


NR.	SECTION	DESCRIPTION
0	Photographs	
1.	Title of the practice	<b>Travelling around Gorenjska with an electric vehicle (Gorenjska Electric Route) (P9)</b>
2.	Precise theme/issue tackled by the practice	Theme of this best practice was an infrastructural development and promotion of environmentally friendly e-vehicles in tourist centres in nature protected areas.
3.	Objectives of the practice	<ul style="list-style-type: none"> <li>• To create interconnected route for electric vehicles with all infrastructure needed for electric vehicles to travel all around Gorenjska region and potentially also from direction of Austria and Italy.</li> <li>• To raise knowledge, awareness and motivation of both local people and foreign visitors to support and use electric vehicles (both big and small).</li> <li>• To raise knowledge and motivation about green mobility as a sustainable development opportunity.</li> </ul>
4.	Location	<ul style="list-style-type: none"> <li>- Country: Slovenia</li> <li>- Region or district or municipality</li> </ul> 5 municipalities of Central and Upper Gorenjska: Jezersko, Preddvor, Bled, Bohinj, Kranjska gora.
5.	Detailed description of the practice	
<p><u>Origin:</u></p> <p>In Gorenjska region environmental burdens of current forms of transport and tourism, e.g. noise and greenhouse effect gases, are endangering sensitive alpine valleys and other touristic places in rural areas. Around 40% of all land in rural areas of Gorenjska has Natura 2000 or some other nature protection status. Above mentioned transport trend endangers nature preservation and consequently sustainable rural development. Rapidly developing and growing number of electric vehicles, both big (cars) and small ones (bikes, scooters), offer to Gorenjska an opportunity to introduce "green" transport.</p> <p>In spite of all potentials of electric mobility, electric vehicles have their specific project limitations and requirements. One of the key requirements is recharging infrastructure as average electric car can reach 100-150 km (and bikes 20-30 km) with single battery. In Slovenia only 5 charging stations were installed until spring 2010 and even those stations were set all over Slovenia.</p> <p>What is more, in order to choose new mean of mobility, people need except technical know-how about e-vehicles and finances to buy them, but also motivation and awareness of the positive consequences that sustainable transport can bring for the nature as well as the quality of life.</p>		

Timescale: 2010

Bodies involved / implementation:

Project was selected at the 2010 call of Local Action Group (LAG) Gorenjska Košarica in September 2009 within the LEADER axis of the Rural development programme 2007-2013 and was co-funded by The European Agricultural Fund for Rural Development.

Partners involved in the implementation of the project were:

- Elektro Gorenjska d. d. (the largest company for distribution of electric power in Gorenjska) – Lead partner.
- Centre for Sustainable Rural Development Kranj (development non-profit institute supporting activities for environmentally, economically and socially sustainable rural development of Gorenjska) – Project partner.
- Just-EE d.o.o. (company for development of electric vehicles) – Project partner.
- Municipalities Jezersko, Preddvor, Bled, Bohinj, Kranjska Gora (informal local partners).
- Živomodro (association for the environment welfare which was an external partner in charge of preparation of project's conceptual design and implementation of the promotional activities).

Process and detailed content of the practice:

Project had 2 phases, both very important:

- *Project preparation phase:*
  - Preparation of the project idea and formation of the partnership.
  - Search for the funding for project realization and successful application to the LAG 2010 tender.
- *Project implementation phase:*

Strategic establishment of a regional network of charging stations in Jezersko, Preddvor, Bled, Bohinj and Kranjska gora, which enables travelling all around Gorenjska, simultaneously connecting it with neighboring Italy (via Reteče) and Austria (via Jezersko):

  - Defining and planning the route.
  - Preparing documentation and permissions for setting up 5 charging stations for recharging electric vehicles.
  - Technical implementation (designation, layout of stations, connecting the stations to the grid and testing them). Each station has a three-phase socket (3x16A) for larger and 2 one-phase sockets (16A) for smaller vehicles.
  - Organizing Gorenjska Electro Caravan as a major public promotional and educational event where:
    - the owners of electric vehicles were able to test newly opened stations and Gorenjska electric route all the way;
    - The inhabitants and visitors got to know the project and its idea and were offered to take test drives in order to get to know the nature friendly vehicles.
  - Information and awareness raising activities for local population/visitors about electric

vehicles, green mobility and the project:

- Preparing and printing information-promotion brochure in 3 languages (Slovene, English and German).
- Organizing 2 meetings/workshops with local development actors and inhabitants.
- Preparing articles on the project and electro mobility for web-sites of project and local partners.
- Creating interactive map of the route for web-sites.
- Project information accessible in tourist information centers in municipalities involved.

#### Legal framework:

The legal requirements for setting up recharging station for e-vehicles are quite demanding in comparison to the size of the object (building permit etc.). All stations within the project were set on the parcels owned by the lead partner or by local communities and therefore no lease contracts were required.

Partners were in many ways “pioneers” about electric mobility, especially about collecting all documentation and permissions to install recharging stations, and about equipping charging stations for every-day use. Their experiences will smooth the work of new similar projects around Slovenia.

#### Financial framework:

Total value of the project was 50.500,00 EUR (of which 60% was funded by LEADER, 40% by partners).

#### Use degree (%): users/total population:

In 2010:

- 2 owners of an electric car in Gorenjska out of 160.000 inhabitants of the region (< 1‰)
- Approximate number of charging (annually): 20

Although number of electric vehicles is still very low, Gorenjska region will be prepared and equipped for a forecasted massive production and use of electric cars in following years as a “electric mobility friendly region”.

Under the influence of the practice one more charging station was set up in Gorenjska in the municipality Naklo, and another one in Austrian municipality of Eisenkappel, therefore realizing the connection between Slovenia and Austria. Some other Slovene regions have expressed their wish to set such network in their own region.

<b>6.</b>	<b>Evaluation</b>
	<p><u>Possible demonstrated results (through indicators):</u></p> <ul style="list-style-type: none"> <li>• 5 new charging stations for electric vehicles which present the first complete and interconnected route for electric vehicles in Gorenjska and in Slovenia.</li> <li>• 1 Gorenjska Electro Caravan as a promotional and educational event.</li> <li>• 2000 copies of promotional brochure in Slovene, 1000 copies in English and 1000</li> </ul>

	<p>copies in German.</p> <ul style="list-style-type: none"> <li>• 1 interactive map of Gorenjska Electric route.</li> <li>• 2 meetings/workshops with local people and development actors.</li> <li>• Over 20 articles in TV, radio, electronic and printing media, among which all national, regional and local media.</li> </ul> <p>Project was well accepted among all included communities as well as among expert public and media. Preparation and implementation of all project activities ran without obstacles and were completed in the planned time frame.</p> <p><u>Possible success factors:</u></p> <ul style="list-style-type: none"> <li>• Competence and motivation of partners for all major project activities.</li> <li>• Efficient cooperation among partners with clear division of project tasks.</li> <li>• Good conceptual design of the project.</li> <li>• Cooperation of municipalities where activities were implemented (e.g. setting up charging stations).</li> <li>• Innovative approach gained a high media attention.</li> </ul> <p>Due to a very good “mixture” of partners of which each had its own part of skills and know-how needed for preparation and implementation of project activities, project run without obstacles. Very important was also high and clear motivation not only among partners, but also among responsible people from all involved local communities who assisted in all activities (e.g. in preparing documentation for permissions, taking part in promotion activities). All made every-day communication and work easier and smooth. Innovative approach of the project - creating first complete and interconnected route for electric vehicles in Gorenjska and in Slovenia - gained to the project a high media attention.</p> <p><u>Difficulties encountered:</u></p> <p>The need for fast execution of the project in order to catch the right moment to draw public and media attention. This was the goal set by project partners themselves as the pace of the implementation could easily be slower, but then the media attention would surely be lower.</p>	
7.	<b>Lessons learnt from the practice</b>	It is very important that all partners involved are enthusiastic, highly competent in their own field of work (technicians, marketing experts, coordinators of activities, etc.) and relevant for their part of activities. Attitude of municipalities involved towards the project can surely be a good indicator whether the practice is going to be a success. It is also necessary to keep in mind the importance of education-awareness rising among general public (especially youth) and local development actors to use potentials of the sustainable transport. As electric mobility is still rather a novelty, people don't understand all of its dimensions and potentials.
8.	<b>Contact information</b>	Centre for Sustainable Rural Development Kranj (CSR D Kranj) Institute for Development

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9.	<b>Other possible interesting information</b>	<ul style="list-style-type: none"> <li>• Additional information provided by informant</li> <li>• Various documents (reports, presentations)             <ul style="list-style-type: none"> <li>- Brochure of the project:  <a href="http://www.envo.si/zivomodro/images/pdf_doc/09-Gorenjsko%20elektro%20potovanje_zlozenka.pdf">http://www.envo.si/zivomodro/images/pdf_doc/09-Gorenjsko%20elektro%20potovanje_zlozenka.pdf</a></li> <li>- Photographs of the charging stations and the promotional event (at the beginning of this document)</li> <li>- Promotional movie available on YouTube:  <a href="http://www.youtube.com/watch?v=8b0AL-LdemU">http://www.youtube.com/watch?v=8b0AL-LdemU</a>  <a href="http://www.youtube.com/watch?v=6eLovq4jaF0">http://www.youtube.com/watch?v=6eLovq4jaF0</a></li> <li>- Digital map of electric charging stations:  <a href="http://maps.google.si/maps/ms?hl=sl&amp;ie=UTF8&amp;msa=0&amp;msid=113629456765023233860.000489c19c23902f93604&amp;z=11">http://maps.google.si/maps/ms?hl=sl&amp;ie=UTF8&amp;msa=0&amp;msid=113629456765023233860.000489c19c23902f93604&amp;z=11</a></li> </ul> </li> <li>• Websites of the partners:  <a href="http://www.ctrp-kranj.si">www.ctrp-kranj.si</a>  <a href="http://www.elektro-gorenjska.si">www.elektro-gorenjska.si</a></li> </ul>