



V OBJEMU ZELENEGA ZLATA

ENTENTE FLORALE EUROPE 2017



Spoštovane članice in člani ocenjevalne komisije.

Žalec je na tekmovanju Entente Florale Europe prvič sodeloval leta 2004. Želja za vnovično sodelovanje se je razvila zato, ker smo od takrat v Žalcu uspešno izpeljali številne aktivnosti, ki so pripomogle k celoviti urejenosti mesta in njegovega trajnostnega razvoja ter posledično boljši kakovosti bivanja v njem.

Prizadevanja za dvig bivanjske kulture in estetsko ter naravi prijazno ureditev življenskega okolja so postala naša stalnica. Vanje smo vključili posameznike in organizacije. Ekološka ozaveščenost vseh deležnikov se dviguje.

Zavedamo se, da je to tekmovanje odlična priložnost za promocijo Žalca in njegovega nadaljnega razvoja v smeri trajnostnega turizma. Zelo si prizadevamo, da bi urejenost in lepote našega mesta začutili tudi vsi tisti, ki ga obiščejo.

Brošura, ki je pred vami, predstavlja le nekaj ukrepov in vsebin, ki našim prebivalcem zagotavljajo prijetno bivanje v Žalcu. Skozi slike in besedo lahko bralec spozna le delček naše naravne in kulturne dediščine. Žalec prepozna kot urejeno mesto, katerega načrti za nadaljnji razvoj so izrazito trajnostno naravnani in zastavljeni v skladu z avtohtonim naravnim okoljem Spodnje Savinjske doline.

Ponosni smo, da ponovno sodelujemo na tem prestižnem tekmovanju in vam izrekamo prisrčno dobrodošlico v Žalcu.

Janko Kos, župan občine Žalec in vodja tima za pripravo na tekmovanje Entente Florale Europe



Distinguished members of the international jury.

Žalec participated at the Entente Florale Europe competition for the first time in 2004. Our wish to participate again developed from the circumstance that since then we completed many activities, which contributed to a comprehensive arrangement of our town and of its sustainable development. Consequently, we are able to offer a superior quality of life.

Our endeavours to raise the housing culture and to arrange our life environment in a cultural, esthetic and environmentally friendly way became a constant within our efforts. We included individuals and organisations in this process. Ecological awareness of all stakeholders is rising.

We are conscious that this competition is an eminent opportunity for the promotion of our town Žalec and of its further development towards sustainable tourism. We strive to make everyone, especially our visitors, feel the arrangement and beauty of our town.

The brochure in your hands shows but a few measures and contents which ensure a pleasant living for our people in Žalec. Through the pictures and the articles the reader receives a small insight into our natural and cultural heritage. He sees Žalec as an arranged town which plans for further development are by far sustainable and defined according to the original natural environment of the Lower Savinja valley.

We are proud to be participating again in this prestigious competition and are warmly welcoming you, members of the jury, in Žalec.

Janko Kos, Mayor of the municipality Žalec and head of the preparation team for the Entente Florale Europe competition

Koordinate:	Coordinates:
46°15'07"N, 15°09'54"E	46°15'07"N, 15°09'54"E
Površina:	Surface:
117,10 km ²	117,10 km ²
Povprečna nadmorska višina:	Average height above sea level:
255 m	255 m
Število prebivalcev:	Population:
21.261	21.261
Gostota prebivalstva:	Population density:
181,60 prebivalcev/km ²	181,60 inhabitants/km ²

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Načrtovani/razvojni pristop

Vsek poseg v prostor v Žalcu skrbno načrtujemo na vseh nivojih. Postopke vodijo občinski strokovnjaki, po potrebi sodelujejo tudi zunanj strokovnjaki oziroma institucije.

Zelo pomembna je možnost sodelovanja vseh, ki živijo in dela v našem okolju že na začetku načrtovanja ("odprto načrtovanje"). Tako lahko zagotovimo njihovo zadovoljstvo.

Prostorske strukture

Zakon o prostorskem načrtovanju daje občinam naslednje pristojnosti na področju prostorskega načrtovanja:

- določanje ciljev in izhodišč prostorskega razvoja občine;
- rabe prostora in pogojev za umeščanje posegov v prostor in
- načrtovanje prostorskih ureditev lokalnega pomena.

Te pristojnosti občine definirajo z Občinskim prostorskim načrtom (OPN) in natančnejšim Občinskim podrobni prostorskim načrtom (OPPN).

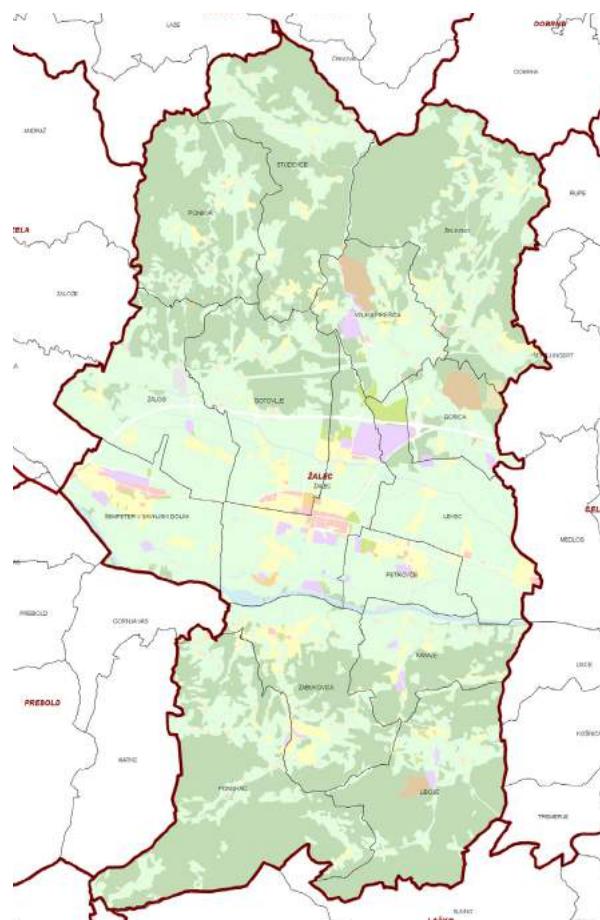
Osnova za pripravo vseh dokumentov je prostorska danost, izdelane so analize (geologija, hidrologija, raznovrstnost vegetacije, ekologija, prisotnost različnih koridorjev).

Zelena infrastruktura

Ti načrti predstavljajo temelje za "zeleno infrastrukturo" (mreža zelenih površin, ki olajša vzdrževanje, zaščito in spodbujanje biotske raznovrstnosti v urbanem okolju).

Trajnostni razvoj

Vsek poseg je načrtovan po principu trajnostnega razvoja: zadovoljuje potrebe sedanjih generacij brez ogrožanja možnosti prihodnjih.



Planned / development approach

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Planned / development approach

In Žalec each spatial intervention is carefully planned on all levels. Municipal experts lead the procedures and if necessary external experts or institutions are involved as well.

It is of the utmost importance that all stakeholders, who live in our surrounding, are included at the beginning of the planning ("open planning") and they receive the possibility to cooperate. With this we can ensure their satisfaction.

Spatial structure

The Act on spatial planning gives the municipalities the following competences in the area of spatial planning:

- defining goals and starting points for the municipal spatial development;
- space utilisation and conditions for embedding spatial interventions and
- planning of spatial arrangement of local importance.

Municipalities define these competences with a Municipal Spatial Plan and with a Detailed Municipal Spatial Plan.

The basis for the preparation of all documents are the respective spatial characteristics and conducted analyses (geology, hydrology, diversity of vegetation, ecology, presence of various corridors).

Green infrastructure

The plans are the basis for "green infrastructure" (network of green areas, which facilitate maintenance, protection and support of biodiversity within an urban surrounding).

Sustainable development

Each intervention is planned according to principles of sustainable development: they meet the demands of today's generations without endangering possibilities for the future.

2**Naravno okolje****Zrak**

Pri nas ni večjih industrijskih obratov, ki bi onesnaževali zrak. Manjši proizvodni obrati morajo uporabljati naprave z nadzorom odvoda uporabljenega zraka v okolje in upoštevati postavljene normative.

Zmanjšuje se onesnaževanje zraka iz zasebnih kurišč, izboljšuje se toplotna izolacija stavb, uporaba alternativne, okolju prijazne (zelene) energije raste.

Uporaba okolju prijaznih strojev in avtomobilov v zasebnem in javnem sektorju je vsako leto večja. Zaposleni na Občini Žalec za službene potrebe uporabljamo električni osebni avtomobil.

Tla/zemlja

Posebno pozornost posvečamo varovanju tal in emisijam, ki lahko prehajajo v zemljo. Vozne površine morajo biti obdelane tako, da se padavinska voda pred ponikanjem v podtalje očisti škodljivih primesi.

Pazimo na pravilno in najmanjšo možno uporabo fitofarmacevtskih sredstev pri rastlinski pridelavi, tako v zasebni in javni rabi.

Za zatiranje različnih bolezni in škodljivcev in proti razraščanju plevelov je dovoljena le uporaba okolju manj škodljivih zaščitnih sredstev.

Voda

V občini Žalec imamo zgrajen javni vodovodni sistem, preko katerega oskrbujemo gospodinjstva in industrijo s kvalitetno in zdravstveno neoporečno pitno vodo. Kemične in bakteriološke preglede pitne vode redno izvaja pooblaščena zunanjja institucija, rezultati pa presegajo 99 % predpisane kvalitete. Pitno vodo za potrebe občanov občine

**2****Natural Environment****Air**

We do not have major industrial plants which could pollute our air. Smaller production plants need to use installations for exhaust air control to the environment and they need to consider the defined standards.

Air pollution from household heating is decreasing, also thermal insulation of buildings is improving, and the use of alternative, environmentally friendly (green) energy is rising.

Each year the use of environmentally friendly vehicles and machines in the private and public sector is increasing. The municipality uses an electric car for operational needs.

Soil

We give special attention to soil protection and to emissions, which can pass through into the soil. Traffic areas need to be adapted in a way that rainwater is cleared of harmful impurities before it runs off to subsoil.

We pay particular attention to a correct and minimal use of pesticides in plant production, whether it is for private or non-private use.

In the control of various diseases or harmful organisms it is only allowed to use environmentally less harmful protection agents.

Water

Our municipality is provided with a public water supply system, which supplies households and the industry with high-quality and safe drinking water. An external institution performs chemical and bacteriological analyses of drinking water on a regular basis, and the results exceed 99% of the defined quality. Drinking water for the people of the community is obtained from 9 natural reservoirs, 5 reservoirs of ground water and from 6 deep wells. We maintain and renovate our

Žalec pridobivamo iz 9 naravnih zajetij, 5 zajetij talne vode in 6 globinskih vrtin. Vodovodne sisteme vzdržujemo in obnavljamo z okolju in človeku neoporečnimi materiali.

Posebno skrb v občini Žalec posvečamo odvajjanju in čiščenju komunalne odpadne vode. Odpadne vode se preko razvezanih kanalizacijskih sistemov vodijo do centralne čistilne naprave Kasaze, velikosti 60.000 PE. Na to čistilno napravo je priključenih 45 % vseh stavb v občini Žalec. Starejši kanalizacijski sistemi so zgrajeni kot mešani sistemi za odvajanje tako komunalne odpadne vode kot meteorne vode. Vsi novejši sistemi se gradijo kot ločeni sistemi izključno za odvajane komunalne odpadne vode. Povsod, kjer izvedba kanalizacijskih sistemov ni racionalna, je obvezna vgradnja individualnih čistilnih naprav. Na teh napravah se izvaja redni monitoring in odvoz gošč na tri leta. Na tri leta se redno izpraznijo tudi vse greznicice pri porabnikih, ki niso priključeni na javni kanalizacijski sistem, njihova vsebina pa se prečisti na čistilni napravi Kasaze.

Za vzdrževanje in obratovanje vodovodnih sistemov, kanalizacijskih sistemov in čistilnih naprav ter praznjenje greznic in malih čistilnih naprav je v Spodnji Savinjski dolini zadolženo Javno komunalno podjetje Žalec d. o. o., ki je v lasti šestih občin (Občina Žalec je 49 % lastnik podjetja).

Rastlinstvo in živalstvo

V veljavnem OPN je posebna pozornost posvečena rastlinstvu in živalstvu. Opredeljuje območja s poudarjenim lokalnim rastlinstvom in živalstvom. Ta so pod stalnim nadzorom, spremljajo in proučujejo jih strokovnjaki in pooblaščene institucije.

Odpadki

V Žalcu občane redno in na primeren način obveščamo o potrebnem zmanjševanju odpadkov, o pripravi odpadkov pred odlaganjem na mesta, s katerih jih pooblaščeno podjetje (SIMBIO, d.o.o., Celje je regionalni center za ravnanje z odpadki, predelavo in odlaganje ostankov odpadkov) po vnaprej določenem programu odvaža na mesto nadaljnje obdelave, predelave in morebitne ponovne uporabe.



Natural Environment

water systems with environmentally friendly materials which do not cause any risks for humans.

Special attention is paid to a good waste-water management. Waste water is directed through a branched sewage system towards the Kasaze central wastewater treatment plant with a capacity of 60,000 PE. 45% of all buildings of the community Žalec are connected to this plant. The older sewage systems are constructed as mixed systems for the disposal of waste and rain water. All newer systems are built as separated systems for the exclusive disposal of community wastewater. Where the construction of sewage systems is not feasible, it is obligatory to install individual waste water treatment plants. Regular monitoring and sludge disposal is conducted at these decentralised units every three years. Also, the cesspits of all users, which are not connected to the public sewage system, are regularly emptied each third year. Their content is purified at the Kasaze wastewater treatment plant.

For the maintenance and functioning of the drinking water, wastewater and wastewater treatment plants and for the clearance of cesspits as well as for individual treatment plants, a Public Utility Company (JP Žalec d.o.o.) was founded by six municipalities in the region of the Lower Savinja valley (the municipality holds a share of 49% of this company).

Flora and Fauna

In the valid municipal spatial planning document special attention is paid to flora and fauna. The document specifies areas with emphasized local flora and fauna. These areas are under constant control, monitoring and are studied by experts and authorised institutions.

Waste

We are informing our citizens on a regular and appropriate manner about the need to reduce waste, about the preparation of waste before disposing. We specified a company for the disposal of waste (SIMBIO, d.o.o., in Celje we have a regional waste management centre, for the recycling and disposal of remained waste), which is in charge of the collection of waste according to a specified plan and is delivering the waste to

Gospodinjski odpadki se zbirajo z "ločevanjem na izvoru" v ločenih zabojih ali v posebnih bio-razgradljivih vrečah (mešani odpadki, odpadna embalaža, biološki odpadki).

Tudi industrijski odpadki se zbirajo ločeno na izvoru, za pravilen odvoz na mesto nadaljnje obdelave, predelave, ponovne uporabe poskrbijo pooblaščena podjetja ali posamezniki.

Vedno več je kompostiranja odpadkov. Ker jih ni potrebno odvažati, se zmanjša vsakomesečni finančni izdatek. Pridobi se gnojilo, koristno za bogatenje prsti na vrtovih.

Občina Žalec je v letu 2017 pristopila k programu ZERO WASTE OBČINA.

Energija

V Občini Žalec podpiramo zmanjševanje porabe vseh vrst energije, s čimer tudi manjšamo energetsko odvisnost. Vse več je stavb, ki so bile energetsko sanirane v energijski razred "B1", s koriščenjem posebnih sredstev iz EKO SKLADA SLOVENIJE. Tudi gradnja novih javnih stavb je finančno podprtta, če dosežejo energijski razred "B1" (nizko energijske stavbe, poraba energije 15-25 kWh/m²a).

Uvedba sistema ENERGETSKIH IZKAZNIC za vse javne stavbe prispeva k spoznanju, kje, zakaj ter kakšen finančni vložek je potreben za izboljšanje energijskega razreda, s tem pa zmanjšanja porabe potrebne energije in zmanjšanja oddaje CO₂ v okolje.

Večina javnih površin je že osvetljena z varčnejšo LED tehnologijo, osvetlitev je samo od horizontale navzdol. Poraba električne energije za ta namen se je zmanjšala za cca 80 %. Takšna osvetlitev ne povzroča svetlobnega onesnaževanja okolja, kar je skladno z zahtevo evropske direktive.

Pridobivanje energije iz obnovljivih virov ("zelena energija") za zasebni in za javni sektor je v veliki meri finančno podprt. Občina Žalec ima lokalni energetski koncept od decembra leta 2015.



possible further processing, recycling or even reuse.

Source separation of household waste is conducted via separate containers or in special biodegradable bags (residual waste, packaging, biodegradable waste).

Industrial waste is also collected separately at the source, and for a correct delivery to further processing, recycling and reuse authorised companies or individuals are in charge.

More and more waste is composting. As there is no need to remove this waste, this monthly expenditure decreases. Thus, we gain a fertiliser for enrichening our garden soil.

In 2017 we joined the program ZERO WASTE MUNICIPALITY.

Energy

We support the reduction of all kinds of energy use, and with this we decrease our energy dependency. More and more buildings are energetically refurbished to meet the energy class "B1" by making use of special funds from the Eco Fund, the Slovenian Environmental Public Fund. Furthermore, the construction of new public buildings is subsidised, if they reach energy classification "B1" (low-energy buildings, energy consumption 15-25 kWh/m²a).

The introduction of the energy performance certificate for all public buildings contributes to an exact result where, why and which financial contribution is needed to increase the energy class and thus reduce energy consumption and decrease the CO₂ emissions.

Most of the public areas are equipped with more efficient LED-lighting systems, illumination is directed downward from the horizontal line. Electricity consumption for this purpose decreased by nearly 80 %. Such illumination does not cause light pollution of our environment, which is in accordance with the respective EU-directive.

Energy production for the private and public sector from renewable sources is to a great extent subsidised.

Since December 2015 our municipality has a local energy concept.

3 Grajeno okolje

Žalec je nastal v srednjem veku in se razvil ob pomembni prometnici. Stavbni niz na obeh straneh prometnice ne poteka vzporedno, temveč se na koncih zoži in tvori velik podolgovat trg (Šlandrov trg). Stavbe v zaledju so bile zgrajene kasneje.

Staro mestno jedro je bilo v letih 2014 in 2015 parerno posodobljeno, obnovljena je bila tudi podparterna infrastruktura.

Stari del mesta (staro trško jedro) je pod spomeniško-varstveno zaščito (kulturna dediščina), tako da se posegi ne smejo izvajati brez sodelovanja Zavoda za varstvo kulturne dediščine Slovenije (ZVKDS).

Ob prenovi je bila določena tipologija urbane opreme (kandelabri z uličnimi svetilkami, zastavnidrogovi, samostojne stoječe informacijske table in poštni nabiralniki, klopi, stojala za kolesa, koši za odpadke, blokirni stebrički, varovalne zaščitne ograje...), ki ima enoten barvni izgled (določena je "mestna barva"). Postavljenim kriterijem se mora prilagoditi staro urbana oprema.

Rdeča nit poenotenega oblikovanja z uporabo istega barvnega tona vseh nosilnih fasadnih konzol velja tudi za vse obvestilne - sporočilne table na stavbah (table so sicer lahko različne, vendar pritrjene na opisane fasadne konzole). Na posameznih stavbah je dovoljena izvedba napisa na delu fasadne površine. Vse se lahko izvaja s sodelovanjem ZVKDS.

Objekti

V starem delu mesta Žalec in v njegovi vplivni coni niso dovoljeni posegi brez sodelovanja ZVKDS. Pri posameznih stavbah to velja za zunanjost (ovojni plašč), pri stavbah s statusom kulturnega spomenika pa tudi za notranjost.

Najpomembnejši spomeniki v tem delu mesta so: cerkev sv. Nikolaja, župnišče, stara kaplanija, obrambni stolp, Zotlova



3 Built Environment

Žalec dates back to the Middle Ages and it developed alongside an important transport route. The string of buildings on both sides of the main road does not flow horizontally, but it narrows on its ends and it forms a great elongated square (Šlandrov square). The buildings on the outer areas were built later.

The old town centre was renovated on the surface in the years 2014 and 2015, also the subterranean infrastructure was renovated.

The old part (old market centre) is under monumental protection (cultural heritage), therefore no interventions are allowed without the cooperation of the Institute for the Protection of Cultural Heritage of Slovenia (IPCHS).

During renovation the typology of the urban equipment was defined (lighting posts, flagpoles, self-standing information panels and mailboxes, benches, bicycle stands, waste bins, blocking posts, protection fences...) with a unified colouring design (a "town colour" was defined). The old urban equipment needs to adapt to the specified criteria.

The common theme of the simplified design by using the same colour tone of all frontal consoles at houses applies also to all information panels on the buildings (the panels may be different but they are attached to the described frontal consoles). On individual buildings inscriptions are allowed on parts of the frontal area. All can be implemented in cooperation with the respective of IPCHS.

Buildings

In the old part of the town of Žalec and in its influential zone no interventions are allowed without the cooperation of IPCHS. At some buildings this applies to the exterior (outer shell), at buildings with a status of a cultural monument this applies also to the interior.

kovačja in Savinova hiša.

Vplanskih in razvojnih dokumentih je točno določeno področje starega trškega naselja Žalca in njegovega vplivnega območja. Tudi tam je pri vsakem posegu potrebno sodelovanje ZVKDS.

Urejenost in dober izgled posamezne stavbe je interes in obveza lastnika stavbe.

Pri vsakem posegu je potrebno najprej proučiti lego posamezne stavbe in s tem morebitno obvezo sodelovanja ustreznih strokovnjakov.

Trgi in ulice

Izven prej opisanih območij je gradnja nekoliko bolj sproščena. V letu 2013 sprejet OPN je začrtal spoštovanje in vrednotenje vsega obstoječega in še jasneje začrtal razvoj mesta Žalec in njegove okolice.

Pomembno je, da v primerni obliki ohranimo obstoječe. Z ustrezno prezentacijo in sprejemljivo nadgradnjo kažemo interes ohranjanja dosedanjega karakterja mesta in s tem privlačnega miksa različnih stilov in obdobjij.

Ulice in manjši trgi ohranjajo obstoječe zelenje in ozelenjene površine (fond ozelenjenih površin višjega in visokega zelenja se vsako leto dodaja in povečuje na osnovi strokovno pripravljenih dokumentov).

Žalec je manjše mesto z miksom stavb iz različnih obdobjij in nizkega ter visokega zelenja. Je zeleno mesto, v vseh smereh povezano s svojim zaledjem.

Za urejenost in čistočo javnih površin skrbi Javno komunalno podjetje Žalec. Dela izvajajo po strokovno določenem programu. Površine, ki mejijo na javne površine in so v zasebni lasti, vzdržujejo lastniki.



Built Environment

The most important monuments in this part of the town are: church of St. Nicholas, rectory, old chaplain's house, defence tower, blacksmith's shop of Zotl and house of Savin.

In the plan and development documents the area of the old market settlement of Žalec and its sphere of influence is defined in detail. Here as well for each intervention of IPCHS needs to be involved.

Orderliness and a good external appearance of each building is in the interest and an obligation of each owner.

With each intervention we firstly need to study the location of each house and maybe specific experts need to be involved.

Squares and Streets

Outside the above mentioned areas construction is somewhat more relaxed. In 2013 the adopted Municipal Spatial Plan defined respect and valorisation of the existing fund and it defined the development of the town Žalec and its surroundings more clearly.

It is important to preserve the existing area in an adequate form. With an adequate presentation and acceptable upgrade we show an interest to preserve the present town character and an attractive mixture of various styles and periods.

Streets and small squares preserve the existing greenery and green areas (a stock of green areas of higher and high greenery is extended each year on the basis of expert documentation).

Žalec is a smaller town with a mixture of buildings from various periods and with lower and higher greenery. It is a green town, in all directions it is connected with its outskirts.

The Public Utility Company Žalec is in charge of tidiness and orderliness of the public spaces. Works are being conducted after a specified expert program. Areas which are bordering to public areas and are in private ownership, are maintained by their respective owners.

4 Pokrajina

Žalec je središče Spodnje Savinjske doline. Leži na ravnem delu v osrčju doline in v neposredni bližini reke Savinja. V osrednjem delu doline so tla prodna nasipina, na obrobju so deli, pokriti z ilovico. S povprečno letno temperaturo 19,1 °C se prepletata alpsko in celinsko podnebje.

Zima je hladna (januarsko povprečje -2 °C) s posameznimi topotlnimi obrati, poletja so topla (julijsko povprečje 19,3 °C). Letna količina padavin je od 1150 do 1360 mm.

Skozi dolino je potekala stara pot med Dunajem in Trstom. V neposredni bližini Žalca teče avtocesta, ki predstavlja glavno cestno "žilo" od vzhoda proti zahodu. Skozi Žalec poteka železniška proga, kar je v preteklosti pomembno vplivalo na razvoj kraja in njegovega zaledja.

Pokrajina

Neposredna okolica Žalca je ravnina z redkimi manjšimi vzpetinami, v širši okolici se že pojavljajo hribi. Prodna ravan je ugodna za poljedelstvo in naselitev, ilovnato obrobje je močvirnato, zato so travniki in logi redkeje poseljeni.

Ta del doline je najprimernejši za hmeljarstvo. Sorto hmelja Savinjski golding so pričeli uvajati že pred koncem 19. stoletja.

Nasadi hmelja so značilna krajinska slika dela tega dela Slovenije. Krajinsko sliko okolice Žalca sestavljajo še poljedelstvo, sadjarstvo in travniki ter Savinja s pritoki.

Večjih gozdnatih površin v neposredni okolici ni (manjši del gozdne površine je varovalni gozd).

Naravni rezervati

Varovana območja narave obsegajo skoraj 1/5 površine občine Žalec, območje Natura 2000 pokriva cca 3 % ozemlja in varovalni gozd cca 1 %.



4 Landscape

Žalec is the centre of the Lower Savinja Valley. It is situated in the level part within the centre of the valley in close vicinity to the river Savinja. In the central part of the valley the soil shows gravel elevations and on the outskirts it is covered with clay. The annual mean temperature of 19,1 °C shows that here an alpine and continental climate are mixing.

Winter is cold (mean temperature in January -2 °C) with some thermal inversions, summers are warm (mean temperature in July 19,3 °C). The annual amount of precipitation is between 1150 and 1360 mm.

The old road between Vienna and Trieste is running through. In direct vicinity of Žalec runs the motorway which represents the main "vein" from east towards west. Also the railway is running through Žalec which contributed to the development of the place and its outskirts.

Landscape

The direct vicinity of Žalec offers a plain with a few small elevations, in a broader surroundings we already have hills. The gravel plain has favourable conditions for agriculture and settlements, the clay areas are marshy and for this meadows and water meadows have less inhabitants.

This part of the valley is best suitable for hop growing. The hop species "Savinja Golding" was introduced as early as at the end of the 19th century.

Hop plantations are a typical landscape picture of this part of Slovenia. The landscape of the surroundings of Žalec is formed further by agriculture, fruit farming, meadows and also with the Savinja river and its affluents.

There are no major forest areas in the near surroundings (smaller forest areas include a protection forest).

Najpomembnejše zavarovano območje je Krajinski park Ribnik Vrbje z zaledjem (del v področju NATURE 2000). Je živiljenjski prostor za številne rastlinske in živalske vrste (ptic, dvoživk in kačjih pastirjev), ptic je več kot 170 vrst (nekaj teh je tudi na "rdečem" seznamu).

V bližini mesta je BIO park NIVO, ki je bil v letu 2003 urejen na degradiranem območju z namenom vzpostavitev naravnega ravnošesja okolice.

V času urejanja so delavci opozarjali na blagodejne učinke okolja na počutje. Že prve meritve so potrdile prisotnost energetskih sevanj, kar so kasneje potrdili še številni radiestezisti in vrhunski bioenergetiki.

Območje Savinja pri Žalcu je eno izmed manjših območij Natura 2000 (cca 51 ha) v Sloveniji. Tako je bila opredeljena zaradi ohranjanja ugodnega stanja dveh vrst rib - pohre (*Barbus meridionalis*) in sulca (*Hucho hucho*) ter habitatnega tipa "Alpske reke in lesnata vegetacija z vrbami in nemškim strojevcem (*Myricaria germanica*) vzdolž njenih bregov". Prisotna je »raznovrstnost življenja« (biological diversity = "biotska raznovrstnost"), kar pomeni stopnjo raznolikosti vseh oblik življenja v nekem okolju, bodisi ekosistemu, biomu ali celotni zemlji. Dobro poznavanje biodiverzitete je pomembno za učinkovito varstvo narave.

Obdelovalne površine (kmetijstvo/gozdarstvo)

V okolici mesta ni veliko gozdnatih površin, več je površin za kmetijstvo, poljedelstvo in sadjarstvo. Posebno obsežni so nasadi hmelja.

Leta 1952 je bil ustanovljen Inštitut za hmeljarstvo in pivovarstvo Slovenije, ki skrbi za pravilno pridelavo hmelja. Je eden izmed treh takšnih inštitutov na svetu. Pri njih je bilo do sedaj požlahtnjениh 18 slovenskih sort hmelja, ki pokrivajo 99 % površin pridelave hmelja v Sloveniji. Skoraj ves hmelj se izvozi. Slovenija je peta pridelovalka hmelja na svetu.

Poleg hmeljarskega programa ima inštitut več kot 40-letno tradicijo raziskav v pivovarstvu.



Landscape

Nature reserves

Nature protected areas include almost 1/5 of the area of the municipality, Natura 2000 areas are spreading approximately over 3 % of the area and protective forests around 1 %.

The most important protected area is the area of the Landscape park of the pond "Vrbje" (part of NATURA 2000 areas). It is the habitat of many species of flora and fauna (birds, amphibians and dragonflies), we have over 170 bird species here (some of them are on the "red" list).

In close vicinity to the town is the BIO park NIVO, which was arranged 2003 in a degraded area with the aim to restore a natural balance in the surroundings.

During the arrangement the workers reported favourable effects of the environment to human wellbeing. The first analyses confirmed the presence of energy radiations, which was later confirmed by many radiesthesy professionals and top bioenergetics.

The Savinja region at Žalec is one of the smaller Natura 2000 areas in Slovenia (around 51 ha). It was specified also due to favourable conditions of fish species - the southern barbel (*Barbus meridionalis*), huchen (*Hucho hucho*) and because of the habitat type "Alpine river and wood vegetation with willows and the German tamarisk (*Myricaria germanica*) at the riverbanks". Present is a "diversity of life" (biological diversity), which means there is a high diversity of all forms of life in an environment, whether it is an ecosystem, biome or Earth in total. Substantive knowledge about biodiversity is important for effective nature protection.

Cultivated areas (agriculture / forestry)

In the vicinity of the town there are not many forest areas, more are areas for agriculture, crop and fruit growing. Substantial hop growing areas are present.

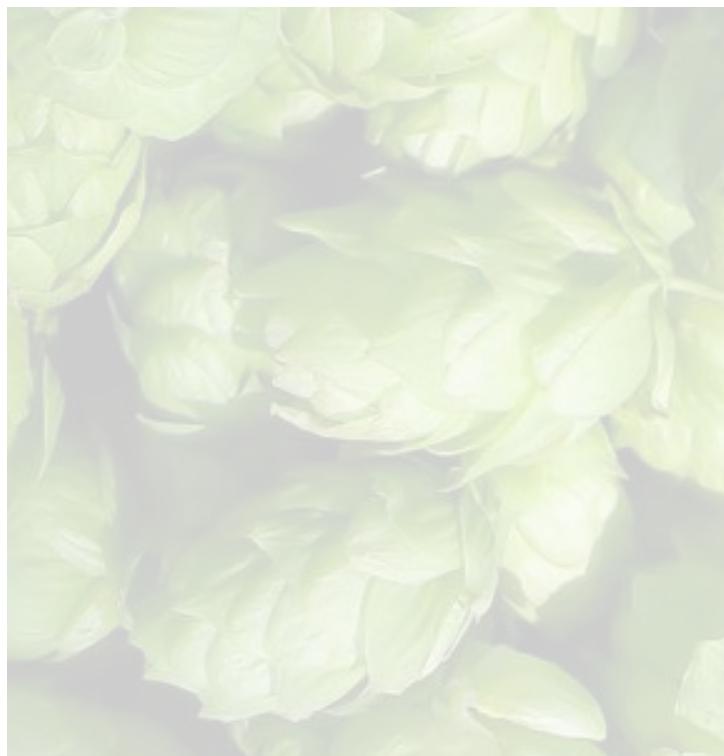
In 1952 the Slovenian Institute of Hop Research and Brewing was found, which is in charge of proper hop production. It is

Vinštitutu so ustvarili eno največjih genskih bank aromatičnih in zdravilnih rastlin v srednji Evropi.

Tudi Kmetijsko gozdarski zavod Slovenije je pomemben dejavnik tega prostora. Svetovalci zavoda nudijo kmetom tehnološko svetovanje in izvajajo usposabljanja, ki so pomembna za pravilno in zdravo kmetijsko proizvodnjo.

Sadjarstvo Mirosan obsega 140 ha nasadov jabolk. Njihova glavna dejavnost je pridelava jabolk skladno s smernicami ekološke pridelave, trajnostnega razvoja, ohranjanja visoke ravni biotske raznovrstnosti, naravnih virov in uporabe izključno naravnih snovi ter postopkov (integrirana in ekološka pridelava ter prodaja jabolk 16. različnih sort, med njimi tudi stare avtohtone sorte).

Na strešnih površinah so že leta 2010 namestili sončno elektrarno z nazivno kapaciteto 231 kWp – veliko zmanjšanje ogljičnega odtisa.



Landscape

one of three such institutes in the world. At the institute 18 Slovenian hop varieties were bred so far and these species cover 99 % of the total hop areas in Slovenia. Almost all hop is exported. Slovenia ranks fifth in hop production in the world.

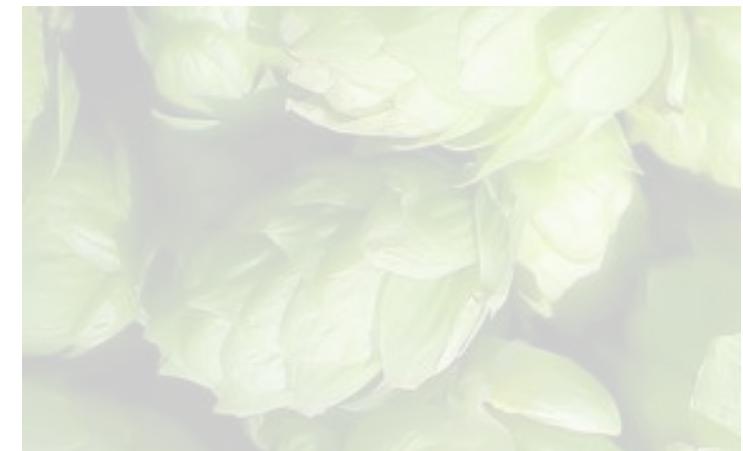
Beside the hop program the institute has a tradition of brewing research of more than 40 years.

The institute created one of the biggest genetic banks of aromatic and medical plants in Central Europe.

Also, the Chamber of Agriculture and Forestry of Slovenia is an important stakeholder in the area. The advisers of the chamber offer technological counseling to farmers and they conduct trainings for a proper and healthy agricultural production.

Fruit cultivation company Mirosan includes 140 ha of apple orchards. Their main activity is the production of apples according to guidelines of organic production, sustainable development, preserving high levels of biodiversity, natural resources and the use of exclusively natural materials and procedures (integrated and organic production and sale of 16 apple varieties, among them old indigenous varieties).

Already in 2010 they installed a solar power plant on the roofing with a capacity of 231 kWp - which substantially lowered their carbon footprint.



5 Odprti zeleni prostori

Odprtih zelenih prostorov je v mestu in okolici veliko. So različnih oblik in velikosti z različnimi ozelenitvami. Za strokovno upravljanje in vzdrževanje vseh odprtih zelenih prostorov, ki so v družbeni lasti, skrbi Javno komunalno podjetje Žalec. Prav tako za pripravo strategije.

Zelene površine imajo predvsem v mestu velik ekološki pomen. Pomembno vplivajo na temperaturo in kakovost zraka, saj rastline absorbirajo CO₂ in tako prečistijo zrak. Rastlinstvo regulira vlažnost zraka, ščiti pred morebitno vodno erozijo, vetrom in hrupom. V gosto poseljenih območjih tako neposredno vplivajo na počutje in zdravje.

V Občini Žalec se torej zavedamo pomembnosti zelenih površin za kakovost bivanja. Zeleni prostori omogočajo sprehode, počitek, zabavo, igranje, šport in rekreacijo... To so prostori, ki v mestu in primestnih naseljih prebivalcem nudijo možnosti za prostočasne aktivnosti, kar izboljšuje bivalno kulturo tega kraja.

Javne zelene površine

V Žalcu in njegovi okolici je veliko zelenih površin v stanovanjskih območjih. V okolici so manjše gozdne površine, nekaj je tudi parkov. Pomembnejši park je Mestni park s Fontano piv Zeleno zlato, v katerem je izdelan tudi kataster dreves. Ob reki Savinji in njenih pritokih so zaščiteni območja (del tudi v NATURI 2000).

Pomemben je Ribnik Vrbje s svojo Ekološko učno potjo, Hmeljsko potjo, Potjo ob Savinji in Srčno potjo. Tudi Bio park Nivo je pomembna zelena površina v neposredni okolici Žalca, tam je posebna energijska pot. Javne zelene površine predstavlja tudi nekaj manjših drevoredov (zeleni koridorji), parterno zasadeno zelenje in zelenje v posebnih boksih na ulicah in trgih. V mestu in okolici so zelene površine pri vrtcih in šolah.



5 Open Green Spaces

There are many open green spaces in the town and in the surroundings. They have many forms and are of many sizes with various greenings. For expert management and proper maintenance of all open green spaces in public ownership the Public Utility Company Žalec is in charge. Also, they are in charge for preparing the respective strategy.

Especially in the town green areas are of a pivotal importance. They are greatly influencing temperatures and air quality, as plants absorb CO₂ and thus purify the air. The plants regulate air humidity and are protecting against possible water erosions, wind and noise. In densely populated areas they directly influence on health and wellbeing.

Within the municipality we are aware of the importance of green areas for a good quality of life. Green areas enable walks, rest, fun, playing, sports and recreation. They are spaces which offer leisure activities in town and around, which improves the housing culture of the area.

Public green spaces

There are many public green spaces with housing areas. In the surroundings are smaller forests and some parks as well. More important is the City park with the Green Gold Fountain, where they also developed a tree register. At the river Savinja and her affluents we find protected areas (part also within NATURA 2000).

Also of importance is the Vrbje Pound with its Eco-Learning Trail, Hop Trail, the Trail along the Savinja River and the Healthy Heart Walking Trail. An important green area is also the NIVO bio park, which is in direct vicinity of Žalec and it also has a special energy trail. Public green areas are also represented in some smaller alleys (green corridors), surface green plantings and plantings in special boxes on streets and squares. Green areas in the town are also at kindergartens and schools.

Among public green areas we count bigger and smaller

Med javne zelene površine spadajo večja in manjša otroška igrišča, razne površine za šport in rekreacijo. Interes prebivalcev za urbane vrtove, ki so tudi zelene površine, raste.

Urbano vrtičkarstvo "kot vrtnarjenje na najetih zemljiščih, na strehah in balkonih, v loncih in na vertikalnih stenah, bolj ali manj organizirano, bolj in manj načrtovano, je postal ena bolj popularnih urbanih praks v kontekstu okoljske ozaveščenosti sodobne družbe" (Simoneti, 2014).

V središču mesta je Zeliščni park pri Kevdru (pri obrambnem stolpu), večji vrt zdravilnih in aromatičnih rastlin pri Inštitutu za hmeljarstvo in pivovarstvo Slovenije.

Lepo urejene in vzdrževane so zelene površine pri upravnih stavbah, hotelu in ostalih javnih stavbah.

Posebne javne zelene površine so pokopališča. Na lepo urejenem žalskem pokopališču je cerkev sv. Kancijana, ki je prvič omenjena leta 1545. Javno komunalno podjetje Žalec upravlja z vsemi pokopališči v Občini Žalec.

Zasebne zelene površine

Pri zasebnih stavbah so zelo kvalitetno urejeni in vzdrževani prednji in zadnji vrtovi, ponekod tudi atriji. Pri številnih hišah so zgledno urejeni zelenjavni vrtovi, marsikje tudi sadovnjaki. Zelena površina je vselej del, ki mu lastnik posveča veliko pozornosti. Lepa in urejena stavba skupaj z lepo in urejeno okolico predstavlja harmonično celoto in je v ponos lastniku, ostalim pa zgled.

Grajene prvine zelenih površin, kot so pešpoti (tlakovanje, ograje, oporni zidovi...), urbana oprema (klopi, koši za smeti, luči, informacijske table...) in igrala ter športna oprema so pri novih ureditvah poenotene in skladne z različnimi zahtevami.

Naravne prvine zelenih površin, kot so element vode (potok, reka, jezero, ribnik...) in zasaditve (travnate površine, drevesa, ostale rastline...) so ohranjene v prvotni obliki ali v nekaterih primerih nadgrajene na primeren strokovnen način.



Open Green Spaces

playgrounds for children, various sports and recreational areas. People are getting more interested in urban gardening, as well as in green areas.

Urban allotment gardening "as gardening on leased areas, on rooftops and balconies, in pots and on vertical walls, more or less organised, more or less planned, has become one of the more popular urban practices within the context of public environmental awareness of modern society" (Simonetti, 2014).

In the town centre is the Herbal Park at the Defence Tower, and a bigger garden of Medicinal and Aromatic Herbs is situated at the Institute of Hop Research and Brewing.

Nicely arranged and maintained green areas are seen at administrative buildings and in other public buildings.

Special public green areas are cemeteries. On the nicely arranged cemetery of Žalec is the church of St. Cantianus, mentioned for the first time in 1545. The Public Utility Company Žalec is managing all cemeteries in the municipality.

Private green spaces

At private buildings we can see a high-quality arrangement and maintenance of front and back gardens, at some places also atriums. Numerous houses have exemplary vegetable gardens, at many places also fruit orchards. Owners are constantly paying a lot of attention to green areas. A beautiful and arranged building together with a nicely arranged surrounding represents a harmonic whole and it gives a lot of pride to the owner and serves as a model for others.

Built elements of green areas, as are footpaths (pavements, fences, supporting walls...), urban equipment (benches, waste bins, lights, information panels...) and playground and sports equipment are unified at new arrangements and harmonious with various demands.

Natural characteristics of green areas as is the water element (stream, river, lake, pond) and plantings (meadows, trees, other plants) are preserved in their original form and in some cases upgraded in an appropriate expert way.

6**Trajni in/ali sezonski nasadi****Drevesa**

V Žalcu in njegovi okolici so soliterna drevesa (v obnovljenem starem mestnem jedru: *Carpinus betulus 'Fastigiata'* - stebrasti gaber, *Acer platanoides 'Globosum'* - kroglasti ostrolistni javor, *Pyrus calleryana* - okrasna hruška), skupine dreves in nekaj drevoredov (smrekov drevored pri gračini Plevna, lipov drevored pri Dvorcu Novo Celje); nekaj teh dreves je dendroloških spomenikov.

Različne vrste dreves so v parkih (Mestni park s Fontano piv Zeleno zlato...), ob reki Savinji ter ob vseh poteh in cestah, ki predstavljajo nekakšne zelene koridorje. Za pomembnejša drevesa je izdelan kataster dreves, ki se dopoljuje.

Z novimi razvojnimi posegi nameravamo manj vredna drevesa odstraniti in nadomestiti z novimi.

Grmičevja

V Žalcu je veliko raznovrstnih grmovnic, tako na javnih kot tudi zasebnih površinah. Z barvitostjo kraj popestrijo in naredijo bolj zanimivega.

Trajnice

Trajnice vse bolj zamenjujejo enoletnice, pri čemer se obdrži pestra barvitost. Vzorčna primera zasaditve trajnic sta Vrt zdravilnih in aromatičnih rastlin in Zeliščni park pri Kevdru.

Sezonski nasadi

Pri sezonskih zasaditvah upoštevamo trende in jih prilagodimo domačemu okolju. Izvedene so v ravni parterja, posebnih zaboljnikih in visečih košarah.

Posebne vrste nasadov

Na nekaterih zelenih površinah zamenujemo obstoječe

**Permanent and/or Seasonal Planting****6****Permanent and/or Seasonal Planting****Trees**

In Žalec and its surroundings we have solitary trees (in the renovated old town centre: *Carpinus betulus 'Fastigiata'* - hornbeam 'Fastigiata', *Acer platanoides 'Globosum'* - Norway Maple 'Globosum', *Pyrus calleryana* - Callery pear), groups of trees and some alleys (spruce alley at the Plevna manor, lime alley at the Novo Celje Mansion); some of these trees are dendrological monuments.

Various tree species are in parks (City park with Green Gold Fountain...), at the river Savinja and at all paths and roads, which present one kind of green corridors. A tree register is set up for more important trees and this is also complemented further.

We plan to remove less valuable trees and substitute them with new development interventions with new trees.

Shrubs

Žalec offers many varieties of shrubs, on public and as well as on private areas. By choice of colour they make the town more diverse and thus more interesting.

Permanent planting

Perennials are more and more substituting seasonal plantings, whereby they keep a rich variety of colours. Model examples of perennial plantings are the garden of Medicinal and Aromatic Herbs and the Herbal Park at the Defence Tower.

Seasonal planting

At seasonal plantings we consider modern trends and adjust them to our home environment. They are performed on the surface, in special boxes and in hanging baskets.

Special kind of plantation

trajnice s pokrovnimi - plazečimi vrtnicami, ki dajo več barvitosti.

Travniki, mnogocvetni travniki

Spet so aktualne mnogocvetne travne površine. Na nekaterih travnih površinah v lasti Občine vzdržujemo pogoje za vrste redkih in ogroženih rastlin.

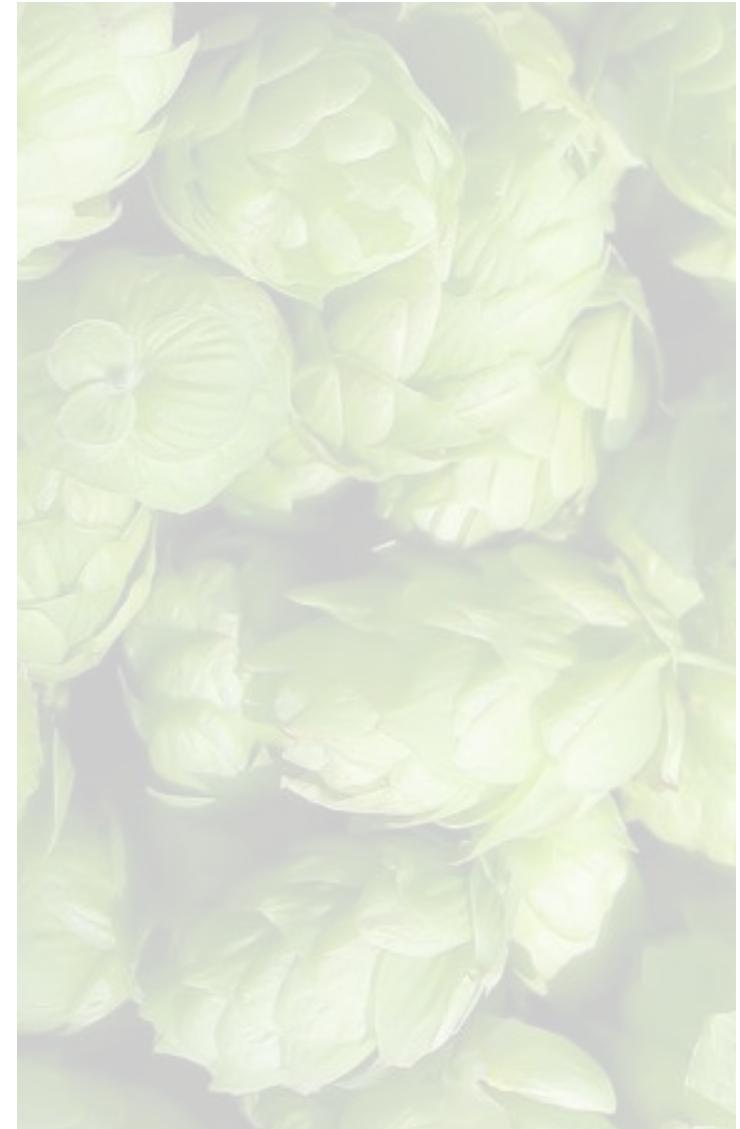


Permanent and/or Seasonal Planting

At some green areas we change the existing perennials with climbing roses, which give the town more colour.

Meadows, multiflorous meadows

Again multiflorous meadow areas are in fashion. On some meadows which are owned by the municipality conditions are in place to grow rare and endangered plants.



7**Okoljevarstveno izobraževanje****Različne starostne / socialne skupine**

V vrtcih in osnovnih šolah poteka okoljevarstveno izobraževanje. Otroci pridobijo osnovno znanje ter zavedanje, kaj je okolje, kako z njim pravilno ravnati in ga uporabljati brez negativnih posledic.

Skozi razne aktivnosti (Skrb za okolje – čistilna akcija, posadimo drevo, permakulturni vrtovi in drugo) in igre na nevsiljiv način spoznavajo vrste odpadkov in osnove ločevanja ter ponovne uporabe.

Pravilna uporaba energije jim je prikazana na elementaren in razumevajoč način. Prav tako uporaba in poraba pitne vode.

Posebnost predšolske vzgoje v Žalcu je mreža gozdnih vrtcev Slovenije – gozdna pedagogika – iz igralnice v naravo.

V Žalcu sta dve osnovni šoli, ki nosita status EKOŠOLA že 14 let in sta nosilki mednarodnega priznanja "zelene zastave". Program Ekošola je mednarodni program celostne okoljske vzgoje in izobraževanja, namenjen spodbujanju in večanju ozaveščenosti o trajnostnem razvoju med učenci skozi njihov vzgojno-izobraževalni program ter skozi aktivno udejstvovanje v lokalni skupnosti in širše. V program je vključena ustanova kot celota (vzgojitelji, učitelji, učenci, vodstvo šole, svet šole, svet staršev in predstavniki lokalnih oblasti).

Otroci letno zberejo okrog 40.000 kg starega papirja, 300 kg baterij in 200 kg kartuš, kar je odličen rezultat v slovenskem merilu.

Pridobivanje znanja o okolju in njegovem varovanju je del programov prostovoljnih organizacij, združenj in društev ter neformalnih skupin.

V programu EKOŠOLA se uresničujejo temeljni ekološki cilji z dejavnostmi:

- ločeno zbiranje odpadnega papirja, baterij, kartuš, tonerjev, mobitelov;

**7****Environmental Education****Different age / social groups**

In the kindergartens and elementary schools environmental education is conducted. Children are gaining basic knowledge and an awareness what is environment, how to treat it correctly and how to use it without negative consequences.

Through various activities (Care of our environment – cleaning, planting a tree, gardens of permaculture and more) and with games they are unobtrusively familiarising themselves with waste categories and the basis for separating and reusing materials.

They see a proper use of energy in an elementary and understandable way. Also the use of drinking water.

A special feature of pre-school education is the network of forest kindergartens of Slovenia – forest pedagogic – from the playing classroom to nature.

We have two elementary schools, which both have the title of an Eco-school, already for 14 years and they are winners of the international award "green flags". The program Eco-school is an international program of comprehensive environmental education and training, aimed at encouraging and increasing the awareness about sustainable development among pupils through their educational program and through an active participation in the local community. The institution as a whole is included in the program (teachers, pupils, school management, representatives of parents and of the local community).

The children collect 40,000 tons of waste paper annually, 300 kg of used batteries and 200 kg of printer cartridges, which is an excellent contribution for Slovenian conditions.

Gaining knowledge on environment and its protection is also a part of the program within non-profit organisations, associations, societies and within non-formal groups.

Within the program Eco-school basic ecological goals are

- humanitarno zbiranje zamaškov, hrane za živali in šolskih potrebščin;
- varstvo voda;
- varčevanje z energijo s spremeljanjem porabe energije po izvedeni energetski sanaciji stavbe osnovne šole;
- varčevanje s pitno vodo, skupina učencev z nazivom VODNI DETEKTIKI spremišča pravilno delovanje vseh pip v šolskih prostorih;
- vzgoja za trajnostno mobilnost, vzpodbjanje učencev za vožnjo s kolesom;
- vzgoja pozitivnega odnosa do hrane in do lastnega zdravja, obeležitev Svetovnega dneva hrane z ozaveščevalno akcijo DAN BREZ ZAVRŽENE HRANE, sodelovanje v akciji HRANA NI ZA TJAVENTAN;
- ustvarjanje izdelkov iz odpadne embalaže, sodelovanje na razpisu KEMS;
- ekobranje za ekoživiljenje, branje literature z ekološko vsebino, ustvarjanje na temo prebranih knjig in opravljanje ekobralne značke;
- sodelovanje na ekokvizu osnovne šole;
- poročanje o okoljskih izzivih na šoli in v lokalnem okolju ter iskanje rešitev zanje, skupina novinarjev Mladi poročevalci;
- skrb za čisto okolje in dobre medosebne odnose, dan ZDRAVE ŠOLE in EKO DAN, sajenje dreves v okolici...

Tudi različne interesne skupine oblikujejo programe na osnovi poznavanja svojega okolja in znanja o morebitnih negativnih vplivih. Potrebno znanje za okoljsko odgovornost si pridobijo na različnih izobraževanjih in predstavitvah, ki jih podpira Občina.

Na vseh nivojih in pri vseh generacijah sta pomembna vzgoja in izobraževanje za okoljsko odgovornost ter zdrav način življenja v zdravem okolju.

Posebne interesne skupine

V Žalcu deluje in ustvarja veliko posebnih interesnih skupin, ki prav tako skrbijo in izvajajo okoljevarstveno izobraževanje.



achieved with the aid of the following activities:

- separation of waste paper, batteries, cartridges, toners;
- humanitarian collection of corks, animal food and school requisites;
- water protection;
- energy saving with a monitoring of energy consumption after a refurbishment of the elementary school building;
- saving drinking water, a group of pupils under the name WATER DETECTIVES is monitoring the correct functioning of water tabs in the school;
- education for sustainable mobility, encouraging students to use bicycles;
- educating a positive attitude towards food and health, marking World Food Day with an awareness activity DAY WITHOUT DISCARDED FOOD, joining the activity FOOD IS NOT FOR WASTE;
- making products out of discarded packaging, joining the tender KEMS;
- eco-reading for an eco-life, creative activities on the topic of the book and participating at the Eco-reading badge;
- participating at the eco-quiz of the elementary school;
- reporting about ecological challenges within the school and in the local environment and finding a solution for them, journalist group "Young reporters";
- caring for a clean environment and good interpersonal relations, day of a HEALTHY SCHOOL and ECO DAY, planting trees in the surroundings...

Further various interest groups are forming programs on the basis of knowing their environment and on the knowledge about possible negative impacts. The necessary knowledge for environmental responsibility is gained during various trainings and presentations, which are supported by the municipality.

On all levels and at all generations education and training for environmental responsibility and a healthy way of life in a healthy environment are important.

Special interest groups

Many special interest groups are active and are working in Žalec, which are also in charge and conducting environmental education.

8**Prizadevanje in udeleževanje****Prostovoljne organizacije**

V Žalcu deluje in ustvarja veliko prostovoljnih organizacij, združenj in društev ter neformalnih skupin, ki imajo skupen interes živeti in delovati v urejenem okolju, obujati pozabljeno in to predstaviti zainteresiranim.

Delovanje interesnih skupin temelji na programih, ki so medsebojno usklajeni in finančno podprt s strani Občine Žalec.

Udeleženci se zavedajo, da mora biti kraj urejen in zanimiv, ne le za v mestu živeče, ampak tudi za obiskovalce ter turiste.

Spoznanje, da je mesto doživetje urejenega in privlačnega, zagotavlja, da se bodo v kraj še vrnili.

Sodelovanje občinske uprave in občanov

V Žalcu se zavedamo, da urejenost mesta in okolice zagotavlja zadovoljstvo občanov in obiskovalcev. Že več let poteka tekmovanje v najlepši in tudi najbolj izvirno urejeni okolici stanovanjskih stavb, poslovnih stavb in krajev oziroma delov krajev, pri izvedbi katerega sodelujejo turistična društva.

Tekmovanje zaključimo z odlično obiskano prireditvijo, na kateri podelimo priznanja.

Podpora zasebnih/lokalnih podjetij

Tudi lokalni zasebniki in podjetja, ki v kraju in njegovi okolici delujejo, imajo interes imeti urejeno okolico, imajo pa tudi interes za urejanje in vzdrževanje vseh delov njihove ožje in širše okolice. Razne akcije in skupno zastavljene programe zasebniki in podjetja podpirajo.

**Effort and Involvement****8****Effort and Involvement****Voluntary bodies**

Many voluntary organisations, associations and societies as well as informal groups are active. They have a common interest to live and work in an arranged environment, to revive forgotten issues and to present them to interested stakeholders.

The activities of the interest groups is based on programs, which are mutually agreed and financially supported by the municipality.

The participants are aware that their town needs to be well arranged and interesting and this not only for the local inhabitants, but also for visitors and tourists.

The discovery that the town is an experience of something well arranged and interesting is ensuring that visitors and tourists will return.

Cooperation between municipality and citizens

We are aware that the arrangement of our town and of our surroundings ensures satisfaction for our local people and for our visitors. For many years we have a competition for the most beautiful and most creative surrounding of a family house, business building or for settlements and neighbourhoods, which is a cooperation between tourism associations.

The competition is concluded with a widely attended event, where we present the awards.

Support from private/local businesses

Local entrepreneurs and companies have an interest to have well arranged premises and they have an interest to arrange and maintain all parts of their surroundings. These entrepreneurs and companies are supporting various activities and common programs.

9 Turizem in/ali prosti čas

Žalec je prijetno mesto, ki domačinom in gostom nudi številne možnosti koristnega in aktivnega preživljavanja prostega časa.

V starem delu mesta v Savinovi hiši, ki je kulturni spomenik, je Turistični informacijski center (TIC), kjer so na voljo informacije o kraju in okolici ter dogajanju. V TIC-u lahko obiskovalec kupi vstopnice za prireditve ter spominke.

Žalec je Zelena turistična destinacija, kar dokazuje z zaščiteno naravo (1/5 celotne površine občine), ohranjanjem tradicije, kulturne in naravne dediščine ter trajnostnim odnosom in razvojem do okolja, družbe ter gospodarstva.

V Žalcu in okolici je veliko turističnih znamenitosti, turistična zgodba je usmerjena k "objemu zelenega zlata", kar je osrednje sporočilo turističnega slogana Občine.

S sloganom, z Ekomuzejem hmeljarstva in pivovarstva Slovenije, ki pripoveduje zanimivo zgodbo o hmelju, o hmeljarstvu in pivovarstvu v dolini, s prvo Fontano piv na svetu (simbolno je zasnovana kot hmeljska kobula), s hmeljarskimi kmetijami ter pestro kulinarično ponudbo blagovne znamke Zeleno zlato domačini izkazujejo spoštovanje hmeljarstvu in pivovarstvu.

Na Fontani piv so za pokušino na voljo piva, ki so varjena s kakovostnim savinjskim hmeljem. Unikatna Fontana predstavlja povezanost v zgodbo hmeljarsko pivovarske dediščine.

Blagovna znamka Zeleno zlato združuje več kot 20 različnih ponudnikov lokalnih pridelkov in izdelkov. Kulinarični produkt Zeleno zlato ponuja pestro izbiro lokalnih jedi, ki je predstavljena na kulinaričnem zemljevidu.

V Žalcu in okolici so tudi nastanitvene kapacitete: turistične kmetije, Hostel Plus Cafe in Hotel Žalec z igralnim salonom in zabaviščem Casino Rubin.



9 Tourism and/or Leisure

Žalec is a pleasant town, which offers our local people and our guests numerous possibilities for a beneficial and active leisure time.

In the old town at the Savin house, which is a cultural monument, is the location of the Tourism Information Centre (TIC), where visitors can find all information about our town and vicinity and about our activities. At the TIC visitors can also buy event tickets and souvenirs.

Žalec is a Green Tourism Destination, which we prove with our protected nature (1/5 of our total area), our preserving tradition, our cultural and natural heritage and our sustainable relationship and development in the areas of environment, society and economy.

There are many tourism sights in Žalec and vicinity, the tourism story is directed towards "embracing the green gold", which is also the central message of the tourism motto of our municipality.

With the moto, with the Eco-Museum of Hop-Growing and Brewing Industry in Slovenia, which is telling an interesting story about hop, hop production and brewing in the valley, with the first Beer fountain in the world (symbolically it is designed as a hop umbel), with hop farms and a diverse culinary offer of the brand Green Gold the local people are paying tribute to hop production and to brewing.

At the fountain visitors can try beers which were brewed with the quality hop of the Savinja valley. The unique fountain represents the connection towards the story of the hop and brewing heritage.

The brand Green Gold combines more than 20 various producers of local crops and products. The culinary product Green Gold offers a diverse choice of local dishes, which are presented on a culinary map.

Poleg hmeljarske in pivovarske dediščine ima Žalec veliko kulturnih in naravnih zanimivosti, vrednih ogleda: staro mestno jedro Žalca z dobro ohranjeno trško arhitekturo, obrambnim stolpom in sakralno dediščino, Dvorec Novo Celje in Rimsko nekropolo, ki očara z antičnimi zgodbami in čudovitimi grobnicami.

Prava atrakcija je Jama Pekel s slikovitim podzemljem in kapniškimi oblikami vseh vrst. Turiste in domačine navdušuje Bio Park NIVO z energetskimi točkami. Zanimiv je Ribnik Vrbje kot krajinski park z območjem Nature 2000 in tematskimi potmi.

Prosti čas je mogoče preživeti na številnih tematskih poteh (najpomembnejša je Hmeljska pot) ter kolesarskih in planinskih poteh. Dobro poznana tudi v tujini je naravna plezalna stena Kotečnik.

Ogleda vreden je vrt zdravilnih in aromatičnih rastlin pri Inštitutu za hmeljarstvo in pivovarstvo Slovenije. Obiskovalec spozna različna zelišča, sadike lahko tudi kupi.

Žalec je tudi festivalsko mesto (Mednarodni festival tolkalnih skupin BUMfest, Festival vokalne glasbe Sredi zvezd, Mednarodni folklorni festival Od Celja do Žalca, Festival Zeleno zlato). V kraju in okolici se odvijajo številne prireditve: kulturne, športne in zabavne.

Veliko je možnosti za šport in rekreacijo. Športni center Žalec (27.160 m^2), v upravljanju Zavoda za kulturo, šport in turizem Žalec, obsega: atletsko-nogometni kompleks, igrišča za košarko in rokomet, tenis igrišča in balinišče, igrišči za odbojko na mivki in inline hokej, otroški park... Pokrite športne površine so v okviru večnamenske športne dvorane (1.210 m^2). Tam je tudi strelšče za zračno puško (120 m^2).

Trajnosten razvoj je podprt s spodbujanjem prebivalcev in obiskovalcev k najemu koles za vožnjo po kraju in njegovi ožji okolici. Tako želimo ljudi navaditi na bolj zdrav in okolju sprejemljivejši način življenja ("zeleni način življenja").

Vsako leto organiziramo pohod po hmeljski poti, ki združuje



Moreover, Žalec and its vicinity offer accommodation facilities: farm stays, Hostel Plus Cafe and hotel Žalec with a playing casino and an entertainment venue Casino Rubin.

Next to hop and brewing heritage Žalec offers many cultural and natural sights, which are worth visiting: the old town centre of Žalec with a well preserved market architecture, Defence Tower and sacral heritage (the parish church of St. Nicholas), Novo Celje Mansion and the Roman Necropolis, which captivates the visitor with antique stories and wonderful vaults.

A true attraction is the Pekel Cave with a picturesque underground world and stalagmite and stalactite structures of all kinds. Tourists and locals alike are thrilled by the NIVO Bio Park with its energy spots. Interesting is the Vrbje pond as a landscape part with a Natura 2000 area and theme trails.

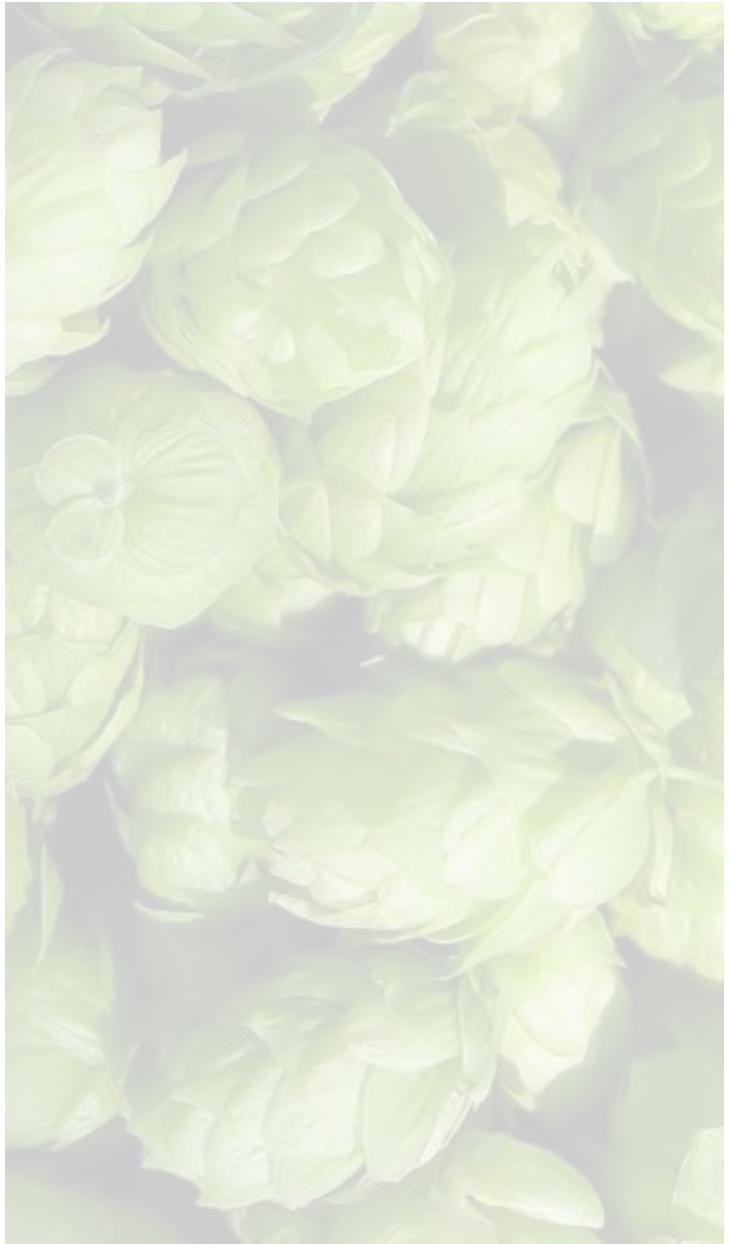
You can spend your leisure time at many theme trails (the most important one is the hop trail), cycle track and hiking paths. Well known also abroad is the natural climbing wall Kotečnik.

Also worthwhile is a visit to the garden of medical and aromatic plants at the Institute of hop production and brewing of Slovenia. On display are various herbs and visitors can buy saplings.

Žalec is a festival town as well (International festival of brass and percussion groups BUMfest, Festival of vocal music "Amids stars", International folkloristic festival From Celje to Žalec, Festival Green Gold). In the town and in the surroundings many events take place: cultural, sports and entertainment.

There are many possibilities for sports and recreation. The Sports Centre Žalec (27.160 m^2) is managed by the Public Institution for Culture, Sports and Tourism Žalec and it comprises of: athletic and football complex, basketball and handball playing fields, tennis courts and Boules court, beach volleyball and inline hockey, skate and children's park... Roofed sports areas include a multipurpose hall (1.210 m^2)

aktivno preživljanje prostega časa s tradicijo hmeljarstva (predstavitev običajev, malica obiralcev hmelja), in kolesarjenje po Spodnji Savinjski dolini (skupaj s turističnimi društvami sosednjih občin).



and an air gun shooting range (120 m²).

Sustainable development is supported by encouraging the locals and visitors to rent bikes when driving around our town or its vicinity. With this we wish to accustom the people to a more healthy and environmentally friendly way of life (“green way of life”).

Each year we organise a hike on the hop trail, which combines active leisure time with the tradition of hop growing (presentation of the tradition, hop pickers’ lunch) and a cycling tour in the Lower Savinja valley (together with the tourism associations of the neighboring municipalities).



10**Predstavitev in komuniciranje**

Redno komuniciranje z javnostjo poteka preko mesečnega časopisa Utrip Savinjske doline, lokalne televizije - Savinjska TV, lokalnih radijskih postaj in različnih digitalnih medijev (spletne strani Občine Žalec, Razvojne agencije, Zavoda za kulturo, šport in turizem Žalec, različnih Facebook strani...).

Za obveščanje prebivalcev in obiskovalcev kraja uporabljamo različne medije v mestu in okolici, katerih uporaba je regulirana s posebnim pravilnikom (plakatna mesta, transparenti, jumbo panoji).

Omogočen je kontakt z zaposlenimi v občinski upravi, po telefonu in osebno ob dogovorjenem času.

Za večje in obširnejše predstavitev in javne razprave s konfrontacijo različnih idej in pogledov na posamezne probleme so zagotovljeni ustrezno opremljeni prostori.

Dobrodošli v Žalcu, v deželi zelenega zlata.

**10****Presentation and Communication**

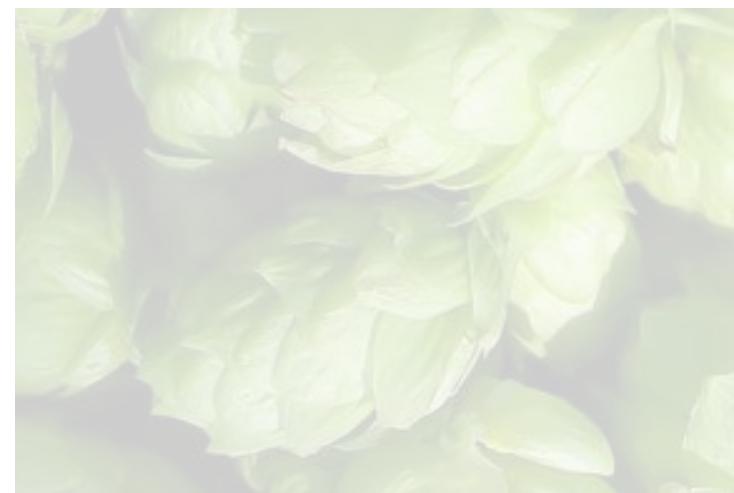
Regular communication with the public is conducted through the monthly paper "The beat of the Savinjska valley", a local TV-station Savinjska, local radio stations and various digital media (webpage of the municipality Žalec, Development agency, Public Institution for Culture, Sports and Tourism Žalec; various Facebook pages).

For the information of local people and visitors we use numerous media in our town and its surroundings; their use is regulated with a special handbook (spots for panels, banners, jumbo posters).

During an agreed period it is possible to be in contact with the employees of the municipal administration via telephone or in person.

We have adequately equipped rooms for bigger and more extensive presentations and public debates where confrontation of various ideas and viewpoints about individual problems is ensured.

Welcome to Žalec, in the Land of Green Gold!



Priznanja Občine Žalec:

- Planetu Zemlja prijazna občina (2012-2016, vseslovenski natečaj društva Planet Zemlja za odgovorno prizadevanje na področju naravnih danosti, ustvarjanje boljše kakovosti bivanja ter dobro informiranje o pravilnem odnosu do okolja)
- Priznanje Turistične zveze Slovenije s pečatom gostoljubnosti (3. mesto leta 2006; 1. mesto leta 2010 in 2015)
- Prostovoljstvu prijazno mesto v letu 2016 (odeljuje Slovenska filantropija)
- Priznanje ZZG Žalec Občini Žalec za velik prispevek k uveljavitvi in razvoju malega gospodarstva
- Mladim prijazna občina za obdobje 2013–2017 (odeljuje Mladinski svet Ajdovščina v sodelovanju s Skupnostjo Občin Slovenije pod častnim pokroviteljstvom predsednika RS Boruta Pahorja)
- Finalist za naziv Najbolj zelena občina 2010 (odeljuje Zelena Slovenija)
- Plaketa Zlati kamen 2016 za razvojni prodor v regiji od Posavja do Koroške (aktivnosti, ki merijo, ocenjujejo in spodbujajo razvoj na lokalni ravni,odeljuje Planet GV in SBR)
- Dnevnikova izvidnica: 3. mesto (do turistov najbolj prijazna občina, izbor strokovne komisije in Dnevnikovega uredništva)
- E-cikliraj (podpisnica in partnerica v projektu, kjer z aktivnim sodelovanjem spremlja navade prebivalcev Slovenije in e-ciklira)
- Snovalec 2016 za inovativne turistične produkte (Fontana piv Zeleno zlato,odeljuje Slovenska turistična organizacija)
- Bronasti znak Slovenia Green Destination
- Top 100 2016 Sustainable Destinations
- iHELP CERTIFIKAT "Srcu prijazna občina"
- Najbolj psom prijazno mesto ali občina 2016



Awards of the municipality Žalec:

- Municipality friendly to Planet Earth (2012-2016, all Slovenian competition of the Association Planet Earth for responsible efforts in the area of natural resources, creating high quality of living and fair information about a good relationship towards the environment)
- Award of the Tourism Association of Slovenia with special distinction for hospitality (3rd place in 2006; 1st place in 2010 and 2015)
- Volunteers' friendly town in 2016 (awarded by the Slovenian Philanthropic Association)
- Award of the Association of Small Entrepreneurship to the Municipality of Žalec for a substantial contribution to the establishment and development of SME
- Youth friendly municipality for the period between 2013-2017 (awarded by the Youth Council Ajdovščina in cooperation with the Association of Slovenian Municipalities under the patronage of the President of the Republic of Slovenia Borut Pahor)
- Finalist at the Competition for the Greenest municipality in 2010 (awarded by Green Slovenia)
- Title Golden Stone 2016 for a development breakthrough in the greater region between Posavje and Koroška (activities which measure, evaluate and encourage local development, awarded by Planet GB and SBR)
- Scout of the newspaper Dnevnik: 3rd place (most friendly community for tourists, selection of an expert jury and of the editorial board of Dnevnik)
- E-cycling(signatory and partner within the project of active cooperation where habits of Slovenian people are being monitored and e-cycling is conducted)
- Creator 2016 for Innovative Tourism Products (Beer Fountain Green Gold, awarded by the Slovenian Tourism Board)
- Bronze medal Slovenia Green Destination
- Top 100 2016 Sustainable Destinations
- iHELP CERTIFICATE "Heart friendly community"
- Most dog-friendly town or municipality in 2016



- 1 Dom II. slovenskega tabora Žalec
Culture centre »Dom II. slovenskega tabora« Žalec
- 2 Športni park & I. osnovna šola Žalec
Sport Park Žalec & 1st Primary School Žalec
- 3 Mestno pokopališče Žalec
Town Cemetery Žalec
- 4 Inštitut za hmeljarstvo in pivovarstvo Slovenije Žalec &
EKO muzej hmeljarstva in pivovarstva Slovenije Žalec
Slovenian Institute of Hop Research and Brewing Žalec &
ECO Museum of Hop Growing and Beer Industry Žalec
- 5 Krajinski park Ribnik Vrbje
Natural Park Vrbje Pond
- 6 Zbirni center za ločeno zbiranje odpadkov
Waste Collection Centre
- 7 Energijski BIO park NIVO
BIO Energetic Park NIVO
- 8 Dvorec Novo Celje
Novo Celje Mansion
- 9 Sadjarstvo Mirosan Kasaze
Mirosan, Fruit Growing Company Kasaze
- 10 Žalec – mestno jedro
Žalec – Town Square
- 11 Fontana piv Zeleno zlato
Beer Fountain »Green Gold«