

Nada Mihajlović, Vice-Mayor of Municipality of Kranj/podžupanja Mestne občine Kranj: opening address in Slovenian and English language/uvodni nagovor v slovenskem in angleškem jeziku

Dober dan in lep pozdrav vsem prisotnim na 1. mednarodni konferenci o INTEGRALNEM ZELENEM GOSPODARSTVU tudi v imenu MO Kranj in istočasno se moram zahvaliti za povabilo na ta pomemben dogodek.

V Mestni občini Kranj potekajo aktivnosti v okviru preveritve vzpostavitve urbanih ekoloških vrtov, ki predstavljajo ekonomske, kulturne in socialne izzive lokalnemu prebivalstvu. Med drugim ponovno povežejo tudi življenje z neposrednim izkustvom zadovoljevanja človekovih potreb.

V luči tega smo v Mestni občini Kranj začeli delati na izbiri lokacije in preverjanju interesa za vzpostavitev novega načina vrtnarjenja. Interes so izkazali v Centru za trajnostni razvoj podeželja in socialnega podjetja Fundacije Vincenca Drakslerja kot tudi bodočega Medgeneracijskega središča.

V skladu s prostorskimi akti proučujemo možne lokacije. Med njimi je tudi tako imenovan Fockov travnik, ki je v neposredni bližini objekta, v katerem bo urejeno Medgeneracijsko središče. Le-ta bo pomenil stičišče različnih generacij, kar sovпада z osnovno idejo skupnostnih urbanih vrtov – spoznavanje, druženje, učenje, vrtnarjenje in samooskrbo meščanov ter spodbujanje organiziranja skupnosti. S tem se vse generacije sproti učijo kako sobivati in sodelovati, kako osebne interese vključevati v interes skupnosti, kako skrbeti za okolje in urejenost, kako brez večjih stroškov pridelati kakovostno ekološko hrano in jo ponuditi v prodajo – skratka kako ideje, želje in potrebe prenesti v vsakdanje življenje ter hkrati spodbujati razvoj socialnega podjetništva in samozaposlovanja.

V okviru tega projekta namerava Mestna občina Kranj oživiti kanjon Kokre kot edino zeleno oazo v starem Kranju. Vedno več Kranjčanov se namreč zaveda pomena kulturne in naravne dediščine. Kanjon Kokre sodi med edinstveno naravno dediščino, ki mu v Evropi ni primere. S svojim okoljem ponuja zatočišče sprehajalcem, športnikom, otrokom in starejšim občanom. V pripravi je postavitve igral, parkovne opreme in učne poti.

Vzpostavitev medgeneracijskega središča in urbanih ekoloških vrtov ter vključenost Kanjona Kokre v okvir Zelene oaze starega Kranja je dopolnitev bogate kulturne ponudbe obnovljenega zgodovinsko bogatega mestnega jedra.

Vse navedene vsebine bodo zaživele v Medgeneracijski kooperativi, ki bo temeljila na prostovoljstvu, sodelovanju organizacij in društev ter izraženi podpori in financiranju javnih del s strani Mestne občine Kranj. Z javnimi deli tako omogočimo aktiviranje brezposelnih oseb, njihovo socializacijo, ohranitev ali razvoj delovnih sposobnosti ter spodbujanje razvoja novih delovnih mest. V letošnjem letu smo za te oblike dela namenili 284.000€.

Tudi o podjetništvu v kmetijski panogi bi se moralo bolj intenzivno razmišljati. Nekoč je imel Kranj Kmetijsko živilski kombinat, prepoznaven tudi po prvem krompirjevem laboratoriju. Gorenjska je bila prepoznavna po pridelavi krompirja vrhunske kvalitete. Z njim je oskrbovala Dalmacijo, Bosno in celo Makedonijo. Pridelava krompirja in ostalih poljščin se je s časoma zelo zmanjšala. Kmetije so se preusmerile v bolj donosno dejavnost to je pridelavo mleka in mlečnih izdelkov. Izdelke tržijo običajno sami na tržnicah ali pa preko trgovcev.

Glede nato, da so naše kmetije pretežno manjše kmetije bi morali razmišljati o povezovanju in o sodelovanju pri pridelavi zelenjave in sadja »od njive do mize«, da živimo v okolju, kjer bi morali pridelovati zelenjavo in sadje višje kakovosti s poudarkom na ekološki pridelavi in predelavi v

končne izdelke. Vedno več pa je tudi razmišljanj, da se poišče avtohtone sorte in vpelje ponovno v pridelavo. Kvaliteta je njihova prednost.

Prav povezovanje kmetovalcev s permanentno oskrbo in v zahtevanih količinah pridelanega sadja in zelenjave bi bil pogoj za dolgoročno sodelovanje s trgovskimi verigami. In glede na to se bodo morale tudi specializirati. Nekatere kmetije v tem okolju so se že specializirale na primer za pridelavo zelja in repe, tudi s predelavo v kisló zelje in repo.

Kot je nam poznano je v pripravi povezava 15 kmetij v kmetijsko zadrugo. Čeprav v okolju deluje nekaj zadrug niso dobile zaupanja s strani kmetovalcev, da bi se z njimi povezali in sodelovali. Obstoječe kmetijske zadruge so usmerjene predvsem v prodajo izdelkov in to predvsem orodja, mehanizacije in strojne opreme. Torej ne nudijo podpore kmetijam pri iskanju prave razvojne usmeritve, pomoč pri iskanju primernih poljščin za njihova tla, kvalitetnih semen, kolobarjenja, tehnologijo predelave in obdelave ter skladiščenje izdelkov. Pa tudi primerno niso usposobljene za trženje izdelkov. Velikim trgovskim verigam pa je enostavneje kupovati preko zelenjavnih borz.

Podobne stanje je tudi v predelavi lesa.

Zdaj se vozi v tujino neobdelan les, kar pomeni, da zaslužek pripada njim.

LES JE LEP je morda geslo, ki spodbuja, vendar le geslo še ne bo prineslo nov pristop k upravljanju z gozdovi in s tem tudi obnovitev lesnih obratov. To bi pomenilo tudi nova delovna mesta in dodano vrednost z izdelavo pol produktov in končnih izdelkov.

Vendar se za obnovitev in oživitev opuščene proizvodnje rabi tudi podpora države, tudi možnost pridobiti finančna sredstva iz EU skladov, saj je v tem času zelo težko priti do sredstev v bankah. Država pa bi se morala potruditi, da odpravi administrativne ovire.

Zadruge pa bi se morale tudi strokovno usposobiti, vključiti v svoje delo strokovnjake, da bi tudi zadruge kmetijskim proizvodom s svojo inovativnostjo in s podporo sodobne mehanizacije, oskrbo s kvalitetnimi semeni in sadilnim materialom zagotavljali kmetijskim proizvodom zvišano dodano vrednost. Prav taki profili pa se izobražujejo tudi na tej šoli. Za pravilen pristop in uvajanje novih znanj ter tehnologij pa je vsekakor pomembno tudi stalno izobraževanje. Vendar je potrebna povezava tudi s programi, interdisciplinarnimi študijami, ki bi naravoslovnim znanjem dodali tudi znanja, ki bi posameznike usposobili za menedžment in trženje s poudarkom na pridelavi ekološko pridelane hrane.

In še nekaj primerov dobre prakse v Kranju:

Zavod za turizem že nekaj let organizira Ekološko tržnico. Na tržnici so prisotni pridelovalci ekološke hrane in tudi ekoloških izdelkov. Med izdelki so predvsem marmelade, vloženo sadje, kruh in peciva.

Pred dvema letoma smo v Kranju odprli tudi pokrito tržnico Domača vas, kjer se na enem mestu prodajajo domači izdelki, pridelki in proizvodi kmetov in malih obrtnikov. Odprlo se je nekaj novih delovnih mest in popestrila se je ponudba.

Ustanovljeno je bilo tudi Društvo za ekološko pridelavo hrane na Sorškem polju, ki si prizadeva za povečanje zanimanja za ekološko kmetovanje in kmetom pomagajo pri vseh fazah prehoda na ekološko kmetovanje. Hkrati pa skrbijo za ozaveščanje prebivalcev o samooskrbi in jim nudijo pomoč pri vrtičkanju.

Nada Mihajlović, podžupanja Mestne občine Kranj

OPENING ADDRESS IN ENGLISH LANGUAGE

Good afternoon and welcome to all present at the first »International Conference on Integrated Green Economy« in the name of the Municipality of Kranj. I would also like to thank you for inviting me to this important event.

The Municipality of Kranj activities are carried out within the framework of verification of establishing urban organic gardens that represent economic, cultural and social challenges for the local population. Among other things, they re-connect the life with the direct experience of meeting human needs.

From this perspective, the Municipality of Kranj started working on choice of location and verification of the interest to establish a new method of gardening. The Centre for Sustainable Rural Development, Social Enterprise Foundation Vincent Draksler as well as Future Intergenerational Centre also showed some interest to participate in this.

In accordance with the environment and spacial planning the possible locations are being studied. Among them there is also the so called Fock's lawn. It is located nearby the building of the future Intergenerational Centre. This centre will function as the juncture of various generations which coincides with the basic idea of community urban gardens – learning, socializing, gardening, self-supply of citizens and the promotion of the community organizing. This will encourage all generations to learn how to exist and cooperate, and how personal interests include the interests of the community, which means to care for the environment and the organization, and reproduce high-quality organic food and offer it for sale without significant costs. Briefly, it is about how to bring ideas, desires and needs into everyday life, while promoting the development of social entrepreneurship and self-employment.

It is within the framework of this project that the Municipality of Kranj intends to revive the Kokra canyon as the only green oasis in old Kranj. More and more citizens in Kranj are aware of the importance of cultural and natural heritage. Kokra canyon is one of the unique examples of natural heritage in Europe. Its environment provides shelter to walkers, athletes, children and senior citizens. Learning paths, playground and park equipment are being prepared.

Establishing of an Intergenerational Centre, urban ecological garden and the inclusion of the Kokra Canyon within the green oasis of the Kranj old town enriches the cultural offer of the restored, historically rich town.

All of that content will come to life in the cross-generational cooperation, based on voluntary participation, collaboration of organizations and associations and active support and financing of public services by the Municipality of Kranj. Public works shall thereby enable the activation of the unemployed, their socialization, maintaining or developing working skills and encouragement for the development of new jobs. In this year we planned 284.000 euros for these activities.

Entrepreneurship in the agricultural sector should also be taken into consideration. In the past Kranj had a powerful agri-food combine, also known for the first potato lab. Carniola was then characterized by the production of high-quality potatoes, which were sent to be sold in Dalmatia, Bosnia and even Macedonia. Production of potatoes has declined dramatically over time. The farms chose more profitable activities like processing of milk and dairy products. Their products are sold on the markets by themselves or by the retailers.

As our farms are predominantly small, we should start thinking about integration and cooperation in the production of vegetables and fruit from »field to fork«. We should also be aware that we live in

an environment where we should cultivate vegetables and fruits of higher quality with an emphasis on organic production and processing into finished products. More and more, we are also trying to find indigenous sorts and introduce them back into production. Their quality is their advantage. Connecting farmers with permanent care and the required amount of fruit and vegetables would be a prerequisite for a long-term cooperation with retail chains as they will have to specialize. Some of the farms in this area are already specialized for the production of cabbage and turnip, for example, or for the processing of sour cabbage and turnips.

As far as we know, the connection of 15 farms in the agricultural cooperative is being implemented. In spite of the fact that there are some active cooperatives, the farmers did not trust them enough to collaborate with them. Namely, they are mostly selling products, such as, tools, mechanical equipment and machinery. So they are not providing support to the farms which are trying to find proper developmental solutions and help in searching to find adequate crops for their soil, high-quality seeds, rotation of crops and technologies for processing and storing their products. They are also not adequately trained for the marketing of products. Large chain stores prefer buying over the vegetable stock exchange.

There is a similar situation in wood processing. Unprocessed wood is exported abroad, which means that foreign countries make money instead of us. »Wood is beautiful« may be a slogan which encourages us and leads to improvement, however, it is not enough to introduce a new approach to forest management and thus the recovery of timber plants. This would also bring new jobs and value added in the manufacture of semiproducts and finished products

However, for the restoration and revival of abandoned production the state support is needed, and we should also make a good use of possibility of obtaining financial resources from the EU funds, as it is very difficult to get funding from banks these days. Furthermore; the state should make an effort to eliminate administrative barriers.

Cooperatives should also be professionally trained and they ought to draw the professionals into their work. That's how the co-operatives with its innovativeness, modern mechanization support and supply with high-quality seeds and seeding materials could provide value added to the agricultural products. It is just such profiles that are being educated at this school. Permanent education is definitely important for the right approach and the introduction of new knowledge and technologies. However, it is also necessary to connect with the programmes and interdisciplinary studies with which we could enrich the knowledge of natural science and make individuals competent for management and marketing with a focus on the production of organic food.

And here are some examples of good practice in Kranj:

Our Department of Tourism has been organizing an »organic marketplace« for several years. There are quite a few producers of organic food and products. Among the products are mainly jams, canned fruit, bread and pastries.

Two years ago, we opened the covered market »Domestic village«, where crops and products of small farmers and artisans are being sold at one location. That's how some new jobs and variegation of products' offer were created.

»Association for Organic Food in Sorško Polje« has also been established. It is its aim to increase the interest for organic farming and to help farmers at all stages of transition to organic farming. The association is also trying to build up the awareness of the population for self-care and help in gardening.

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