



TAKING  
**COOPERATION**  
FORWARD

 online event, 5. 10. 2021

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

 Aleksandra Ažman, 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 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



# EXPECTED RESULTS

- ❖ 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
- ❖ KNOWLEDGE ABOUT CIRCULAR ECONOMY NEEDS TO BE SET ON HIGHER LEVEL
- ❖ LINKS WITHIN STAKEHOLDERS WERE ALLREADY FOUND AND TO BE ESTABLISHED
- ❖ APPROACH WE USE FOR LAND MANAGEMENT IS INTERESTED TO OTHERS
- ❖ LINKS BETWEEN CIRUCLAR ECONOMY RELATED PROJECTS HAVE BEEN CREATED
- ❖ PANDEMIC CRISIS IS A BIG AND CHALLENGING ISSUE!

