

# REPORT ON SUSTAINABILITY IN THE DESTINATION KRANJ 2020

*With the ceremonial signing of its Green Policy on 24 September, 2020, the destination Kranj has officially committed to implementing sustainable models in all areas of its activity. We are continuing the work that was started already two decades ago. First it was the renovation of buildings and later an expansion of sustainable activities to all areas of the community: care for nature, activities to improve the environment and climate, honouring culture and tradition, social and welfare issues, improving the destination management and consequently in a more integrated tourism development. All activities are conducted with the intent of improving the quality of life in the community and with a focus on revitalizing untapped, inherent potential. In all activities, connections to neighbouring communities, and also those that are a bit further away, are important to us.*



## SUSTAINABLE MOBILITY

Sustainable mobility contributes to better air quality and quality of life, to efficient energy consumption and to the reduction of CO<sub>2</sub> emissions, at the same time it lowers transport costs, reduces stress and creates better well-being and health. Due to these positive effects, for several years now, the municipality of Kranj has been trying to introduce soft mobility.

### KRsKOLESOM

The country's largest electrified bike rental system, KRsKOLESOM, is a step forward in fulfilling our commitment to long-term mobility with 28 electrified stations in Kranj and the surrounding area, for 92 bicycles and 68 e-bikes. It is part of the Gorenjska.bike network that connects five communities. In this way, the boundaries of the communities are crosses, as a user can rent and return a bike in different locations. For example, a bike rented in Kranj can be returned in Jesenice.

### CENTRE FOR SUSTAINABLE MOBILITY

It is our wish to reduce the number of cars in Kranj, which is why the Centre for Sustainable Mobility is planned in the

Planina residential area, a novelty in Slovenia. It is here where, in addition to the storage and repair of bicycles, both citizens and visitors can find all information about bicycles, buses and other means of transport. The centre has a green roof and a special feature are also tactile markings for the blind and partially sighted – the immediate vicinity of the building will be equipped according to standards that guarantee them a better quality of life.

### KRANVAJ

The municipality of Kranj offers residents of the city centre and its visitors a free ride with a driver. The electric vehicle called Kranvaj has space for five passengers and luggage. Wheelchairs and strollers up to a width of 65 cm can also be loaded into the vehicle. As a passenger, you can catch a ride by:

- waiting at the marked entry points (Kranj Town Library, Pungert, Huje),
- raising your hand when you see the electric vehicle in the old town, or
- booking it in advance on the publicly accessible mobile phone number (+38631383700). Reservations are taken by the driver in person or by phone every day between 8 a.m. and 7.30 p.m.

## CAR SHARING

The municipality of Kranj signed a contract with Avant-2go for the provision of parking spaces for rented electric cars. The project provides for 17 parking spaces for this company's electric vehicles at 4 points (Kranj municipality building, Iskratel Labore, Merkur-Primskovo, Čebelica). The aim of this sharing system is to reduce CO2 emissions with the advantage that several people can drive one vehicle to the same destination.

## ACCESSIBILITY

The municipality of Kranj is aware of the difficulties faced by people with special needs and this is why in February 2019, it set up a commission made up of 12 people with special needs from various government and non-governmental organizations. They point out problems they encounter in everyday life and propose ideas, so that together with community services they can look for solutions in different areas: accessibility, provision of interpreters, labelling for the blind etc. In the future, this municipality will strive to further improve the living conditions of people with disabilities. To this end, it has decided to join the project "Municipality tailored to the needs of the disabled" and to take responsibility for a permanent implementation of this project.

## GREEN PROJECTS

Green projects are like pieces of a mosaic and together they form a complete picture. Below are some of them from different areas of sustainability, connecting different fields and environments and improving the quality of life.

### SUSTAINABLE ENERGY AND CLIMATE PLAN FOR THE GORENJSKA REGION

In Slovenia there is a growing awareness of the need for sustainable or green development. Climate change has become part of our reality and we are facing major challenges in this regard. Therefore, within the framework of the Gorenjska Region Council, the Kranj Municipality

joined the development of a sustainable energy and climate plan, and Gorenjska was the first Slovenian region to lay down such a plan.

## GREEN ROOF

The biggest advantage of green roofs is water retention, because such a roof can hold 80 percent of the rain and makes sure that the sewer network is not overloaded during rainfalls. First such roof in Kranj was donated to the Stane Žagar Primary School. It is looked after by seventh-graders who now have two new outdoor classrooms on it and already started to plant a garden in which spices, shrubs, herbs, raspberries, blackberries, as well as vines and honey plants will grow.

## GREEN EXPERIENCES

### Discover experiences in the Gorenjska region using green mobility

In the project "Let yourself be driven and seduced by green mobility" (CIPRA Slovenia, CTRP Kranj), 18 different sustainable mobility programs were developed for young people, families with children and the elderly. They are designed in such a way that they can show how sustainable means of transport can be used for leisure activities (tourism, shopping, visiting events) with clearly graphically marked suggestions regarding time, routes and content. Each program scheme contains information on transport timetables, attractions, travel times and costs. The aim of the programs is to increase the number of visitors to natural and cultural sites, to farms, markets and events, whereby the boundaries of a municipality are not an obstacle.

## Puhar House

In memory of the inventor of photography on glass, Jan-ž Puhar, who lived and worked in Kranj, the Puhar House opened in 2020. It offers an interesting peek into the world of a priest who was more interested in photography than in holding a mass, and who was associated with the devil by other townspeople because of the





smell of sulphur from his home. When visiting this house, one can learn a lot about his work and his life and you dive into a world of illusions and unusual experiences.

### Alpine Air – Urban Flair

People of Kranj are proud of the 6000 years of history that shaped the life of the town and its surroundings. On a special guided tour, we therefore brought together all the historical pearls that are otherwise largely hidden from our visitors. The participants at this tour are transported back to the time of antiquity and its warriors, when they see the world-famous lamellar armour and spears, they descend into an ossuary and cemetery, where burials began 1400 years ago, and they meet Leopold Layer who, in order to repent for counterfeiting money, created the most famous painting in Slovenia, the miraculous image Mary Help of Christians in Brezje, but there are many other interesting things to be experienced.

### EDUCATIONAL ACTIVITIES

In the municipality of Kranj, great emphasis is placed on people learning about sustainability. Educational programmes are carried out by different organizations in various areas. The Tourism and Culture Board Kranj offers people who are active in tourism new knowledge about sustainability. The Centre for Sustainable Rural Development Kranj and the regional development agency BSC Kranj offer training courses for professionals and the general public. Kovačnica – the business incubator in Kranj offers a supportive environment for dynamic entrepreneurship. Their current topics are:

- Trends, innovation and sustainability in tourism,
- Mitigation and adaptation to the consequences of climate change in municipalities,

- Organic farms and horticulture,
- Potential of Slovenian wood,
- Biodiversity in residential areas,
- Maintenance of areas for sustainable fishing tourism and presentation of the cultural heritage in the field of fishing.

### PUBLIC RELATIONS

We understand the importance of informing the public about all activities in the destination Kranj. We follow modern guidelines and use modern advertising channels: website, Facebook, Instagram. Articles are published in local newspapers (Gorenjski Glas, Kranjske novice) and some Slovenian and foreign newspapers. Information is also provided through advertising campaigns, brochures and posters. Study trips for journalists are organized. Surveys are conducted, results are analyzed and the ideas thus obtained are applied to carry out improvements. Through these and some other activities, information is provided to various target groups – the general population, visitors and stakeholders in economic and non-economic sectors.

The town of Kranj is the largest municipality in the Gorenjska region, so sustainable measures and efforts here have a major impact on the economy, agriculture, climate, culture, nature and all other areas of life not only in our municipality but also beyond its borders. For two decades already, competent public institutions, non-governmental organizations and the economy have been coming together in various sustainable projects and all these efforts have been yielding good results. In the desire for even greater introduction of sustainability in all areas, we will continue our efforts in the future.

