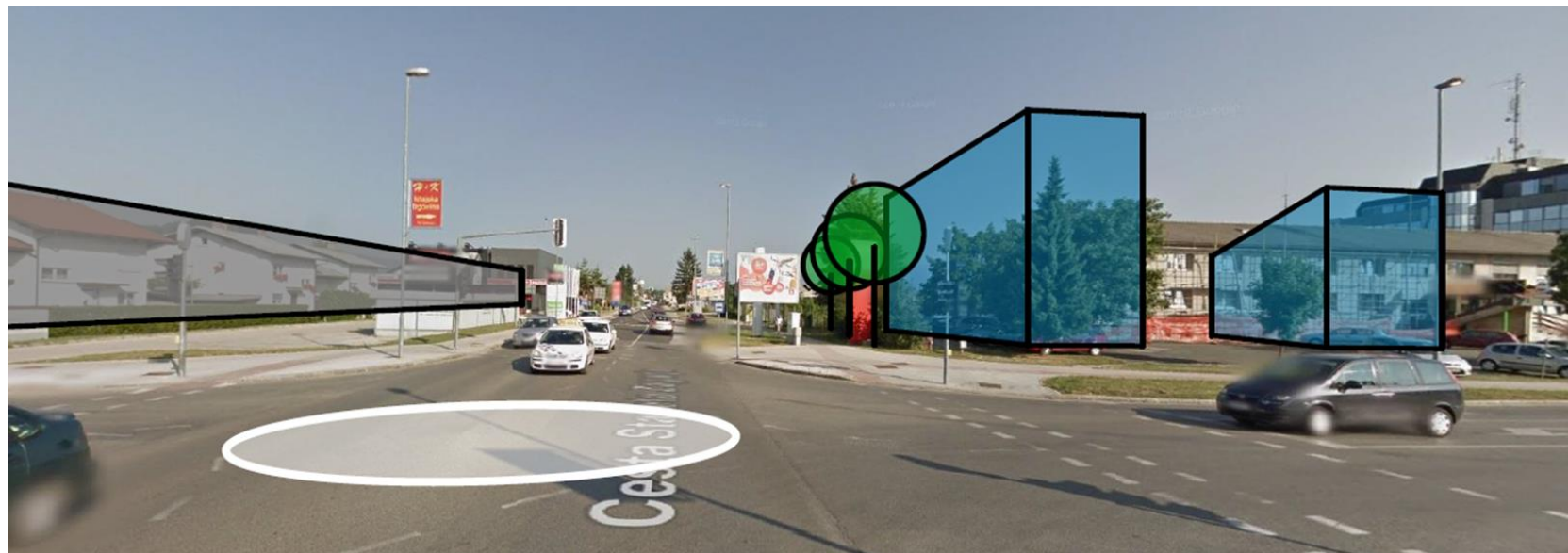
- a list of plots
- land registry status
- the design of sets of units (land + building) in graphics
- ❖ Basis for future primary analysis and interviews with owners
- ❖ Research on the possibility of revitalizing the area
- ❖ Formation of conceptual plan
- ❖ Upgrade of the IS



SIMULATION OF POSSIBLE VARIANT 1 OF DEVELOPMENT



SIMULATION OF POSSIBLE VARIANT 2 OF DEVELOPMENT



EXPECTED RESULTS

- ❖ RAISED AWARENESS OF CIRCULAR ECONOMY,
- ❖ IMPLEMENTATION USE OF CE PRINCIPLES IN THE AREA (INDUSTRIAL SYMBIOSIS, REUSE OF DEGRADED SPACE, OPTIMIZATION, REPLACEMENT,...),
- ❖ NETWORK OF STAKEHOLDERS,
- ❖ INFORMATION ABOUT AREA PRIMSKOVO REGARDING COMMUNAL INFRASTRUCTURE,
- ❖ DATABASE FOR UPGRADE OF INFORMATION SYSTEM



LESSONS LEARNT

- ❖ PERSONAL INTERVIEWS ARE THE MOST IMPORTANT (A LOT OF OTHER IMPORTANT INFORMATION FROM STAKEHOLDERS) ALTHOUGH THEY TAKE MORE TIME THAN EXPECTED (MORE THAN 1 HOUR PER OWNER)
- ❖ LAND-OWNERS AND OTHER STAKEHOLDERS ARE WILLING TO COOPERATE BECAUSE OF WELL CHOSEN PAIR OF INTERVIEWERS (ONE REPRESENTATIVE FROM MUNICIPALITY CITYCIRCLE PROJECT TEAM AND ONE EXTERNAL EXPERT)
- ❖ STAKEHOLDERS ARE POSITIVELY SURPRISED BY MUNICIPALITY ACTIVE ROLE FOR PILOT AREA
- ❖ CONNECTIONS BETWEEN OWNERS AND STAKEHOLDERS ARE LIMITED ONLY TO THE MOST NECESSARY
- ❖ KNOWLEDGE ABOUT CIRCULAR ECONOMY NEEDS TO BE SET ON HIGHER LEVEL
- ❖ LINKS WITHIN STAKEHOLDERS WERE ALLREADY FOUND AND TO BE ESTABLISHED



IMPORTANT OTHER INFORMATION LEARNT

- ❖ TRAFFIC PROBLEMS AND NEEDS
- ❖ ENVIRONMENTAL NEEDS
- ❖ BETTER COOPERATION WITH MUNICIPALITY
- ❖ DIFFERENT DEVELOPMENT NEEDS
- ❖ LACK OF KNOWLEDGE ABOUT NEW CIRCULAR ECONOMY BUSINESS MODELS

WHILE ANALYZING THE PRIMSKOVO AREA WE GET VALUABLE INFORMATION ABOUT THE AREA THAT WE CAN OFFER TO NEW INVESTORS AND INTERESTED BUSINESS COMPANIES IN REAL TIME

PANDEMIC CRISIS IS A BIG AND CHALLENGING ISSUE!

