

# ALPINE AIR – URBAN FLAIR IN A SUSTAINABLE WAY

## SUSTAINABILITY REPORT 2021, 2022

### IN THE DESTINATION KRANJ

*The destination of Kranj joined the Green Policy in 2020 and received the Slovenia Green Gold award soon after. This year, when an evaluation of Slovenian tourist destinations will take place once again, we wish to join those destinations that have the highest distinction, Platinum. Over the last two years, we have built on existing projects and created new sustainability projects, with an eye towards a better quality of life in our municipality, reducing our carbon footprint, using natural resources wisely, educating about sustainability and generally providing the best possible tourism experience we can offer our guests.*



#### SUSTAINABLE MOBILITY

What is sustainable mobility? Sustainable mobility is walking, cycling, public transport and other alternative forms of mobility that are accessible to all. The main aim of sustainable mobility is to improve the quality of life in city centres, to reduce environmental impacts and to steer travel patterns towards sustainable choices. As mobility has no limits, even the borders of our municipality are not a limit for us. For the following projects, we have engaged in inter-municipal connections to create a sustainable mobility network that goes beyond the borders of the municipality of Kranj.

#### SUSTAINABLE MOBILITY CENTRE

It is our wish to reduce the number of cars in Kranj, which is why we have built the Sustainable Mobility Centre in the Planina neighbourhood. It is a novelty in Slovenia. In addition to bicycle storage and bicycle repair facilities, the centre also provides citizens and visitors with information about the KRskOLESOM bicycle rental scheme, about bus and rail connections, and information about other sustainable means of transport (car sharing by Avant2go). The centre has a green roof and tactile

markers for the blind and visually impaired are another special feature of it. The immediate surroundings of the building are neatly landscaped and equipped to state-of-the-art standards to ensure a better quality of life, with a focus on reducing noise and carbon emissions.

#### KRskOLESOM

The country's largest electrified bicycle rental system, KRskOLESOM, delivers on its commitment to sustainable mobility with 30 stations around Kranj and the surround-



ing area, with 98 regular bicycles, 76 electric bicycles and 2 tricycles. We are part of the Gorenjska.bike network connecting seven municipalities – Jesenice, Kranj, Naklo, Radovljica, Tržič, Škofja Loka and Cerklje na Gorenjskem.

### KRANVAJ

The city of Kranj offers a free shuttle service, called Kranvaj, to the inhabitants of the city centre and its visitors. The mini electric bus has space for five passengers and luggage. It is also possible to load a wheelchair or a baby carriage up to a width of 65 cm. You can use the transport by:

- Waiting at the marked stations (Kranj Library, Pungert, Huje),
- Calling for the shuttle to stop for you in an area designated for this by raising your hand or
- Pre-ordering or booking the shuttle service by calling the mobile phone number (+38631383700). Reservations are accepted by the driver when you meet him in person or by phone every day between 8 am and 7.30 pm.

### CAR-SHARING

The city of Kranj has signed a contract with the company Avant2Go for the provision of electric car sharing services. The project includes 21 parking spaces for electric vehicles at six locations (Municipality of Kranj, Iskratel-Labore, Merkur-Primskovo, pri Čebelici, Planina residential neighbourhood, Sustainable Mobility Centre). The aim of the project is to share vehicles, reduce emissions and reduce noise in city centres. Avant2Go cars are 100% electric and easy to use. A booked vehicle can be parked/picked up also at another location to which Kranj is connected – Bled, Jože Pučnik Airport, Ljubljana, Koper and Maribor.

### A CITY TAILORED TO EVERYONE'S NEEDS

The Municipality of Kranj is well aware of the issues of people with disabilities, which is why in February 2019 we joined forces with 12 representatives of governmental and non-governmental organisations to form the Commission for People with Disabilities. Their aim is to draw attention to the problems they are facing in their daily lives. To this end, the Municipality of Kranj has joined the project "A city tailored to the needs of people with disabilities" and has assumed responsibility for the permanent implementation of this project. In the future, we will continue to strive to better understand the needs of people with disabilities and to further improve their lives through numerous actions and by empowering stakeholders to provide even more adaptations and universal accessibility, thus improving the wellbeing of all people with disabilities.

### GREEN PROJECTS

Green projects are like stones in a mosaic, creating one image together. Here are some of them, covering different areas of sustainability, linking several sectors and

environments and improving the quality of life. Our city has been awarded the title European Destination of Excellence (EDEN) 2023, which confirms that we are working in the right direction and are well on our way towards the most sustainable form of tourism management and development.

### GORENJSKA REGION ACTING FOR A BETTER TOMORROW

Awareness of the need for sustainable or green development is growing in Slovenia. Climate change has become part of our reality and we are facing major challenges in this area. This is why the City of Kranj, within the Gorenjska Region Council, created its plan for sustainable energy and climate change, so Gorenjska is the first Slovenian region to have its own Sustainable Energy and Climate Plan.

### JOINT EFFORTS

Ljubljana, Kranj and Velenje have been selected to participate in the 100 Climate Neutral and Smart Cities mission. This November, the three municipalities signed a commitment to establish a Slovenian partnership, recognising the importance of co-creating and working together towards a common goal. The European Commission will accompany, support and advise the selected cities on their way to achieving their goal, as they aim to accelerate progress towards the mission.

### GREEN ROOF

The biggest advantage of green roofs is water retention, as they can hold 80% of rainfall and make sure that the sewerage network is not overloaded during heavy rainfall. The first roof of this kind in Kranj was built on top of



the Stane Žagar Primary School. It has been diligently maintained for two years already by seventh-grade pupils and is used as a teaching aid in science classes.

## GREEN EXPERIENCES

### DISCOVERING THE GORENJSKA REGION WITH GREEN MOBILITY

The "Let Green Mobility Move You" project (CIPRA Slovenia, CTRP Kranj) has developed 18 different sustainable mobility schemes aimed at various age groups. They are designed to show how to use sustainable means of transport to reach leisure activities (tourism, shopping, visiting) with clear graphics showing the travel times, routes and content suggestions. Each scheme contains information on timetables, attractions, duration of the trip and costs. The objectives of such schemes are to increase visits to natural and cultural sites, holiday farms, markets and events, without municipal borders being a barrier.

### HEADS OR TAILS TOUR

Turning traditional guided tours on their head. Why not let the toss of a coin decide the course of your visit to Kranj? We've created a guided tour of Kranj for you, where a coin will decide on every step of the way and then the camera obscura will turn things upside down



even further. Tails means we turn left, head means we turn right. We will walk to the 14 points linked to the greatest Slovenian poet, France Prešeren.

### DIGITAL TOUR OF THE TUNNELS

People of Kranj are proud of 6000 years of recorded history that have shaped the life of their city and its surroundings. Today, Kranj combines a touch of the Alpine countryside with urban cultural programmes and intellectual heritage, which gives it a special charm and makes it distinctly unique and interesting for visitors.

Join us on a special guided tour and discover the cultural heritage that is usually hidden from public view. In the tunnels beneath the old town of Kranj, you will learn more about important periods in Kranj's history with the help of digital technology and 15 information boards. The tunnels are extremely interesting because their special environment is reminiscent of karst caves.

### LONG TABLE OF KRANJ

The Long Table was organised for the first time in 2021 and now it delighted its guests for the second year in a row. This year, we brought together 5 of Slovenia's top chefs who prepared 100 meals, of which 30 meals were donated to socially disadvantaged families. The project was designed with sustainability in mind, with no plastic, minimal food waste, short supply chains and tap water was served.



### SOS PROTEUS – Cave Salamander Information Centre

This year, we joined in a public-private partnership with Gregor Aljančič and opened a cave laboratory dedicated to the study of olms as well as other creatures living in Slovenian caves. The quality of the groundwater is particularly important for the conservation of the many species of animals in caves. The Tular Cave Laboratory has become a symbol of the protection of cave biodiversity and drinking water. The funds from the tickets are used for the operation of the cave laboratory, for research and protection of olms and for raising awareness about them.

## GREEN COMMUNICATION

In order to achieve a greater impact, our green projects need to be supported by various training courses and an appropriate delivery of key messages. Projects are not only aimed at reducing the impact on the environment but also at residents, as well as visitors. Projects are valuable only to the extent to which people adopt them and take their lessons to heart.

### TRAINING

In the Municipality of Kranj, great emphasis is placed on education in the field of sustainability. The Kranj Tourism and Culture Board is sharing new knowledge with stakeholders working in the field of tourism. The Kranj Centre for Sustainable Rural Development and the Business Support Centre Kranj provide training for the professional and general public. Kovačnica – the Business Incubator offers a supportive environment for dynamic entrepreneurship. Their most topical themes are:

- Trends, innovation, smart solutions, inclusiveness and sustainability in tourism,
- Mitigation and adaptation to climate change in municipalities,
- Organic farming and organic gardening,
- Potential of Slovenian wood,
- Biodiversity in settlements,
- Development of sites for sustainable fishing tourism and presentation of fishing cultural heritage

### SOCIALLY RESPONSIBLE ACTIONS UNDERTOOK DURING THE COVID CRISIS

Even during the Covid-19 pandemic, activities under our sustainability programmes did not come to a halt. In October 2020, the City of Kranj organised a charity campaign for the Fajdiga Clinic, which was in need of disinfection equipment for its premises. At the Kranj Tourism and Culture Board, we launched actions that helped to boost tourism. We changed our communication and linked up with tourism service providers. In 2021 and 2022, we offered all accommodation facilities in the Municipality of Kranj the option of cooperation by including various activities free of charge (free guided tours of Kranj, the tunnels or the canyon of the Kokra River, free visit to the Brdo Park, 10% discount for a tour of the bell tower of the Church of St. Cantianus, 10% discount for purchasing souvenirs in the Kranj House, 20% discount for the Heads or Tails adventure tour, 20% discount for a digital tour of the tunnels of Kranj, a visit to the cabinet of Janez Puhar – various discounts and freebies, ...). Guests of accommodation facilities who have stayed at least one night in the destination Kranj can take advantage of these discounts.

### PUBLICITY

We are aware of the importance of informing the public about all activities in the destination. We follow current

guidelines and use modern advertising channels: our own website, Facebook, Instagram. We will also join other social networks, such as TikTok, as we are aware of the importance of new technologies to reach younger generations. We are publishing articles in local, Slovenian and international newspapers. We also inform people through promotional campaigns, brochures and posters, and we organise various study tours. We regularly carry out surveys and analyse the results, and try to take their findings into account as much as possible in our future work. Through these and other activities, we keep the various target groups – the general public, visitors and stakeholders in the economic and non-economic sectors – informed.

Kranj is the largest municipality in the Gorenjska region, so sustainability measures and efforts 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 it. Responsible public institutions, NGOs and the business community are working together in various sustainability projects and all these efforts have been producing good results for two decades. In order to further mainstream sustainability in all areas, we continue our efforts in the future and have set ourselves the goal of becoming the leading municipality in this field.

