Regional Development Agency of Gorenjska

BSC, Business Support Centre L.t.d., Kranj

Partner presentation

Sofia, May 12, 2016
Gorenjska region

Austria

Klagenfurt
Kranj
Ljubljana

Croatia

Zagreb

Italy

Trieste

Hungary

Maribor
Gorenjska region

- 1 of 12 statistical regions in Slovenia
- **18 municipalities**
- Population: **203,926** – 9.9% of Slovenia (2015, source: SURS)
- Area: **2,137 km$$^2$$** – 10.5% of Slovenia (2015, source: SURS)
- Population density: **95/km$$^2$$** – Slovenia 102/km$$^2$$ (2015, source: SURS); unequal population density
- Age structure: 16% under age 15, 17% aged 65 and over, mean age: 42 (2015, source: SURS); **ageing population**
- **Natural increase: 2.1 per 1000** population – Slovenia 1.1 (2014, source: SURS)
Gorenjska region

- Alpine region with high mountains, including Triglav (the symbol of Slovenia)
- 65% of the region is covered by forests
- 45% of the region protected natural areas
- Relief and climate are very good bases for tourism
- 19% of tourist nights in Slovenia, of which 78% by foreign tourists (2015, source: SURS)
Gorenjska region

- Regional **GDP per capita**: 15,833 € (2014, source: SURS)
- **Lowest registered unemployment rate** in Slovenia: 9.5% (Slovenia 13.1%) (2014, source: SURS)
- **Tertiary education graduates**: 9 per 1,000 population (2014, source: SURS)
BSC Kranj acts as a **regional development agency** and a regional support institution for entrepreneurial economic development of Gorenjska.

Number of employees: 16

BSC Kranj acts as a **link among entrepreneurs, chambers, municipalities, institutes, ministries and other institutions** working in the following areas:

- projects of regional, local and cross-border cooperation,
- entrepreneurship, competitiveness, technological development and ICT,
- human resource development,
- the development of tourism,
- spatial development and environmental protection, rural development,
- technical assistance and cooperation with partners from the EU and other countries.
Supporting development of Gorenjska region

Promotion of **balanced regional development**, regional cooperation and cooperation of Gorenjska with crossborder regions and EU countries.

Cooperation in the **European territorial cooperation programmes** and projects supported by financial mechanisms.

More than **100 successfully implemented projects** from the field of entrepreneurship, technology, human resources, tourism, sustainable and rural development, **cultural heritage included**.

Management of **Gorenjska scholarship scheme**.

**Support to young and potential entrepreneurs** (education, one-stop-shop for company registration).

Info point **Europe Direct** Gorenjska.

Preparation of **Rural Development Programme** and management of LAG „Gorenjska košarica“.

Preparation and implementation of Gorenjska **Regional Development Programme 2014-2020**.
Development area: TOURISM

Goals

→ Efficient organized and recognizable tourist destination Gorenjska – Destination management.
→ Attractive and profitable integral touristic products.
→ Improvement of quality of touristic infrastructure.
→ Improvement of development on the principle of sustainable tourism.
→ Stimulation of small entrepreneurship and civil society for growth of competitiveness of offer as the answer to the market needs.

Investment areas

→ MANAGEMENT OF GORENJSKA DESTINATION (RDO)
→ CREATION OF INTEGRAL TOURISTIC PRODUCTS
→ ACTIVATION OF NATURAL, CULTURAL AND TECHNICAL HERITAGE (inclusion into the touristic offer)
→ INVESTMENTS INTO TOURISTICAL INFRASTRUCTURE (sport, accommodation and traffic infrastructure)
Vision of Gorenjska region

We wish Gorenjska to have a healthy environment, to be safe for our children and attractive for your children. We wish Gorenjska with opportunity for realization of working visions, human potentials and new ways of creativity. We wish high quality of living standard. We wish Gorenjska which rejuvenates. We wish inhabitants will say:

»Gorenjska, where I want to live, work and play.«
Cultural Heritage in Gorenjska

- 4,134 units of immovable cultural heritage
  - by genre: archaeological sites, monuments, buildings, parks and gardens, cultural landscapes…
  - by date: stone age – 20th century
Digitization of natural in cultural heritage in Slovenia

- Deficient and non-uniform standards of digitization
- Standards not synchronized with international level
- Institutions are not connected → duplication of digitization
- A lot of non-digitized material
- Material digitized in the past often does not meet current digitization standards

How to digitize, in order to protect the original and at the same time make the material largely accessible to public (tourism)?
Thank you for your attention!