

Technologies 4.0

Regional Innovation & Smart and Sustainable Specialization Strategies(RIS 4)

Tourism & Culture, Diversification-Slow food & Supplies

Digital Transition & Smart City

### General Socio-economic Profile

The Ljubljana Urban Region (LUR) is situated in central Slovenia, at the crossroad of two significant European corridors: the Baltic-Adriatic corridor and the Mediterranean corridor. The Slovenian capital – Ljubljana, the administrative, scientific and educational centre of Slovenia is also located in the region. Situated in the area where the Alpine, Danube, and Adriatic-Ionic macro-regions merge, the region has acquired a distinctive mark.

The Ljubljana Urban Region is the most economically developed region in Slovenia, generating over one-third of the national GDP. Its most prominent industry is the service industry, where the share of gross added value is the highest. Additionally, the region and its economic development are marked by a high concentration of creative professions and communities. The share of LUR's inhabitants in a creative profession is comparable to that in Northern and Western European regions.

The region has a large number of education and research institutions. Ljubljana is home to the country's largest university, the University of Ljubljana. The cluster of faculties and institutes attracts a large number of researchers, research organisations, and institutions. Another major potential of the region lies in fostering collaboration among education, scientific institutions and business, with the aim to develop new products and services with know-how, innovation, and creativity, and to boast high added value.

With its well-preserved natural environment, rich cultural heritage, and varied selection of leisure activities, the Ljubljana Urban Region provides a high quality of life to both its inhabitants and visitors. The interweaving of the diverse nature and the preserved cultural heritage represents potentials for developing tourism, including innovative tourism products and services.

# Ljubljana Urban Region



537,893



2,334 km<sup>2</sup>



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### Good Practices

The region promotes sustainable development with knowledge, innovation, creativity, and synergy between its principal stakeholders and sectors. It boosts competitiveness by modernising mobility, environment, ICT, and social infrastructure as well as by developing its human capitals. It creates a healthy and quality living environment through nature protection, spatial planning, housing retrofit, and self-supply in a sustainable way.

The LUR would like to share its experience in preparing strategic documents for innovation as well as success stories from innovation project. It also wishes to jointly explore innovative solutions that can have a positive impact on the SDGs. The region believes that market opportunities brought by these goals can potentially deliver savings and revenues.

### Preferred Areas of Cooperation

- The regional development program 2021-2027 elevates the ambition to achieve competitive sustainability. Its vision is to preserve valuable resources such as clean drinking water and rich biodiversity, and to transform itself into a modern, resource-efficient, and competitive economy. Care for environment shall be the inherent principle, and the innovation dimension shall focus on resource efficiency, circular economy, biodiversity restoration and pollution reduction.
- Innovation-driven economy. The region is fully committed to innovation-driven economic development. As the central region with the capital city of Ljubljana, it is home to important innovation stakeholders at the national level. Furthermore, the Regional Creative Economy Centre has been established to support innovation processes, and to connect the regional innovation ecosystem. The region fully recognises that innovation is a source of growth and a tool for addressing global challenges like climate change and social issues.
- Smart city development. The LUR regards the smart city concept as a framework that includes ICT sustainable practices, measures to engage citizens and communities in addressing urbanisation challenges, and efforts to foster the innovation processes. The local activities emphasise on citizen engagement and matching facilities and data with physical infrastructure and services, so as to lower costs and improve sustainability. The region also aims to support communities to improve energy distribution, waste collection, traffic congestion and air quality.