

TAKING
COOPERATION
FORWARD

 online event, 28. 3. 2022

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

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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



WHAT WAS DONE IN LAST PERIOD

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

PHASE 3: UPGRADE OF MUNICIPALITIES INFORMATION SYSTEM

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

Organizing joint event to set up the network and to present application to land owners and users



PHASE 2: SETTING-UP THE NETWORK

20.10.2021 Joint event at PILOT AREA PRIMSKOVO



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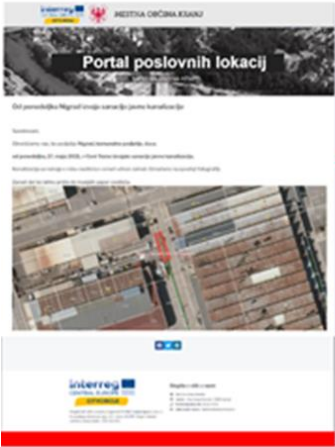


PHASE 2: SETTING-UP THE NETWORK

20.10.2021 Joint event at PILOT AREA PRIMSKOVO



PHASE 3: NEW APPLICATION BUSINESS LOCATIONS

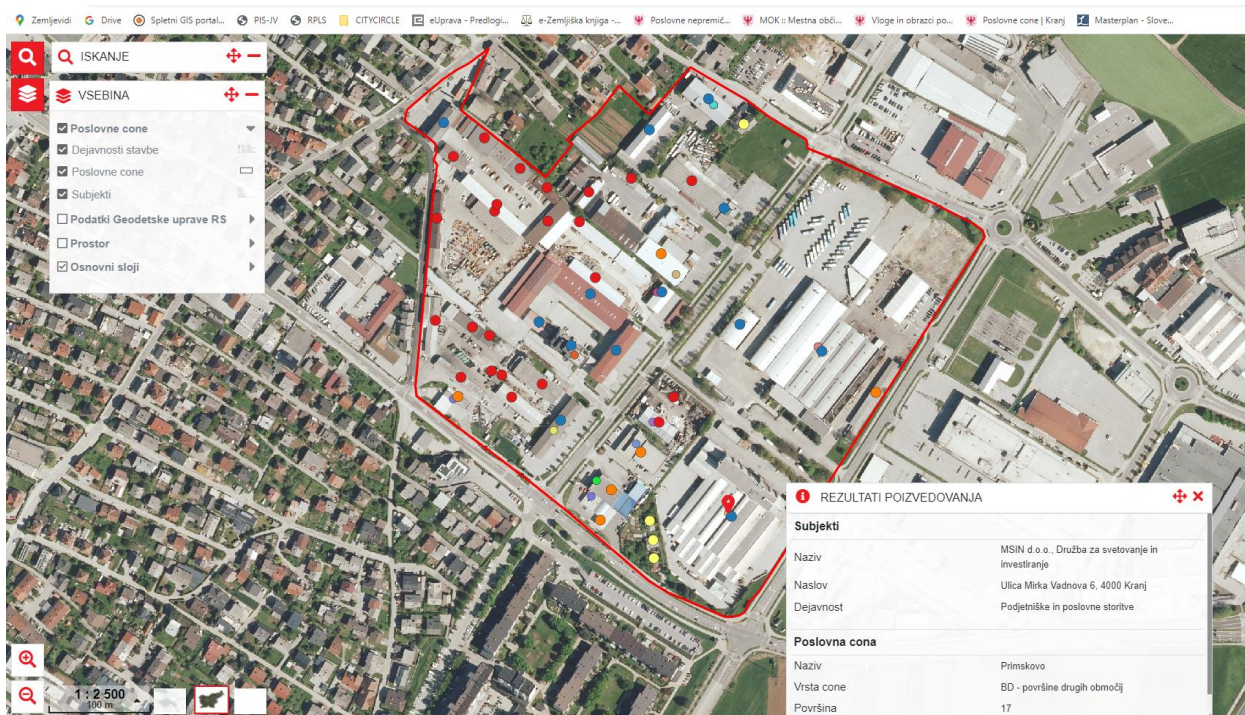


Poslovna zona Prámskovo

<https://poslovne-lokacije.kranj.si/>



PHASE 3: NEW APPLICATION BUSINESS LOCATIONS



REZULTATI POIZVEDOVANJA

Subjekti	
Naziv	MSIN d.o.o., Družba za svetovanje in investiranje
Naslov	Ulica Mirka Vadnova 6, 4000 Kranj
Dejavnost	Podjetniške in poslovne storitve

Poslovna cona	
Naziv	Primskovo
Vrsta cone	BD - površine drugih območij
Površina	17

<https://poslovne-lokacije.kranj.si/>



RESULTS FROM PILOT AREA

- ❖ JOINT EVENT TO SET UP NETWORK OF STAKEHOLDERS
- ❖ UPGRADE OF INFORMATION SYSTEM
- ❖ RAISED AWARENESS OF CIRCULAR ECONOMY,
- ❖ PRESENTATION OF UPGRADED INFORMATION SYSTEM
- ❖ APPLICATION/PLATFORM „POSLOVNE LOKACIJE“ (BUSINESS LOCATION) FULLY IN USE TILL END OF 2021
- ❖ SIGNED MOU AND JOINT STRATEGY OF TRANSITION TO CE IN CITY OF KRANJ



LESSONS LEARNT

- ❖ UNEXPECTED ACHIEVEMENTS REGARDING LAND MANAGEMENT
- ❖ UPGRADING THE INFORMATION SYSTEM TAKES A LOT OF TIME AND EFFORT
- ❖ WE ARE NOT CONVINCED OF HOW MANY STAKEHOLDERS WILL USE APPLICATION
- ❖ WE NEED TO ENSURE ONE PERSON WITHIN MUNICIPALITY WHO WILL CONSTANTLY MANAGE THE APPLICATION AND ASSURE ASSISTANCE
- ❖ KNOWLEDGE ABOUT CIRCULAR ECONOMY NEEDS TO BE SET ON HIGHER LEVEL
- ❖ LINKS WITHIN STAKEHOLDERS WERE ALREADY FOUND AND TO BE ESTABLISHED
- ❖ APPROACH WE USE FOR LAND MANAGEMENT IS INTERESTED TO OTHERS
- ❖ LINKS BETWEEN CIRCULAR ECONOMY RELATED PROJECTS HAVE BEEN CREATED
- ❖ PANDEMIC CRISIS WAS A BIG AND CHALLENGING ISSUE!



PLANS FOR THE FUTURE

- ❖ CO-CREATION OF CIRCULAR ECONOMY STRATEGY WITH LOCAL STAKEHOLDERS
- ❖ INTEGRATING THE PRICIPLES OF THE CIRCULAR ECONOMY INTO OTHER MAIN STRATEGIC DOCUMENTS
- ❖ APPROVING STRATEGY OF TRANSITION TO CIRCULAR ECONOMY IN THE CITY OF KRANJ BY THE CITY COUNCIL
- ❖ PROVIDING EFFECITVE SUPPORTIVE ENVIRONMENT ALSO AFTER ENDING THE CITYCIRCLE PROJECT
- ❖ USING APPLICATION „BUSINESS LOCATIONS“ AND INNOVATIVELY UPGRADING IT
- ❖ JOINT IMPLEMENTATION AND CONSTANT DEVELOPMENT OF CIRCULAR ECONOMY IN THE CITY OF KRANJ
- ❖ OTHER SMALL STEPS TOWARDS CIRCULAR ECONOMY

