


NR.	SECTION	DESCRIPTION
0	Photograph	
1.	Title of the practice	<i>“With electric bicycle I can do more” (P9)</i>
2.	Precise theme/issue tackled by the practice	Main theme of the best practice was a promotion of green and socially fair e-biking mobility with the aim to support sustainable development of rural areas, nature protection and equal quality of life of all population groups of Gorenjska region.
3.	Objectives of the practice	<p>There have been following objectives of the practice:</p> <ul style="list-style-type: none"> • To set up a comprehensive “package” of all necessary elements for introducing environmentally friendly mobility of population groups with limited psychical capabilities in pilot areas (e-biking infrastructure, effective promotional activities and sufficient know-how about e-biking). • To raise ecological awareness of local population and touristic visitors in tourist centres and nature protected areas of Gorenjska region. • To promote renewable energies. • To exploit opportunities offered by green transport for other sectors of sustainable development (e.g. green tourism).
4.	Location	<ul style="list-style-type: none"> - Country: Slovenia - Region or district or municipality: Gorenjska region, with majority of activities implemented in communities of central and upper Gorenjska region.
5.	Detailed description of the practice	<p><u>Origin:</u></p> <p>In Gorenjska region, where more than 40% of all territory is within Natura 2000 or some other nature protection status, environmental burdens of current forms of transport endanger sensitive Alpine valleys and other Alpine touristic places in rural areas. What is more, such transport trends also endanger quality of life and consequently sustainable rural development.</p> <p>Those beautiful and well preserved nature and rural landscapes of the Gorenjska region are extremely attractive for cycling. This form of green mobility is gradually gaining significance as a mode of transport with health benefits, also among population groups with limited psychical capabilities.</p> <p>Due to the typical sub-alpine landscape, however, members of some of those groups (elders, people with certain health problems and handicaps) may find individual sections</p>

of cycling routes in the Gorenjska region overly demanding for traditional cycling. Consequently, these people tend to set out on trips in the nature protected areas by car, thus depriving themselves of a significant part of leisure and recreation activities

Rapidly technical development and growth in number of electric vehicles, both big (cars) and small ones (bikes, scooters), has brought new opportunities to introduce "green" transport in these nature sensitive areas. Electric bikes offer a solution for a difficult terrain across Gorenjska region as they facilitate a combination of traditional cycling and electrically powered cycling. Electric bikes, which have little environmental impact, enable also physically less capable users to set out on more demanding and longer cycling tours, and enjoy a recreational activity in a green environment.

Timescale: 2011-2012

Bodies involved/implementation:

Project was selected at the 2011 call of Local Action Group (LAG) "Gorenjska košarica" within the LEADER axis of the Rural development programme 2007-2013 and was co-funded by The European Agricultural Fund for Rural Development.

Following private and public bodies were partners in the preparation and implementation of the project:

- Tourism Bohinj d.d. - Lead partner
- Municipality of Preddvor - Partner
- Regional Union of Pensioner Associations of the Gorenjska - Partner
- Centre for Sustainable Rural Development Kranj - External project coordinator

Process and detailed content of the practice:

Project was implemented to promote electro cycling as an environmentally friendly and socially fair recreational activity and mobility mode for all population groups. Furthermore, it was aimed to promote other sustainable development opportunities connected to green mobility, e.g. eco-tourism in Natura 2000...

To achieve all these goals, we designed a user-oriented programme of an e-biking in the countryside of the Gorenjska region and within this pilot project purchased electric bikes with the relevant equipment for 2 selected pilot info points.

As a part of project also a set of promotional, information and educational activities concerning e-cycling was prepared and implemented to raise motivation and awareness on positive consequences that sustainable transport brings for the nature, as well as for the quality of life.

Project had 2 phases, both very important:

Project preparation phase:

- Development of the project idea and formation of the partnership.
- Search for the funding for the project realization, which ended by successful application to the LAG 2011 call.

	<p>Project implementation phase:</p> <ul style="list-style-type: none"> • Defining 5 circular e-Bikes routes around the countryside of Gorenjska region. • Establishment of 2 info points for green e-bike trips in Preddor and Bohinj, and purchase 12 electric bicycles (6 for each of info points). • Implementation of promotional brochure for e-biking in rural areas of Gorenjska in 3 languages (Slovene, English, German). • Organizing meetings/workshops with local development actors and members of target groups to present them e-biking and all new opportunities for recreation and tourism development. • Preparing articles on the project and electro mobility for web-sites of project and local partners. • Creating maps of Circular Cycle Routs in the countryside of Gorenjska (5 maps) • Equipping all tourist information centers within participating municipalities with all necessary information about e-biking (through article and all results available on their web-site, trough brochures available in those centers, by training employees of these centers). <p><u>Legal framework:</u></p> <p>The project was implemented in accordance with the requirements of Local Action Group (LAG) Gorenjska Košarica within the LEADER axis of the Rural development Programme 2007-2013 (European Agricultural Fund for Rural Development).</p> <p><u>Financial framework:</u></p> <p>Total value of the project was 29.200,00 EUR, out of which 60% of eligible costs (VAT excluded) were funded by LEADER, while 40% by project partners.</p> <p><u>Use degree (%): users/total population:</u></p> <p>This best practice was a pilot project and was meant to give useful and comprehensive experiences, results and motives for further wider spread of e-bike mobility to other communities in Gorenjska region and in Slovenia. Therefore degree of usage is still low comparing to total population of the region. But taking into the account increasing share of elders in the region, nature protection awareness and care for healthy life-style on one, and very positive respond of other communities in the region on the other hand, we can aspect rapid extension throughout the region. In fact, a number of additional touristic information centers have bought e-bikes since the project has finished.</p> <p>Such project also means that Gorenjska region is more and more prepared and equipped for a forecasted massive production and use of electric vehicles in following years, and a could become a “electric mobility friendly region”.</p>
6.	<p>Evaluation</p>
	<p><u>Possible demonstrated results (through indicators):</u></p> <p>Project reached all the results planned in the preparation phase:</p> <ul style="list-style-type: none"> • The establishment of 2 marked info points for green e-trips in the countryside (Preddvor, Bohinj). • Purchase of 12 electric bicycles which enables regular implementation of e-bikes

	<p>trips designed within the project.</p> <ul style="list-style-type: none"> • Creation of 1 overall program for active green trips by e-bikes around the countryside in Gorenjska. • 5 new Circular Cycle Routes for e-biking. • 5 maps of Gorenjska green trips with e-bikes. • 2000 copies of promotional brochure in Slovene, 1000 copies in English and 1000 copies in German. • 2 meetings/workshops with local people and development actors to present them e-biking and new opportunities offered by e-bikes. • Over 15 articles in TV, radio, electronic and printing media about e-biking and new opportunities offered by e-bikes for sustainable development and quality of life (eg. recreation, travelling...) for all generations. <p>Project was well accepted within all included communities and touristic actors, as well as among expert public and media. Preparation and implementation of all project activities ran without obstacles and in the planned time frame.</p> <p><u>Possible success factors:</u></p> <ul style="list-style-type: none"> • Competences of the project partners which covered all different areas included in the project (project management, social issue of pensioners, tourism development and promotion ...). • Efficient cooperation among partners based on mutually shared motivation and goals, as well as on previous cooperation. • Well-designed project with clear division of tasks and responsibilities, with clear purpose of every activity for overall project, while all activities were mutually supportive. • Good cooperation with local communities involved in obtaining different permissions, documentations, information... for implementation of activities. Communities also provided necessary co-financing. • Innovative approach of the project helped to gain it a high media attention. <p><u>Difficulties encountered:</u></p> <p>All project activities were carried out without any major difficulties.</p>
<p>7.</p>	<p>Lessons learnt from the practice</p>
	<p>It was very important that all partners involved were enthusiastic, highly competent in their own field of work (technicians, marketing experts, coordinators of activities etc.) and relevant for their part of activities. In such way all important issues were addressed, and significant number of target groups' members was involved either by taking part or by being informed about the activities.</p> <p>Healthy life-style is a very strong promotional element, which can increase people's interest for such issues as green mobility which is usually considered primary as environmentally very important. It is very important to show and prove to each individual that protection nature/environment can also be directly beneficial for him/her (more healthy, more fit ...).</p> <p>E-bikes are often still considered as toys, so special attention was paid to underline their</p>

		<p>potentials not only for recreation, but also for regular daily mobility, especially when combined with classical biking. This can help people to understand and except, currently, much higher prices of e-bikes. These prices are, however, rapidly decreasing.</p> <p>It was also very useful to learn, that elders often tend to be reserved towards e-bikes, even more than younger users. They are afraid that by using e-bikes instead of classical ones, they will somehow admit they are getting old. So it is necessary to underline that e-bikes are there only there to help them on steeper sections and can actually extend the range of their trips and mobility without car.</p>
8.	Contact information	<p>Centre for Sustainable Rural Development Kranj (CSRSD Kranj) Uroš Brankovič (Director) Vlasta Juršak (Project manager) Tel.: +386 4 257 88 28, +386 4 257 88 26 E-mail: info@ctrp-kranj.si Website: www.ctrp-kranj.si</p>
9.	Other possible interesting information	<p>Additional information provided by informant:</p> <ul style="list-style-type: none"> • Various documents (reports, presentations) <ul style="list-style-type: none"> - Presentations: <ul style="list-style-type: none"> www.ctrp-kranj.si info@preddvor-tourism.si www.bohinj.si - Brochure of the project: <ul style="list-style-type: none"> www.ctrp-kranj.si info@preddvor-tourism.si www.bohinj.si - Gorenjska Circular E-bikes Routes: <ul style="list-style-type: none"> www.ctrp-kranj.si info@preddvor-tourism.si www.bohohinj.si • Websites of the partners: <ul style="list-style-type: none"> www.bohohinj.si www.preddvor-tourism.si www.ctrp-kranj.si