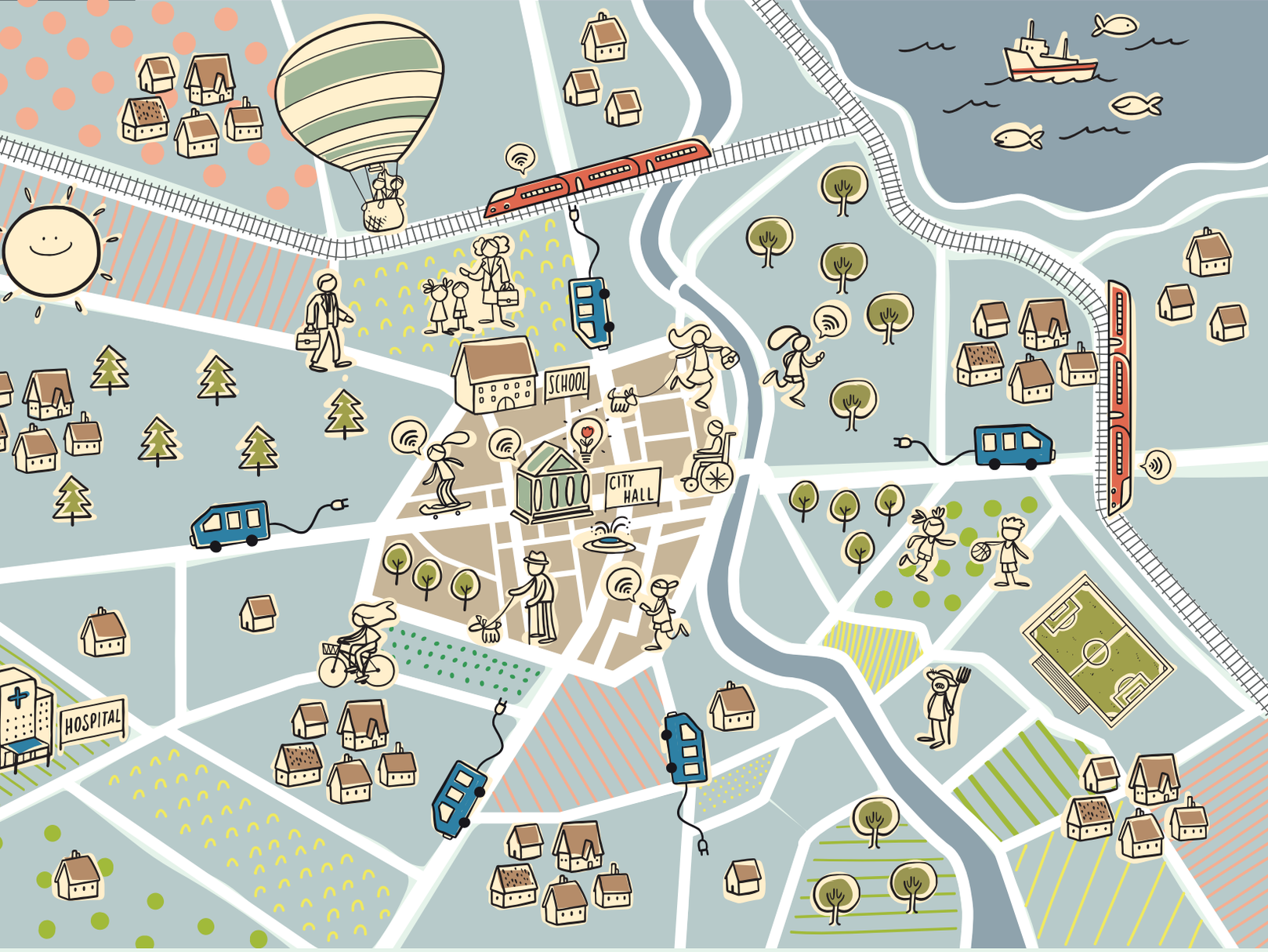

ECONNECTING

Greener & closer communities, 2025

Integrated Action Plan

Sustainable Mobility – a Bridge Between the City of Ormož and the Countryside

RRC Ormož
URBACT
Co-funded by the European Union
Interreg
econnecting greener & closer communities

Colophon

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Sustainable Mobility – a Bridge Between the City of Ormož and the Countryside: Integrated Action Plan

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EXECUTIVE SUMMARY

The ECONNECTING project, part of URBACT IV programme focuses on sustainable urban-rural mobility solutions within a 30-minute territory. It aims towards inclusive, digital, and ecological strategies that are fostering the community engagement in co-designing climate-resilient towns. ECONNECTING is pointing out the importance of cities being accessible and welcoming. It is also promoting good governance for proximity territory, humanized and sustainable mobility, green communities, and a gender-based development. The Action Planning Network (APN) provided a collaborative framework where municipalities, stakeholders, and citizens co-designed solutions tailored to local needs, with a strong emphasis on environmental sustainability, inclusion, and digitalization.

Over the past 2 years, the Development and Research Center RRC Ormož with the support of Municipality of Ormož, and together with URBACT Local Group (ULG), carried out a participatory planning process that started with stakeholder mapping to invite the necessary stakeholders. RRC Ormož also conducted a survey to better understand the habits of residents and the barriers they deal with daily in (sustainable) mobility. One of the key milestones was the testing of flexible demand-responsive transport with the aim of connecting rural villages with the town centre during events. That demonstrated a strong potential once the service is better promoted and coordinated with the local providers. Integrated actions focusing on reducing carbon emissions, building cycling and pedestrian infrastructure, developing e-transport, and promoting car-sharing, remote work, and sustainable tourism, were also developed and written in this Integrated Action Plan (IAP).

The main findings in ECONNECTING were that following the path of sustainable mobility in Ormož requires integrated approach which must be combined with infrastructure improvements, flexible transport services, and actions towards behavioural change among residents. Even the survey results show that multiple-level integrated approach is needed. It shows that residents are willing to shift towards a greener transport if provided with safe and accessible alternatives. By testing the actions, we have also learned and proved that a partnership with local actors and good communication are essential for success. The integrated action plan strongly highlights the opportunities for reducing car dependency, revitalizing the town centre, and enhancing Ormož role as a regional hub.

TRANSNATIONAL MEETING - CLARE COUNTY COUNCIL

1

Development Context and Needs

1.1 General topic

1.1.1 THE NETWORK TOPICS IN THE CONTEXT OF OUR PROJECT

Sustainable and Active Mobility

Ormož and its surrounding area are facing the challenges of sustainable mobility, as we become increasingly aware of the growing importance of environmental protection and carbon footprint reduction. Changes in the transportation system are essential to ensure a cleaner and healthier environment for residents and to preserve natural resources for future generations.

To improve sustainable mobility, we are focusing on multiple levels. By promoting the use of sustainable modes of transportation such as cycling, walking, and other more flexible forms of transport we are raising awareness and changing mindset. Ormož is also already improving its cycling infrastructure and developing pedestrian zones and sidewalks to encourage people to choose cycling and walking over using a car for short distances. It is also necessary to consider an improved, more flexible public transportation system with more routes, more frequent schedules, and the use of vehicles powered by alternative fuels. Raising public awareness about the importance of reducing carbon emissions is crucial for the adoption of sustainable transportation policies.

At the start of the project, we established the ULG (URBACT Local Group) which plays crucial role in shaping and adopting concepts for sustainable modes of transport and in reducing the use of personal cars. Its continuous involvement ensures the contribution from diverse stakeholders and shapes actions more efficiently.

Reducing the carbon footprint of transportation in Ormož and its surroundings requires a comprehensive, integrated approach that includes improving infrastructure, promoting sustainable modes of transport, using modern technologies, and raising public awareness. Through the cooperation of local authorities, residents, and other stakeholders, we can achieve a cleaner and more sustainable environment for everyone.

Sustainable Tourism, Mobility, and Awareness

In this IAP, we also focus on tourism as a key factor in the economic development of Ormož and its surroundings. However, increased tourist activity may also lead to higher traffic volumes and environmental pressures if not managed sustainability. Maintaining a balance between tourism development and environmental protection and reducing traffic loads is becoming increasingly important as we face climate change and growing pressure on infrastructure.

One way to reduce the impact of tourism on traffic and the environment is by promoting sustainable travel modes. Destinations can promote the use of public transportation, cycling, walking, and the use of electric vehicles as environmentally friendly alternatives. In the Municipality of Ormož, we will include the option of using flexible and innovative demand-responsive transport options to access public events which is especially needed

in our rural areas, where public transportation is often limited. Event organizers can offer alternative transportation options as part of the tourism offering which aims to reduce traffic and environmental impacts, but at the same time enhance the visitor's experience.

1.1.2 CHALLENGES

Reducing the Carbon Footprint of Transportation

One of the key challenges in reducing the carbon footprint of transportation is the lack of infrastructure supporting sustainable modes of transport. There is a shortage of cycling paths, pedestrian walkways, and charging stations for electric vehicles in certain areas, limiting residents' options for choosing environmentally friendlier modes of transportation. As stated in the Comprehensive Transportation Strategy (Celostna prometna strategija) from August 2025, the public survey (Anketa za splošno javnost, UM FGPA) results show that 71.18% of people are using a car to go to work, and 76.45% for shopping. 7.29% are going to work and 14.68% shopping by car as a passenger. 12.85% of respondents are walking to work and just 5,46% are walking to go shopping. Other ways that respondents use to go to work include cycling (1.74%), public transport (6.25%) and motorbike (0.69%) and for shopping those choices are even more limited: 0.68% of respondents are cycling, 2.73% using public transport.

The limited options particularly affect different groups of the population:
- Children often lack safe cycling and walking routes to schools and extracurricular activities.
- The elderly face limited mobility options due to inadequate pedestrian infrastructure and public transport availability.
- Economically active people often rely on personal cars due to a lack of efficient and accessible alternatives for commuting.

Additionally, the high costs and limited accessibility of vehicles powered by alternative fuels hinder the transition to more eco-friendly transportation options, as many individuals cannot afford or access these vehicles. We also face entrenched consumer behaviour patterns, with a preference for personal automobiles as the primary means of transport, over considering sustainable alternatives.

Promoting Cycling and Walking as Daily Modes of Transportation

The URBACT Local Group (ULG) has raised concerns about the safety of traffic participants, as certain areas still lack adequate infrastructure for cycling. Combined with limited public transportation accessibility for cyclists and pedestrians, this complicates the use of different modes of transportation together.

Reducing the Impact of Tourism on Traffic and the Environment

The increase in traffic due to tourist activities places additional strain on the transportation infrastructure. A significant challenge is also the lack of awareness among tourists about the importance of sustainable travel and responsible behaviour while traveling. Furthermore, we are facing changes in consumer behaviour, with a preference for individual transport over sustainable alternatives like public transportation, carpooling or bicycle rental (https://www.jeruzalem-slovenija.si/kolesarske-poti/).

Addressing all these challenges comprehensively and collaboratively is essential to achieve sustainable tourism management that benefits destinations as well as the environment and community.

1.2 Current Situation

Slovenia is located at the crossroads of the Alpine, Mediterranean, Pannonian, and Dinaric worlds. This geographical diversity within a small area is complemented by well-preserved nature; more than half of Slovenia is covered by forests, and over a third of its territory is designated as Natura 2000 areas. The country shares borders with Austria to the north, Croatia to the south, Hungary to the east, and Italy to the west. The capital of Slovenia is Ljubljana.

The town of Ormož is located in the northeastern part of Slovenia in the region of Podravje. It lies near the borders with Croatia and Hungary. Ormož has historical and cultural significance, with preserved nature. The topography is diverse, with lower-lying areas along the Drava River, which are suitable for agriculture, and gently rising hills covered with vineyards and forests.

The town of Ormož serves as the central hub of the municipality, which comprises 61 settlements spread over 142 km² mostly characterized by rural villages. Despite its modest urban population of around 1,914, the town of Ormož functions as an important administrative centre, hosting institutions such as the municipal court and providing services and infrastructure for the surrounding rural areas. It also has a central square with a big potential to revitalize the core of the town since Ormož has some empty shops and places.

The countryside surrounding it is predominantly agricultural, with residents engaged in crop farming (cereals, potatoes, vegetables, and fruits) and livestock raising.

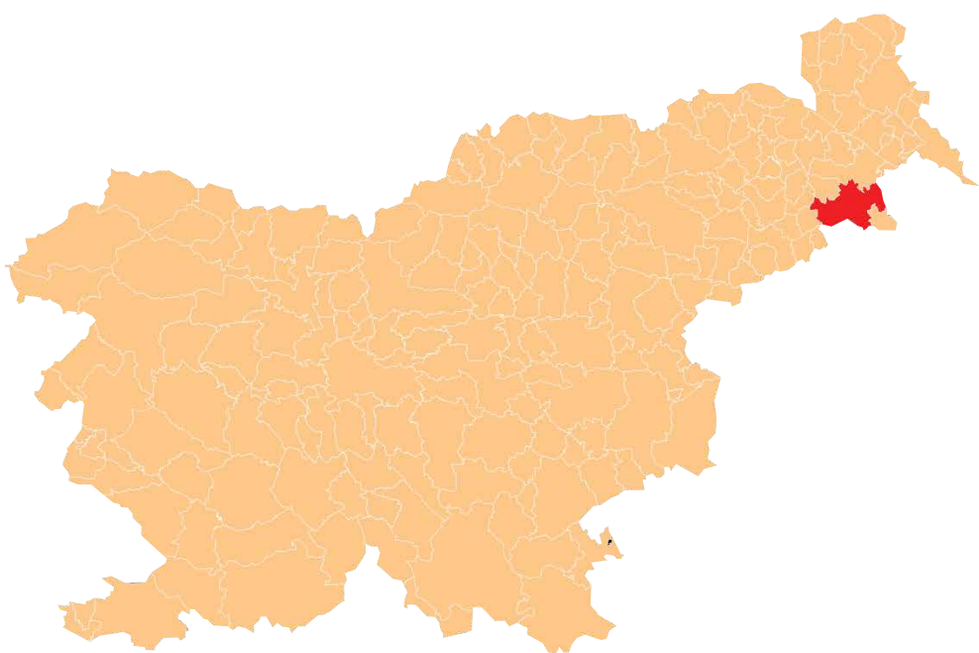

Figure 1: The Location of the partner municipality/city / region relative to the Functional Urban Area (FUA) - Ormož, Podravska region, Eastern Slovenia, Slovenia

Source: https://en.wikipedia.org/wiki/File:Obcine_Slovenija_2006_Ormoz.svg

On the other hand, the Slovenske gorice area which extends above the town of Ormož, has a hilly character. Viticulture is one of the key economic activities in this area. The location of these vineyards is favourable, leading to the production of high-quality wines that are well-known even abroad. Viticulture is a significant economic activity in this region and represents a part of its cultural heritage and identity.

Ormož role as a service centre is vital for the functional connectivity between the urban core and the rural area. Despite the existing key transportation infrastructure like roads, railways, and cross-border links, public transport within the municipality remains underdeveloped, especially for the dispersed rural population.

Several villages, especially Miklavž pri Ormožu, Kog, Ivanjkovci and Svetinje, have a potential to be developed into service and transportation nodes, and it would be important to connect them with public transport. Since the whole rural area is important, those nodes would be the starting points to gradually improve public transport integration and accessibility across the municipality. The connectivity between the town of Ormož and the surrounding countryside is crucial for development.

The role of the Municipality of Ormož is to actively support and promote sustainable development, economic growth, and improve living conditions for residents both in the town and in the countryside. This includes supporting agriculture, promoting viticulture, developing tourism, and other activities that can contribute to the well-being of the entire functional area. The municipality supports green infrastructure and is involved in various projects, such as establishing cycling paths and setting up a bike-sharing network (including multiple municipalities). The Municipality of Ormož also collaborates with the owners and managers (NGO DOPPS BirdLife) of the Ormož Basins Nature Reserve of national importance.

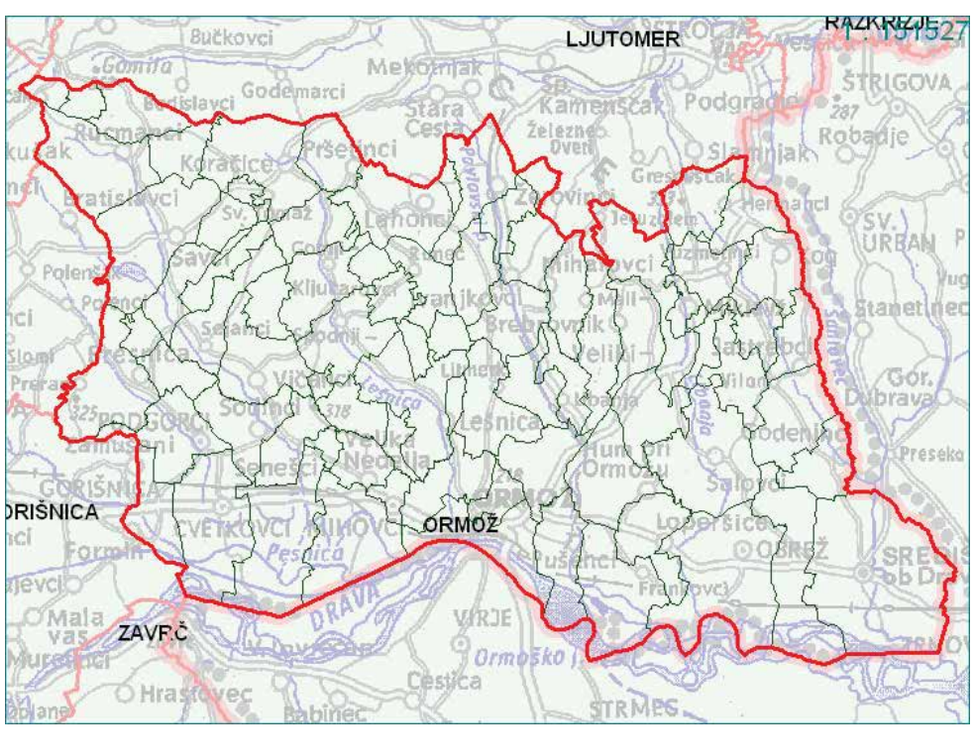

Figure 2: The project area of the Econnecting project.

Source: https://www.kam.si/wp-content/uploads/2006/10/obcine_ormoz_zemljevid.jpg

Demographics

As of mid-2022, the municipality had a population of approximately 11,830 residents (6,036 males and 5,876 females). The population in the urban area is 1,914, ranking it 44th among Slovenian municipalities by population. The municipality had an average population density of 84 inhabitants per square kilometre, lower than the national average of 104 inhabitants per km². The population is ageing, with a natural increase rate per 1,000 inhabitants was -5.0, compared to the national average of -2.3 and average age of 45.7 years, which is higher than the national average of 43.9 years. As in many Slovenian municipalities, the number of older residents exceeded the number of younger ones, with 171 people aged 65 or older for every 100 people aged 0–14 years.

The age structure is as follows: 1,596 inhabitants aged 0 to 14 years, 7,561 inhabitants aged 15 to 64 years, 2,733 inhabitants aged 65 years and older.

Education facilities in the municipality include six kindergartens, attended by approximately 370 children, with an enrolment rate of 81% for children aged 1–5 years. Around 990 pupils were enrolled in primary schools during the 2022/2023 academic year, while approximately 460 students attended various secondary schools. The municipality had 31 students and 8 graduates per 1,000 residents, compared to the national averages of 38 students and 8 graduates per 1,000 residents.

Employment data indicate that about 67% of working-age residents (aged 15–64 years) were employed or self-employed, slightly below the national labour activity rate of 69%.

Mobility

The main events take place in the centre of Ormož. Due to the short distances between areas of activity, everything is accessible within a timeframe of 15 to 30 minutes. Connecting the city of Ormož with the countryside is not adequately served by public transport.

The municipality's mobility problem lies in the poor connectivity of rural areas and the city by public transport, the large dispersion of settlements, and the hilly relief. Through a survey, we obtained information on mobility habits, where a minority of 20% goes by bicycle or on foot or use public transport (10% and 10%, respectively), while the majority, 80%, uses car transport. Car ownership is high, 583 personal cars per 1,000 residents, with an average vehicle age of 11 years.

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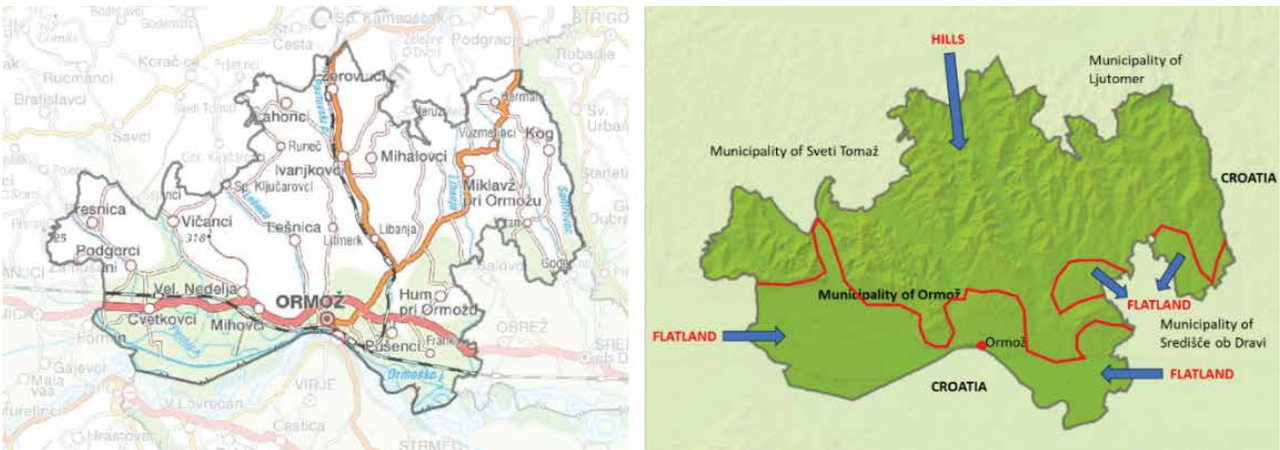

Figure 3: The area of the Municipality of Ormož. Data source: PISO (1:120,960). The map has been graphically processed.

Connectivity and Transport Infrastructure

Ormož is well connected to surrounding cities in Slovenia and the neighbouring Croatia. The distances to key locations include:

Ptuj: 23 km
Maribor: 48 km
Ljubljana: 157 km
Zagreb (CRO): 116 km
Graz (AUT): 113 km
Vienna (AUT): 252 km
Budapest (HUN): 284 km

Ormož has regular railway connections with major Slovenian connecting nodes, including Ljubljana, Ptuj, Maribor, Pragersko and Celje, as well as international connections to Budapest and Venice. Bus services operate to destinations such as Ptuj, Maribor, Varaždin (CRO), and further to Germany.

The nearest airports to Ormož are:

Zagreb Airport (CRO): 116 km
Graz Airport (AUT): 113 km
Jože Pučnik Airport, Ljubljana: 180 km
Vienna Airport (AUT): 259 km
Budapest Airport (HUN): 284 km
Venice Airport (IT): 404 km

Despite these connections, public transport within the municipality remains underdeveloped, particularly in rural areas, necessitating further improvements to enhance sustainable mobility solutions.

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Existing Strategies & Policies

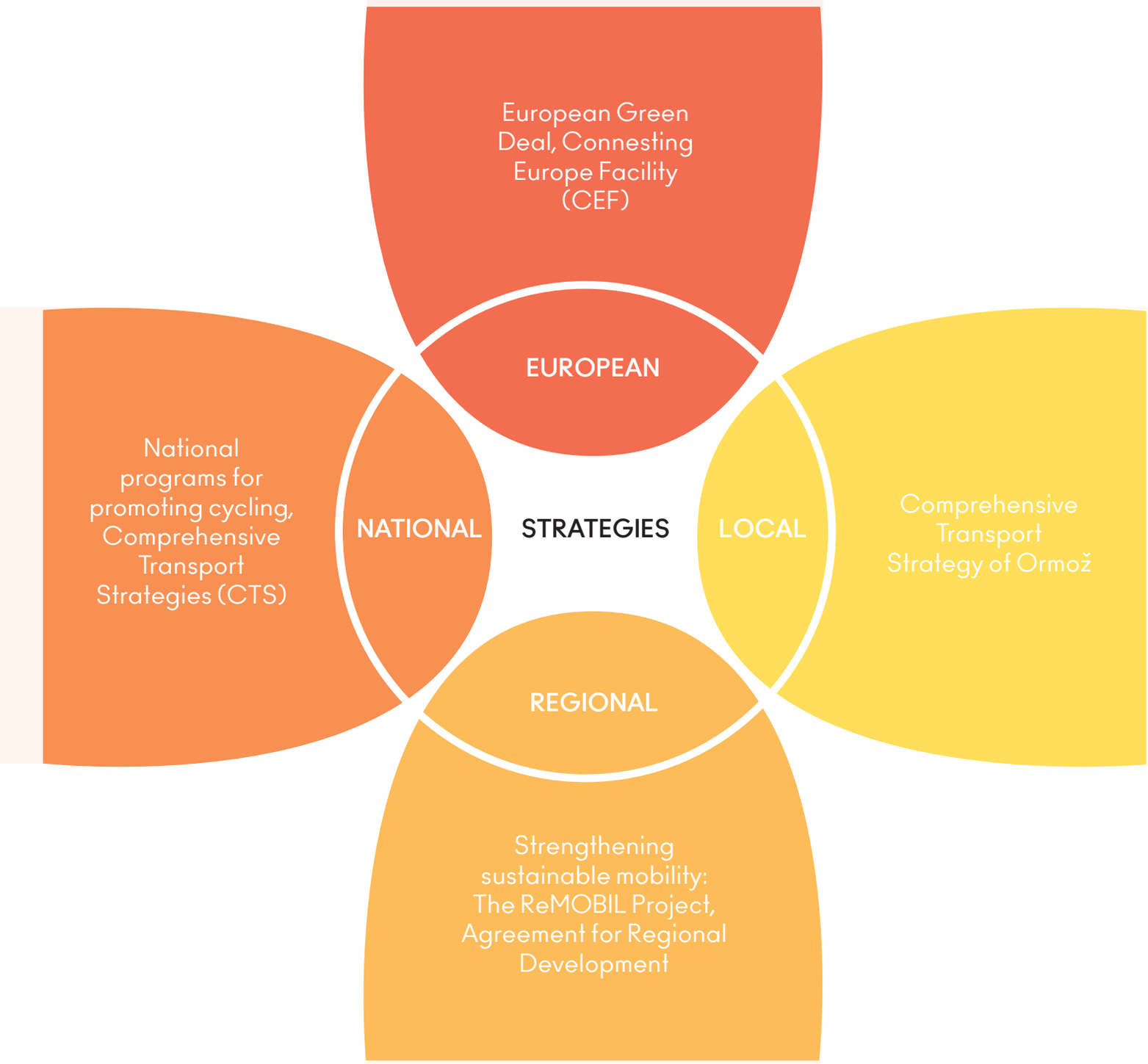


Figure 4: Local, Regional, National and European strategies

1.3 Existing Strategies & Policies

Local and Regional Strategies and Plans

Local and regional policies play a crucial role in shaping transportation strategies that can effectively impact the daily lives of residents and the development of local communities in Ormož.

Local policies are designed to address the specific needs and challenges of an individual area, while **regional policies** target a larger area and more comprehensive integration among different local communities. At the local level, the importance of the Comprehensive Transportation Strategy document is evident. This document was presented in September 2018 and renewed in August 2025. This strategy is formulated based on local needs, challenges, and goals, representing a planned approach to transportation development in the city. Ormož' Comprehensive Transportation Strategy includes measures to improve infrastructure, promote sustainable modes of transport such as cycling and walking, and reduce traffic congestion and greenhouse gas emissions. Careful planning and implementation of this local policy can contribute to a better quality of life for the residents of Ormož and a more efficient transportation system in the city.

At the regional level, the ReMOBIL project started in May 2022 and focused on strengthening sustainable mobility across a larger area. The project ended in April 2024. ReMOBIL is an example of a regional policy that brings together multiple local communities and stakeholders, focusing on the broader issue of transportation and mobility. The collaboration among different local authorities, economic entities, and civil society allows for a more comprehensive approach to challenges and the development of effective solutions for sustainable mobility at the regional level. Projects like ReMOBIL enable the coordination of policies and actions among different municipalities and collective efforts to achieve common sustainable development goals.

National and European Strategies and Plans

At the **national level**, the importance of national programs for promoting sustainable mobility is evident. These programs are designed to encourage the use of bicycles as a sustainable mode of transportation and to improve infrastructure and safety for cyclists. National programs for promoting cycling include measures such as the construction of bike paths, promotion of safe cycling, subsidies for purchasing bicycles, and raising awareness of the benefits of cycling for health and the environment (National Programs for Promoting Cycling, Comprehensive Transportation Strategies (CTS)). The Drava Cycling Route (DKP), which runs along the Drava River through four countries, also passes through the Ormož area, where cyclists can enjoy the natural beauty and cultural heritage of the region. This important cycling route is an example of excellent infrastructure supported by national programs promoting sustainable mobility, as it enables sustainable transport and increases cyclist safety. Ormož is also part of route DKP (https://www.drauradweg.com/sl/) which goes through Ormož in part from Maribor (SL) to Varaždin (CRO).

At the **European level**, we encounter policies like the European Green Deal. This ambitious policy, introduced by the European Commission, focuses on sustainable development and combating climate change. The European Green Deal includes numerous measures to reduce greenhouse gas emissions in transportation, including promoting the use of sustainable modes of transport such as cycling, walking, public transportation, and electric mobility. In addition, the European Green Deal encourages investments in infrastructure for sustainable transport and the development of innovative technologies to reduce vehicle emissions (European Green Deal, Connecting Europe Facility – CEF).

Operational (funding) Programs (ERDF,ESF,...)

Programs that support the financing of sustainable mobility practices include Horizon, European Regional Development Fund (ERDF), Cohesion Fund, Interreg, LIFE Program, National Funding Programs, URBACT.

Ormož has applied for many ERDF funds and has significant experience in securing funding for projects related to sustainable mobility. This experience has enabled the municipality to implement various initiatives that promote green transport solutions, improve infrastructure for cyclists, and develop a green business zone that includes an area dedicated to amphibians, fostering environmentally friendly business practices alongside biodiversity protection.

Institutional context

The institutional context will include the Municipality of Ormož, local agencies, transport providers, non-governmental organizations, local entrepreneurs, the public tourism institute, urban and rural residents, and other key stakeholders. Together, these institutions would form a framework within which policies and measures to promote sustainable mobility and connect the city of Ormož with its surroundings are developed and implemented.

Development and Research Center RRC Ormož, a public institution, had a key role as a project partner in URBACT Econnecting project. By addressing all the identified challenges, RRC Ormož focuses on having broader regional impact by involving neighbouring municipalities. RRC Ormož maintains close relationship with the neighbouring municipalities, providing expertise and facilitating access to international knowledge.

TRANSMATIONAL MEETING -TORI VALD

2

URBACT Local Group

2.1 Stakeholder mapping

2.1.1 STAKEHOLDER ANALYSIS & STAKEHOLDER MAP

We have carried out a thorough analysis of the stakeholders in the local community and beyond (national level), in relation to sustainable mobility. The table below presents a stakeholder proposal based on interest and influence. We have identified the most influential public stakeholders, including the Municipality of Ormož, neighbouring municipalities, media companies, and public institutions in tourism and sports. Key municipal actors, such as the Municipality of Ormož, play a crucial role in shaping local policies and initiatives. Additionally, private sector stakeholders, including transport companies and local businesses, contribute to the region's development and mobility solutions. Their collaboration is essential for fostering sustainable growth and connectivity.

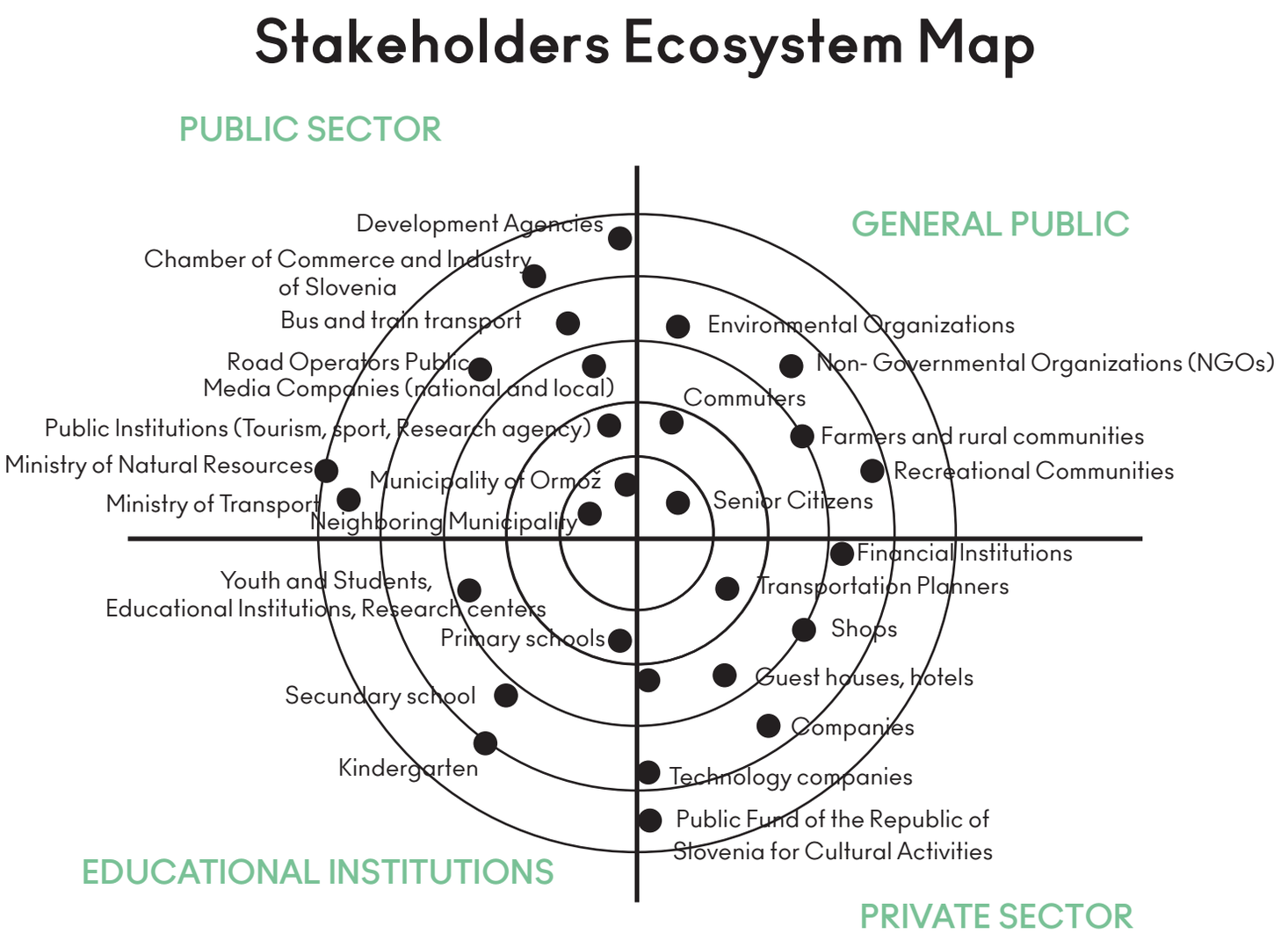


Figure 5: Stakeholders Ecosystem Map

Stakeholders Interest / Influence Matrix

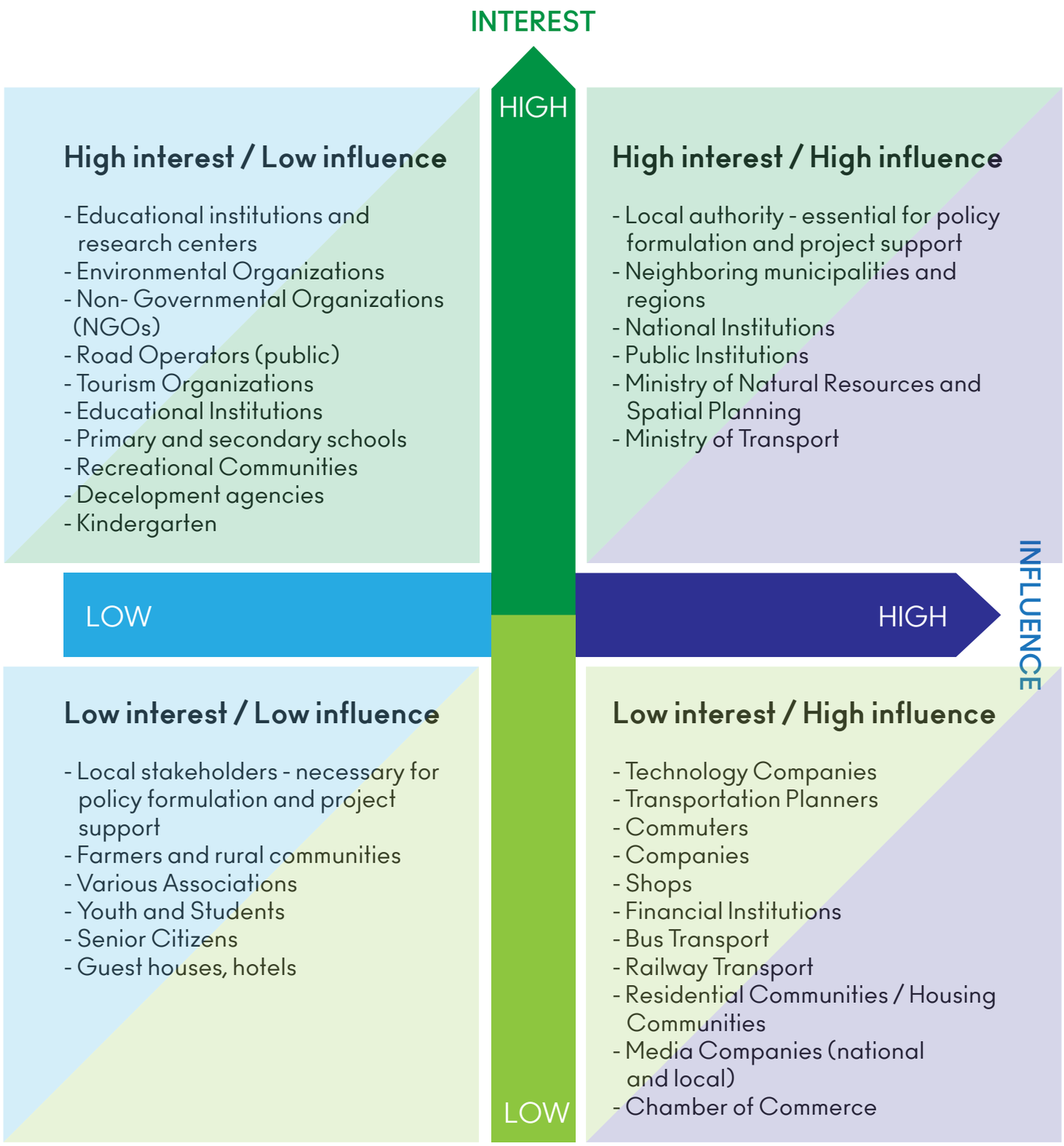


Figure 6: Stakeholders Interest/Influence Matrix

2.2 Organization of ULG

2.2.1 OUR ULG AND HOW IT IS STRUCTURED

The URBACT Local Group (ULG) in the City of Ormož, led by Matjaž Kosi, is structured into four groups of stakeholders representing various sectors and communities in the city.

REPRESENTATIVES OF ULG:
- Development agencies - RRA Podravje Maribor - Mateja Krampač
- Public Institutions for Tourism, Sport and Culture - Andrej Vršič
- Municipality of Ormož - Milena Debeljak
- Neighbouring Municipality of Sveti Tomaž - Blanka K. Raušl
- Primary School Ormož - Aleksander Šterman
- Transport company (Private sector) - Stanko Hartman
- Media Company Radio Prlek - Peter Kirič
- NGO DOPPS BirdLife - Tilen Basle
- Ormož Local Community - Barbara Podgorelec
- Development and Research Center RRC Ormož - RRC Team
- Public Fund of the Republic of Slovenia for Cultural Activities - Barbara Podgorelec
- Farmers and rural communities - Mateja Žerjav
- Commuters - Dominik Bombek

Stakeholder Group/Sector 1
The Public Sector includes the Municipality of Ormož and the neighbouring municipalities, as well as public institutions such as tourism and sports establishments, development agencies, and media companies at both national and local levels. This group is crucial in the formulation and implementation of policies and measures for sustainable mobility in the city, as it influences public infrastructure, transportation plans, and public services.

Stakeholder Group/Sector 2
Educational Institutions include primary and secondary schools and the public fund of the Republic of Slovenia for cultural activities. This group plays an important role in raising awareness and educating the populace about sustainable mobility and promoting a culture of sustainable mobility among the youth.

Stakeholder Group/Sector 3
The Private Sector includes a transportation company, which has a significant impact on the development of alternative transportation options. Collaboration with this sector is key in implementing measures to improve sustainable mobility in the city.

Stakeholder Group/Sector 4
The General Public includes daily commuters, non-governmental organizations, farmers, and rural communities. This group represents the end-users of transportation services and important stakeholders in the planning and decision-making process regarding sustainable mobility. Engaging with the general public is crucial to ensure that measures for sustainable mobility are aligned with their needs and expectations.

Figure 7: ULG representatives from different sectors.

2.3 Stakeholder Engagement Strategy and Outreach

The role of the **public sector** in planning sustainable mobility is significant, as they, being public authorities, have the power to influence the design of public infrastructure, transportation plans, and public services, which are crucial for the effective implementation of sustainable transportation strategies. Their role also includes raising public awareness and ensuring support for sustainable transportation solutions.

The role of **educational institutions** is in raising awareness and transferring knowledge about sustainable mobility to the youth. Educational establishments are key resources for raising awareness and educating young people about the importance of sustainable mobility and promoting the use of environmentally friendly modes of transportation.

The role of the **private transportation company** is to assist in the development of alternative transportation options. The private sector will contribute to innovative solutions for improving sustainable mobility, such as flexible transportation services.

The public consists of daily commuters, non-governmental organizations, farmers, and rural communities. The public is an important stakeholder and will be involved in the planning and decision-making process related to sustainable mobility. The public can contribute to the creation of more tailored and acceptable sustainable transportation policies through active participation in decision-making processes and ensure that measures for sustainable mobility are aligned with their needs and expectations. Their feedback and participation contribute to greater legitimacy and effectiveness in the implementation of sustainable mobility projects.

2.4 Planning process

The URBACT Local Group (ULG) represents a key structure in the Econnecting project. The role of the ULG is central in the design, implementation, and monitoring of sustainable transportation strategies and measures to improve mobility in the city. This group consists of various stakeholders, including municipal administration, residents, businesses, non-governmental organizations, and other important actors in the local community.

The first key task of the ULG coordinator is to ensure coordination among all involved parties, as it connects and coordinates the activities and interests of various stakeholders in the project. This enables a better understanding and support for sustainable transportation solutions and ensures that the projects are tailored to the specific needs and circumstances of the city of Ormož and its surroundings. The ULG acts as the voice of the local community. It represents the interests of residents and ensures that their needs are considered in the planning and implementation of sustainable mobility projects.

An active involvement of residents enables a better understanding of their needs, leading to better acceptance and use of sustainable transportation solutions. The ULG also plays an important role in promoting sustainable mobility in the city of Ormož. Through various activities, such as awareness campaigns, educational events, and promotional actions, it encourages the use of environmentally friendly modes of transport and raises awareness of the importance of sustainable mobility for human health and the environment. Along with its promotional role, the ULG is also responsible for evaluating the effectiveness of sustainable mobility projects. It takes care of collecting and analysing data and preparing reports on the achieved results and progress. This enables a continuous process of improvement and ensures that projects are aimed at achieving the set goals.

Under the leadership of Matjaž Kosi as the ULG coordinator, the group acts as a key bridge between the municipal administration, the local community, and other stakeholders in the project. Its role is crucial in ensuring sustainable mobility in the city of Ormož and in creating a better and more sustainable environment for all residents.

Figure 8: ULG working on sustainable mobility challenges.


BERANE

3

The IAP Sites and Analysis

3.1 Description of IAP sites

3.1.1 MAPS OF IAP AREA

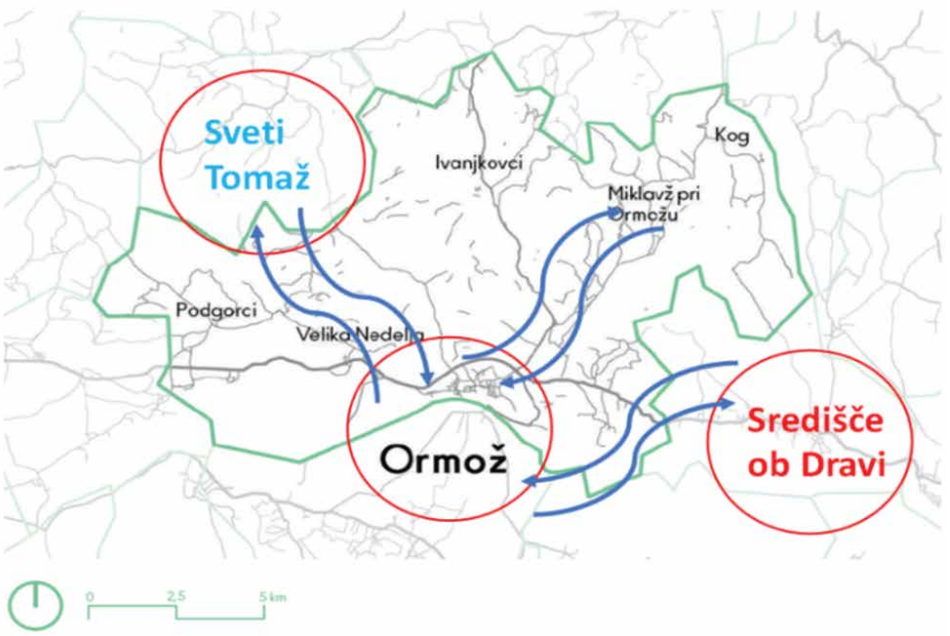


Figure 9: Area of Econnecting project activities.

With its business zones, the Municipality of Ormož strives to maintain high employment levels and increase economic activity, thereby enhancing the environment's attractiveness for living.

In the area of the Municipality of Ormož, there are three business and economic zones:

Business Zone Tovarna Sladkorja (Sugar Factory): This is a 20-hectare area comprising existing buildings, logistics facilities, office spaces, warehouses, a large parking lot, and an industrial railway line.

Economic-Business Zone Ormož is located in the eastern part of Ormož, covering an area of 13 hectares and divided into several parcels. The Ormož business zone is designated for a wide range of activities, including craft-level production, industrial manufacturing, food processing industry, storage of all kinds of goods, retail and wholesale trade, general services, technology park, business incubator, catering, solar power plants on buildings.

New Industrial-Craft Zone Glinokop Ormož measures 300,000 square meters and is currently under development.

Figure 10: Display of the location of three business zones in Ormož Municipality.

Economic business zone Ormož

SIZE: 15 ha
INFRASTRUCTURE:

PROXIMITY TO THE HIGHWAY: 25 km
PROXIMITY TO THE RAILWAY: 1 km

Business zone Sugar factory

SIZE: 22 ha
INFRASTRUCTURE:

PROXIMITY TO THE HIGHWAY: 25 km
PROXIMITY TO THE RAILWAY: 1 km

Business zone Clay pit

SIZE: 67 ha
INFRASTRUCTURE:

All infrastructure will be built between 2024 and 2025

PROXIMITY TO THE HIGHWAY: 25 km
PROXIMITY TO THE RAILWAY: 1 km

Figure 11: Three business zones in Ormož Municipality.

3.1.2 MORE IMPORTANT INSTITUTIONS AND OTHER AREAS IN THE CITY OF ORMOŽ - 15-MINUTE CITY

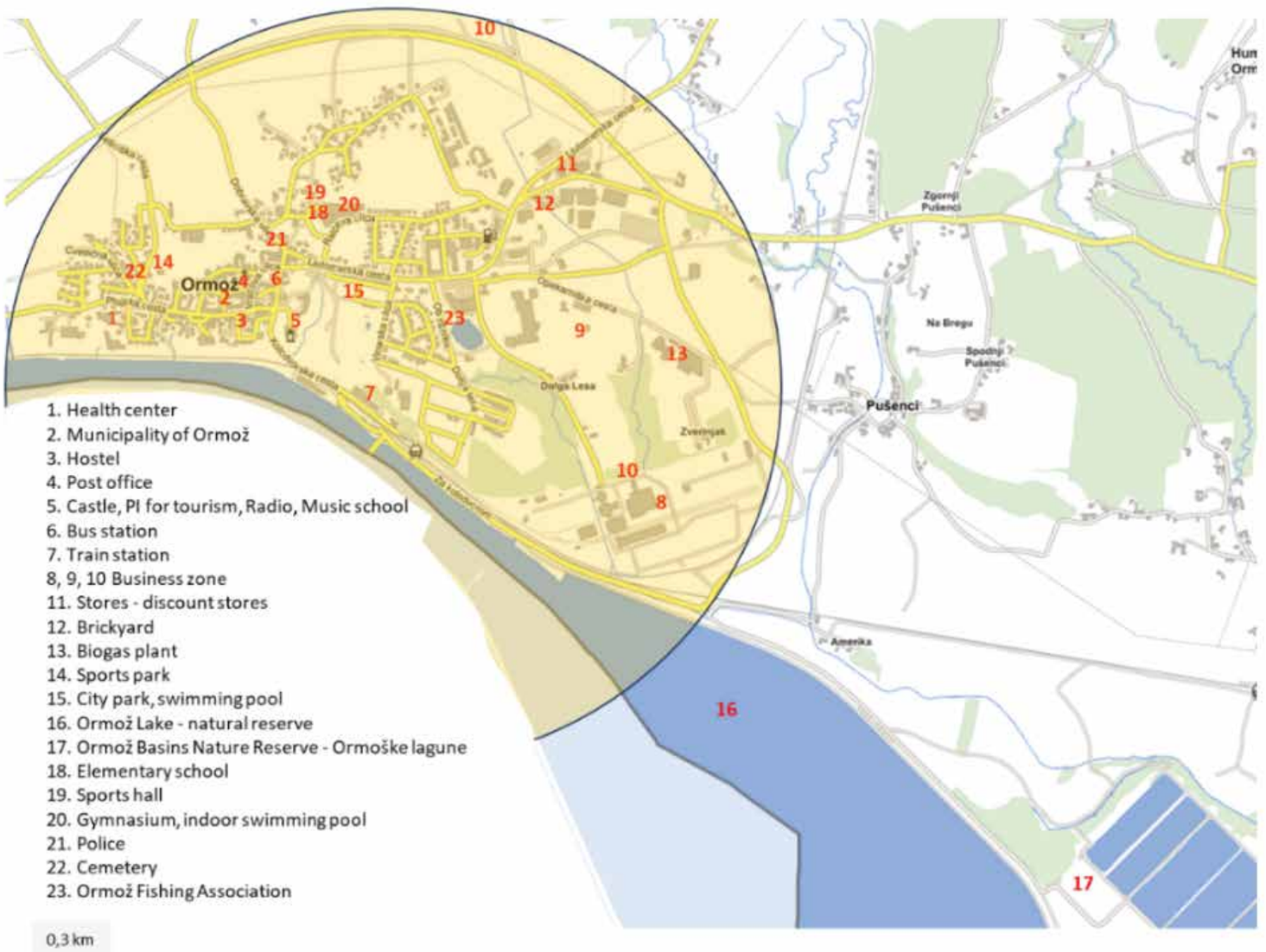


Figure 12: More important institutions and other areas in the city of Ormož - 15-minute city (coloured circle marked).

All listed institutions and other areas will need to be included into the concept of sustainable mobility in the future, as they are accessible (on foot, by bicycle or by other forms of sustainable mobility) within a reasonable timeframe of 15 to 30 minutes. Embedding this approach will bring numerous benefits to the community of the Municipality of Ormož.

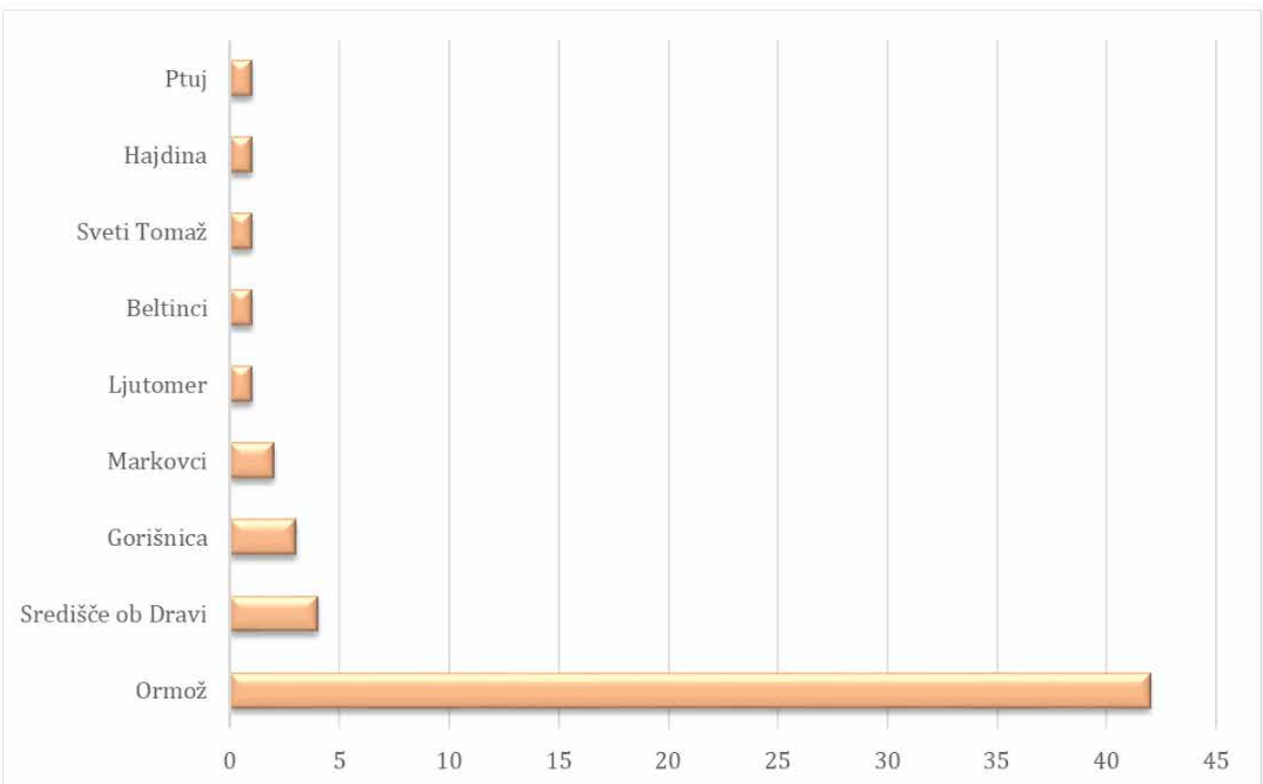
Many institutions need to be linked in a joint promotion regarding access to their services without the need to drive a car. Consequently, this reduces greenhouse gas emissions and traffic congestion. Looking ahead, the key challenges such as improving cycling infrastructure and infrastructure for pedestrians and ensuring financial support for sustainable mobility projects remain.

3.1.3 SUSTAINABLE MOBILITY SURVEY

A mobility survey was carried out in November 2023 as part of the Econnecting project. A total of 56 people participated in the survey which targeted important local stakeholders, selected to represent all segments of population in Ormož. The survey collected basic demographic data. Since the survey aimed to explore the mobility the data about place of living and place of work was collected, because there is a great with the need for daily transportation for work. Respondents were also asked to indicate which aspect of sustainable mobility they find most important, which helped to identify important stakeholders to improve sustainable mobility. Also, opinions on existing measures and their suggestions for improvement were collected. The survey results therefore reflect the current state and challenges of sustainable mobility in the Municipality of Ormož and its surroundings. The survey provides valuable data for designing measures to improve mobility in the area.

Basic Data

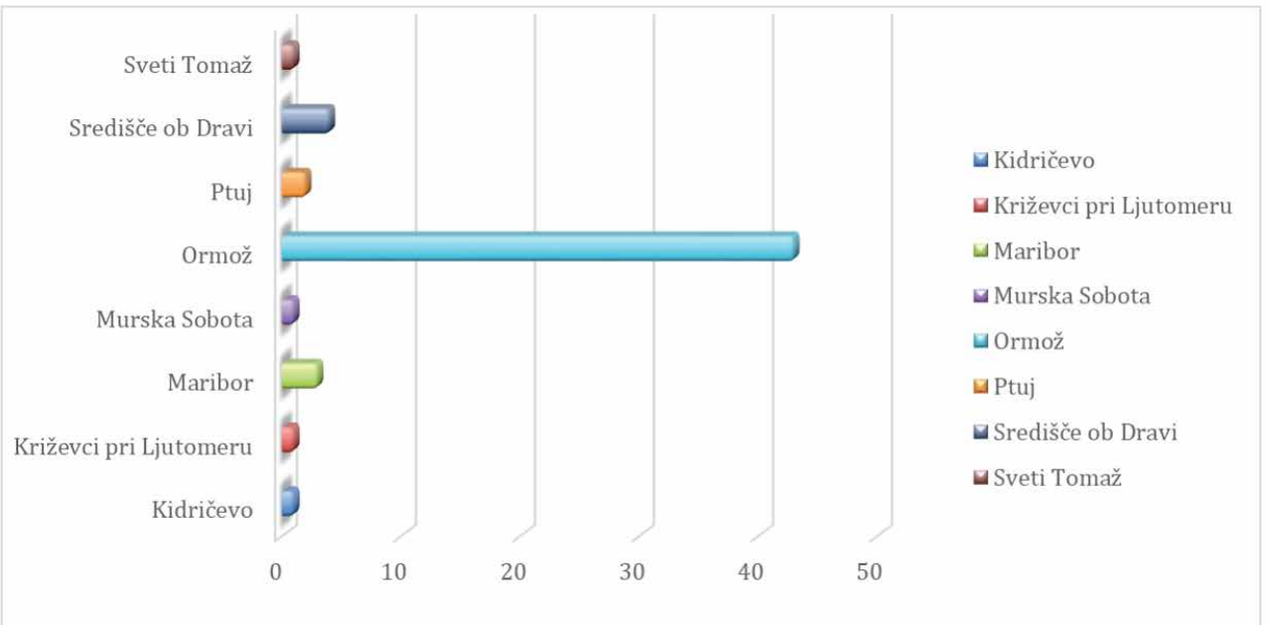
The majority of respondents are in the age group of 29 to 60 years, most reside in the municipality of Ormož, and are predominantly employed within the same municipality.



Graph 1: Municipality of residence of respondents.

Connectivity with the City

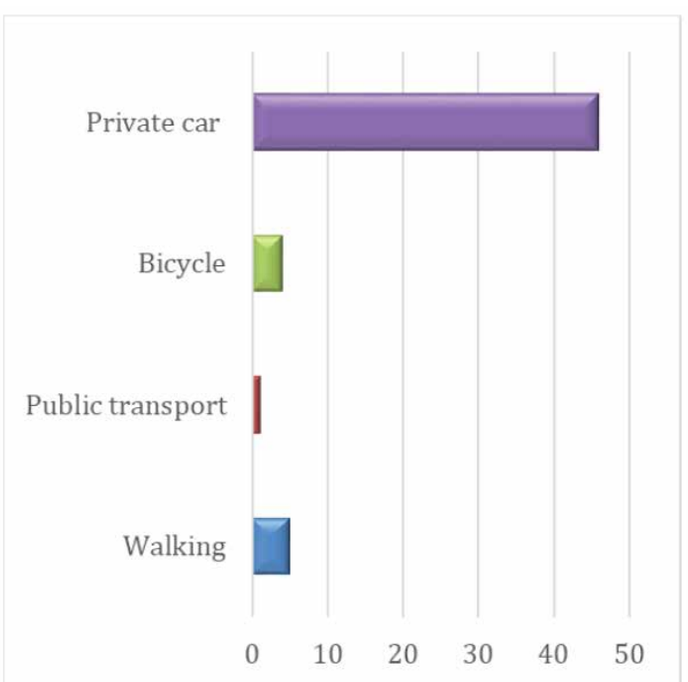
Most respondents live in rural areas, but the majority have employment in the city of Ormož, where they spend 8 to 16 hours.

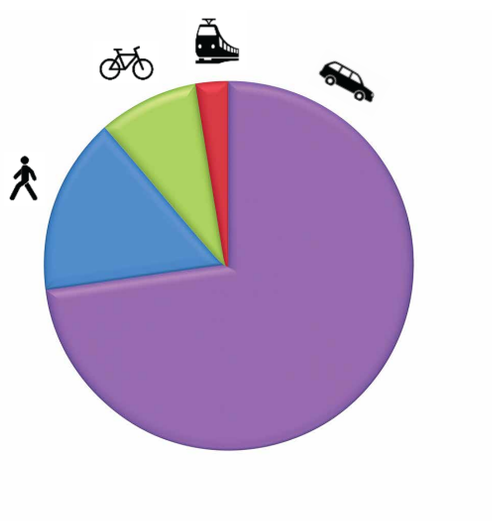


Graph 2: The municipality of the place of employment.

Current Mobility Habits

The majority of respondents use a personal car to travel around the city.

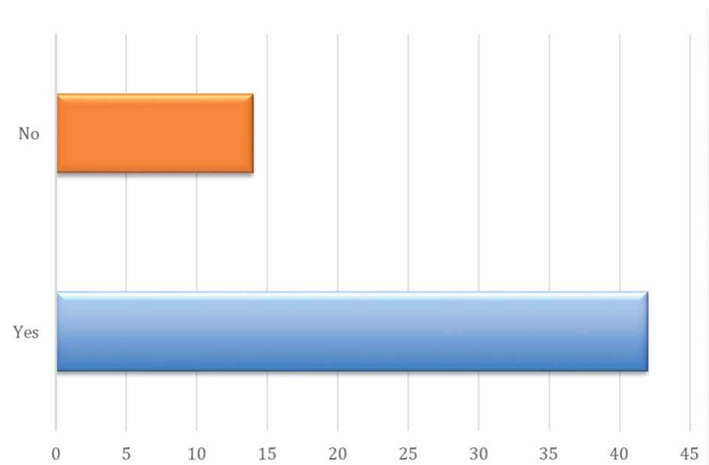




Graph 3: Getting around town.

Sustainable Mobility Challenges
Infrastructure deficiencies, limitations in public transport, financial difficulties, residents' habits, lack of interest from local authorities, and geographical features are the main challenges for sustainable mobility.

Awareness of Environmental Impacts
Most respondents are willing to change their transportation habits for environmental reasons.



Graph 4: Transport habits of respondents.

Incentives for Sustainable Mobility
A good cycling connection, employer incentives, more frequent public transport, accessibility and safety of cycling paths, and financial incentives are key factors for encouraging sustainable mobility.

Opinion on Existing Measures
Most respondents believe that the current measures for sustainable connectivity between the city and the countryside are not good and should be improved.

Suggestions for Improving Sustainable Mobility
Introducing circular routes between the city and villages, flexible transports, developing cycling and walking paths, and introducing permanent environmentally friendly public transport are some of the suggestions for improving sustainable mobility.

3.1.4 SUSTAINABLE MOBILITY SURVEY ANALYSIS

The survey highlights the importance of sustainable mobility in the city of Ormož and its surroundings. The results show that most respondents recognized traffic safety and the connectivity of the city with the countryside as key aspects of sustainable mobility. Challenges such as infrastructure deficiencies, limitations in public transport, financial difficulties, and residents' habits were highlighted. Proposed solutions for improving sustainable mobility include establishing circular routes, flexible transports, developing cycling and walking paths, and introducing permanent environmentally friendly public transports.

The entire research and analysis process of the survey indicates the need for a comprehensive approach to improving sustainable mobility in Ormož. This includes investments in infrastructure, promoting changes in residents' habits, and the active role of local authorities in developing sustainable transportation solutions. Additionally, the involvement of various stakeholders, such as municipal administration, employers, public transport providers, and local communities, in shaping policies and projects for sustainable mobility is crucial.

Ensuring sustainable mobility in Ormož requires a systematic and holistic approach that considers the specific needs and challenges of the local community. Such an approach contributes to create a more sustainable and friendly traffic environment, improving quality of life and supporting environmental protection in the area.

3.2 Emerging Topics (Problem Definition)

3.2.1 SWOT ANALYSIS OF LOCAL CONTEXT IN RELATION TO ADDRESSED TOPICS

SWOT analysis was one of the first steps in the project to identify our strengths, weaknesses, opportunities and threats. The ULG group was actively involved in this process to get a real perspective from different groups of population in our municipality.

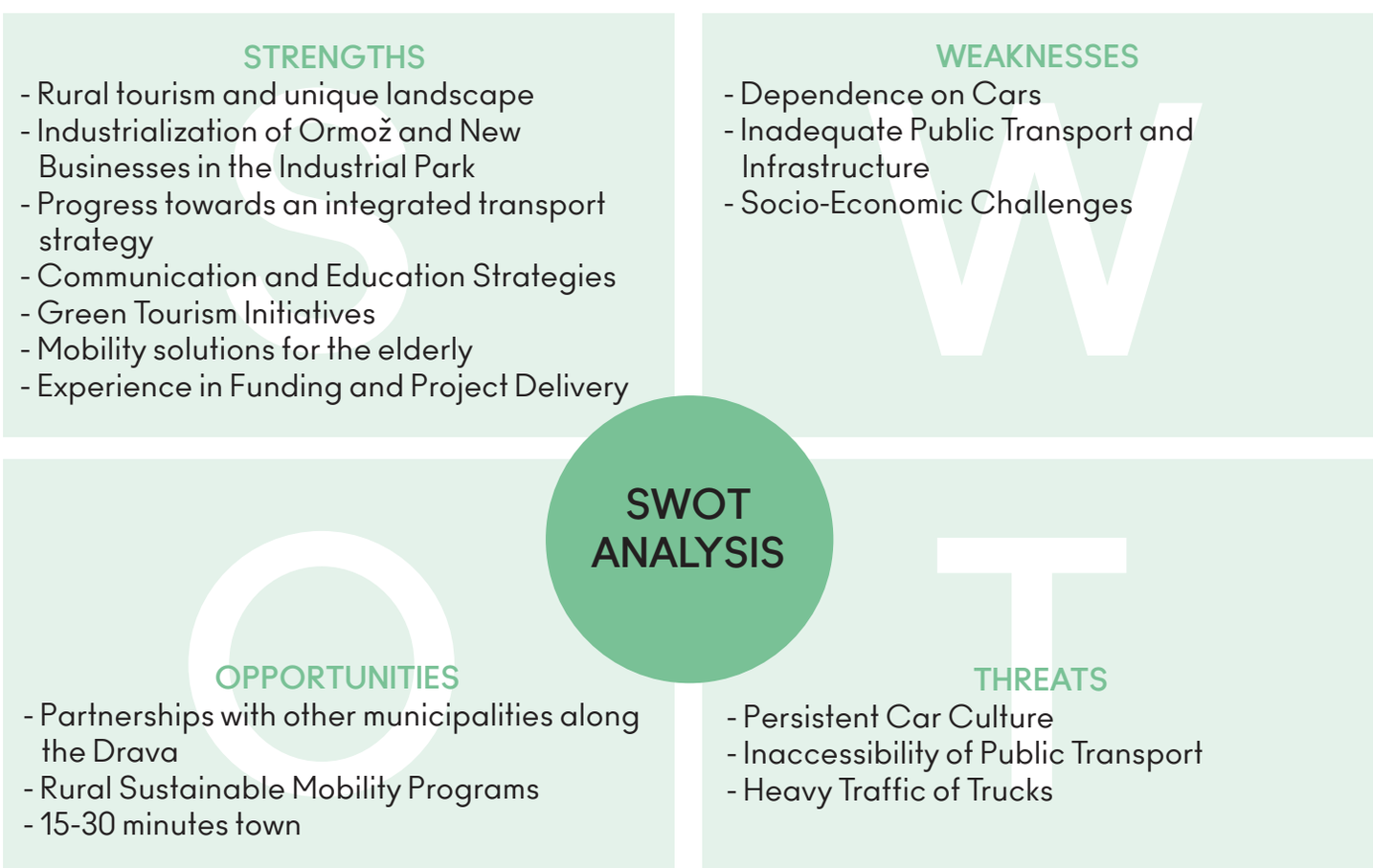


Figure 13: SWOT Analysis

Strengths

Rural Tourism and Unique Landscape:
Our main asset, which supports high quality of life and offers possibilities for economic activities.

Industrialization of Ormož and New Businesses in the Industrial Park:
The expansion of industrial activities and the establishment of new businesses provide a unique opportunity to design and implement sustainable transport solutions from the outset, encouraging green commuting practices and potentially reducing the overall carbon footprint of local industries.

Progress Towards an Integrated Transport Strategy:
Initiatives to develop a cohesive transport strategy indicate a proactive approach to addressing mobility challenges and improving connectivity.

Communication and Education Strategies:
Efforts to raise awareness and educate the public about sustainable transport can help shift cultural attitudes and increase the adoption of eco-friendly mobility options.

Green Tourism Initiatives:
Capitalizing on green tourism can promote sustainable practices, attract eco-conscious visitors, and integrate with local sustainable mobility strategies, thereby supporting both the local economy and environmental goals.

Mobility Solutions for the Elderly:
Focused measures to enhance mobility for elderly people demonstrate a commitment to inclusivity and accessibility in transportation planning. The Prostofer initiative offers free rides for elderly people since October 2022.

Experience in Funding and Project Delivery:
A proven track record of securing funding and successfully delivering projects positions Ormož to effectively manage and implement sustainable mobility projects.

Weaknesses

Dependence on Cars:
A strong car culture and reliance on personal vehicles underscore the challenge of encouraging the use of alternative, sustainable modes of transport.

Inadequate Public Transport and Infrastructure:
Limited public transport options, poor organization, and inadequate infrastructure for pedestrians and electric vehicles highlight significant gaps in the current mobility system.

Socio-Economic Challenges:
Issues such as long travel distances, insufficient workforce for new industries, housing shortages, and the high cost of the school pick-up system pose additional barriers to sustainable development.

The municipality faces rising school transport costs due to national regulations requiring transport in areas without safe walking routes to schools and requirement to provide transport for all children 4 km or more away from school. For the Municipality of Ormož, this represents around 1 million euros annually, creating a significant budget burden. Integrating school routes into public passenger transport could reduce costs and improve overall mobility efficiency.

Opportunities

Partnerships with other Municipalities along the Drava:
Collaborative efforts with neighbouring municipalities offer a strong foundation for regional mobility initiatives and shared solutions.

Rural Sustainable Mobility Programs:
Initiatives aimed at enhancing mobility in rural areas offer the chance to improve access and reduce car dependency, catering to the needs of underserved communities.

15-30 Minutes Town:
Main institutions and services are easily accessible across the centre of Ormož, which provides a huge opportunity to decrease car dependency with offering other transport means and promoting sustainable mobility.

Threats

Persistent Car Culture:
The deep-rooted preference for private car use over alternative transport modes poses a significant challenge to shifting mobility patterns and reducing environmental impact.

Inaccessibility of Public Transport:
The current state of public transport services, characterized by infrequency and poor organisation, discourages their use and hinders efforts to decrease reliance on personal vehicles.

Heavy Traffic of Trucks:
The congestion caused by heavy truck traffic on the main road connecting Ormož with the rest of the country and Croatia exacerbates infrastructure strain, poses safety risks, and increases pollution, further complicating efforts to promote sustainable mobility.

The SWOT analysis highlights the critical need for strategic, integrated approaches to address the weaknesses and threats facing Ormož' mobility system while building on its strengths and seizing the opportunities for sustainable development.

The aim is to enhance sustainable transport options for diverse groups, including tourists, schools, the elderly, and rural populations. Achieving this goal will require efforts to improve infrastructure, expand public transport services, foster a cultural shift towards sustainable mobility, and leverage regional collaborations and funding experiences. Furthermore, addressing socio-economic challenges such as workforce and housing shortages will be vital in creating a more resilient and sustainable mobility ecosystem in Ormož.

3.2.2 LOCAL CHALLENGES AND POTENTIALS AND HOW THEY ARE INTERLINKED

Key local challenges

Ormož faces several local challenges related to sustainable mobility, including poor public transport infrastructure, limited infrastructure for electric vehicles, lack of transport information, and a strong car culture. These challenges are also shaped by the dispersed settlement structure of Ormož which greatly supports the cultural habits that reinforce car dependency. There is also an important aspect of mobility that is mainly caused because of dispersed settlement structure: the costs of school transport are rising since national regulations require municipalities to ensure transport for all children that live more than 2km away from school and also for areas without safe walking routes to schools. For the Municipality of Ormož, this represents around one million euros annually, creating a significant budget burden. Integrating school routes into the public passenger transport system could significantly reduce costs, improve route efficiency, and strengthen the overall mobility network by combining educational and general transport needs.

Understanding local challenges is fundamental to developing integrated solutions to efficiently respond to the need of residents, tourists and the wider area with neighbouring municipalities.

The Econnecting project has provided an opportunity to look deeper on these issues and gradually co-design potential solutions together with URBACT Local Group (ULG). With engagement of local stakeholders, the difficulties that residents face in their mobility were highlighted and seen from other perspective. The difficulties identified are at the same time also opportunities for improving mobility in a way that supports environment and its protection, social inclusion and local economy.

To address identified challenges, the ECCONNECTING project helped us to develop solutions that promote sustainable transportation alternatives and reduce reliance on private cars. This includes initiatives such as improving the public transport system, expanding the infrastructure for electric vehicles, providing transport information, and promoting alternative modes of transportation to reduce the negative impact of car culture on the environment and public health.

Challenges, potentials and interlinkages

	CHALLENGE	POTENTIAL	INTERLINKAGES
PUBLIC TRANSPORT INFRASTRUCTURE	Insufficient routes, low frequency, poor alignment with daily needs; rural residents lack viable alternatives to cars.	Increase number of routes and frequency; integrate demand-responsive services; strengthen links to rail.	Poor PT -> car dependency -> congestion, pollution, exclusion ofnon-drivers. Improved PT reduces reliance on cars, lowers emissions and improves inclusion.
INFRASTRUCTURE FOR ELECTRIC VEHIVLES (EVs)	Few or no charging stations in urban or rural areas. Residents discouraged from purchasing EVs; visitors lack facilities.	Strategic development of EV charging points in both town and rural nodes; integrate with tourism infrastructure.	Weak EV infrastructure blocks local green transition and makes Ormož less attractive for eco-tourists. Deployment support both residents and visitors.
TRANSPORT INFORMATION	Lack of clear, accessible data on PT timetables, cycle routes, parking. Residents and tourists struggle to use alternatives.	Develop a comprehensive information system; make existing data more visible and user-friendly.	Missing information reinforces car dependency even when alternatives exist. Better visibility supports use of PT and other more sustainable choices.
HIGH CAR DEPENDENCY AND CAR CULTURE	Strong reliance on cars due to habit, dispersed area, lack of alternatives. Leads to congestion, pollution and social exclusion.	Awareness campaigns, education of residents incentives for alternatives, cultural shift towards sustainable mobility.	Car culture both causes and results from weak PT, poor EV infrastructure and lack of information. Cultural shift is needed to make other measures effective.

Figure 14: Challenges, potentials and interlinkages

Challenge

Public Transport Infrastructure

Public transport (PT) in Ormož is not well organized as there are not enough public transport routes, frequencies are low, and timetables often do not match the daily rhythms of residents who need to get to work, school or access other services. For the 61 settlements which are spread across the area, this makes it difficult to use public transport as an alternative mode of transport leading to an increase in private car usage since residents, especially in rural areas, often have no alternative. The absence of efficient public transport results in traffic congestion and environmental pollution. It also has negative social impacts, especially for those who cannot drive or do not own a car.

The potential lies in rethinking the system to include demand-responsive services, better connections and increased frequency on main corridors. Making public transport more efficient and sustainable would directly reduce car dependency and have other benefits, such as smaller CO_2 emissions and also enhancing the quality of life for the residents.

Infrastructure for Electric Vehicles

The infrastructure for electric vehicles in Ormož is not well developed, which limits the use of electric vehicles as an alternative mode of transport. Lack of charging points is making it difficult for residents to even consider purchasing an EV. This lack of infrastructure is also barrier for visitors since they are becoming increasingly aware of the importance of sustainable mobility, which often includes the use of electric vehicles.

Transport Information

Mobility is not just about infrastructure but also about information. In Ormož, there is a lack of information on alternative modes of transport and transport information such as public transport timetables, cycle routes and bicycle parking. This makes it difficult for residents and visitors to access information which discourages other transport means.

High Car Dependency

One of most significant challenges in Ormož is the deeply rooted car culture. Most people are relying on private cars for their everyday needs. The lack of alternatives, cultural habits, and the dispersed rural structure of the municipality are making that culture even stronger. The dominance of cars also shapes urban space, with greater parking and road infrastructure needs. It also affects social aspect since it deepens disadvantages for those without access to vehicle.

Potentials

Despite the Challenges, Ormož has Significant Potentials in:

Enhancing public transport infrastructure: Increase the number of public transport routes and frequencies to encourage residents to use public transport as a viable alternative to private cars.

Developing Infrastructure for Electric Vehicles:
Invest in the development of electric vehicle charging stations and infrastructure in both urban and rural areas.

Improving Transport Information:
Establish and promote comprehensive transport information systems, including public transport timetables, cycle routes, and bicycle parking locations. Implement digital platforms and signage to make transport information easily accessible to both residents and visitors.

Shifting Away from Car Culture:
Implement awareness campaigns to encourage residents to consider alternative modes of transport.

Potentials are connected to each other, and each potential can reinforce another. Improved public transport can make sustainable choices more attractive, while better visibility of information will make it more visible and desirable.

Interlinkages

The challenges in Ormož as described are closely connected. Poor public transport infrastructure, combined with lack of routes and frequencies, encourages car dependency by making private cars the most convenient option. This then increases traffic congestion and environmental degradation. Addressing this challenge by enhancing public transport infrastructure naturally diminishes reliance on private cars, thereby alleviating congestion and pollution. Similarly, the limited infrastructure for electric vehicles and the lack of transport information present barriers to adopting greener, more sustainable modes of transportation. By developing an infrastructure for electric vehicles and implementing comprehensive transport information systems, Ormož can significantly encourage the community to shift towards more environmentally friendly transport options, reducing the carbon footprint and fostering a culture of sustainability.

Due to a strong car culture, there is a need of cultural shift – which is both a goal and a result of addressing the other challenges – improving public transport, enhancing EV infrastructure, and providing accessible transport information. Awareness campaigns and initiatives promoting alternative modes of transport serve to gradually reshape perceptions and behaviours.

The linkage between challenges and potentials clearly shows that sustainable mobility in Ormož can be best achieved with integrated measures. It requires an integrated approach that addresses infrastructure, information and culture at the same time.

With right and integrated measures Ormož can create more inclusive, greener and future-oriented sustainable mobility. By addressing challenges, Ormož can successfully improve not just mobility itself, but also the quality of life for residents.

3.2.3 EMERGING TOPICS

The Integrated Action Plan identifies a set of emerging topics that reflect the previously identified Ormož mobility challenges. It takes into consideration the environmental concerns, urban development need and socio-economic priorities. Emerging topics are describing local situation and highlighting both the challenges and potentials which served as guidance for planning integrated actions.

Mobility

Public Transport

There is a lack of public transportation and its accessibility specially in connection between central and rural area. Frequencies are low, routes insufficient, and timetables do not align with residents' daily needs. That makes public transport useless or at least hard to use for many, which pushes people to rely on private cars. The use of private cars instead of public transport increases congestion and CO_2 emissions. Possible solutions are in Increasing the number of routes and frequencies to make public transport a viable alternative to private cars. Introducing a more flexible transportation system could be a solution that lowers the cost for providers of public transport and make it more useful for users. Other sustainable modes of transportation need to be explored. Strengthening the public transport system would not only reduce high car dependency, but also improve accessibility for children, elderly and other groups that are now dependent on finding other ways to access the services they need. Enhancing public transport therefore offers a higher quality of life, especially for those groups.

Electric Vehicle Infrastructure

The electric vehicle infrastructure in Ormož is underdeveloped, with a lack of EV charging stations in town and rural areas. Lack of infrastructure available discourages residents from considering purchasing electric vehicles. Developing electric vehicle infrastructure at least in key locations such as town centre, service nodes and frequent tourist sites would encourage residents and visitors to adopt and use electric mobility. That investment and development would be a direct answer to European Green Deal objectives. Good EV infrastructure also attracts tourists that are looking for more sustainable offers and therefore boosting tourism appeal.

Transport Information Systems

Mobility is often seen as providing infrastructure, but access to information is also an important aspect. In Ormož there is not enough easily accessible information about transport possibilities. Alternatives that exist are therefore less visible and attractive. Establishing a comprehensive system for public transport timetables, cycle routes, and bicycle parking locations would make sustainable modes easier to use. A possible solution is implementing digital platforms and signage to make information easily accessible.

Environment

Car Dependency

An emerging topic is also car dependency which is a result of different issues that we are facing in Ormož, such as a lack of public transport and information about it and a lack of sustainable modes of transportation. It is also culturally conditioned. This high car dependency leads to congestion, increases CO_2 emissions and environmental degradation. To solve this challenge, we need to make a cultural shift, which we can start by implementing awareness campaigns to encourage the use of alternative modes of transport. By promoting sustainable alternatives and other positive impacts that sustainable mobility alternatives have, we can start to shift mobility habits. We have to keep in mind that car culture is both a cause and a consequence of the lack of infrastructure and its information.

Sustainable Mobility

This emerging topic is important on two levels: firstly, we should develop and offer more ways of sustainable mobility; and secondly, people are not aware enough of this topic. In Ormož, infrastructure is limited and the awareness of importance of sustainable mobility is low. Understanding the benefits of more sustainable ways of mobility is crucial for people to lean towards using them. The impact is not just environmental, but also provides social and health benefits for users. Raising awareness is an important step towards behavioural change. One of possible solutions is to promote green transportation options like cycling and walking to lower the carbon footprint.

Urban Development

Vacant Shops and Other Spaces

In Ormož, there are numerous shops and premises that remain vacant, which negatively effects the town centre. If we want to regenerate our town, we must address the issue of vacant shops and premises in Ormož to improve the urban environment and economic vitality. For a successful urban regeneration, it is essential to find other purposes for those places which have to be connected also to goals we have in sustainable mobility. For example, strategically placed bike-sharing points can have a great effect on attractiveness of location.
For integrated solutions with the biggest impact, the revitalisation of the town centre is a must and also connects to Ormož becoming a hub city.

Ormož as a Hub City

Ormož has potential as a hub city within a 30-minute territory to enhance connectivity and economic opportunities. To leverage this potential, better public transport links and EV infrastructure are required along with the cooperation with neighbouring municipalities. Positioning Ormož as hub city would have good effects on local businesses and tourism.

Socio-Economic Area

Quality of Life

One of emerging topics is to improve the overall quality of life by reducing traffic congestion, enhancing public transport, and promoting a cleaner environment. This creates a cleaner, healthier and more inclusive living environment for residents. Sustainable mobility is big part of it, and it is a goal and an outcome of its improvements.

Tourism

Tourism plays an important role in our area and is major part of Ormož economy. With tackling issues, also on sustainable mobility, we are finding ways for tourism to be a driver for more sustainable local economic development, especially by improving infrastructure making Ormož more attractive to visitors. It can add to the critical mass for new ways of transportation to be used. Ormož identity as a green destination can be strengthened.

Addressing these emerging topics and development goals with integrated approach that integrates mobility improvements with broader urban and socio-economic strategies. This comprehensive approach can lead to sustainable growth and a better quality of life for the residents of Ormož.

TRANSNATIONAL MEETING - WEST MANI

4

Strategy, Vision and Goals

4.1 Project Vision

Ormož creates a sustainable, cohesive and innovative urban environment that improves the quality of life of its inhabitants and promotes sustainable development and an inclusive society. We are focusing on mobility and regeneration of the town and the accessibility, since there is a major lack of sustainable means of transportation and connections between rural and central area. We are aiming to create economic potential and improve connectivity through a sustainable urban and regional transportation.

Key Elements of the Vision

Flexibility and Adaptability:
Introducing a flexible transportation option tailored to the needs of the local population.

Integration with Existing Public Transport:
Integrating the new transportation system with public transport.

Sustainable Mobility:
Raising awareness about the use of environmentally friendly means of transportation.

Partnerships and Collaboration:
Engaging with stakeholders.

Education and Awareness:
Educating about the benefits of sustainable mobility and promote changes in travel habits.

Innovative Financing Models:
Exploring innovative financing options for sustainable transportation projects, such as public-private partnerships.

Digital Platforms for Connectivity:
Exploring the possibility of digital platforms or applications that would provide residents with easy access to information about available transportation options.

Smart Infrastructure:
Exploring smart infrastructure, such as traffic monitoring sensors.

Pilot Projects and Evaluation:
Conducting a pilot project to test the idea of flexible transportation and connecting urban and rural areas.

The main integration challenge of the IAP is introducing a flexible demand-responsive transport tailored to local needs. It is important to ensure that the new system successfully integrates with the current infrastructure to enable effective and comprehensive coverage of transportation needs. Raising awareness is crucial to reach a wider audience and change established travel patterns to support the implementation of these changes.

Innovative financial models supporting public-private partnerships for sustainable mobility are challenging as we are constrained by budgetary resources. Implementing pilot projects to test the idea of flexible transportation and connecting urban and rural areas was challenging, as we addressed different travel needs and infrastructure challenges in various areas of urban and rural regions. It is essential to appropriately adapt the pilot project to local circumstances and needs and prepare for a proper evaluation of the results.

4.2 Project Goals

4.2.1 SPECIFIC STRATEGIC OBJECTIVES

Flexibility

We aim to develop innovative transportation solutions that adapt to the various needs of the local population, focusing on providing flexible and adaptable transport options. With such a transportation form, we are strengthening the connection of the city of Ormož with rural areas (organization of transportation to events). Flexible transport allows residents to access transportation according to their needs and schedules, thereby reducing the need for individual car use and promoting sustainable mobility in the area of three municipalities – Ormož, Sveti Tomaž, and Središče ob Dravi.

Integration with Existing Public Transport

As part of events in the city of Ormož, we were **testing an innovative (flexible) transportation system** that could complement the existing public transportation network, aiming to improve connectivity between the city and the countryside. With this additional form of transport, we enabled integration and coherence between different transportation services, especially providing easier access to transport for rural residents during events and daily activities. With this form of transport, we are encouraging the use of public transport as a sustainable alternative to individual car use. Accordingly, creating a more comprehensive transportation system that better serves the needs of the local population and contributes to the development of sustainable mobility in the region. Flexible transport allows rural residents easier access to events in the city, which encourages social and cultural life.

Sustainable Mobility

In this IAP, we plan to promote innovative modes of mobility and environmentally friendly means of transportation, such as cycling, walking, public transport, and electric vehicles. In line with this, active awareness and promotion campaigns targeting an increase in awareness of sustainable mobility options among the population will be carried out. By creating a more sustainable transportation system, we are building an environmentally friendly and healthy environment and enable better conditions for living and working in our city and its surroundings.

Partnership and Collaboration

Active partnerships with relevant stakeholders, including the local community, businesses, non-governmental organizations, and public institutions were established. Partnerships are crucial for the successful implementation and testing of the transportation system. Through close cooperation and exchange of ideas the effective implementation of our goals in promoting and conducting the pilot activity of flexible transport is ensured.

Education and Awareness

The promotion of environmentally friendly means of transportation, such as cycling, walking, and the use of public transport is planned in collaboration with **local Radio Prlek**. Promotion aims to encourage residents to take active role in reducing the carbon footprint of transport. In particular, we aim to raise awareness of how the choice of transport affects the environment. The transfer of good practices to the general public is taking place through education about alternative transportation options and encouraging positive changes in daily travel habits. Through awareness and education, we are laying the foundations for sustainable mobility and encourage residents to act more responsibly towards the environment.

Digital Platforms for Connectivity

As part of our strategy **to improve the connectivity between the city and rural areas**, we are exploring the possibilities of digital platforms and applications that would provide our residents with easy access to information about available transportation options for events. We recognized that digital technology is key in facilitating the process of searching for and booking transport, and it is crucial to utilize technological solutions to improve user experience and promote sustainable modes of transport. Our aim is to provide residents with convenient access to transportation for events, contributing to better traffic connectivity and improving the overall event attendance experience in our city.

Smart Infrastructure

In the future, we aim to improve the transportation system. In this IAP, we are focusing **on exploring and developing the use of e-infrastructure options.** The municipality's goal must be the integration of advanced technologies and digital solutions into the transportation system, as only such an approach will further contribute to improving efficiency, safety in the use of mobile technology. With e-infrastructure, we are enabling sustainable mobility that is less burdensome for the environment. Among other things, our aim is to ensure advanced safety measures that are improving the safety of both traffic participants and infrastructure. The introduction of digital solutions improves the user experience, for example, with applications for tracking transport, booking tickets, or easy access to travel options information. With this, we are creating a more modern, efficient, and user-friendly transportation system for all users.

Pilot Projects and Evaluation

As part of our strategy to improve the transportation system, we have decided to plan, implement, and evaluate a pilot project. Within Econnecting project, we **tested the concept of flexible transport** that provides a flexible and customized transportation service and establishes a connection between urban and rural areas. Our goal was to improve transport accessibility for all residents, regardless of their location, and ensure a more

efficient connectivity between different parts of our region. The evaluation of the pilot project results was based on the analysis of collected data, which enabled us to assess the effectiveness, usability, and user satisfaction. Based on these findings, we will make the necessary adjustments and improvements that will serve as a basis for further development and enhancement of our transportation system in the future.

Urban Regeneration of Villages

Our aim is the development of vibrant and accessible transportation hubs in Ormož, Sveti Tomaž, and Središče ob Dravi, integrating multimodal mobility solutions to enhance connectivity between urban and rural areas. Public spaces around these hubs are going to be improved by incorporating green infrastructure, pedestrian-friendly designs, and community-oriented amenities. Walkability and bikeability will be strengthened through safe and well-connected cycling and walking paths, ensuring seamless integration with public transport and fostering a more sustainable and inclusive urban environment.

4.2.2 GOALS THAT ADDRESS OUR INTEGRATED VISION

Sustainable Mobility and Management

Our aim is to develop innovative and sustainable transportation methods and ensure the effective supplementation of public transport, which will improve the connectivity between the city and the countryside.

Accessibility and Inclusion

The focus is on enhancing transport accessibility for all residents. Regardless of their location (urban or rural area), we tested a new mode of connectivity - flexible transport, which can provide rural residents with an easier access to city events, thereby fostering social and cultural life.

The 30-Minute City Concept and integration into a Green Community

That system allows rural residents to access events within 15-30 minutes and promotes sustainable mobility through the use of flexible transport. At the same time, it encourages environmentally friendly modes of mobility, such as cycling, walking, public transport, and electric vehicles, and conducts awareness and promotion campaigns aimed at increasing awareness of sustainable mobility options among the population. Our goal is to build an environmentally friendly and healthy environment and provide better living and working conditions in the city and its surroundings.

Effective Management and Partnership

An active partnership with relevant stakeholders, including the local community, businesses, non-governmental organizations, and public institutions, to ensure the effective implementation of our goals as part of the promotion and execution of the pilot activity of flexible transport was established.

Awareness and Education for Sustainable Mobility

The objective is to raise awareness among the residents with the help of local Radio Prlek about sustainable mobility options and encourage positive changes in daily travel habits. With raising awareness, we are laying the foundations for sustainable mobility and contribute to the development of a green community and a healthy society.

4.2.3 GOALS

4.2.3.1 Reducing the Carbon Footprint of Transport

The Municipality of Ormož faces the challenge of reducing its carbon footprint. Road traffic is one of the main causes of increased greenhouse gas emissions. In the future, Ormož will focus on various measures aimed at reducing the negative environmental impacts of transportation:

Promoting public transport aims to reduce greenhouse gas emissions, especially through the promotion and encouragement of public transport use. In the future, it will be essential to improve the quality and accessibility of public transport. This will encourage more residents to abandon individual cars and switch to more sustainable modes of travel.

The Municipality of Ormož plans **investments in cycling and hiking infrastructure**. The construction of new cycling paths will enable safe and comfortable cycling around the city and its wider surroundings. New cycling paths will connect different parts of the city with key locations such as municipal landmarks, health institutions, schools, etc. Encouraging the transition to electric vehicles will locally reduce the carbon footprint due to greenhouse gas emissions. The city of Ormož is committed to promoting the use of electric cars by establishing charging stations and promoting their use among residents and businesses.

To sustainably r**educe the carbon footprint**, the cooperation between city authorities, residents, businesses, and other stakeholders is necessary. Accordingly, we strive to implement comprehensive solutions that will contribute to sustainable and environmentally friendly transport and improve the quality of life in the countryside in connection with the city.

4.2.3.2 Use of Electric Vehicles

Electric vehicles are currently a sustainable alternative to traditional fossil fuel vehicles. To transition to sustainable mobility, it is necessary to establish appropriate infrastructure, encourage the purchase of electric vehicles, and educate and raise public awareness about the benefits of using electric mobility. In the city of Ormož and the countryside, there is a lack of infrastructure for electric vehicles. It is necessary to establish enough charging stations that will enable uninterrupted charging of vehicles for residents and visitors to the city and countryside.

Future plans include investments in the construction of charging stations in business zones, parking lots, and shopping centres. Despite the increasing offer of electric vehicles, they are still more expensive than traditional fossil fuel vehicles; therefore, it is necessary to think about purchasing incentives such as subsidies, favourable credit conditions, and promotional campaigns. In addition, educational and awareness programs about the advantages of electric mobility are being implemented, which aims to change perception and encourage demand for electric vehicles. The advantages of electric vehicles include lower operating and maintenance costs compared to traditional fossil fuel vehicles, and they do not produce local emissions.

Only with a comprehensive approach to promoting the use of electric vehicles and addressing related challenges, the Municipality of Ormož can become a leading example of sustainable mobility in the region, contributing to a cleaner and healthier environment and improving the quality of life in the city.

4.2.3.3 Development of Demand-Responsive Transport to Improve Accessibility in Ormož

Ormož faces challenges regarding public transport, particularly in connecting the city with the countryside. In the Ormož area, public transport infrastructure and services (insufficient frequency of transport, long distances to bus stations, no bus services on weekends, etc.) are limited and do not reach all rural areas. As a result, some residents, especially those in rural areas, are limited in accessing basic services and opportunities offered by the city (city services, events).

Establishing flexible/adaptive transport in Ormož will positively impact the connectivity between urban and rural areas. Flexible transport is a way to provide rural residents with an easier access to city events, encouraging social and cultural life.

Introducing demand-responsive transport will require a comprehensive approach and collaboration among various stakeholders, such as local authorities, transport companies, civil society, and residents. It is also important to ensure financial support and appropriate infrastructure for the successful implementation of flexible transport. With proper planning and implementation, Ormož can become an example of successful development of flexible transport in rural areas, contributing to more sustainable, accessible, and inclusive mobility for all residents.

4.2.3.4 Reducing the Impact of Tourism on Traffic and the Environment

Tourism has a significant impact on traffic and the environment, especially in recent years, as the number of tourists in the municipalities of Ormož, Središče ob Dravi, and Sveti Tomaž has increased. The growing number of tourists increases environmental stress due to greenhouse gas emissions and other pollutants. Accordingly, Ormož focuses on developing sustainable tourism programs that would reduce the negative impacts of tourism on traffic and the environment while also educating tourists about sustainable travel methods.

Reducing these emissions is important for maintaining a clean and healthy environment in Ormož. Developing sustainable traffic solutions, such as encouraging the use of public transport, cycling, walking, and other environmentally friendly travel methods among tourists, is essential to reduce negative environmental impacts. Investments in improving traffic infrastructure, such as cycling paths, footpaths, and public transport, will enable better connections between tourist destinations and reduce the need for individual vehicles.

4.2.3.5 Promoting Cycling and Walking as Everyday Modes of Mobility

Ormož is committed to promoting cycling and walking as alternative, environmentally friendly, and health-beneficial modes of mobility. We recognize the importance of creating an environment that encourages active mobility and reduces dependency on cars. Therefore, we focus on developing infrastructure and programs that would encourage people to choose cycling and walking as everyday modes of transport. One of the barriers to a wider use of cycling and walking is the lack of appropriate infrastructure, such as cycling lanes, sidewalks, and footpaths. The Municipality of Ormož is preparing documentation for the construction of infrastructure that would enable safe and comfortable cycling and walking.

Changing people's habits and perceptions regarding mobility is a long-term process that requires persistence and support from the local community. Residents need to become aware of the benefits of cycling and walking to encourage people to use these alternative modes of transport. Increasing the number of cyclists and pedestrians would contribute to reducing traffic congestion and crowding on the roads, improving traffic flow and reducing travel time for all traffic participants. Cycling and walking are also excellent forms of physical activity that positively impact residents' health. Promoting these activities can contribute to reducing the risk of cardiovascular diseases, obesity, and other health issues.

4.2.3.6 Promoting Car Sharing

Car dependency in Ormož and across Slovenia is high. Another problem is the single-occupant use of cars which leads to even bigger numbers of cars on the streets. By promoting car sharing, we are trying to raise awareness of car sharing benefits for people and to change single use of cars for everyday transfers such as for work where car sharing is easily possible due to usually regular working hours.

In the future, better promotion and encouragement to use car sharing will be needed, since such an easy solution can have a really big impact. Using cars to share rides to work can reduce traffic load and greenhouse gas emissions. It is a step forward as it requires a change in traditional habits.

4.2.3.7 Promoting Remote Work

In recent years, with technological advancements and the digitalization of work processes, interest in remote work has increased. This practice allows employees to work outside the traditional work environment, typically from home or anywhere with internet access. During the Covid-19 period, it was shown that remote work impacts reducing traffic loads and greenhouse gas emissions, so we advocate for promoting this practice among employers. However, we will face challenges such as changing the traditional work culture, which often relies on the physical presence of employees in the office, so adopting remote work may require a change in work habits and relationships between employees and employers. Much awareness and education of both employers and employees

about the advantages and challenges of remote work and the development of flexible work models will be needed. To successfully implement remote work, it will be necessary to prepare an appropriate technical infrastructure, which will include a fast internet connection, security protocols for safe remote work, and suitable software and tools for collaboration and communication. One of the important concerns with remote work will be the effective management and monitoring of employees' work and ensuring their productivity. Appropriate mechanisms for monitoring remote work will need to be developed, and clear guidelines and policies for successfully implementing this practice will need to be established. Employees who work remotely avoid daily commutes to and from work, leading to reduced traffic congestion and greenhouse gas emissions, improved air quality, and reduced negative impact of traffic on the environment. It also positively affects family life, especially because remote work allows employees a better work-life balance between professional and private life and greater flexibility in coordinating family obligations. This can contribute to better well-being and satisfaction of employees and improve their overall living standard.

4.3 Integration Challenges

4.3.1 STRATEGICALLY MOST IMPORTANT CHALLENGES

It is important for Ormož to have an integrated action plan which will be a framework for development actions planned with special emphasis on including local stakeholders in preparation to effectively use bottom-up approach.

Most emerging topics where effort is most needed strategically are:
- Reducing the Carbon Footprint of Transportation
- Promoting cycling and walking as everyday Modes of Transportation
- Reducing the impact of tourism on transportation and the environment

Addressing those challenges will subsequently address the consequences of poor public transport infrastructure such as the difficulty to use public transport as an alternative mode of transport which increases the use of private cars. It will also positively impact the challenge of poor transport information on alternative modes of transport. The main potential we see here is the development of sustainable tourism programs for promoting the use of sustainable transportation modes and raising awareness in collaboration with local radio. This will have a bigger impact than just reducing the impact of tourism on transportation and therefore environment but will also be a promotion to residents at the same time. Here, we also want to impact and change cultural attitudes of high car dependency among residents.

The potentials to address the most emerging topics are:
- Development of Flexible Transportation
- Development and improvement of pedestrian and cyclist infrastructure
- Development of sustainable tourism programs promoting the use of sustainable transportation modes and raising awareness through local radio

We also identified the main integration difficulties which are:

1. Logistical challenges:
Organizing and managing flexible transportation to connect rural areas with urban centres for events will require complex logistics (timetables, routes, multiple vehicles).

2. Lack of demand:
Despite planning and promoting transportation services, there is a possibility of insufficient demand for this form of connectivity between urban and rural areas.

3. Financial sustainability:
Funding and maintaining flexible transportation can pose challenges post-project. Changes in the budget or lack of financial resources may jeopardize the continuity of transportation services.

4. Need for promotion:
Lack of awareness among residents of rural areas about the offered flexible transportation options for events could diminish the success of the pilot project. Adequate promotion and communication are necessary to ensure that the public is informed about the services offered.

5. Technical challenges:
After the project is completed, it will be necessary to establish technological solutions for transportation booking (an application).

6. Passenger tracking:
Prepare a protocol that will enable monitoring of the number of passengers, their needs, the most preferred transportation times.

With all the actions we want to positively affect the problem of high car dependency, poor public transportation and non-accessibility of information on public transportation. We also want to enhance the possibilities to encourage use of electric cars and sustainable modes of transportation.

4.3.2 APPROACH TO URBACT CROSS-CUTTING PRINCIPLES

All URBACT cross-cutting principles will be taken into consideration when planning actions. The gender perspective, as well as the inclusion of a non-discriminatory perspective, are fundamental to develop integrated action plan.

One of driving principles of the Econnecting project is also focusing on rural women. We adopted a gender-sensitive approach in the planning and later in implementation of those actions. We will ensure that transportation needs of all genders will be equally considered and addressed.

We will also use the digital technologies as a leverage to improve transportation efficiency at least when promoting sustainable modes of transportation. We will try to ensure digital inclusivity and provide alternatives with non-digital access.

Through the project and the addressed challenges, we are searching for the solutions that will make Ormož greener and more sustainable. We prioritize green mobility solutions that are our main objective. We want to minimize environmental impact and promote sustainable modes of transportation.

4.4 Logical framework

Integrated Actions & Strategic Framework

Figure 15: Integrated Actions & Strategic Framework

TRANSNATIONAL MEETING - ORMOZ

5

Testing Action: Flexible Transportation

Testing the actions included in Integrated Action Plan (IAP) gave us a great insight into real needs and acceptance of those actions among residents.

At first, we made a list of possible actions that we could test and together with ULG we were choosing between:

- **Introduction of flexible transportation for events with anticipated higher attendance, particularly for residents of rural areas -** with that testing action we would get a great insight into needs of residents. We would connect rural areas with the centre of the town. Because there is a bigger flow of people or at least more people are considering visiting the town centre during events, connecting that to the time of events would give us a bigger sample and therefore sense of the needs, proper locations for pick-ups and drop-offs and what the frequency on different rural areas could be.

- **Remote work** – Focusing on sustainability means searching for alternatives to currently used transport, but also look at the core of the 'problem'. Car dependency and daily use of car or other modes of transportation are mostly due to work. Remote work could also be one of the possibilities we want to promote among citizens and among employers, of course where remote work is possible. During Covid-19, we learned that work can be done remotely. Remote work has also other positive impacts such as better life-work balance of employees, since they have more spare time because they skip daily travel.

5.1 Planning Our Testing Action

We decided to test an action that could have the biggest impact in our area since it has an effect to sustainable mobility, policy change, greener and better-connected community and tourism.

The current situation that this action could address is the lack of connectivity between urban and rural area, high car dependence (80% of people are using the car to travel short routes in the municipality), inefficient public transport, lack of information about public transport, information is not easily accessible, and the lack of transport possibilities results in smaller attendance at the organized events.

We decided to introduce a flexible transportation option tailored to the needs of the local population. The flexible transport had 2 different routes and was free of charge.

Timescale:
- the first round took place from 22nd June to 31st August 2024
- the second round took place on 9th November 2024

Important steps:

- involving stakeholders in increased promotion among their target groups
- educating about the benefits of sustainable mobility and promoting changes in travel habits
- exploring innovative financing options for sustainable transportation projects, such as public-private partnerships to continue action if seen as needed
- exploring the possibility of digital platforms that would provide residents with easy access to information about available transportation options
- exploring smart infrastructure, such as traffic monitoring sensors

Route:

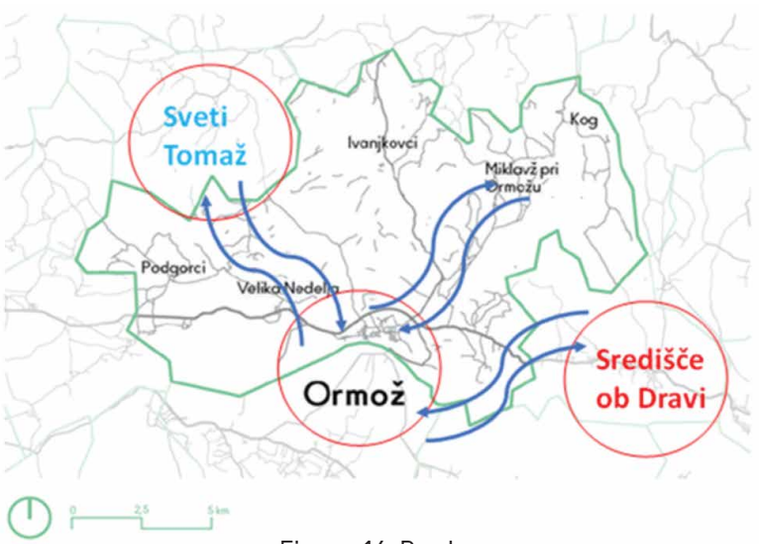


Figure 16: Route

What did we want to test?

Sustainable mobility

We wanted to test new ways of transportation and how well they are accepted among citizens. This also leads to testing if more frequent transport results in more frequent use of that transfer and therefore lesser use of cars. We also got an insight when and where is a need for public/flexible transfer. With that SSA we are also raising awareness about sustainable mobility.

Policy changes

With testing action we wanted to find out if there is a need for policy change regarding public and sustainable transportation, which can occur depending on the results.

Greener and better-connected community

With this action, we connected rural and urban areas for a more connected community and tested the needs among citizens. With carefully selected dates, we gathered data if there is a higher attendance at local events.

Tourism

We tested if there is a need for more frequent transfers between destinations and if that action can be alternative to other sustainable ways also for tourists. We are trying to replace car use among tourists.

5.2 Results of Our Small-Scale Actions

There was a huge difference between the first and the second round of testing. For the first round of testing, we took a longer period and connected transfers from countryside to the centre of Ormož without any additional connections between local stakeholders and providers. There were different events going on in the first round of testing and there was an opportunity to use transfers for all other activities.

One route had 10 people using the transfer (trasa Podgorci) and the other route had 46 people using the transfer (trasa Središče), which is significantly less than we expected. The cause could be a lack of information, even though we promote the testing action significantly.

For the second round, the numbers were much higher even though the testing only lasted one day. The main difference was that we connected local stakeholders and providers from the countryside and the town of Ormož.

The first route (trasa vzhod) was used by 456 passengers and the second route (trasa zahod) was used by 83 passengers.

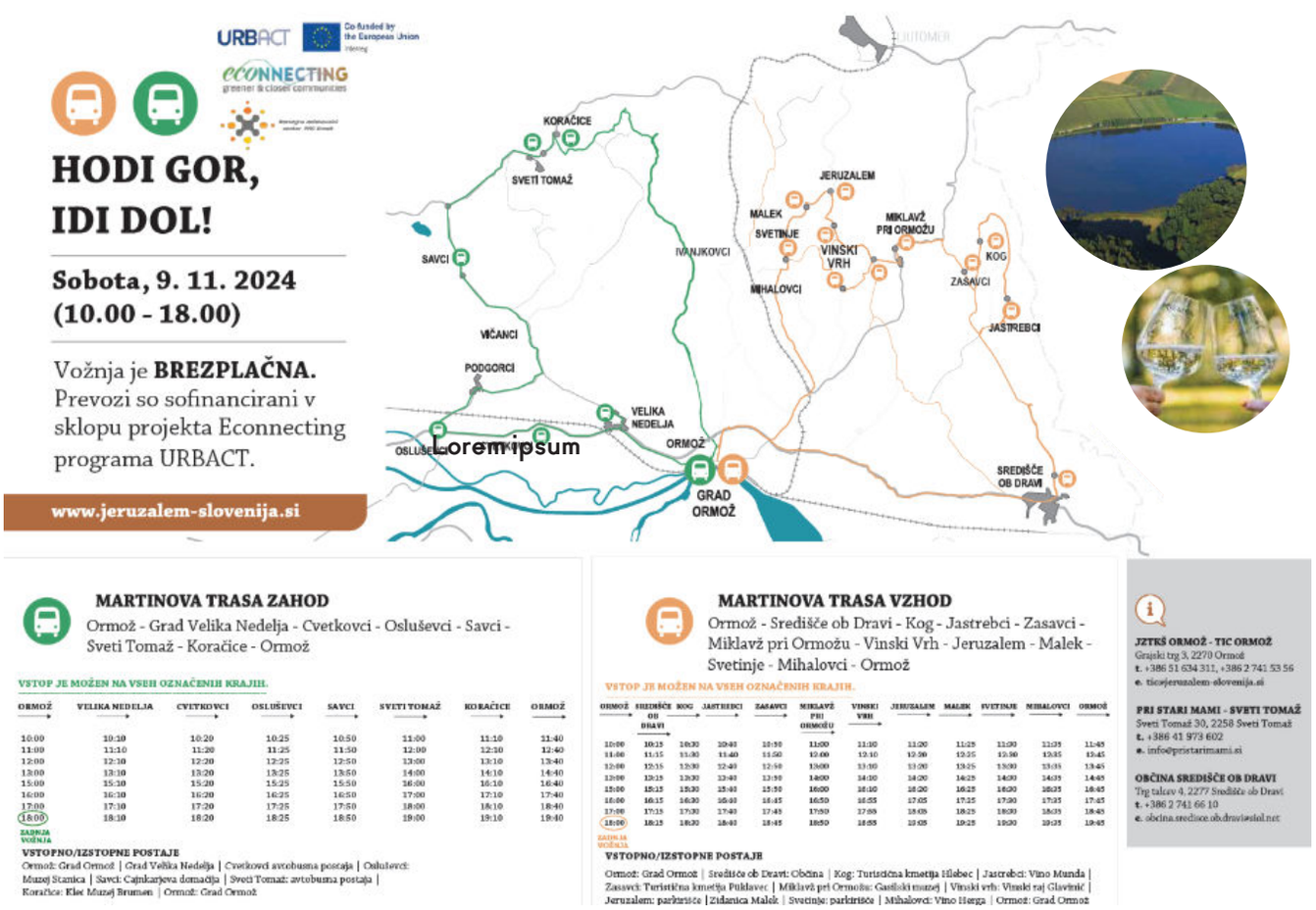


Figure 17: Testing route

TESTING ACTION - FLEXIBLE TRANSPORTATION

6

Integrated Actions

6.1 Integrated Action 1:
Encouraging Sustainable Modes of Mobility

6.1.1 CURRENT SITUATION

To address the goal of reducing the carbon footprint of transportation, we are aiming to do multiple activities to encourage sustainable modes of mobility which are mainly divided to sections of:

- Encouraging public transportation
- Promoting sustainable modes of mobility
- Collaborating with local authorities to improve traffic infrastructure

Public transportation is a key component of sustainable mobility in cities and regions worldwide. To reduce greenhouse gas emissions from transport and decrease traffic congestion and road load, better promotion and awareness of the use of public transport are necessary. We are addressing current situation through sets of activities.

6.1.2 PROPOSED SETS OF ACTIONS

6.1.2.1 Set of Actions 1: Encouraging Use of Public Transportation

Activity	Dates	Outputs	Problems/ Concerns	Lead Agency and identified stakeholders
Awareness compaign	2025/26	Raise awareness among citizens	Cultural change in perception is needed, and it is challenging to change the citizens perception	RRC Ormož Municipality of Ormož
Discounts and Incentives for regular users of public transport	2026/30	New ways to encourage public transportation More regular users of public transportation	There is a concern that initiatives will not happen, since even local authorities are not the decision-makers in that case	Municipality of Ormož Providers of public transport
Improving service quality	2026/30	Improved services (more frequent, comfortable vehicles, clean and safe stations, ...) More users of public transport	Policy change is needed for bigger improvements	Providers of public transport Municipality of Ormož and RRC Ormož can show the importance of such actions

Awareness campaigns

Educating and raising public awareness about the benefits of using public transport will encourage the transition from personal vehicles to public transport. Campaigns will include informational posters, brochures, videos, and other media content highlighting the benefits of public transport, such as cost savings, less environmental impact, and reduced stress during commuting, positive health impact.

Discounts and incentives for regular users of public transport

Introducing discounts and benefits for regular users of public transport will encourage more people to choose public transport over personal cars. Incentives can vary, but the most suitable would be monthly or annual passes at a reduced price for regular commuters, discounts for students, retirees, families, or incentives from companies for workers commuting by public transport.

Improving service quality

Improving the quality of public transport services will attract more public transport users. It is important to improve regular timetables with sufficient frequency, comfortable vehicles, clean and safe stations, environmentally friendly transport means, friendly and trained staff. Additionally, ensuring/coordinating connections between different modes of transport, such as buses, trains, trams, and bicycles, and integrated tickets allowing easy transitions between different modes of transport is crucial.

6.1.2.2 Set of Actions 2: Promoting Sustainable Modes of Mobility

Activity	Dates	Outputs	Problems/ Concerns	Lead Agency and identified stakeholders
Promoting walking and cycling	2025/26	Increased awareness of health/ environment	No special concerns	RRC Ormož Municipality of Ormož Local school and other institutions
Flexible and shared transport as a complement to public transport	n /a	Offering more sustainable and flexible options to change perception of people about transports	Financing and possibility of cooperation with private sector	Private sector Local authorities
Education and awareness	2025/26	Raise awareness among citizens Encourage use of shared and sustainable transport options	There is a concern that flexible transport will not be set up so there will be no alternative to promote	RRC Ormož Public institutions in Ormož

Activity	Dates	Outputs	Problems/ Concerns	Lead Agency and identified stakeholders
Building infrastructure for e-transport means	n /a	Encourage use of e-transport	Financing. It depends on sources gathered from EU funds etc.	Municipality of Ormož
Building charging stations for electric vehicles	n /a	Encourage use of e-transport	Financing. It depends on sources gathered from EU funds etc.	Municipality of Ormož
Building other infrastructure measures	n /a	Encourage use of e-transport	Financing. It depends on sources gathered from EU funds etc.	Municipality of Ormož
Subsides for purchasing electric vehicles	n /a	Encourage use of e-transport	Financing. It depends on sources gathered from EU funds etc.	Municipality of Ormož
Building electric infrastructure	n /a	Encourage use of e-transport	Financing. It depends on sources gathered from EU funds etc.	Municipality of Ormož
Promoting sustainable mobility (via radio broadcasts): **Radio interviews** **Advertisements spots** **Interactive programs**	2025	Raising awareness about sustainable mobility	No special concerns. But it is challenging to change the perception of the citizens	RRC Ormož Local Radio Municipality of Ormož

Flexible and shared transport as a complement to public transport

Flexible transport, such as shared transport services, car sharing, and demand-responsive transport, can play an important role in complementing public transport. This adaptable transportation option allows residents to reach destinations not optimally covered by traditional public transport services, such as remote villages or areas with low population density. Promoting and supporting such flexible transportation services will increase transport accessibility for all residents, especially those in areas poorly connected by public transport. It is necessary to financially motivate providers of flexible transportation services, improve information platforms for booking and tracking on-demand transport, and conduct awareness campaigns about the benefits of using these services. Flexible transport can also encourage the transition from individual car use to shared transportation means, which can contribute to reducing traffic congestion, greenhouse gas emissions, and road load. This can also improve residents' quality of life and traffic efficiency and sustainability in the local community.

Promoting walking and cycling

Encouraging walking and cycling as sustainable transportation modes has multiple benefits, including reducing traffic congestion, improving the physical health of residents and reducing greenhouse gas emissions. Promotion would help us to encourage walking and cycling in the town, especially in radius of 2km from city centre, where all main city points are. Now cars are used even for small distances.

Education and awareness

An important part of promoting sustainable mobility modes is educating and raising residents' awareness about the benefits and options of sustainable mobility.

Building infrastructure for E-transport means

Involves constructing charging stations for electric vehicles and other infrastructure supporting the use of e-transport means. This can also include subsidies for purchasing electric vehicles and building electric infrastructure.

Building charging stations for electric vehicles

To encourage electric mobility, it is necessary to ensure a sufficient number of charging stations in public parking lots, along main roads, and in city centres. In addition to conventional charging stations, it is also necessary to develop rapid charging stations that allow quick battery charging.

Building other infrastructure measures

Along with charging stations, it is also necessary to invest in other infrastructure measures supporting the use of e-transport means. This can include constructing bike lanes, parking lots for electric bikes and scooters, and other infrastructure measures to encourage sustainable mobility.

Subsidies for purchasing electric vehicles

To encourage the use of electric vehicles, it is important to provide financial incentives and subsidies for purchasing electric cars, scooters, bikes, and other means of e-transport. This can include subsidies for vehicle purchases, tax incentives, subsidies for home

charging station installation, and other forms of financial support. Possibilities of national funding and tax deductions will be presented to residents along side with offered help for applications.

Building electric infrastructure

Along with charging stations, it is also important to build appropriate electric infrastructure that will enable efficient charging of electric vehicles. This includes upgrading the power grid, building energy storage distribution centres, and developing smart grids that allow efficient electricity management. Even if this is a long-term goal, it should be incorporated into future strategies and projects.

Promoting sustainable mobility (via radio broadcasts)

Radio broadcasts represent an effective medium for communicating with a broad audience and raising awareness about the importance of sustainable mobility. To promote the use of sustainable transportation modes and reduce greenhouse gas emissions in transport, it is crucial to promote sustainable mobility via radio broadcasts.

- **Radio interviews:** Organizing interviews with experts in sustainable mobility, representatives of local authorities, activists, and other relevant actors will enable in-depth discussion about mobility challenges and solutions. Through interviews, listeners will gain useful information and tips on using sustainable transportation modes.

- **Advertisement spots:** Preparing and broadcasting short advertisement spots will spread the message about sustainable mobility. Ad spots will highlight the benefits of walking, cycling, using public transport, shared transports, electric vehicles, and other sustainable transportation modes, encouraging listeners toward more sustainable choices.

- **Interactive programs:** Organizing interactive programs on radio stations, such as contests, surveys, quizzes, and other activities, will encourage listeners to participate and actively think about sustainable mobility. This will strengthen communication among listeners and promote public engagement in sustainable mobility.

6.1.2.3 Set of activities 3: Collaboration with Local Authorities to Improve Traffic Infrastructure

This involves collaborating with local authorities in planning and implementing measures to improve traffic infrastructure for safer and more sustainable mobility.

Activity	Dates	Outputs	Problems/ Concerns	Lead Agency and identified stakeholders
Planning traffic infrastructure	ongoing all the time	Offer citizens efficient traffic infrastructure	Financing. It depends on sources gathered from EU funds etc, sources available in municipal budget. Planning traffic infrastructure is not just local, but also regional and national, depending on the area	Municipality of Ormož
Implementing infrastructure projects	ongoing all the time	Offer citizens efficient infrastructure	Financing. It depends on sources gathered from EU funds etc, sources available in municipal budget. Implementing infrastructure projects is not just local, but also regional and national, depending on the area	Municipality of Ormož
Improving safety and sustainability	n / a	Improved safety and sustainability	Cooperation on different levels	Municipality of Ormož
Monitoring and evaluating results	n / a	Traffic data analysis, surveys; workshops	Data accuracy and low participation	Municipality of Ormož

Planning traffic infrastructure

Local authorities are responsible for planning traffic infrastructure in accordance with residents' needs and city development. This includes constructing new roundabouts, sidewalks, bike lanes, pedestrian crossings, bus stops, and other infrastructure measures that improve safety and comfort in traffic.

Implementing infrastructure projects

Local authorities implement infrastructure projects planned within the traffic strategy. Collaboration with local authorities will enable better coordination among various projects and ensure that traffic infrastructure is planned and constructed according to the needs of the local population. It is necessary to ensure transparency in project implementation and regularly communicate with the public about progress and possible changes.

Improving safety and sustainability

The main goal of collaboration with local authorities is to improve the safety and sustainability of traffic infrastructure. Accordingly, safer road connections, better lighting, establishing safe crossings for pedestrians and cyclists, and reducing traffic speed on dangerous road sections are planned. In addition, it is also important to ensure that infrastructure projects are sustainably designed and consider environmental protection principles and the use of renewable energy sources.

Monitoring and evaluating results

It is important to monitor and evaluate the results of measures taken to improve traffic infrastructure. Collaboration with local authorities enables regular evaluation of the effectiveness of infrastructure projects and adjustments of plans according to changing needs and circumstances. Additionally, it is necessary to analyse traffic data, conduct surveys among residents, organize public consultations and workshops to collect feedback.

6.1.3 POTENTIAL FUND SOURCE

Programs that support the financing of sustainable mobility practices such as Horizon, European Regional Development Fund (ERDF), Cohesion Fund, Interreg, LIFE Program, National Funding Programs, etc. and municipal budget where possible.

6.1.4 RISK ANALYSIS

Programs that support the financing of sustainable mobility practices such as Horizon, European Regional Development Fund (ERDF), Cohesion Fund, Interreg, LIFE Program, National Funding Programs, etc. and municipal budget where possible.

Social opposition for changes

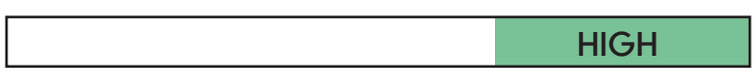
Risk mitigation:

- Structured promoting campaigns also among young people who are more open to changes.

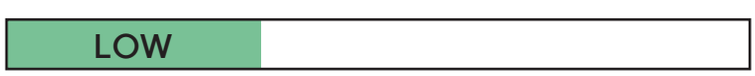
Lack of possible financing sources

Risk mitigation:

- Actively searching for various sources (EU funds...).



- Risk for promotional activities – collaborating with local media on long-term basis.



No collaboration with providers of public transport

Risk mitigation:

- Actively approaching with ideas and helping with the search for possible fundings for needed changes.

Private sector will not be interested in offering flexible transfers

Risk mitigation:

- Helping with a business model so it will still be profitable for private sector.
- Finding solutions on how to engage more citizens and tourists to use this type of transfer.

Lack of collaboration with regional and national authorities

Risk mitigation:

- Being in line with regional and national strategies.
- Closely collaborating with neighbouring municipalities to gain support.

6.1.5 LINK TO STRATEGIC OBJECTIVES / INTERVENTION AREAS

Integrated action 1 links to our strategic objectives of flexibility, since we are developing innovative transportation solutions. Aim is to adapt to various needs of local population, especially focusing on providing different ways of flexible and sustainable transfers and promotion to change cultural perceptions. The action covers different objectives and wide range of needs of local citizens.

It aims to establish active partnership with various stakeholders, including local community, businesses, public institutions, local authority, etc.

6.2 Integrated Action 2: Building Infrastructure for E-Transportation

6.2.1 CURRENT SITUATION

In Ormož, the knowledge about the means of e-transportation means among citizens is limited. Therefore, we are developing plans to raise public awareness about the advantages and opportunities of public and private e-transportation to encourage the path towards more sustainable transportation. With raising public awareness and promotions, we can achieve cultural change and critical mass of users.

6.2.2 PROPOSED ACTION

Activity	Dates	Outputs	Problems/ Concerns	Lead Agency and identified stakeholders
Encouraging the construction of charging stations	2025/30	Improving e-vehicle adoption	Limited funding	RRC Ormož Municipality of Ormož
Promoting subsides and incentives for purchasing e-vehicles	2025/30	Improving e-vehicle adoption	Limited funding	RRC Ormož Municipality of Ormož
Public awareness about the advantages of e-vehicles (via radio broadcasts)	2025	Better understanding of e-vehicle advantages	Changing cultural beliefs can be challenging	RRC Ormož Local Radio and newspaper

Encouraging the construction of charging stations

Organizing campaigns to promote public and private investments in charging infrastructure is essential. These efforts should raise awareness of its importance and support investors. Collaboration with local authorities and businesses is crucial to identify necessary locations and assist with permits and financing.

Promoting subsidies and incentives for purchasing e-vehicles

Lobbying decision-makers to introduce subsidies and tax incentives is key to boosting e-vehicle adoption. Informing potential buyers about financial incentives helps increase interest and reduce purchase barriers.

Public awareness about the advantages of e-vehicles (via radio broadcasts)

Producing radio advertisements and content that highlight e-vehicle benefits is an effective outreach strategy. Interviews with owners and experts provide firsthand insights. Collaborating with radio stations to promote programs on e-vehicles and sustainable mobility further expands public awareness.

6.2.3 POTENTIAL FUND SOURCE

Programs that support the financing of sustainable mobility practices such as Horizon, European Regional Development Fund (ERDF), Cohesion Fund, Interreg, LIFE Program, National Funding Programs, etc. and municipal budget where possible.

6.2.4 RISK ANALYSIS

Lack of funding

Risk mitigation:

- Actively searching for various sources (EU funds...).

MEDIUM

Social opposition for changes

Risk mitigation:

- Structured promoting campaigns also among young people who are more open to changes.

MEDIUM

6.2.5 LINK TO STRATEGIC OBJECTIVES / INTERVENTION AREAS

Integrated action 2 is directly addressing our strategic objective of sustainable mobility since we will promote innovative modes of mobility, specifically e-transportation with this action. That will help us create more sustainable transport system in our area.

6.3 Integrated Action 3:
Development of Flexible Transportation

6.3.1 CURRENT SITUATION

Ormož faces challenges regarding public transport, with limited services that are not connected all rural areas, especially on weekends and outside working hours. That means that people from rural areas have a more difficult access to centre of Ormož and services offered. Introducing flexible transport could improve urban-rural connectivity, making it easier for rural residents to participate in social and cultural life and use provided services. Flexible transport also means more flexibility with lower costs which will result in its more frequent use. The main reason for not using existing public transport are rare connections or no connections at all.

6.3.2 PROPOSED ACTION

Activity	Dates	Outputs	Problems/ Concerns	Lead Agency and identified stakeholders
Implementation of flexible transports for the duration of the pilot	2025/30	Functional flexible transport system	High initial costs; uncertain public acceptance; coordination with public and private transport operators	RRC Ormož Municipality of Ormož Municipality Središče ob Dravi
Analysis of the use of flexible transport	2025/30	Data-driven optimization of transport services	Limited engagement and input from communities; resistance to proposed changes	RRC Ormož
Collaboration with local communities in planning flexible transports	2025/30	Tailored transport solutions	Limited engagement and input from communities; resistance to proposed changes	RRC Ormož Local Communities Public institutions
Establishing collaboration with local radio for promoting flexible transport	2025/30	Increased awareness and engagement	Ensuring consistent messaging and coverage; limited radio audience reach among younger demographics	RRC Ormož Local Radio

6.3.3 POTENTIAL FUND SOURCE

Programs that support the financing of sustainable mobility practices such as Horizon, European Regional Development Fund (ERDF), Cohesion Fund, Interreg, LIFE Program, National Funding Programs, etc. and municipal budget where possible.

6.3.4 RISK ANALYSIS

Lack of funding

Risk mitigation:

- Actively searching for various sources (EU funds...).

MEDIUM

Social resistance for changes

Risk mitigation:

- Showing benefits for local society.

MEDIUM

Limited engagement and input from communities

Risk mitigation:

- Showing benefits for local communities.
- Participatory approach.

MEDIUM

Ensuring consistent messaging and coverage (also limited radio audience)

Risk mitigation:

- Ensure good collaboration with local media.
- Use of other promotional channels beside radio.

MEDIUM

6.3.5 LINK TO STRATEGIC OBJECTIVES / INTERVENTION AREAS

Integrated action 3 addresses our strategical objective of developing innovative and flexible transportation solutions to address the needs of local population. We will enable the connectivity of the city of Ormož and rural areas in a more flexible, people-tailored way.

6.4 Integrated Action 4:
Sustainable Management of Tourist Flows

6.4.1 CURRENT SITUATION

Especially the rural area of Ormož is very attractive for tourists, but bad connectivity to more remote villages is resulting in high car use among tourists which is environmentally unfriendly, yet something outside control. We are planning actions to make a step toward a more sustainable tourism.

6.4.2 PROPOSED ACTION

Activity	Dates	Outputs	Problems/ Concerns	Lead Agency and identified stakeholders
Development of programs and awareness about sustainable tourism	2025/30	Increased use of sustainable transport by tourists	Lack of funding	Public institute for tourism, culture and sport of the municipality of Ormož
Promotion of attractions accessible by sustainable transport	2025/30	Increased use of sustainable transport by tourists	Lack of funding	Public institute for tourism, culture and sport of the municipality of Ormož Local radio

Development of programs and awareness about sustainable tourism

The key is to prepare and organize programs that raise awareness among both tourists and the local population about sustainable tourism practices. Workshops, lectures, guided tours, and other educational activities encouraging responsible tourist behaviour, environmental protection will be planned. The goal is to create attractive educational programs that allow visitors to experience the destination in a way that does not harm the environment, nature or local community.

Promotion of attractions accessible by sustainable transport

Tourist attractions, natural and cultural areas that are easily accessible by sustainable modes of transport, such as public transport, cycling, or walking will be promoted. To facilitate car-free travel, informative brochures, websites, and other promotional materials that help tourists plan their journeys without a car will be developed. As part of our efforts, we will introduce free public transport options, such as special shuttle routes connecting key tourist spots, historical landmarks, and natural areas. The event "Hodi gor, idi dol!" serves as an example of free and sustainable travel options, where visitors can explore the Ormož, Jeruzalem, and Sveti Tomaž regions via dedicated bus routes.

Visitors will be encouraged to arrive by train or bus and the highlighted services will include:
- e-bike rental stations and bike-friendly infrastructure,
- bike-and-ride facilities at major transport hubs,
- dedicated bike-bus routes during the summer season,
- guided eco-tours that promote cultural and natural heritage while using sustainable transport.

By promoting holidays without cars, we aim to enhance the travel experience while reducing environmental impact and traffic congestion in popular tourist areas. Our goal is to ensure that visitors can enjoy scenic landscapes, vineyards, and cultural attractions without relying on private vehicles.

6.4.3 POTENTIAL FUND SOURCE

Programs that support the financing of sustainable mobility practices such as Horizon, European Regional Development Fund (ERDF), Cohesion Fund, Interreg, LIFE Program, National Funding Programs, etc. and municipal budget where possible.

6.4.4 RISK ANALYSIS

Lack of funding
Risk mitigation:
- Actively searching for various sources (EU funds...).

	MEDIUM	

6.4.5 LINK TO STRATEGIC OBJECTIVES / INTERVENTION AREAS

With this action, we are tackling area of tourism which already aims to be greener and to promote cycling etc. To reach tourists, we need targeted promotion.

6.5 Integrated Action 5:
Building Bike Lanes and Pedestrian Routes for Everyday Mobility

6.5.1 CURRENT SITUATION

Active mobility is not yet something commonly used among citizens. There is a lot of car dependency, of course also due to inefficient public transport. The majority of car travel is done inside of the municipality with high number of short travels of less than 2km. Therefore, we want to implement actions that will promote cycling and walking as an everyday mode of mobility.

6.5.2 PROPOSED ACTION

Activity	Dates	Outputs	Problems/ Concerns	Lead Agency and identified stakeholders
Planning new cycling and walking paths (approximately 50km)	2025/35	New cycling and walking paths in planning: Drava Cycling Route Maribor–Ptuj–Ormož–Središče ob Dravi Cycling path between Cvetkovci and Trgovišče, Mihovci and Trgovišče Cycling path G17 Moravske Toplice–Ljutomer–Ormož. Investment plan prepared. Cycling path R1-230, section 1310 Ljutomer–Pavlovci. Arrangement of the main road G1-2/1313 Ormož–Središče ob Dravi from km 1+500 to km 3+700, including a pedestrian and cycling path. Cycling path along the local road 302121 Cvetkovci–Podgorci and 102061 Osluševci–Formin	Limited budget and land availability	RRC Ormož Municipality of Ormož and neighbouring municipalities
Raising awareness about the benefits of cycling and walking for health and the environment	2025/30	Improved infrastructure for active mobility	Difficulty in reaching diverse demographics; resistance to lifestyle changes	RRC Ormož Municipality of Ormož and neighbouring municipalities
Organizing events and activities to promote active mobility	2025/30	Promoted health and environmental benefits	Low participation in events	RRC Ormož Municipality of Ormož and neighbouring municipalities

Planning new cycling and walking paths

Identifying key locations and paths in the town or community for the development of new cycling and walking paths would be beneficial to improve the connections between different areas. A review of existing paths, analysis of the needs and preferences of the local population and planning the implementation of new infrastructure projects to encourage cycling and walking will need to be carried out. It will be important to ensure that new paths are safe, comfortable, user-friendly and properly connected to existing transport networks, especially routes that connect the town with rural areas, such as the Drava Cycling Route, the cycling path between Cvetkovci, Trgovišče, and Mihovci, and the Ljutomer–Ormož route.

Raising awareness about the benefits of cycling and walking for health and the environment

Campaigns to raise awareness about the benefits of cycling and walking for individual health and the environment will be conducted. Promotion in terms of organizing lectures, workshops, and events will be necessary.

Organizing events and activities to promote active mobility

Activities such as city walks, marathons, bike repair workshops, cycling festivals, etc. will be organized. These events will enable people to actively participate in promoting cycling and walking, fostering a sense of community and connection among participants.

6.5.3 POTENTIAL FUND SOURCE

Programs that support the financing of sustainable mobility practices such as Horizon, European Regional Development Fund (ERDF), Cohesion Fund, Interreg, LIFE Program, National Funding Programs etc. and municipal budget where possible.

6.5.4 RISK ANALYSIS

Limited budget

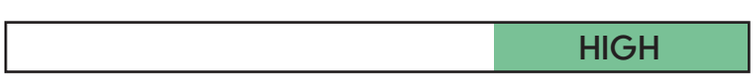
Risk mitigation:

- Actively searching for various sources (EU funds...).

Limited land availability

Risk mitigation:

- Close cooperation with neighbouring municipalities.
- Communicating benefits.
- Buying new land.



Difficulty in reaching diverse demographics

Risk mitigation:

- Using different media and different approaches.

	MEDIUM	

Resistance to lifestyle changes

Risk mitigation:

- Communicating benefits of changes.

	MEDIUM	

Low participation in events

Risk mitigation:

- More promotional activities.
- Showing benefits of attending events.

	HIGH

6.5.5 LINK TO STRATEGIC OBJECTIVES / INTERVENTION AREAS

The actions are covering a part of sustainable mobility objectives toward which we are striving. Along with e-mobility and flexible transportation systems, we try to promote environmentally-friendly means of transport such as cycling and walking and therefore change the lifestyle among citizens.

6.6 Integrated Action 6: Promoting Car Sharing

6.6.1 CURRENT SITUATION

As mentioned before there is a big car dependency in Ormož and across Slovenia. But the other problem is a single use of cars which leads to even bigger number of cars on the streets. With promotion of car sharing, we are trying to raise awareness of car sharing benefits for people and to change single use of cars for everyday transfers such as for work where car sharing is easily possible due to usually regular working hours.

6.6.2 PROPOSED ACTION

Activity	Dates	Outputs	Problems/ Concerns	Lead Agency and identified stakeholders
Utilize local media for awareness	2025 -	Raised awareness of car-sharing benefits	Public resistance to car-sharing due to personal preferences; lack of trust in shared systems and vehicles	Local media

Utilize local media for awareness:
To increase the awareness of the importance of sustainable mobility, it is necessary to organize media campaigns in collaboration with local media – Radio Prlek. Interviews on the local radio station with residents who are already involved in some form of sustainable mobility will be conducted. We will collaborate with local journalists and influencers to present sustainable mobility through their channels and platforms.

6.6.3 POTENTIAL FUND SOURCE

Programs that support the financing of sustainable mobility practices such as Horizon, European Regional Development Fund (ERDF), Cohesion Fund, Interreg, LIFE Program, National Funding Programs etc. and municipal budget where possible.

6.6.4 RISK ANALYSIS

Public resistance to car-sharing due to personal preferences
Risk mitigation:
- Showing benefits of car-sharing.

MEDIUM

Lack of trust in shared systems and vehicles
Risk mitigation:
- Showing what the real risks are and teaching how to mitigate them.

MEDIUM

6.6.5 LINK TO STRATEGIC OBJECTIVES / INTERVENTION AREAS

Integrated action 6 is in close connection to sustainable mobility and awareness. By promoting car sharing, we can reduce the number of cars on the streets and therefore reach less carbon foodprint with an easy measure where changing preferences of people is crucial but still challenging.

6.7 Integrated Action 7:
Reducing the Need for Daily Commutes

6.7.1 CURRENT SITUATION

During Covid restrictions, we were able to see that there is a high possibility of remote work across different sectors. People noticed the benefits of remote work such as better work-life balance also due to less time spent for commuting. We can reduce traffic and emissions if more people work remotely since most of car travel is done for daily commuting.

However, the success of remote work depends not only on digital tools but also on urban planning strategies that support reduced mobility needs. In this context, the redevelopment of Kerenčič Square and the activation of civic centres and public spaces will play a key role in promoting alternative workspaces, active mobility, and local economic vibrancy.

6.7.2 PROPOSED ACTION

Activity	Dates	Outputs	Problems/ Concerns	Lead Agency and identified stakeholders
Promoting remote work practices	2025/30	Reduced traffic and emissions	Resistance to remote work adoption in certain sectors	Local media
Promoting technologies for remote work	2025/30	Better use of remote work	Lack of funding for developing new technologies	n / a
Encouraging flexible work models	2025/30	Reduced traffic and emissions	Resistance to remote work adoption in certain sectors	Local media
Redesigning Kerenčič square as a work-friendly, sustainable space	2025/28	Activation of public spaces for remote work and active mobility	Funding challenges, slow administrative processes	Municipality, urban planners, cultural institutions

Promoting remote work practices

Aiming to promote remote work and reduce the need for daily commutes, we will focus on various strategies. We will intensively promote the practice of remote work, as it offers numerous advantages for employers and employees. We anticipate organizing campaigns, workshops, and lectures that will inform employers and employees about the positive aspects of remote work, such as reduced transportation costs, greater schedule flexibility, and a better balance between work and personal life. The collaboration with employers in designing policies that support remote work and meet the needs of employees is important.

Promoting technologies for remote work

Technologies for remote work are easily accessible and well developed and their implementation into a workflow enables efficient and secure remote work. Promoting those in a way to educate people about its existence and use, we also encourage employers to adapt that possibility for their employees.

Encouraging flexible work models

The promotion of flexible work models that include remote work, flexible working hours, and project-based work will be encouraged. We anticipate close cooperation with organizational development experts in designing and implementing policies that will allow employees more autonomy in planning their work and adapting the work environment to their needs.

6.7.3 POTENTIAL FUND SOURCE

Programs that support the financing of sustainable mobility practices such as Horizon, European Regional Development Fund (ERDF), Cohesion Fund, Interreg, LIFE Program, National Funding Programs etc. and municipal budget where possible.

6.7.4 RISK ANALYSIS

Resistance to remote work adoption in certain sectors

Risk mitigation:

- Showing benefits for employers and employees.
- Promoting better work-life balance due to remote work.
- Teaching about tools for remote work.

	MEDIUM	

Lack of funding for promoting new technologies

Risk mitigation:

- Actively searching for various sources (EU funds...).

	HIGH

6.7.5 LINK TO STRATEGIC OBJECTIVES / INTERVENTION AREAS

Through that action we will raise awareness not only about remote work but also about effects of frequent car use on the environment and gas emissions. We can successfully reduce traffic and emissions if people will adopt remote work as a possibility. It is not alternative way of transport but an alternative to transfers in general. Daily commuters are the main cause of emissions and traffic in Ormož and region.

6.8 Integrated Action 8:
Revitalization of Kerenčič Square

6.8.1 CURRENT SITUATION

Kerenčič Square is the central public space in Ormož, but its current design and use do not support sustainable mobility or community activities. The square is car-oriented and lacks green infrastructure and public amenities that would make it attractive for residents, visitors, and events. This space holds great potential for revitalization that would support sustainable tourism, reduce car dominance in the city centre, and promote walking, cycling, and community engagement.

6.8.2 PROPOSED ACTION

The revitalization of Kerenčič Square aims to transform the central square into a pedestrian-friendly, green, and multifunctional public space that promotes sustainable mobility, reduces car use, and enhances the urban identity of Ormož.

Activity	Dates	Outputs	Problems/ Concerns	Lead Agency and identified stakeholders
Concept development	2025	Draft design with participatory input	Lack of public support; balancing mobility and greenery	Municipality of Ormož, urban planners, local community, ULG
Public consultation and co-design	2025/26	Integrated design reflecting citizens needs	Resistance to change; managing diverse interests	Municipality of Ormož, local NGOs, URBACT Local Group

Activity	Dates	Outputs	Problems/ Concerns	Lead Agency and identified stakeholders
Implementation and construction	2026/27	New square with pedestrian zones, greenery, urban furniture and event space	Disruption during works; financial risks	Municipality of Ormož, contractors, designers
Promotion and activation of new space	2027/30	Events, mobility campaigns, educational uses	Ensuring regular use of space	Municipality, schools, tourism board, Radio Prlek

Redesigning Kerenčič Square as a work-friendly, sustainable space

The redevelopment of Kerenčič Square presents a unique opportunity to support sustainable urban mobility, economic revitalization, and modern work practices. By focusing on reducing car dependency and enhancing public space usability, the project aligns with contemporary urban development principles that prioritize walkability, digital connectivity, and environmental resilience.

One of the core aspects of this redevelopment is transforming Kerenčič Square into a **multifunctional public space** that serves diverse community needs. By incorporating well-designed areas for remote work, cultural events, and social activities, the square can evolve into a dynamic urban hub where people gather, collaborate, and engage in public life. The creation of dedicated work-friendly zones, featuring comfortable seating, shaded areas, and free public Wi-Fi, will enable use the space as an alternative to traditional office environments. This shift reflects the growing trend of flexible and location-independent work, which has gained momentum in recent years.

Additionally, the physical transformation of the square will focus on creating a single-level design that prioritizes walking and cycling over automobile dominance. By eliminating unnecessary height differences and making pedestrian pathways barrier-free, the space will become more inclusive and accessible, particularly for people with reduced mobility, parents with strollers, and cyclists. At the same time, the introduction of traffic-calming measures will help reduce vehicle speeds, ensuring that pedestrians and cyclists can safely navigate the area. This pedestrian-first approach not only encourages active mobility but also contributes to a healthier urban environment by decreasing air and noise pollution.

A key challenge currently facing Kerenčič Square is the underutilization of ground-floor spaces in surrounding buildings. Many of these spaces remain vacant or inactive, reducing the vibrancy and economic potential of the area. The redevelopment strategy will focus on incentivizing businesses to occupy and revitalize these ground-floor spaces,

creating opportunities for cafés, co-working hubs, cultural centres, and retail establishments. By reactivating these spaces, the square can transform into a lively commercial and social destination, attracting both locals and visitors and generating economic benefits for the town.

Beyond economic revitalization, the project will incorporate green and blue infrastructure to improve the square's microclimate and overall environmental sustainability. The strategic planting of trees and vegetation will provide natural shade, mitigate the urban heat island effect and make the space more comfortable during warmer months. Additionally, the integration of cooling water features, such as fountains, misting jets, and drinking fountains, will enhance the thermal comfort of the square while adding an aesthetic and interactive element to the space. These nature-based solutions align with modern climate adaptation strategies and contribute to the town's commitment to sustainability.

By implementing these measures, **Kerenčič Square will serve as a model for sustainable urban development**, demonstrating how cities can successfully repurpose public spaces to promote remote work, active mobility, and community engagement. This transformation will not only reduce car dependency but also enhance the town's overall liveability, making it a more attractive, dynamic, and forward-thinking place for both residents and visitors. In doing so, **Ormož will set a new benchmark for sustainable urban revitalization, ensuring that public spaces remain adaptable, inclusive, and resilient in the face of evolving societal and environmental needs.**

6.8.3 POTENTIAL FUND SOURCE

The program that supports the financing of this action is mainly the Cohesion Fund and later it could be connected to Interreg for promotional activities and strategies to revive city centre. Also, National Funding Programs and municipal budget are potential funding sources. There is a need of combining multiple since action like this is a multi-level investment.

6.8.4 RISK ANALYSIS

Public opposition to changing car-oriented layout

Risk mitigation:

- Public engagement, awareness campaigns, showcasing benefits.

	HIGH

High investment cost and risk of funding shortfall

Risk mitigation:

- Phased approach, applying to multiple funding sources.

	MEDIUM	

Construction-related disruption to residents/business

Risk mitigation:

- Advance communication and mitigation plans.

MEDIUM

Underutilization after redevelopment

Risk mitigation:

- Programming events, active space management, school/tourism use.

MEDIUM

6.8.5 LINK TO STRATEGIC OBJECTIVES / INTERVENTION AREAS

This action directly supports multiple strategic objectives:

- Greening and environmental sustainability
- Reduction of carbon emissions from transport
- Promotion of active mobility and public space use
- Revitalization of urban centre and tourism development

STUDY VISIT - VISEU DAO LAFOES

7

Implementation Strategy

7.1 Implementation Strategy

7.1.1 GOVERNANCE & RESPONSIBILITIES

The Municipality of Ormož will play an important role in providing political support for the implementation of sustainable mobility. The municipality will make the decisions that will shape the development of sustainable mobility at the local level. One of its key tasks will also be financing sustainable mobility projects, which it will achieve through a combination of the municipal budget and successful applications for European funds such as ERDF, Interreg, and LAG (Local Action Group).

In addition to financial support, the municipality will actively coordinate the development and implementation of flexible transport for events, which will contribute to improving public transport accessibility, especially in rural areas during events. This will help reduce dependence on private cars during public gatherings. Furthermore, the municipality will ensure infrastructure improvements, such as the construction of new cycling paths, the development of safe pedestrian routes, and the establishment of e-mobility points that will support the transition to sustainable modes of transport.

A crucial part of the municipality's efforts will also be active engagement with citizens. Through public discussions, surveys, and workshops, residents will have the opportunity to contribute to the co-creation of mobility solutions that best meet their needs. This will increase awareness of sustainable mobility and strengthen trust in decision-making processes.

Additionally, the municipality will lead cooperation with neighbouring municipalities, striving to enhance regional connectivity and integrate transport systems. This will enable better accessibility and connectivity for residents across the wider region. The Development and Research Center RRC Ormož will play an essential role in providing technical support and coordinating various stakeholders at the regional level. With its expertise and experience, it will prepare analyses, strategic documents, and project applications, helping the municipality successfully secure European and national funding for sustainable mobility development. Additionally, RRC Ormož will participate in the design of innovative mobility models that will allow better adaptation of transport solutions to the needs of residents and the economy. Beyond research and strategic work, RRC Ormož will also coordinate the activities of the URBACT Local Group (ULG). This local stakeholder group will play a vital role in connecting various interest groups that will collaborate in the implementation of mobility projects.

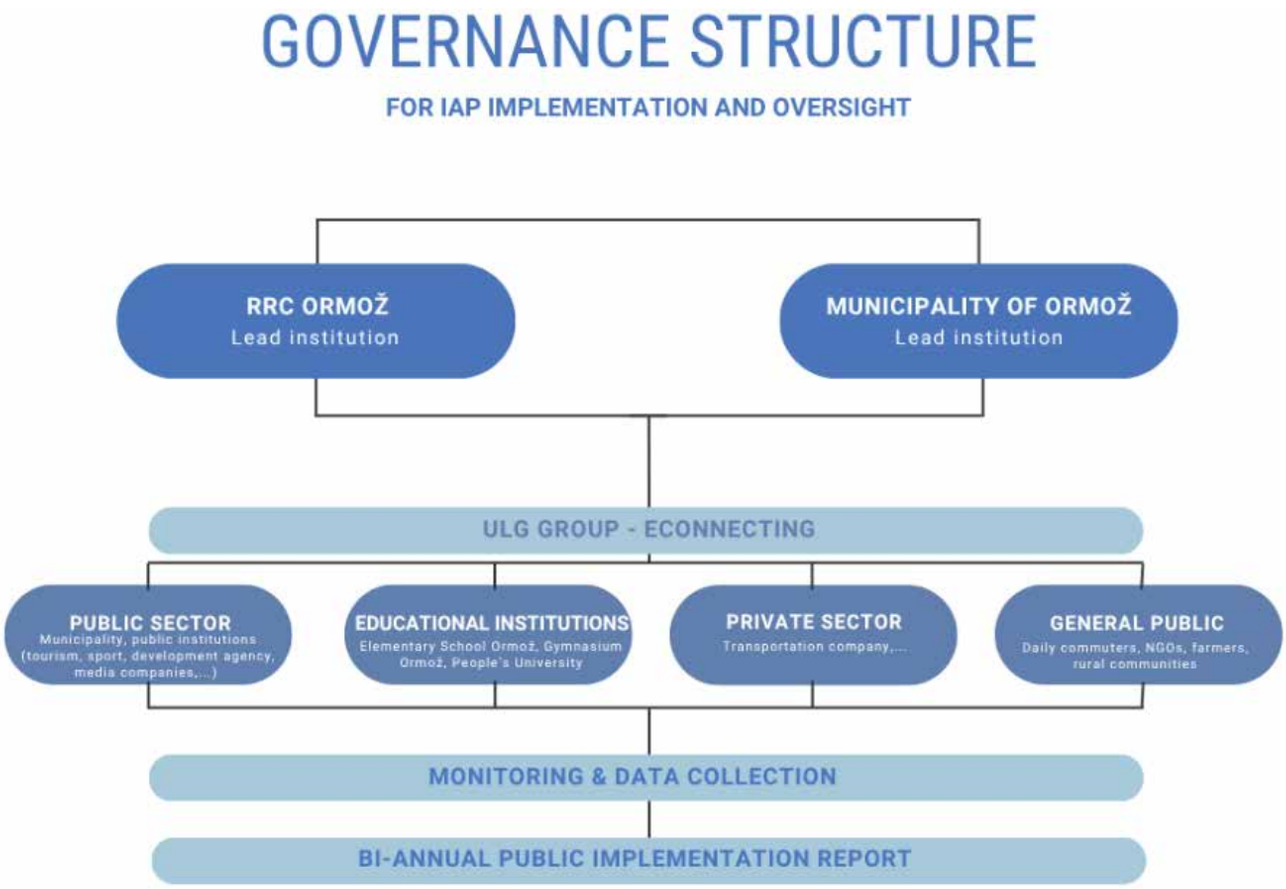


Figure 18: Governance structure

7.1.2 STAKEHOLDER ENGAGEMENT AND FUTURE OF ULG

The URBACT Local Group (ULG) was a key mechanism for stakeholder engagement within the ECONNECTING project, playing a central role in the design and implementation of sustainable mobility strategies in the Municipality of Ormož. Through regular meetings, workshops, and consultations, ULG members ensured an integrated approach based on the needs of the local environment, particularly addressing the challenges of connecting urban and rural areas. The future of the ULG is closely tied to the continued implementation and monitoring of the Integrated Action Plan (IAP). It is essential for the ULG to maintain its role beyond the end of the project. In the future, the ULG will:

- Ensure continued involvement of residents and stakeholders in the development of sustainable mobility measures,
- act as a promoter of changes in travel behaviour
- and broaden acceptance of sustainable modes of mobility (such as cycling, walking, and car sharing),
- serve as a platform for inter-municipal cooperation.

The ULG will thus remain a key connecting link between the local community, the municipality, and other stakeholders on the path toward a greener, more connected, and inclusive future for Ormož. The importance of role of ULG is also seen from Governance structure as described in previous chapter.

7.2 Project Prioritization, Gantt Chart and Milestone

The prioritization of projects within the Integrated Action Plan (IAP) is grounded in the eight integrated actions defined in Chapter 6. These actions respond directly to the main strategic pillars identified during the planning process:

- Reducing the carbon footprint of transportation,
- Promoting the use of e-transportation means
- Development of flexible transportation
- Sustainable management of tourist flows
- Encouraging Active Mobility
- Promoting car sharing
- Reducing the need for daily commutes
- Revitalization of Kerenčič Square

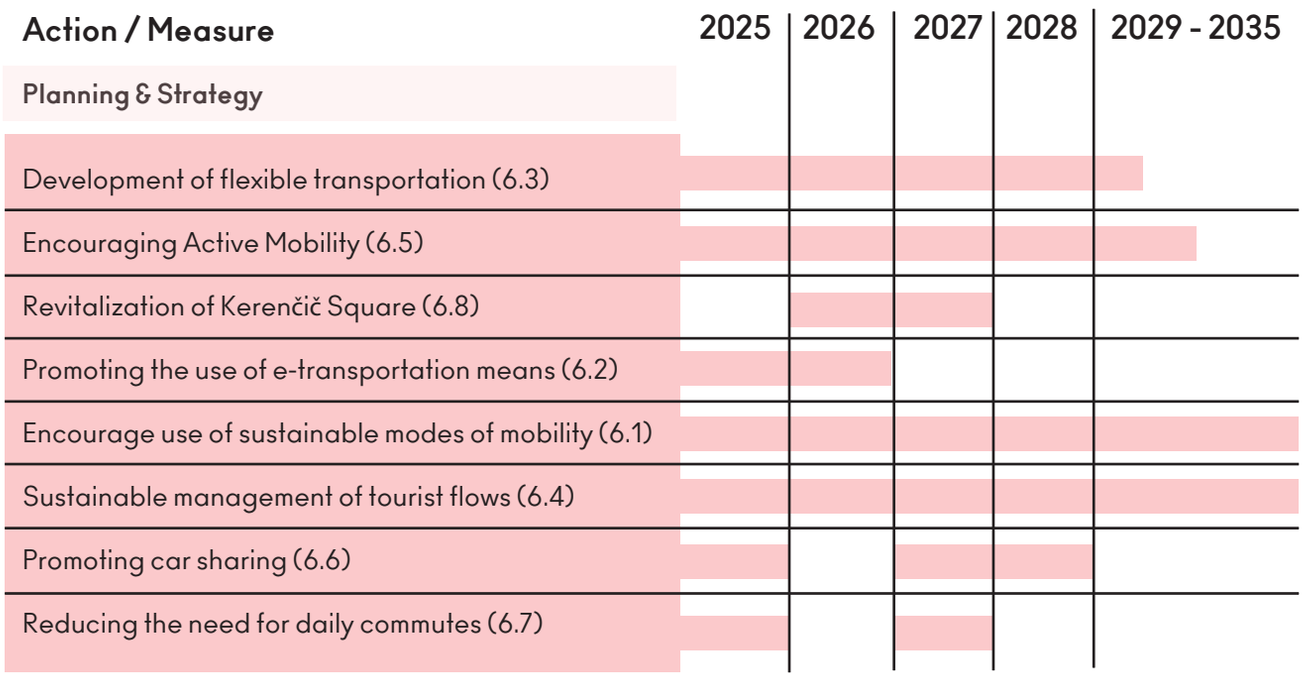
The following prioritization reflects the alignment of actions with the long-term vision of Ormož as a greener, more liveable and better connected urban-rural hub based on criteria aligned with our goals.

Criteria	Weighing (in %)
Goal 1: Develop sustainable Mobility and Management	30
Goal 2: Enhance accessibility and Inclusion	20
Goal 3: The 30-Minute City Concept and Integration into a Green Community	20
Goal 4: Effective Management and Partnership with Stakeholders	10
Goal 5: Awareness and Education for Sustainable Mobility	10
Technical Feasibility	10

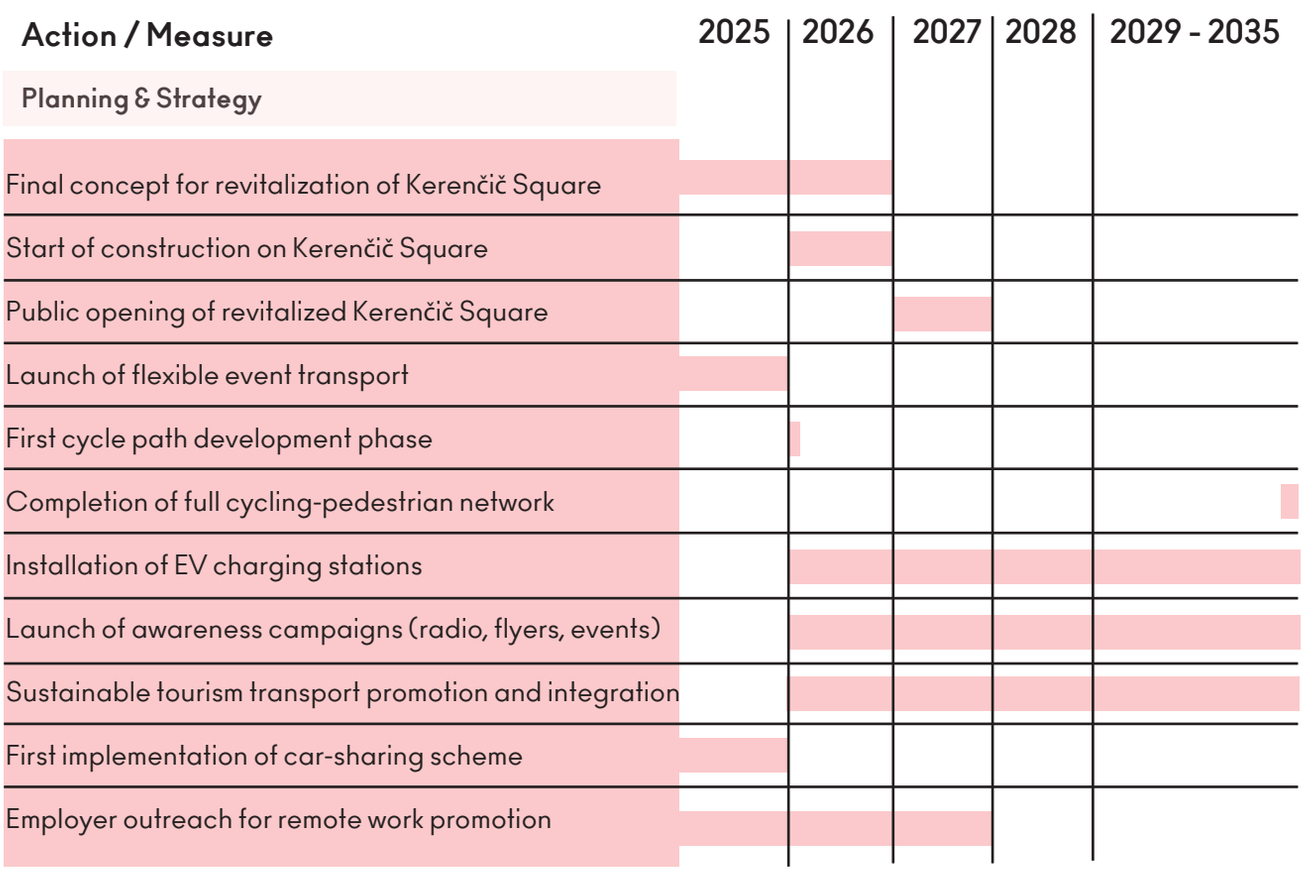
The assessment of actions enabled us to prioritize actions and gave us an insight to see possible effects and alignment with our goals. Some of the actions have already been activated, others are in the process of being implemented, and others are planned but not implemented.

Rank	Priority Level	Action/Measure	Description	State
1	High	**Development of flexible transportation (6.3)**	Demand-responsive pilot transport connecting rural areas to the city during local events	Ongoing
2	High	**Encouraging Active Mobility (6.5)**	Development of safe and accessible pedestrian zones and cycling paths across Ormož and its surroundings	Ongoing
3	High	**Revitalization of Kerenčič Square (6.8)**	Transformation of the central square into a pedestrian-friendly, green, and active community space	Confirmed
4	Medium	**Promoting the use of e-transportation means (6.2)**	Installation of electric vehicle charging stations in the city centre and business zones	Planned
5	Medium	**Encourage use of sustainable modes of mobility (6.1)**	Campaigns for public and sustainable transport 6 (radio, events, materials)	Planned
6	Medium	**Sustainable management of tourist flows (6.4)**	Development of tourism mobility solutions and awareness about sustainable travel	Planned
7	Lower	**Promoting car sharing (6.6)**	Exploring shared mobility models and encouraging resi-dents towards car sharing	Planned
8	Lower	**Reducing the need for daily commutes (6.7)**	Promoting remote work practices among local employers and institutions	Planned

Gantt Chart (2025 - 2035)



Main Milestones (Deadlines)



7.3 Cost Estimation and Funding Strategy

Cost estimation was more thoroughly done for the revitalization of Kerenčič Square since the action itself is an investment that needs to be well planned and is corresponding with short-term plans for Ormož.

Since our IAP consists of many actions which are planned to correspond with long term vision of Ormož, we are focusing on biggest actions and those that are already planned and at least partly financed from different sources. Smaller actions are our vision to support bigger investments and will be more thoroughly planned in future, according to possible funds or involvement of actions in the projects.

7.3.1 REVITALIZATION OF KERENČIČ SQUARE

Physical Indicators

The new design envisions integrating vegetation along the edges of the area (eastern and western edges). The linear approach to placing equipment and vegetation is discontinued. The program on the elongated square is connected transversely without losing the identity of the funnel-shaped square.

Figure 19: Area of intervention and design layout.

By levelling the terrain, a transitional space is created, functioning on the principle of "shared space". The new usage concept of the square is also emphasized with uniform paving throughout the area, with the roadway delineated linearly.

The new design proposes three program points around clustered green areas. Planned elements include tree plantings, urban seating and retention areas, water features, and sculptures. The sculptures are designed to also function as play elements. The central part of the square, where the terrain is levelled, remains open across its entire width. The layout allows simultaneous use of the square by different user groups daily, as well as for

special occasions (concerts, fairs, cycling marathons, etc.). A terraced design at the western entrance point helps manage the elevation difference, creating more shaded seating areas. Vegetation is placed across all elevation levels, providing shade even for a potential café terrace.

The central part of the square is designated for louder activities and play. This area features attractive sculptures and water elements symbolically connected to the broader context. Several benches are placed under the clustered greenery. The southeast section of the square includes green spaces with trees, urban seating, and a new water feature in place of the existing well with a sculpture, which will be removed. The water feature in this area does not compete with those in the central part of the square but serves as a calming play element and cooling spot during summer months.

Cost Estimate:

No.	TYPE OF WORK	COST excluding VAT (EUR)	COST excluding VAT (EUR)
1.	Project Documentation	77,110.00	94,074.20
2.	Investment Documentation	4,000.00	4,880.00
3.	Construction Work	1,063,838.72	1,297,883.24
4.	Supervision	16,992.75	20,731.15
5.	Coordination and Workplace Safety	3,304.14	4,031.06
TOTAL COST		1,165,245.61	
22% VAT			256,354.04
TOTAL INCLUDING VAT			1,421,599.65

Total investment value at constant prices:
- Excluding VAT: 1,165,245.61 EUR
- Including VAT: 1,421,599.65 EUR

7.3.2 EXPANSION OF CYCLING PATHS

New cycling and pedestrian paths are planned, with project documentation still being developed for some, while others, particularly state-managed routes, are in the preparation phase for implementation. The funding will come from both the state and municipal budgets. For Ormož, cycling routes that connect rural areas with the town are particularly important. Examples of such routes include: The Drava Cycling Route (Maribor–Ptuj–Ormož–Središče ob Dravi), where approximately 4 km still needs to be constructed, while the rest can follow an existing gravel road. A cycling path along the main road (G1-2, section 0250 Spuhlja–Ormož) between Cvetkovci and Ormož, approximately 8 km in length.

The G17 cycling route (Moravske Toplice–Ljutomer–Ormož) and the cycling path along the regional road R1-230, section 1310 Ljutomer–Pavlovci. A cycling route along local roads is planned on the 302121 Cvetkovci–Podgorci route and the 102061 Oslušev-ci–Formin route.

Total length of cycling routes: to be determined
- Investment value: to be estimated
- Expected completion period: 2035

7.3.3 INSTALLATION OF ELECTRIC VEHICLE CHARGING STATIONS

As part of the sustainable mobility initiative and efforts to reduce carbon dioxide emissions, the Municipality of Ormož is striving to increase the number of electric vehicle (EV) charging stations. Currently, EV charging is available at multiple locations within the municipality (e.g., Ormož Primary School, LIDL, OPSEN, ...). However, further development of the infrastructure will be necessary. The Municipality of Ormož plans to establish new charging locations in the future. The estimated total cost of this investment for expanding the EV charging infrastructure is not yet estimated since the locations and exact plans are in progress. The implementation of EV charging stations in Ormož will be financed through a combination of sources, including national and European programs such as EU sustainable mobility initiatives, national and regional green development funds, as well as the Municipality of Ormož' own budget.

7.3.4 AWARENESS CAMPAIGNS FOR SUSTAINABLE TRAVEL

Radio Prlek will implement targeted content, including informative broadcasts, interviews, field reports, and regular updates on the project's progress. The campaign will focus on promoting sustainable mobility, reducing car dependency, and encouraging the use of public transport, cycling, and walking. The campaign costs will be covered within the regular municipal funding of the public institution Radio Prlek, ensuring a cost-effective implementation of communication activities while also enabling a long-term presence of sustainability-related content in the local media space.

The costs of the action will be covered through different projects related to sustainable mobility.

The estimated cost of action is 2,000 EUR per year with a possibility of bigger actions if funding will be found through European projects.

7.3.5 DEVELOPMENT OF A CAR-SHARING INITIATIVE AND PROMOTION OF REMOTE WORK

Initiatives such as the development of a car-sharing system and the promotion of remote work represent important steps toward reducing traffic congestion and CO_2 emissions. However, these solutions often require collaboration and investment from the private sector. Within this framework, the **funding strategy foresees encouraging the development of these activities primarily through cooperation with local businesses**, employers, and private mobility service providers.

The municipality can **support pilot projects, information campaigns, and basic infrastructure** (e.g., designated parking spaces, charging stations for shared vehicles) through URBACT projects and other available funding sources such as ERDF or national programs for digital and green transition. The operational part of the services, however, is expected to be provided by private actors.

Promoting remote work is a measure that does not require significant direct infrastructure investment but rather focuses on **awareness-raising, cooperation with employers, and the creation of an appropriate digital environment**. In this context, the associated costs will primarily relate to information dissemination, the promotion of good practices, and support in establishing conditions for hybrid forms of work. These costs will be included in the municipality's project activities and can be co-financed through thematic calls for digitalization and carbon footprint reduction.

7.4 Overall Timeline

The implementation of measures within the Integrated Action Plan will take place in several phases between **2025 and 2029**, with certain long-term goals extending until **2035**.

The year 2025 was primarily dedicated to **launching pilot activities**, such as introducing flexible transport services for events, installing EV charging stations, promoting remote work, and initiating awareness-raising campaigns in cooperation with Radio Prlek.

In 2026 and 2027, the **development of infrastructure and the upgrade of measures** are foreseen – including the expansion of cycling paths, reinforcement of campaigns, and testing of car-sharing systems. In parallel, concepts for the renovation of Kerenčič Square will be developed.

By 2029, the majority of core sustainable mobility systems will be established, **with key infrastructure projects to be completed no later than 2035.**

7.5 General Risk Assessment

Risk Category	Risk Description	Probability	Impact	Risk Level	Suggested Mitigation Actions
Organizational/ Logistical	Lack of alignment between partners, human resource constraints	Medium	Medium	Medium	Clear division of responsibilities, regular ULG meetings, support from the leadership structure
Financial	Insufficient or delayed funding, unsuccessful grant applications	Medium	High	High	Diversification of funding sources, timely preparation of applications, inclusion in the municipal budget
User Acceptance	Low uptake of flexible transport and car-sharing, lack of trust in new solutions	High	Medium	High	Strong awareness campaign (Radio Prlek, events), involving residents in the planning process
Technical / Infrastructural	Delays in construction works, errors in digitalization (applications)	Medium	Medium	Medium	Selection of reliable contractors, buffer timelines, ongoing implementation monitoring
External (legal, environmental)	Changes in legislation, political shifts, natural disasters	Low	High	Medium	Flexible project design, monitoring of legislative and environmental factors, strengthening resilience

7.6 Indicators and Monitoring Strategy

To ensure the effective implementation of IAP measures, a system of indicators and regular monitoring will be established to track progress, assess the effectiveness of individual measures, and timely identify the need for adjustments.

Indicators are divided into **quantitative** (measurable figures) and **qualitative** (user satisfaction, usability) types, and they relate to **promotional activities, infrastructure measures, as well as changes in behavioural patterns.**

Key Performance Indicators:

Area	Indicator	Unit	Data Source
Active mobility	Share of residents who use a bicycle or walk for trips to the city	% users	Surveys, field research
Flexible transport during events	Number of users of flexible transport during events	Number of passengers / events	Service provider data, transport order records
Awareness-Raising	Number of campaigns conducted on Radio Prlek and local events	Number of activities	Project documentation, ULG meeting minutes
E-mobility	Number of operational EV charging stations	No. of stations	Municipal records
Car-sharing	Introduction of car-sharing system and number of registered users	No. of users	Provider reports, municipal oversight
Remote Work	Number of workshops with employers on promoting remote work	No. of events	Participant lists, event reports
User Acceptance	Level of satisfaction with new solutions (surveyed after events)	Average rating	User surveys, feedback
Accessibility from rural areas	Number of transport services established between villages and the town during public events	Number of rides	Provider reports, municipal coordination

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NAGYKALLO


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Appendices

ENCOURAGE USE OF SUSTAINABLE MODES OF MOBILITY

Current situation

Public transportation is a key component of sustainable mobility in cities and regions worldwide. To reduce greenhouse gas emissions from transport and decrease traffic congestion and road load, better promotion and awareness of the use of public transport are necessary. We are addressing current situation through sets of activities.

General objectives

- Improve sustainable and low-emission transport links between Ormož and nearby rural settlements.
- Reduce car dependency and promote cycling, walking, and public transport.
- Ensure equal mobility access for all citizens, including vulnerable groups.
- Strengthen urban–rural connections to support social and economic inclusion.
- Align local mobility planning with European and national sustainability goals.

Main actions

Set of actions 1: Encouraging the use of public transportation
A1.1 - Awareness campaign
A1.2 - Discounts and Incentives for regular users of public transport
A1.3 - Improving service quality

Set of actions 2: Promoting sustainable modes of mobility
A2.1 - Promoting walking and cycling
A2.2 - Flexible and shared transport as a complement to public transport
A2.3 - Education and awareness
A2.4 - Building other infrastructure measures
A2.5 - Subsidies for purchasing electric vehicles
A2.6 - Building electric infrastructure
A2.7 - Promoting sustainable mobility (via radio broadcasts): Radio interviews, advertisements spots, interactive programs

Set of actions 3: Collaboration with local authorities to improve traffic infrastructure
A3.1 - Planning traffic infrastructure
A3.2 - Implementing infrastructure projects
A3.3 - Improving safety and sustainability
A3.4 - Monitoring and evaluating results

Risks and mitigating measures

R1 – Lack of funding - Actively searching for various sources (EU funds...).
R2 – Social opposition for changes - Structured promoting campaigns also among young people who are more open to changes.

Link to strategic objectives

Action 1 is directly addressing our strategic objective of sustainable mobility since we will promote innovative modes of mobility, specifically e-transportation with this action. That will help us create more sustainable transport system in our area.

Funding resources

Programs that support the financing of sustainable mobility practices such as Horizon, European Regional Development Fund (ERDF), Cohesion Fund, Interreg, LIFE Program, National Funding Programs, etc. and municipal budget where possible.

Implementation timeframe for all actions

2025–2030 (Short-term: 2025–2026 | Mid-term: 2027–2028 | Long-term: 2029–2030)

BUILDING INFRASTRUCTURE FOR E-TRANSPORTATION

Current situation

In Ormož there is just basic knowledge about e-transportation means among citizens. Therefore, we are developing plans to raise public awareness about the advantages and opportunities of public and private e-transportation to encourage the path towards more sustainable transportation. With raising public awareness and promotions, we can achieve cultural change and critical mass of users.

General objectives

- Develop modern infrastructure to support electric mobility in Ormož and surrounding areas.
- Enable the transition to low-emission transport through e-charging stations and shared e-mobility services.
- Reduce greenhouse gas emissions and improve local air quality.
- Encourage the use of electric vehicles and e-bikes among residents and visitors.
- Align local transport development with EU goals for decarbonisation and green transition.

Main actions

A1.1 - Encouraging the construction of charging stations
A1.2 - Promoting subsidies and incentives for purchasing e-vehicles
A1.3 - Public awareness about the advantages of e-vehicles (via radio broadcasts)

Risks and mitigating measures

R1 – Lack of funding - Actively searching for various sources (EU funds...).
R2 – Social opposition for changes - Structured promoting campaigns also among young people who are more open to changes.

Link to strategic objectives

Action 2 is directly addressing our strategic objective of sustainable mobility since we will promote innovative modes of mobility, specifically e-transportation with this action. That will help us create more sustainable transport system in our area.

Funding resources

Programs that support the financing of sustainable mobility practices such as Horizon, European Regional Development Fund (ERDF), Cohesion Fund, Interreg, LIFE Program, National Funding Programs, etc. and municipal budget where possible.

Implementation timeframe for all actions

2025–2030 (Short-term: 2025–2026 | Mid-term: 2027–2028 | Long-term: 2029–2030)

DEVELOPMENT OF FLEXIBLE TRANSPORTATION

Current situation

Ormož faces challenges regarding public transport, with limited services that are not connected all rural areas, especially on weekends and outside working hours. This means that people from rural areas have a more difficult access to centre of Ormož and services offered. Introducing flexible transport could improve urban-rural connectivity, making it easier for rural residents to participate in social and cultural life and use provided services. Flexible transport also means more flexibility with lower costs which will result in its more frequent use. The main reason for not using existing public transport are rare connections or no connections at all.

General objectives

- Improve mobility options in rural and low-density areas through flexible transport solutions.
- Establish on-demand and community-based transport services to fill gaps in public transport.
- Increase accessibility for elderly, youth, and people without private cars.
- Reduce car dependency and support inclusive, sustainable mobility.
- Integrate flexible transport into the wider local and regional mobility system.

Main actions

A1.1 - Implementation of flexible transports for the duration of the pilot
A1.2 - Analysis of the use of flexible transport
A1.3 - Collaboration with local communities in planning Flexible transports
A1.4 - Establishing collaboration with local radio for promoting flexible transport

Risks and mitigating measures

R1 – Lack of funding - Actively searching for various sources (EU funds...).
R2 – Social opposition for changes - Showing benefits for local society.
R3 - Limited engagement and input from communities - Showing benefits for local communities; participatory approach.
R4 - Ensuring consistent messaging and coverage (also limited radio audience) - Ensure good collaboration with local media; use of other promotional channels beside radio.

Link to Strategic Objectives

Action 3 addresses our strategic objective of developing innovative transportation solutions which are also flexible so we can address the needs of local population. We will enable connectivity of the city of Ormož and rural areas in more flexible, people tailored way.

Funding resources

Programs that support the financing of sustainable mobility practices such as Horizon, European Regional Development Fund (ERDF), Cohesion Fund, Interreg, LIFE Program, National Funding Programs, etc. and municipal budget where possible.

Implementation timeframe for all actions

2025–2030 (Short-term: 2025–2026 | Mid-term: 2027–2028 | Long-term: 2029–2030)

SUSTAINABLE MANAGEMENT OF TOURIST FLOWS

Current situation

Especially rural area of Ormož is very attractive for tourists, but bad connectivity to more remote villages is resulting in high car use among tourists which is environmentally unfriendly, yet something outside control. We are planning actions to make a step torward a more sustainable tourism.

General objectives

- Promote sustainable mobility solutions for visitors to reduce environmental pressure from tourism.
- Improve access to key tourist sites through eco-friendly transport options.
- Balance tourism development with the protection of natural and cultural heritage.
- Encourage cooperation between tourism providers and mobility stakeholders.
- Support low-carbon, smart, and inclusive tourism experiences in the Ormož area.

Main actions

A1.1 - Development of programs and awareness about sustainable tourism
A1.2 - Promotion of attractions accessible by sustainable transport

Risks and mitigating measures

R1 – Lack of funding - Actively searching for various sources (EU funds...).

Link to Strategic Objectives

With this action, we are tackling the area of tourism which already aims to be greener and to promote cycling etc. To reach tourists, we need targeted promotion.

Funding resources

Programs that support the financing of sustainable mobility practices such as Horizon, European Regional Development Fund (ERDF), Cohesion Fund, Interreg, LIFE Program, National Funding Programs, etc. and municipal budget where possible.

Implementation timeframe for all actions

2025–2030 (Short-term: 2025–2026 | Mid-term: 2027–2028 | Long-term: 2029–2030)

BUILDING BIKE LANES AND PEDESTRIAN ROUTES FOR EVERYDAY MOBILITY

Current situation

Active mobility is not yet something commonly used among citizens. Car dependency is high, of course also due to inefficient public transport. The majority of car travel is done inside of the municipality with high number of short travels of less than 2km. Therefore, we want to implement actions that will promote cycling and walking as an everyday mode of mobility.

General objectives

- Improve local infrastructure for safe and comfortable cycling and walking.
- Encourage active mobility as a healthy and sustainable transport choice.
- Reduce car dependency and traffic congestion in urban and rural areas.
- Connect residential, educational, and service areas through continuous bike and pedestrian routes.
- Contribute to cleaner air, improved public health, and a more liveable environment.

Main actions

A1.1 - Planning new cycling and walking paths (approximately 50km)
A1.2 - Raising awareness about the benefits of cycling and walking for health and the environment
A1.3 - Organizing events and activities to promote active mobility

Risks and mitigating measures

R1 – Limited budget - Actively searching for various sources (EU funds...).
R2 - Limited land availability - Close cooperation with neighbouring municipalities; communicating benefits; buying new land.
R3 - Difficulty in reaching diverse demographics - Using different media and different approaches.
R4 - Resistance to lifestyle changes - Communicating benefits of changes.
R5 - Low participation in events - More promotional activities, showing benefits of attending events.

Link to Strategic Objectives

The actions are covering part of sustainable mobility objectives we are trying to achieve. Beside e-mobility and flexible transportation systems we also try to promote environmentally friendly means of transportations such as cycling and walking and therefore change lifestyle among citizens.

Funding resources

Programs that support the financing of sustainable mobility practices such as Horizon, European Regional Development Fund (ERDF), Cohesion Fund, Interreg, LIFE Program, National Funding Programs etc. and municipal budget where possible.

Implementation timeframe for all actions

2025–2030 (Short-term: 2025–2026 | Mid-term: 2027–2028 | Long-term: 2029–2030)

PROMOTING CAR SHARING

Current situation

In Ormož and across Slovenia, car dependency is high. Ather problem is a single-occupant use of cars which leads to an even higher number of cars on the streets. By promoting of car sharing, we are trying to raise awareness of car-sharing benefits for people and to change single use of cars for everyday transfers such as for work where car sharing is easily possible due to usually regular working hours.

General objectives

- Reduction of individual car use.
- Development of a car-sharing system.
- Cooperation with local businesses and public institutions.
- Promotion of digital platforms for ride sharing.

Main actions

A1.1 - Utilize local media for awareness

Risks and mitigating measures

R1 – Public resistance to car-sharing due to personal preferences - Showing benefits of car-sharing.
R2 - Lack of trust in shared systems and vehicles - Showing what real risks are and teach on how to mitigate them.

Link to strategic objectives

Action 6 is in close connection to sustainable mobility and awareness. By promoting car sharing, we can reduce the number of cars on the streets and therefore reach less carbon foodprint with an easy measure where changing preferences of people is crucial but still challenging.

Funding resources

Programs that support the financing of sustainable mobility practices such as Horizon, European Regional Development Fund (ERDF), Cohesion Fund, Interreg, LIFE Program, National Funding Programs etc. and municipal budget where possible.

Implementation timeframe for all actions

2025–2030 (Short-term: 2025–2026 | Mid-term: 2027–2028 | Long-term: 2029–2030)

REDUCING THE NEED FOR DAILY COMMUTES

Current situation

During Covid restrictions, we were able to see that there is a high possibility of remote work across different sectors. People noticed benefits of remote work such as better work-life balance also due to less time spent for commuting. We can reduce traffic and emissions if more people work remotely since most of car travel is done for daily commuting.
However, the success of remote work depends not only on digital tools but also on urban planning strategies that support reduced mobility needs. In this context, the redevelopment of Kerenčič Square and the activation of civic centres and public spaces will play a key role in promoting alternative workspaces, active mobility, and local economic vibrancy.

General objectives

- Promote remote work, digital services, and local provision to reduce unnecessary travel.
- Support the development of co-working and shared service hubs in rural areas.
- Decrease traffic volumes and transport emissions linked to daily commuting.
- Improve quality of life by reducing time spent traveling to access essential services.
- Strengthen urban–rural balance through decentralised work, education, and administration options.

Main actions

A1.1 - Promoting remote work practices
A1.2 - Promoting technologies for remote work
A1.3 - Encouraging flexible work models
A1.4 - Redesigning Kerenčič square as a work-friendly, sustainable space

Risks and mitigating measures

R1 – Resistance to remote work adoption in certain sectors - Showing benefits for employers and employees, promoting better work-life balance due to remote work, teaching about tools for remote work.
R2 - Lack of funding for promoting new technologies - Actively searching for various sources (EU funds...).

Link to strategic objectives

Through that action we will raise awareness not only about remote work but also about effects of frequent car use on the environment and gas emissions. We can successfully reduce traffic and emissions if people will adopt remote work as a possibility. It is not alternative way of transport but an alternative to transfers in general. Daily commuters are the main cause of emissions and traffic in Ormož and region.

Funding resources

Programs that support the financing of sustainable mobility practices such as Horizon, European Regional Development Fund (ERDF), Cohesion Fund, Interreg, LIFE Program, National Funding Programs etc. and municipal budget where possible.

Implementation timeframe for all actions

2025–2030 (Short-term: 2025–2026 | Mid-term: 2027–2028 | Long-term: 2029–2030)

REVITALIZATION OF KERENČIČ SQUARE

Current situation

Kerenčič Square is the central public space in Ormož, but its current design and use do not support sustainable mobility or community activities. The square is car-oriented and lacks green infrastructure and public amenities that would make it attractive for residents, visitors, and events. This space holds great potential for revitalization that would support sustainable tourism, reduce car dominance in the city center, and promote walking, cycling, and community engagement.

General objectives

- Transform Kerenčič Square into a vibrant, inclusive, and multifunctional public space.
- Improve pedestrian accessibility and safety through people-focused design solutions.
- Support local businesses, cultural events, and community activities in the historic centre.
- Enhance the square's attractiveness with green infrastructure and climate-resilient elements.
- Strengthen the identity and social life of Ormož by activating the central urban area.

Main actions

A1.1 - Concept development
A1.2 - Public consultation and co-design
A1.3 - Implementation and construction
A1.4 - Promotion and activation of new space

Risks and mitigating measures

R1 – Public opposition to changing car-oriented layout - Public engagement, awareness campaigns, showcasing benefits.
R2 - High investment cost and risk of funding shortfall - Phased approach, applying to multiple funding sources.
R3 - Construction-related disruption to residents/business - Advance communication and mitigation plans.
R4 - Underutilization after redevelopment - Programming events, active space management, school/tourism use.

Link to strategic objectives

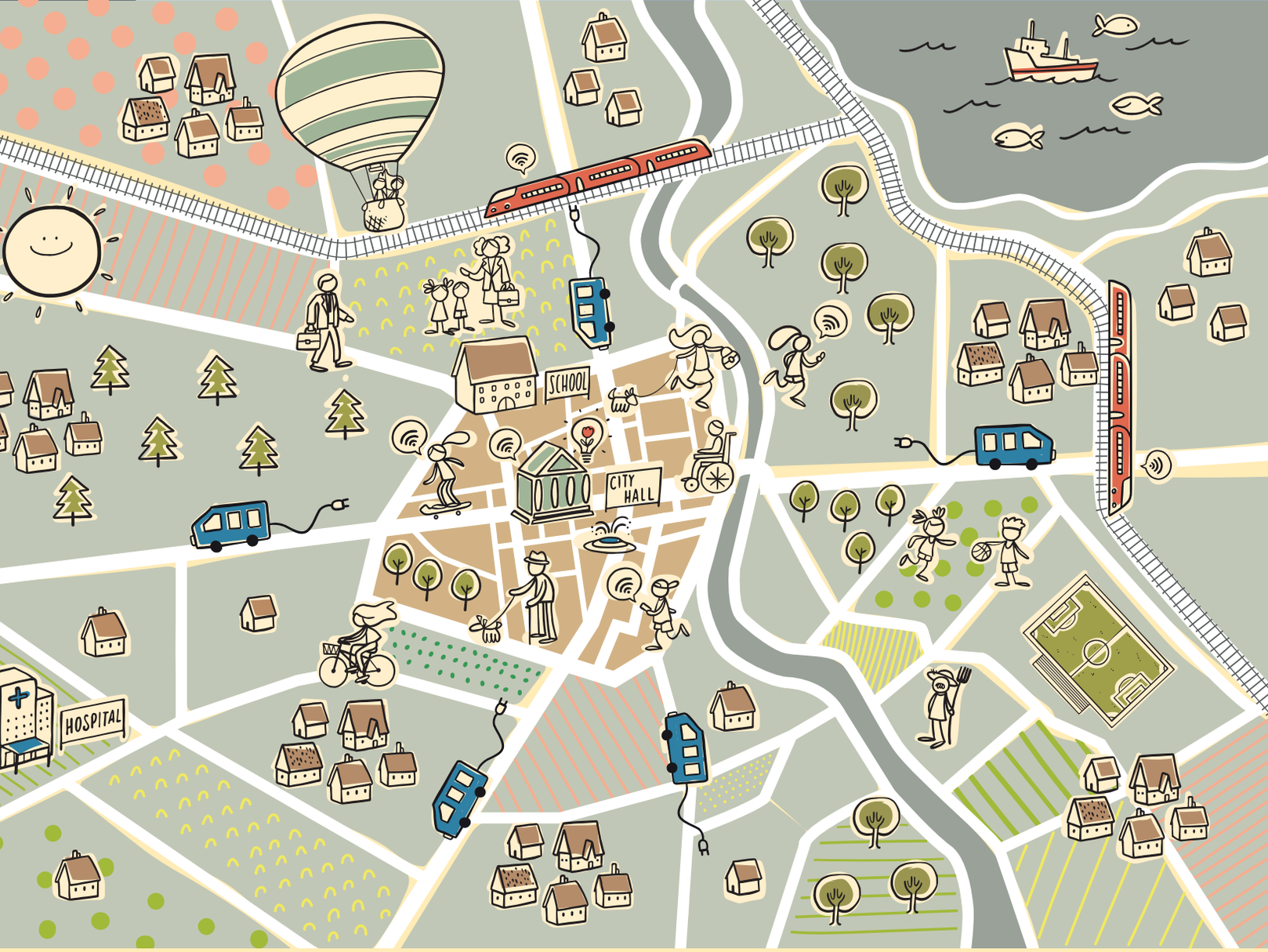
This action directly supports multiple strategic objectives:
• Greening and environmental sustainability.
• Reduction of carbon emissions from transport.
• Promotion of active mobility and public space use.
• Revitalization of urban centre and tourism developmen.

Funding resources

The program that supports the financing of this action is mainly Cohesion Fund and later it could be connected to Interreg for promotional activities and strategies to revive the city centre. Also, National Funding Programs and municipal budget are potential funding sources. There is a need of combining multiple since action like this is a multi-level investment.

Implementation timeframe for all actions

2025–2030 (Short-term: 2025–2026 | Mid-term: 2027–2028 | Long-term: 2029–2030)



ECONNECTING
2025

Summary of the Integrated Action Plan (Slovenian version)

Povzetek integriranega akcijskega načrta v slovenskem jeziku

RRC Ormož
URBACT
Co-funded by the European Union
Interreg
econnecting
greener & closer communities

Trajnostna mobilnost – most med mestom Ormož in podeželjem

POVZETEK INTEGRIRANEGA AKCIJSKEGA NAČRTA

ECONNECTING

Bolj zelene in bolj povezane skupnosti

Co-funded by the European Union
Interreg

Trajnostna mobilnost – most med mestom Ormož in podeželjem

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Zahvale

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Posebej se zahvaljujemo Rolandu Krebsu, vodilnemu strokovnjaku projekta ECONNECTING, za vodenje in strokovno podporo pri pripravi tega Integriranega akcijskega načrta. Prav tako se zahvaljujemo vsem projektnim partnerjem za deljenje znanja, dobrih praks in izzivov, s katerimi se soočajo v svojih mestih, ter vodilnemu partnerju za podporo celotnemu omrežju.

Povzetek

Projekt ECONNECTING, ki je del programa URBACT IV, se osredotoča na rešitve trajnostne mobilnosti med mestom in podeželjem znotraj 30-minutnega območja. Usmerjen je v vključujoče, digitalne in okoljsko naravnane strategije, ki spodbujajo vključevanje skupnosti v sooblikovanje podnebno odpornih mest. ECONNECTING poudarja pomen dostopnih in odprtih mest ter hkrati spodbuja dobro upravljanje na lokalnem funkcionalnem območju, ljudem prijazno in trajnostno mobilnost, zelene skupnosti ter razvoj, ki temelji na upoštevanju vidika enakosti spolov. Akcijsko omrežje (APN – Action planning network) je zagotovilo sodelovalni okvir, v katerem so občine, deležniki in prebivalci skupaj sooblikovali rešitve, prilagojene lokalnim potrebam, s poudarkom na okoljski trajnosti, vključenosti in digitalizaciji.

V zadnjih dveh letih je Razvojno raziskovalni center RRC Ormož ob podpori Občine Ormož ter v sodelovanju z URBACT lokalno skupino (ULG) izvajal participativni proces načrtovanja, ki se je začel z mapiranjem deležnikov z namenom vključitve ključnih akterjev. RRC Ormož je izvedel tudi anketo za boljše razumevanje navad prebivalcev in ovir, s katerimi se vsakodnevno soočajo na področju (trajnostne) mobilnosti. Eden ključnih mejnikov je bilo testiranje prilagodljivega, na povpraševanje odzivnega prevoza z namenom povezovanja podeželskih naselij z mestnim središčem v času dogodkov. To je pokazalo velik potencial storitve, še posebej ob boljši promociji in usklajevanju z lokalnimi ponudniki. Poleg tega so bili v okviru tega Integriranega akcijskega načrta razviti in zapisani tudi integrirani ukrepi, usmerjeni v zmanjševanje emisij CO_2, gradnjo kolesarske in peš infrastrukture, razvoj e-mobilnosti ter spodbujanje souporabe vozil, dela na daljavo in trajnostnega turizma.

Glavna spoznanja projekta ECONNECTING kažejo, da je za prehod v trajnostno mobilnost v Ormožu potreben celosten pristop, ki združuje izboljšave infrastrukture, prilagodljive prometne storitve ter ukrepe za spremembo vedenjskih vzorcev prebivalcev. Tudi rezultati ankete potrjujejo potrebo po večnivojskem integriranem pristopu ter kažejo, da so prebivalci pripravljeni preiti na bolj zelene oblike prevoza, če so jim na voljo varne in dostopne alternative. S testiranjem ukrepov smo prav tako ugotovili in potrdili, da so partnerstvo z lokalnimi akterji ter dobra komunikacija ključni dejavniki uspeha. Integrirani akcijski načrt jasno izpostavlja priložnosti za zmanjšanje odvisnosti od avtomobilov, revitalizacijo mestnega središča ter krepitev vloge Ormoža kot regionalnega središča.

SPODBUJANJE UPORABE TRAJNOSTNIH OBLIK MOBILNOSTI

Trenutno stanje

Javni potniški promet je ključni sestavni del trajnostne mobilnosti v mestih in regijah po vsem svetu. Za zmanjšanje emisij toplogrednih plinov iz prometa ter zmanjševanje prometnih zastojev in obremenjenosti cest je treba okrepiti promocijo in ozaveščanje o uporabi javnega prevoza. Na zaznane razmere se odzivamo z naborom ciljno usmerjenih aktivnosti.

Splošni cilji

- Izboljšati trajnostne in nizkoemisijske prometne povezave med Ormožem in bližnjimi podeželskimi naselji.
- Zmanjšati odvisnost od avtomobilov ter spodbujati kolesarjenje, hojo in uporabo javnega prevoza.
- Zagotoviti enakopraven dostop do mobilnosti za vse prebivalce, vključno z ranljivimi skupinami.
- Okrepiti povezave med mestom in podeželjem za podporo socialni in ekonomski vključenosti.
- Uskladiti lokalno prometno načrtovanje z evropskimi in nacionalnimi cilji trajnostnega razvoja.

Glavni ukrepi

Sklop ukrepov 1: Spodbujanje uporabe javnega prevoza
U1.1 – Kampanja za ozaveščanje
U1.2 - Popusti in spodbude za redne uporabnike javnega prevoza
U1.3 – Izboljšanje kakovosti storitev

Sklop ukrepov 2: Spodbujanje trajnostnih oblik mobilnosti
U2.1 – Promocija hoje in kolesarjenja
U2.2 - Prilagodljiv in souporaben prevoz kot dopolnilo javnemu prevozu
U2.3 - Izobraževanje in ozaveščanje
U2.4 - Izgradnja drugih infrastrukturnih ukrepov
U2.5 - Subvencije za nakup električnih vozil
U2.6 - Izgradnja infrastrukture za električna vozila
U2.7 - Promocija trajnostne mobilnosti (prek radijskih oddaj): radijski intervjuji, oglasni spoti, interaktivni programi

Sklop ukrepov 3: Sodelovanje z lokalnimi oblastmi za izboljšanje prometne infrastrukture
U3.1 - Načrtovanje prometne infrastrukture
U3.2 - Izvajanje infrastrukturnih projektov
U3.3 - Izboljšanje varnosti in trajnosti
U3.4 - Spremljanje in vrednotenje rezultatov

Tveganja in omilitveni ukrepi

T1 – Pomanjkanje finančnih sredstev - Aktivno iskanje različnih virov financiranja (EU skladi, nacionalni razpisi, drugi mehanizmi sofinanciranja).
T2 – Družbeni odpor do sprememb - Sistematično izvajanje promocijskih in ozaveščevalnih aktivnosti, usmerjenih tudi v mlajše generacije, ki izkazujejo večjo odprtost za spremembe.

Povezava s strateškimi cilji

Ta ukrep neposredno naslavlja naš strateški cilj trajnostne mobilnosti, saj bomo z njim spodbujali inovativne oblike mobilnosti, zlasti e-mobilnost. To bo prispevalo k oblikovanju bolj trajnostnega prometnega sistema na našem območju.

Viri financiranja

Programi, ki podpirajo financiranje praks trajnostne mobilnosti, kot so Horizon, Evropski sklad za regionalni razvoj (ESRR), Kohezijski sklad, Interreg, program LIFE, nacionalni programi financiranja in, kjer je to mogoče, proračun občine.

Časovnica izvajanja za vse ukrepe

2025–2030 (Kratkoročno: 2025–2026 | Srednjeročno: 2027–2028 | Dolgoročno: 2029–2030)

IZGRADNJA INFRASTRUKTURE ZA E-MOBILNOST

Trenutno stanje

V Ormožu je med prebivalci prisotno zgolj osnovno poznavanje e-mobilnosti. Zato pripravljamo načrte za povečanje ozaveščenosti javnosti o prednostih in priložnostih javne in zasebne e-mobilnosti, s čimer želimo spodbuditi prehod k bolj trajnostnim oblikam prevoza. Z večjo ozaveščenostjo in promocijo lahko dosežemo kulturne spremembe ter vzpostavimo kritično maso uporabnikov.

Splošni cilji

- Razviti sodobno infrastrukturo za podporo e-mobilnosti v Ormožu in okoliških območjih.
- Omogočiti prehod na nizkoemisijski promet z vzpostavitvijo polnilnic ter skupnih storitev e-mobilnosti.
- Zmanjšati emisije toplogrednih plinov in izboljšati kakovost lokalnega zraka.
- Spodbujati uporabo električnih vozil in e-koles med prebivalci in obiskovalci.
- Uskladiti razvoj lokalnega prometa s cilji EU na področju razogljičenja in zelenega prehoda.

Glavni ukrepi

U1.1 - Spodbujanje izgradnje polnilnih postaj
U1.2 - Promocija subvencij in spodbud za nakup e-vozil
U1.3 - Ozaveščanje javnosti o prednostih e-vozil (prek radijskih oddaj)

Tveganja in omilitveni ukrepi

T1 – Pomanjkanje finančnih sredstev - Aktivno iskanje različnih virov financiranja (EU skladi, ...).
T2 – Družbeni odpor do sprememb - Strukturirane promocijske in ozaveščevalne kampanje, tudi med mladimi, ki so praviloma bolj odprti za spremembe.

Povezava s strateškimi cilji

Ta ukrep neposredno naslavlja naš strateški cilj trajnostne mobilnosti, saj bomo z njim spodbujali inovativne oblike mobilnosti, zlasti e-mobilnost. To bo prispevalo k vzpostavitvi bolj trajnostnega prometnega sistema na našem območju.

Viri financiranja

Programi, ki podpirajo financiranje praks trajnostne mobilnosti, kot so Horizon, Evropski sklad za regionalni razvoj (ESRR), Kohezijski sklad, Interreg, program LIFE, nacionalni programi financiranja in, kjer je to mogoče, proračun občine.

Časovnica izvajanja za vse ukrepe

2025–2030 (Kratkoročno: 2025–2026 | Srednjeročno: 2027–2028 | Dolgoročno: 2029–2030)

RAZVOJ FLEKSIBILNEGA PREVOZA

Trenutno stanje

Ormož se sooča z izzivi na področju javnega prevoza, saj so storitve omejene in ne povezujejo vseh podeželskih naselij, zlasti ob koncih tedna in izven delovnega časa. To pomeni, da imajo prebivalci podeželja otežen dostop do središča Ormoža in storitev, ki so tam na voljo. Uvedba fleksibilnega prevoza bi lahko izboljšala povezljivost med mestom in podeželjem ter olajšala podeželskim prebivalcem sodelovanje v družbenem in kulturnem življenju ter uporabo razpoložljivih storitev. Fleksibilen prevoz pomeni tudi večjo prilagodljivost ob nižjih stroških, kar bo posledično vodilo v pogostejšo uporabo. Glavni razlog za neuporabo obstoječega javnega prevoza so redke povezave ali njihova popolna odsotnost.

Splošni cilji

- Izboljšati možnosti mobilnosti na podeželju in v redkeje poseljenih območjih z uvedbo fleksibilnih prevoznih rešitev.
- Vzpostaviti prevozne storitve na zahtevo in skupnostne oblike prevoza za zapolnitev vrzeli v javnem prevozu.
- Povečati dostopnost za starejše, mlade in osebe brez osebnega avtomobila.
- Zmanjšati odvisnost od avtomobilov ter podpirati vključujočo in trajnostno mobilnost.
- Integrirati fleksibilne prevoze v širši lokalni in regionalni sistem mobilnosti.

Glavni ukrepi

U1.1 - Izvajanje fleksibilnega prevoza v času trajanja pilotnega projekta
U1.2 - Analiza uporabe fleksibilnega prevoza
U1.3 - Sodelovanje z lokalnimi skupnostmi pri načrtovanju fleksibilnega prevoza
U1.4 - Vzpostavitev sodelovanja z lokalnim radiem za promocijo fleksibilnega prevoza

Tveganja in omilitveni ukrepi

T1 – Pomanjkanje finančnih sredstev - Aktivno iskanje različnih virov financiranja (EU skladi, ...).
T2 – Družbeni odpor do sprememb - Prikaz koristi za lokalno družbo.
T3 - Omejena vključenost in prispevek lokalnih skupnosti - Predstavitev koristi za lokalne skupnosti; participativen pristop.
T4 - Zagotavljanje doslednega sporočanja in dosega (tudi zaradi omejenega radijskega občinstva) - zagotoviti dobro sodelovanje z lokalnimi mediji; uporaba drugih promocijskih kanalov poleg radia.

Povezava s strateškimi cilji

Ta ukrep naslavlja naš strateški cilj razvoja inovativnih prometnih rešitev, ki so hkrati prilagodljive, da lahko odgovarjajo na potrebe lokalnega prebivalstva. Omogočili bomo povezljivost mesta Ormož in podeželskih območij na bolj prilagodljiv in ljudem prilagojen način.

Viri financiranja

Programi, ki podpirajo financiranje praks trajnostne mobilnosti, kot so Horizon, Evropski sklad za regionalni razvoj (ESRR), Kohezijski sklad, Interreg, program LIFE, nacionalni programi financiranja in, kjer je to mogoče, proračun občine.

Časovnica izvajanja za vse ukrepe

2025–2030 (Kratkoročno: 2025–2026 | Srednjeročno: 2027–2028 | Dolgoročno: 2029–2030)

TRAJNOSTNO UPRAVLJANJE TURISTIČNIH TOKOV

Trenutno stanje

Predvsem podeželsko območje Ormoža je za turiste zelo privlačno, vendar slaba povezanost z bolj oddaljenimi vasmi povzroča povečano uporabo osebnih avtomobilov med obiskovalci, kar je okolju neprijazno in hkrati težko nadzorovano. Načrtujemo ukrepe, s katerimi želimo narediti korak naprej k bolj trajnostnemu turizmu.

Splošni cilji

- Spodbujati trajnostne mobilnostne rešitve za obiskovalce z namenom zmanjševanja okoljskih pritiskov, povezanih s turizmom.
- Izboljšati dostop do ključnih turističnih točk z okolju prijaznimi prevoznimi možnostmi.
- Uravnotežiti razvoj turizma z varstvom naravne in kulturne dediščine.
- Spodbujati sodelovanje med turističnimi ponudniki in deležniki na področju mobilnosti.
- Podpirati nizkoogljična, pametna in vključujoča turistična doživetja na območju Ormoža.

Glavni ukrepi

U1.1 - Razvoj programov in ozaveščanje o trajnostnem turizmu
U1.2 - Promocija znamenitosti, dostopnih s trajnostnim prevozom

Tveganja in omilitveni ukrepi

T1 – Pomanjkanje finančnih sredstev - Aktivno iskanje različnih virov financiranja (EU skladi, ...).

Povezava s strateškimi cilji

S tem ukrepom naslavljamo področje turizma, ki že stremi k bolj zelenemu razvoju in spodbuja kolesarjenje ter druge trajnostne oblike mobilnosti. Za doseganje turistov je potrebna ciljno usmerjena promocija.

Viri financiranja

Programi, ki podpirajo financiranje praks trajnostne mobilnosti, kot so Horizon, Evropski sklad za regionalni razvoj (ESRR), Kohezijski sklad, Interreg, program LIFE, nacionalni programi financiranja in, kjer je to mogoče, proračun občine.

Časovnica izvajanja za vse ukrepe

2025–2030 (Kratkoročno: 2025–2026 | Srednjeročno: 2027–2028 | Dolgoročno: 2029–2030)

IZGRADNJA KOLESARSKIH STEZ IN PEŠPOTI ZA VSAKODNEVNO MOBILNOST

Trenutno stanje

Aktivna mobilnost med prebivalci še ni splošno razširjena. Prisotna je visoka odvisnost od osebnih avtomobilov, k čemur prispeva tudi neučinkovit javni prevoz. Večina voženj z avtomobilom poteka znotraj občine, pri čemer je velik delež kratkih poti, krajših od 2 km. Zato želimo izvesti ukrepe, ki bodo spodbujali kolesarjenje in hojo kot vsakodnevno obliko mobilnosti.

Splošni cilji

- Izboljšati lokalno infrastrukturo za varno in udobno kolesarjenje ter hojo.
- Spodbujati aktivno mobilnost kot zdravo in trajnostno izbiro prevoza.
- Zmanjšati odvisnost od avtomobilov ter prometne zastoje v mestnih in podeželskih območjih.
- Povezati stanovanjska, izobraževalna in storitvena območja z neprekinjenimi kolesarskimi in peš povezavami.
- Prispevati k čistejšemu zraku, boljšemu javnemu zdravju in bolj bivalnemu okolju.

Glavni ukrepi

U1.1 - Načrtovanje novih kolesarskih in pešpoti (približno 50 km)
U1.2 - Ozaveščanje o koristih kolesarjenja in hoje za zdravje in okolje
U1.3 - Organizacija dogodkov in aktivnosti za spodbujanje aktivne mobilnosti

Tveganja in omilitveni ukrepi

T1 – Pomanjkanje finančnih sredstev - Aktivno iskanje različnih virov financiranja (EU skladi, ...)
T2 - Omejena razpoložljivost zemljišč - Tesno sodelovanje s sosednjimi občinami; komuniciranje koristi; odkup novih zemljišč.
T3 - Težave pri doseganju raznolikih ciljnih skupin - Uporaba različnih medijev in različnih pristopov.
T4 - Odpor do sprememb življenjskega sloga - Komuniciranje koristi sprememb.
T5 - Nizka udeležba na dogodkih - Okrepljene promocijske aktivnosti, poudarjanje koristi udeležbe na dogodkih.

Povezava s strateškimi cilji

Ti ukrepi pokrivajo del ciljev trajnostne mobilnosti, ki jih želimo doseči. Poleg e-mobilnosti in prilagodljivih prevoznih sistemov poskušamo spodbujati tudi okolju prijazna prevozna sredstva, kot sta kolesarjenje in hoja, ter s tem prispevati k spremembi življenjskega sloga prebivalcev.

Viri financiranja

Programi, ki podpirajo financiranje praks trajnostne mobilnosti, kot so Horizon, Evropski sklad za regionalni razvoj (ESRR), Kohezijski sklad, Interreg, program LIFE, nacionalni programi financiranja in, kjer je to mogoče, proračun občine.

Časovnica izvajanja za vse ukrepe

2025–2030 (Kratkoročno: 2025–2026 | Srednjeročno: 2027–2028 | Dolgoročno: 2029–2030)

SPODBUJANJE SOUPORABE AVTOMOBILOV

Trenutno stanje

V Ormožu in po Sloveniji je prisotna velika odvisnost od avtomobilov. Dodaten problem predstavlja tudi individualna uporaba vozil, kar vodi v še večje število avtomobilov na cestah. S spodbujanjem souporabe avtomobilov želimo povečati ozaveščenost o njenih koristih ter spremeniti navado individualne uporabe vozil pri vsakodnevnih vožnjah, kot je na primer prihod na delo, kjer je souporaba vozil zaradi običajno rednega delovnega časa zlahka izvedljiva.

Splošni cilji

- Zmanjšanje individualne uporabe avtomobilov.
- Razvoj sistema souporabe avtomobilov.
- Sodelovanje z lokalnimi podjetji in javnimi institucijami.
- Spodbujanje digitalnih platform za deljenje prevozov.

Glavni ukrepi

U1.1 - Uporaba lokalnih medijev za ozaveščanje

Tveganja in omilitveni ukrepi

T1 – Odpor javnosti do souporabe avtomobilov zaradi osebnih preferenc - Predstavitev koristi souporabe avtomobilov.
T2 - Pomanjkanje zaupanja v sisteme in vozila za souporabo - Prikaz dejanskih tveganj ter izobraževanje o načinih njihovega zmanjševanja.

Povezava s strateškimi cilji

Ta ukrep je tesno povezan s cilji trajnostne mobilnosti in ozaveščanja. S spodbujanjem souporabe avtomobilov lahko zmanjšamo število vozil na cestah in s tem dosežemo manjši ogljični odtis, pri čemer je sprememba navad prebivalcev ključnega pomena, vendar še vedno predstavlja izziv.

Viri financiranja

Programi, ki podpirajo financiranje praks trajnostne mobilnosti, kot so Horizon, Evropski sklad za regionalni razvoj (ESRR), Kohezijski sklad, Interreg, program LIFE, nacionalni programi financiranja in, kjer je to mogoče, proračun občine.

Časovnica izvajanja za vse ukrepe

2025–2030 (Kratkoročno: 2025–2026 | Srednjeročno: 2027–2028 | Dolgoročno: 2029–2030)

ZMANJŠEVANJE POTREBE PO VSAKODNEVNIH VOŽNJAH

Trenutno stanje

V času omejitev zaradi covida smo lahko videli, da obstaja velik potencial za delo na daljavo v različnih sektorjih. Ljudje so opazili prednosti dela na daljavo, kot je boljše ravnovesje med delom in zasebnim življenjem, tudi zaradi manj časa, porabljenega za dnevne vožnje. Če bi več ljudi delalo na daljavo, bi lahko zmanjšali promet in emisije, saj se večina voženj z avtomobilom opravi za vsakodnevne prihode na delo.

Vendar uspeh dela na daljavo ni odvisen le od digitalnih orodij, temveč tudi od urbanističnih strategij, ki podpirajo zmanjšanje potreb po mobilnosti. V tem okviru bosta prenova Kerenčičevega trga in aktivacija družbenih središč ter javnih prostorov igrali ključno vlogo pri spodbujanju alternativnih delovnih prostorov, aktivne mobilnosti in lokalne gospodarske vitalnosti.

Splošni cilji

- Spodbujati delo na daljavo, digitalne storitve in lokalno oskrbo z namenom zmanjševanja nepotrebnih potovanj.
- Podpirati razvoj co-working prostorov in skupnih storitvenih središč na podeželju.
- Zmanjšati prometne obremenitve in emisije iz prometa, povezane z vsakodnevnimi vožnjami na delo.
- Izboljšati kakovost življenja z zmanjšanjem časa, porabljenega za potovanja do osnovnih storitev.
- Krepiti ravnovesje med mestom in podeželjem z decentraliziranimi možnostmi dela, izobraževanja in upravljanja.

Glavni ukrepi

U1.1 - Promocija praks dela na daljavo
U1.2 - Promocija tehnologij za delo na daljavo
U1.3 - Spodbujanje prilagodljivih oblik dela
U1.4 - Prenova Kerenčičevega trga kot delovno prijaznega, trajnostnega prostora

Tveganja in omilitveni ukrepi

T1 – Odpor do uvajanja dela na daljavo v določenih sektorjih - Predstavitev koristi za delodajalce in zaposlene, spodbujanje boljšega ravnovesja med delom in zasebnim življenjem zaradi dela na daljavo ter izobraževanje o orodjih za delo na daljavo.
T2 - Pomanjkanje finančnih sredstev zapromocijo novih tehnologij - Aktivno iskanje različnih virov financiranja (EU skladi, ...).

Povezava s strateškimi cilji

S tem ukrepom bomo povečali ozaveščenost ne le o delu na daljavo, temveč tudi o vplivih pogoste uporabe avtomobilov na okolje in emisije toplogrednih plinov. Če bodo prebivalci delo na daljavo sprejeli kot možnost, bomo lahko uspešno zmanjšali promet in emisije. To ni alternativna oblika prevoza, temveč alternativa samim potovanjem. Dnevni migranti so glavni vzrok za prometno obremenitev in emisije v Ormožu in regiji.

Viri financiranja

Programi, ki podpirajo financiranje praks trajnostne mobilnosti, kot so Horizon, Evropski sklad za regionalni razvoj (ESRR), Kohezijski sklad, Interreg, program LIFE, nacionalni programi financiranja in, kjer je to mogoče, proračun občine.

Časovnica izvajanja za vse ukrepe

2025–2030 (Kratkoročno: 2025–2026 | Srednjeročno: 2027–2028 | Dolgoročno: 2029–2030)

REVITALIZACIJA KERENČIČEVEGA TRGA

Trenutno stanje

Kerenčičev trg je osrednji javni prostor v Ormožu, vendar njegova trenutna zasnova in raba ne podpirata trajnostne mobilnosti niti skupnostnih dejavnosti. Trg je usmerjen v avtomobilski promet ter mu primanjkuje zelene infrastrukture in javne opreme, ki bi ga naredila privlačnega za prebivalce, obiskovalce in prireditve. Ta prostor ima velik potencial za revitalizacijo, ki bi podprla trajnostni turizem, zmanjšala prevlado avtomobilov v mestnem središču ter spodbudila hojo, kolesarjenje in vključevanje skupnosti.

Splošni cilji

- Preoblikovati Kerenčičev trg v živahen, vključujoč in večnamenski javni prostor.
- Izboljšati dostopnost in varnost pešcev z rešitvami, usmerjenimi v ljudi.
- Podpreti lokalne ponudnike, kulturne dogodke in skupnostne dejavnosti v zgodovinskem središču.
- Povečati privlačnost trga z zeleno infrastrukturo in podnebnim odporno zasnovanimi elementi.
- Okrepiti identiteto in družbeno življenje Ormoža z aktivacijo osrednjega urbanega prostora.

Glavni ukrepi

U1.1 - Razvoj koncepta
U1.2 - Javna posvetovanja in sooblikovanje
U1.3 - Implementacija in gradnja
U1.4 - Promocija in aktivacija novega prostora

Tveganja in omilitveni ukrepi

T1 – Nasprotovanje javnosti spremembi avtomobilsko usmerjene ureditve - Vključevanje javnosti, ozaveščevalne kampanje, predstavitev koristi prenove.
T2 - Visoki investicijski stroški in tveganje pomanjkanja finančnih sredstev - Fazni pristop, prijava na več različnih virov financiranja.
T3 - Motnje za prebivalce in podjetja zaradi gradbenih del - Vnaprejšnje obveščanje in priprava omilitvenih načrtov.
T4 - Nezadostna uporaba prostora po prenovi - Načrtovanje dogodkov, aktivno upravljanje prostora, vključevanje šol in turizma v njegovo uporabo.

Povezava s strateškimi cilji

Ta ukrep neposredno podpira več strateških ciljev:
- Ozelenitev in okoljsko trajnost.
- Zmanjševanje emisij ogljikovega dioksida iz prometa.
- Spodbujanje aktivne mobilnosti in uporabe javnega prostora.
- Revitalizacijo mestnega središča in razvoj turizma.

Viri financiranja

Program, ki podpira financiranje tega ukrepa, je predvsem Kohezijski sklad, kasneje pa bi ga bilo mogoče povezati tudi s programom Interreg za promocijske aktivnosti in strategije oživljanja mestnega jedra. Poleg tega so možni viri financiranja tudi nacionalni programi ter občinski proračun. Zaradi večnivojske narave takšnega ukrepa je potrebno kombinirati več različnih virov.

Časovnica izvajanja za vse ukrepe

2025–2030 (Kratkoročno: 2025–2026 | Srednjeročno: 2027–2028 | Dolgoročno: 2029–2030)

TESTING ACTION - FLEXIBLE TRANSPORTATION

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