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Economics of Prevention and Improved Public Health

On 30 June, a roundtable workshop on the "Economics of Prevention and Improved Public Health" was co-organized by the Slovenian Business & Research Association (SBRA) and the Knowledge Economy Network (KEN), and hosted by MEP Alojz Peterle in the European Parliament. Over 40 participants attended the event, they were joined by several high profile MEPs, including former president of the European Parliament Jerzy Buzek, Heinz K. Becker, Victor Negrescu and Slovenia's first democratically elected president Alojz Peterle. During the workshop, trends and challenges in forming public health were discussed. The goal was to create a platform for EU politics, which will follow the goals of the European health strategy.

The EU Health Strategy "Together for Health" complements the Europe 2020 strategy and represents the third European Union's health program since 2014. The first among the four key points is promoting health, disease prevention and creating a more stimulating environment for a healthy lifestyle. At the same time caring for health is a part of this year's "European Year for Development". The European 2020 strategy and the Lisbon treaty oblige European institutions and Member States to protect the individual's health when adopting EU policies. A healthy population is a necessary prerequisite for a successful, sustainable and inclusive economy.

Along with other examples of good practices, the Slovenian solution 24alife - an innovative mobile health application developed by SBRA member Development Centre RC IKTS Žalec - was presented. Developed in Slovenia, 24alife is designed with the help of Slovenian experts together with colleagues from abroad. 24alife is a solution that guides the user towards a healthier lifestyle. It helps achieve goals in fields of: sports, balanced nutrition, general health and personal hardiness. 24alife is available free as a mobile application and internet portal accessible at www.24alife.com. Being one of the first in the world they combine knowledge of experts from medicine, psychology, sports and nutrition in one project and assure a better quality of life for the user.

Alojz Peterle, MEP and co-chair to the Committee on the Environment, Public Health and Food Safety (ENVI) stated: "Health is one of the most important values of European citizens, who also expect more from the European Union in this area. A healthy lifestyle is primarily a responsibility of every individual, but he or she also needs a supportive environment. Responsible and healthy living of individuals should be rewarded, and vice versa. Company management also share in responsibility for health of their workers and employees, particularly to reduce stress levels. Also during this term I strive for better health in the European Union and I welcome Slovenian good practice cases for the prevention and healthy lifestyle, which will help us shape European policies for public health".

President of the Slovenian Business & Research Association, Prof. Dr. Draško Veselinovič wholeheartedly agreed, and reiterated that our influence over quality and duration of life has never been as big as today, but that we are using this unprecedented potential insufficiently and ineffectively, making the current system financially unsustainable.



Seated, from left to right: Dr. Draško Veselinovič, Dr. Boris Cizelj, Dr. Alojz Peterle and Dr. Jerzy Buzek

Editorial



In June European Parliament backed the three-year €315-billion "Juncker" investment plan; of which €240 billion will go to investments and €75 billion will go

to the backbone of Europe's economy: SMEs that provide two thirds of private sector jobs & make up 99% of businesses in Europe.

The Juncker Plan created a European Fund for Strategic Investments made up of €5 billion capital from the European Investment Bank & a €16 billion guarantee fund. More specifically, the investment plan targets especially transport, health, energy, smart digital economy & innovation.

Member States have already filed some 2,000 projects they consider eligible, of which Slovenia has lined up 22 projects worth €9 billion. The largest project & most strategic is the development of a second railway line between the sea port of Koper & the Divača inland hub. The project is estimated to be worth over €1.5 billion. In the past the lengthy process of buying the necessary land & changes to zoning plans delayed the project. As a result Slovenia missed the opportunity to secure EU funds for the project in the 2007-2013 budgetary period. This time around, Slovenia must not miss this important opportunity. To make the second railway line project financially sound, the Slovenian government has also proposed the possibility of a PPP model.

Slovenia is extremely motivated to become an active participant in the Juncker investment plan. We therefore invite you to contact us should you have any queries regarding our work & possibilities of collaboration.

Prof. Dr. Draško Veselinovič
President, Management Board

SBRA Welcomes New Member – Elea iC

Elea iC is one of the largest interdisciplinary providers of intellectual services in Slovenia. Its search for sustainable solutions in structural and bridge engineering, tunneling and road design, geology and geotechnical engineering, architecture, reconstruction, transport, communication and ecology enables it to provide applicable answers to the challenges of tomorrow. Employing over 80 highly qualified experts, it offers services that are tailored to the individual demands of its clients. From turnkey projects to complex service chains, the Elea iC staff strives towards excellence of performance that its public, corporate and private clients expect. Elea iC operates from a self-owned premises in the centre of Ljubljana and utilises state-of-art tools to perform to the highest professional standards.



Elea iC is a member of the international consultant group iC group of companies. Partnering with other companies of the group, its interdisciplinary services satisfy clients in 95 countries across the world. Through this partnership, Elea iC has direct access to a broad range of complementary state-of-art expertise, from water management to noise and vibration monitoring.

Elea iC puts to use its integrative competency in terms of cooperation, organisation and communication to apply its core competencies and leading experts to its work. By considering all aspects and performing analyses on a diversity of criteria, Elea iC offers holistic solutions to its clients' needs.

For further information, please visit www.elea.si

SBRA Welcomes New Member – Hosekra

Based on more than two decades of experience, Hosekra continues to develop innovative products, ranging from homes, garages, terraces, noise barriers, roofs, floors to solar panels. All of the products are adapted to the wishes and specific needs of its customers. Furthermore, the innovative technologies and processes used at the company means that its products improve the quality of life of its customers, all of which are created in an extremely energy efficient and environmentally sustainable manner.



One of Hosekra's flagship products are its mobile houses, made on the principle of passive houses with panoramic windows and doors that give a modern touch and breathtaking views. Large shades provide optimal shading and additional security. Chassis of these advanced houses is composed of the combined aluminum and zinc elements, which provides great stability and at the same time optimal mobility.

For further information, please visit www.hosekra.com

Business Briefs

Port of Koper remains the leading port for Austria

Port of Koper - Luka Koper transshipped 5.95 million tonnes of Austrian merchandise last year, up by 5.6% from the year before, according to Verker data carried on the Luka Koper website. In fact, the Koper port commanded an estimated 30% of Austria's market in 2014. This puts the Slovenian port ahead of Rotterdam at 3.95 million tonnes. Among south European ports Koper commands 67% of the market.

IEDC hosts strong Chinese business delegation

In June, The European Leadership Centre, established by IEDC, organized its 13th International Conference, under the title "China & Europe, Leadership in 21st Century Globalisation". Participated by leaders from 12 countries and led by two renowned key speakers, professors Jean-Pierre Lehmann from IMD Lausanne and Hellmut Schütte from China Europe International Business School, the conference focused on two questions that will most determine the prospects for the 21st century: How will Europe adapt to the emergence of Chinese global leadership and how China will adapt to its new role. The conference drew great media attention, especially due to the strong delegation of Chinese business leaders, who were attending the event. The special focus was on building the New Silk Road – the Chinese intentions in the region were represented by Mr. Wei Yan, Vice President of one of the biggest construction companies in the world China State Construction Engineering Corporation.

Slovenian exporting companies generated a profit of €1.34 billion in 2014

The 17,628 exporters represent over a quarter of all companies in the country and employ 261,000 people. The most export-oriented activity based on the percentage of exporters and the share of their sales revenues was pharmaceuticals production. The pharmaceutical industry was followed by production of metals, production of vessels, fisheries and growing of water organisms, and machines and vehicles

production. The biggest exporting potential was meanwhile detected in air transport and in the textile and timber industries.

Iconic proof of Ljubljana's open inter-cultural dialogue



One of the most recent and still running projects of Elea iC is the supervision of the construction of the Islamic Religious and Cultural Center in the Slovenian capital Ljubljana. It is exciting to be part of a project that will give new purpose to a previously degraded part of the city. By carefully exploiting the entire territory of the plot it is being transformed into a hybrid between a square and a park, while the first mosque in Ljubljana will open itself invitingly to this new town square. The new Islamic Center is to become iconic proof of the city's open inter-cultural dialogue and peaceful religious coexistence.

During the project Elea iC was able to apply value engineering to the investors existing design documentation and managed to significantly reduce construction costs. Because of Elea iC's ability to offer the entire service chain of engineer services for building construction, from geological investigations to due diligence, architecture, structural engineering, project management and supervision, Elea iC is able to always look out for its investor by identifying possible obstacles on the way to a successfully finished project.

Research Briefs

Slovenian LIFE Environment demonstration project

LIFE PharmDegradate is recently started Slovenian LIFE Environment demonstration project coordinated by company Arhel and run together with University of Ljubljana, Faculty of Pharmacy. Between September 2014 and November 2016 the project will focus on detection and quantification of trace amounts of pharmaceutical residuals in wastewater and demonstration of innovative approach for degradation of

these compounds in electrochemical oxidation process.

A pilot plant will be placed in operation as a tertiary wastewater treatment system for the wastewaters containing considerable amount of hospital waters. The project goal is to demonstrate an efficient approach enabling reduction of toxicity up to complete degradation of complex and persistent organic compounds, which remain after conventional biological wastewater treatment and pose negative impact to human and animal life.

The main innovation is application of electrolytic cell equipped with advanced electrode materials with high hydroxyl radicals formation capacity formed directly from water. More about the project and its monthly progress can be followed on <http://lifepharmdegrade.arhel.si>

IEDC organizes Academic Conference with world class researchers from Europe, UK and the US



In May, IEDC, Faculty for Postgraduate Studies, organized first Academic Conference, titled "Leadership: today & tomorrow", with keynote speaker Prof. Jonathan Gosling, University of Exeter, UK. Featuring guest speaker Prof. Dr. Jody Fry, Texas A&M University, USA, and 21 leadership thinkers and researchers, who were presenting their submissions, the Academic Conference was a great opportunity to present, connect with and to develop great research on leadership. Organizing such a conference is part of the IEDC Faculty commitment to develop cutting edge research.

Renishaw launches an R&D centre at the Ljubljana Faculty of Electrical Engineering

Renishaw, a British engineering company, and the Ljubljana Faculty of Electrical Engineering research and development center will be in charge of planning, development and supply of integrated

circuits and sensor technologies for the company specialising in industrial metrology and spectroscopy solutions. The aim is also to expand ties and to draw young talented researchers to the new facility. Head of the Microelectronics Laboratory at the faculty Janez Trontelj, where the R&D facility will be based, said the laboratory was looking to employ around 30 young engineers over five years. Cooperation between the faculty and Renishaw is currently valued at around €500,000 per year, a figure which the two sides hope to increase by ten-fold in the coming years.

Innovative technology for cyanobacterial bloom control



LIFE Stop CyanoBloom is an acronym of the EU LIFE Environment demonstration project Innovative technology for cyanobacterial bloom control. It is coordinated by company Arhel in partnership with the National Institute for Biology and Municipality Bled. Started in the September 2013, the project is now in its full demonstration phase with two autonomous vessels operating on the fish pond Koseze in Ljubljana and on Lake Bled. The vessels are equipped with sensors for on-line monitoring of water parameters with special focus on cyanobacteria (known also as blue-green algae). They represent a major health risk related to surface waters in case of their mass occurrence known as harmful blooms.

In the next season the activities will proceed with demonstration of cyanobacterial bloom prevention based on environmentally friendly electrochemical approach integrated on the autonomous vessels. More about the project and its monthly progress can be followed on <http://lifestopcyanobloom.arhel.si>

The final EUFORINNO conference

The Slovenian Forestry Institute together with eight excellent partners within the EUFORINNO project (EUropean FOrest

Research and INNOVation) is pleased to announce the final conference. The conference will take place during 31 August until 4 September 2015 in Rogla, Slovenia. The conference will bring together internationally recognized scientists to reveal current trends in forest science and to exchange ideas among the EUFORINNO topics: Climate change and biodiversity; Forest genetic diversity; Carbon dynamics in time and space; Modelling in forests and forestry; Forest disturbance and management.

Regional Briefs

Ljubljana among the most bike-friendly cities

The Copenhagenize Index gives cities marks for their efforts towards re-establishing the bicycle as a feasible, accepted and practical form of transport. The ranking system was developed in 2011 together with James Schwartz from The Urban Country and inspiration was gleaned from rankings like Monocle's Liveable Cities Index and rankings produced by The Economist.

This year's edition evaluated 122 cities, of which Ljubljana was ranked the 13th most bike friendly city, thanks to its bicycle culture, infrastructure and facilities. The city's bike-share program helps make the bicycle a staple transport form for the citizens. Ljubljana also gained high points for its serious political movement to establish itself as one of the world's great bicycle cities. The jury also noted that it was recently named the European Green Capital 2016.

Cross-Border Cooperation for Creative Economy Promotion



In May 2015 the Regional Development Agency of Ljubljana Urban Region (RRA LUR) successfully completed yet another inspiring cross-border project – Creative Startup, which was aimed at enhancing competitiveness of creative entrepreneurship in the border area between Croatia and Slovenia. Lasting

cross-border and interdisciplinary partnerships were formed to enable combining resources, exchanging good practices, as well as providing training sessions, seminars, workshops, and consultations for creatives wishing to start or continue an entrepreneurial career.

RRA LUR, moreover, coordinated and executed formulation of a longer-term cross-border strategy on creative economy based on prior extensive research (including a SWOT analysis of creative industries and mapping of both Slovenian and Croatian creative businesses in the border area which was prepared by project partners). Results were presented at a 3-day cross-border creative industries' fair and a parallel international conference 'Creative Forum'. Fruitful cooperation among Croatian and Slovenian project partners sparked numerous ideas – also for collaborative efforts in the field of creative economy after the project.

Inclusive Governance in Rural-Urban Areas



Urban and rural areas in Alpine Space (including the diverse Ljubljana urban region – LUR) are faced with several challenges: from landscape degradation, resource scarcity, and biodiversity decay to territorial fragmentation. These challenges demand cooperation between municipalities as well as other stakeholders in both rural and urban areas: there is a need for integrated policies and inclusive governance.

The Regional Development Agency of Ljubljana Urban Region (RRA LUR) and Anton Melik Geographical Institute, hence, took part in an EU funded project RURBANCE addressing precisely the above mentioned challenges through developing a corresponding governance model. The two Slovenian partners in the project conducted interactive workshops and a comprehensive survey, which led to identifying key opportunities for informal inter-municipal cooperation in LUR. Energy management and local food self-sufficiency were stressed as central areas demanding deepened cooperation between 26 LUR municipalities the most.