



**European Union**  
European Structural  
and Investment Funds



Municipality of CONZEPT

**Project proposal**

# **Experience nature on CONZEPT lake**

januar 2021



## **BASIC INFORMATION**

**Project name:** Experience nature on CONZEPT lake

**Lead partner:** Municipality of CONZEPT

**Lead partner's responsible person:** Janez Novak

**Project proposal's draftman:** Jaka Novak

**Project leader:** Laura Novak

**Date of document:** 10.01.2021

### **Project partners:**

Municipality of CONZEPT, lead partner

Tourist association, partner 1

BnB Inn, partner 2

Local institut for culture, partner 3



## DECISION ON APPROVAL OF THE PROJECT PROPOSAL

**Lead partner:** Municipality of CONZEPT

**Address:** Orožnova ulica 3, 3000 Celje

**Decision code:** \_\_\_\_\_

**Date of decision:** \_\_\_\_\_

**1. The project proposal for the project Experience nature on CONZEPT lake, prepared by Jaka Novak, is confirmed.**

**2. The value of the investment at constant prices is 39.195 EUR.**

**3. Funding resources shall be provided by:**

Experience nature on CONZEPT lake	Before 2021	2021	2022	2023	2024	SUM
Municipality of CONZEPT - own source	€ -	€ 6.737,50	€ 2.038,50	€ -	€ -	€ 8.776,00
EAFRD	€ -	€ 15.895,00	€ 12.792,50	€ -	€ -	€ 28.687,50
Contribution of project partners	€ -	€ 267,50	€ 1.464,00	€ -	€ -	€ 1.731,50
<b>SUM</b>	€ -	€ 22.900,00	€ 16.295,00	€ -	€ -	€ 39.195,00

**Janez Novak**

Lead partner's responsible person



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## Basic info

### LEAD PARTNER

**Name:** Municipality of CONZEPT  
**Address:** Orožnova ulica 3, 3000 Celje  
**Responsible person:** Janez Novak  
**Phone:** 40473708  
**E-mail:** info@conzept.si

### PROJECT MANAGER

**Name:** Laura Novak  
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**E-mail:** info@conzept.si

### PROJECT PROPOSAL DRAFTSMAN

**Name:** Jaka Novak  
**Phone:** 40473706  
**E-mail:** info@conzept.si

# Project frame

## Current situation and reasons for investment intention

Tourist events along Lake CONZEPT were extremely varied and frequent in the 1960s and 1970s. These golden times of tourism development turned the place and its surroundings into an important tourist destination. The events along the lake used to be varied, the lake was interesting for fun, sightseeing, healthy and active leisure in nature and various gatherings, and today the area faces many problems, among which stand out: • problems of many years of poor maintenance, routes, surroundings and infrastructure, • pollution of lake sediment (eutrophication), • poor water quality (acidification), • appearance - dilapidated shores of the lake, overflow and other facilities, • lack of recreational areas and facilities, • inappropriate catering offer. In the area of CONZEPT Lake we can meet many visitors throughout the year (locals, dog walkers, recreationists, organized groups, families, schoolchildren, fishermen, youth, random travelers), who have a common love of nature who want to relax and have fun. However, there are significantly fewer visitors than years ago, as the current view of the lake is not encouraging.

## Picture of the current state



## Reasons for project implementation

- » problems of many years of poor maintenance, routes, surroundings and infrastructure
- » lake sediment pollution (eutrophication)
- » dilapidation of lake shores, overflow and other facilities
- » lack of recreational areas and facilities
- » inappropriate catering offer

## Theme field

Environmental protection and nature conservation

## Project partners

Municipality of CONZEPT, lead partner

Tourist association, partner 1

BnB Inn, partner 2

Local institut for culture, partner 3

# Development opportunities

Project goals	Type	Quantity	Unit
investment maintenance work (pier)	measurable	1	set
implementation of educational content	measurable	5	workshop
promotion of the area (leaflet) at various tourist events	measurable	1000	pc.
cleaner lake water	general		
intergenerational socializing	general		

## Coherence of investment with development strategies

Due to the wide range of knowledge and experience provided by the partnership and various activities, the project, in addition to the theme field (TF) 3, also pursues TF1 (job creation - direct temporary employment with the possibility of permanent employment, employment of catering professions, connecting local stakeholders for joint market participation), TF2 (development of basic services - all activities promote care for a higher quality of life for the local population and visitors) and TP4 (greater involvement of young people, women and other vulnerable groups) - most project activities are adapted or aimed at empowering the elderly, children from families, the unemployed and the uneducated from the local area.



# Project influence

## Impact of the project on people and the environment

With intergenerational activities, such as organized cleaning and landscaping, interactive forest learning path and animation for different age groups, families, individuals or organized groups (kindergartens, schools), implementation of eco-camp, a motor park for the exercise and socializing of random or target visitors and the purchase of recreational equipment, we will contribute to the preservation and improvement of nature and the environment through the project. We want to present the entire experience of the area in its most original form, and systematically add activities for a pleasant and useful leisure time. We are aware of the fragility of nature and the importance of collective care for our environment.

## Expected situation after the project implementation

With the planned activities we want achieve greater visibility of the area (CGP, information brochure and promotion at local / regional events), sustainably arrangement the surroundings of Lake CONZEPT (cleaning the surroundings, pier, viewing platform, ecological toilet area), enable intergenerational gatherings (motoric park, family picnics with local food supply), interesting and attractive educational content (guided animations and implementation of a Eco-camp), digitization of the most exposed tourist spots in the municipality (digitization via online platform) and coordinated development of the area after the project (management plan).

## Picture of a new situation



## Target groups

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### Local influence:

locals and visitors who want to experience an active afternoon in the lake area

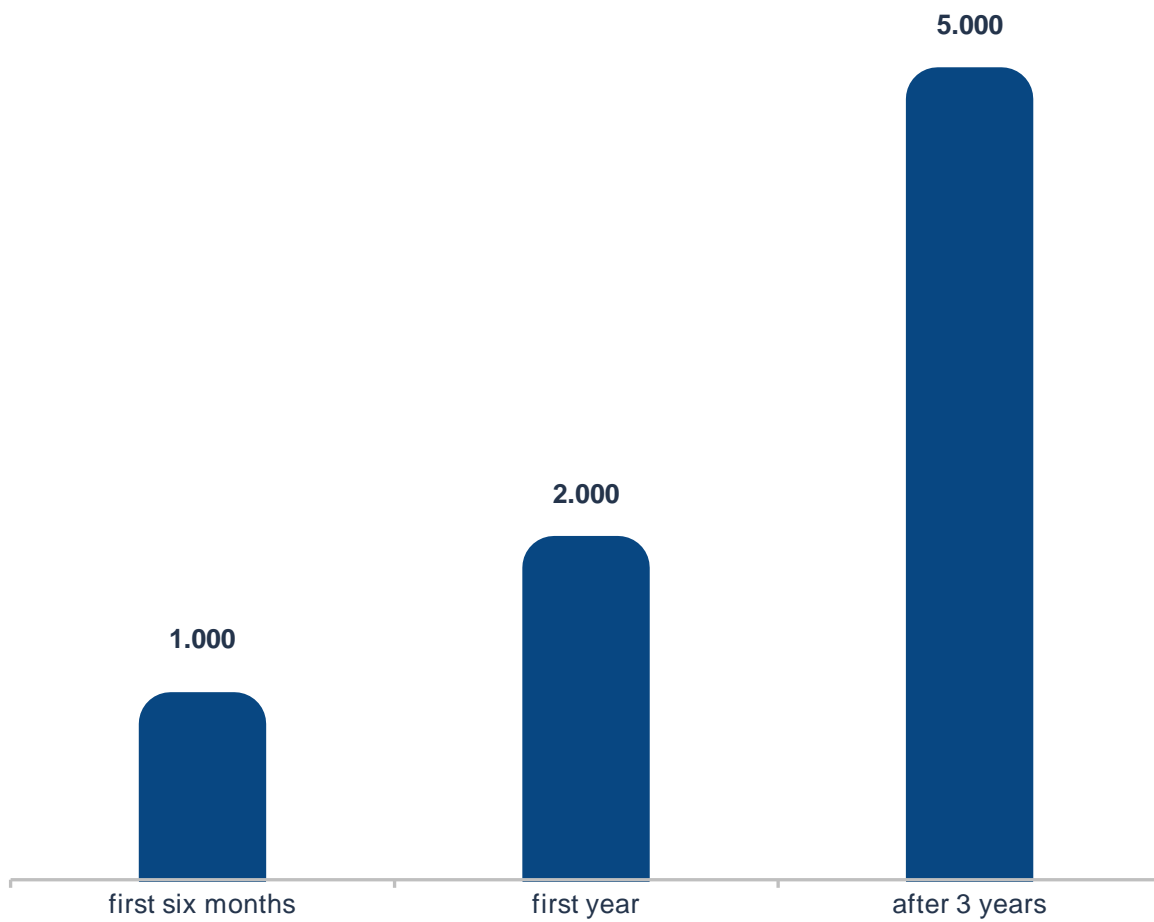


### Global influence:

NGO's and other local communities an example of good practice

## Project impact and mode of impact

Visitor count, simple satisfaction questionnaire, mailing list, media articles



## Cost estimate

The following activities are covered in the cost estimate: management plan, eco toilet, shed restoration, corporate design, promotional leaflet, cleaning the surroundings, interactive learning path, entrance board , motoric park (4 units), eco-camp (3 days), sports equipment, project coordination, restoration of piers, tax (Municipality), tax (LI of culture), tax (BnB Inn),

### Estimation of costs by activities

Activity	Type	Cost	Eligible cost
management plan	labor	€ 2.000,00	€ 2.000,00
eco toilet	material and services	€ 4.000,00	€ 4.000,00
shed restoration	in-kind contribution	€ 700,00	€ 700,00
corporate design	material and services	€ 450,00	€ 450,00
promotional leaflet	material and services	€ 300,00	€ 300,00
cleaning the surroundings	in-kind contribution	€ 1.300,00	€ 1.300,00
interactive learning path	material and services	€ 1.500,00	€ 1.500,00
entrance board	material and services	€ 300,00	€ 300,00
motoric park (4 units)	material and services	€ 3.000,00	€ 3.000,00
eco-camp (3 days)	labor	€ 3.500,00	€ 3.500,00
sports equipment	material and services	€ 200,00	€ 200,00
project coordination	project coordination	€ 1.500,00	€ 1.500,00
restoration of piers	material and services	€ 15.000,00	€ 15.000,00
tax (Municipality)	tax	€ 4.906,00	€ -
tax (LI of culture)	tax	€ 495,00	€ -
tax (BnB Inn)	tax	€ 44,00	€ -
<b>SUM (without tax)</b>		<b>€ 33.750,00</b>	<b>/</b>
<b>SUM (with tax)</b>		<b>€ 39.195,00</b>	<b>€ 33.750,00</b>

## Estimation of costs by year

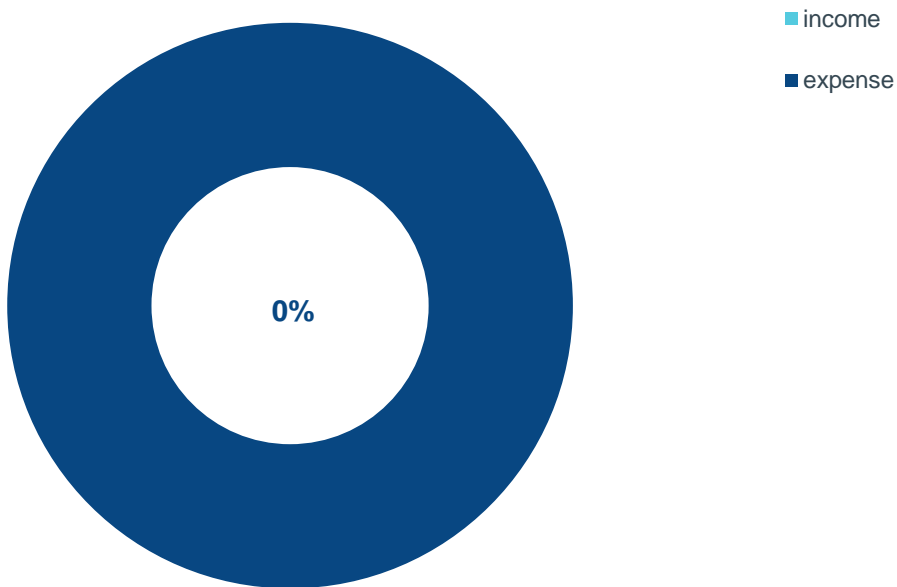
Activity	Before 2021	2021	2022	2023	2024	SUM
management plan		1.500,00	500,00			2.000,00
eco toilet		4.000,00				4.000,00
shed restoration			700,00			700,00
corporate design		450,00				450,00
promotional leaflet			300,00			300,00
cleaning the surroundings			1.300,00			1.300,00
interactive learning path			1.500,00			1.500,00
entrance board			300,00			300,00
motoric park (4 units)			3.000,00			3.000,00
eco-camp (3 days)			3.500,00			3.500,00
sports equipment			200,00			200,00
project coordination		750,00	750,00			1.500,00
restoration of piers		12.000,00	3.000,00			15.000,00
tax (Municipality)		4.000,00	906,00			4.906,00
tax (LI of culture)		200,00	295,00			495,00
tax (BnB Inn)			44,00			44,00
<b>SUM (without tax)</b>	<b>0,00</b>	<b>18.700,00</b>	<b>15.050,00</b>	<b>0,00</b>	<b>0,00</b>	<b>33.750,00</b>
<b>SUM (with tax)</b>	<b>0,00</b>	<b>22.900,00</b>	<b>16.295,00</b>	<b>0,00</b>	<b>0,00</b>	<b>39.195,00</b>



### Display of costs



### Income / expense ratio chart



## Financial plan by partners

Activity	Before 2021	2021	2022	2023	2024	SUM
Municipality of CONZEPT - own share	0,00	6.737,50	2.038,50	0,00	0,00	8.776,00
Co-funding	0,00	15.512,50	6.417,50	0,00	0,00	21.930,00
<b>SUM</b>	<b>0,00</b>	<b>22.250,00</b>	<b>8.456,00</b>	<b>0,00</b>	<b>0,00</b>	<b>30.706,00</b>
Tourist association - own share	0,00	0,00	300,00	0,00	0,00	300,00
Co-funding	0,00	0,00	1.700,00	0,00	0,00	1.700,00
<b>SUM</b>	<b>0,00</b>	<b>0,00</b>	<b>2.000,00</b>	<b>0,00</b>	<b>0,00</b>	<b>2.000,00</b>
BnB Inn - own share	0,00	0,00	74,00	0,00	0,00	74,00
Co-funding	0,00	0,00	170,00	0,00	0,00	170,00
<b>SUM</b>	<b>0,00</b>	<b>0,00</b>	<b>244,00</b>	<b>0,00</b>	<b>0,00</b>	<b>244,00</b>
Local institut for culture - own share	0,00	267,50	1.090,00	0,00	0,00	1.357,50
Co-funding	0,00	382,50	4.505,00	0,00	0,00	4.887,50
<b>SUM</b>	<b>0,00</b>	<b>650,00</b>	<b>5.595,00</b>	<b>0,00</b>	<b>0,00</b>	<b>6.245,00</b>
<b>SUM (all partners)</b>	<b>0,00</b>	<b>22.900,00</b>	<b>16.295,00</b>	<b>0,00</b>	<b>0,00</b>	<b>39.195,00</b>

# Basic elements of investment

## Expert bases and preliminary conceptual solutions

All project activities will be in accordance with:

- Regulation on the implementation of community-led local development (CLLD),
- spatial planning conditions,
- spatial implementation acts,
- adopted national spatial plans,
- the applicable laws and regulations related to the implementation of the project.

On the mentioned project proposal, we transferred examples of good practices from similar projects implemented by partners and for which various conceptual solutions and studies had already been prepared.

## Scope and specification of activities

The project proposal envisages 13 meaningful and interconnected activities that make up the project Experience nature on CONZEPT lake.

- management plan
- eco toilet
- shed restoration
- corporate design
- promotional leaflet
- cleaning the surroundings
- interactive learning path
- entrance board
- motoric park (4 units)
- eco-camp (3 days)
- sports equipment
- project coordination
- restoration of piers



## Promotional activities

1. corporate design of the area (design of a uniform corporate identity of the CONZEPT Lake area, which includes a logo, T-shirts, gift bags, leaflets) - 1;
2. promotional leaflets with the activities of the area (design and printing of a promotional brochure with the possibilities of spending free time by the lake and its surroundings with the most important information about the municipality of CONZEPT and its sustainable development - 1000 pieces;
3. project promotion at local and regional events (fairs, events) - 5 events

## Organization and personnel

Municipality of CONZEPT, represented by Janez Novak, will be the lead partner in the Experience nature on CONZEPT lake project and Laura Novak will be the project manager. The responsible project manager is in charge of project preparation, investment and project documentation and project implementation.

Tourist association, BnB Inn, Local institut for culture, are also participating in the project as partners.

The organization of the operation will be based on the project principle, in which all participants participate. The team for the implementation of the operation will adapt to the content and nature of the activities during its implementation. Each member of the group will be given their assignment according to their professionalism and work experience.

The contractors of project activities will be selected according to the principle of economy, efficiency and effectiveness, as well as the principles of transparency or on the basis of a public procurement in accordance with the Public Procurement acts.

## Indication of location



## Optimal location

lake CONZEPT, parcel numbers 96/1 and 97  
(cadastral municipality 123 CONZEPT)

## Reasons for choosing optimal location

- » the biggest lake in municipality
- » no other alternative
- » regulated ownership

## Project financing and timetable

Sources of funding	Before 2021	2021	2022	2023	2024	SUM
Municipality of CONZEPT - own source	0,00	6.737,50	2.038,50	0,00	0,00	<b>8.776,00</b>
EAFRD	0,00	15.895,00	12.792,50	0,00	0,00	<b>28.687,50</b>
Contribution of project partners	0,00	267,50	1.464,00	0,00	0,00	<b>1.731,50</b>
<b>SUM</b>	<b>0,00</b>	<b>22.900,00</b>	<b>16.295,00</b>	<b>0,00</b>	<b>0,00</b>	<b>39.195,00</b>

Activity	Institution	Start	Finish	Days
management plan	Municipality of CONZEPT	sep. 2021	mar. 2022	182
eco toilet	Municipality of CONZEPT	feb. 2022	mar. 2022	29
shed restoration	Tourist association	mar. 2022	maj 2022	62
corporate design	Local institut for culture	okt. 2021	nov. 2021	32
promotional leaflet	Local institut for culture	nov. 2021	feb. 2022	93
cleaning the surroundings	Tourist association	sep. 2021	apr. 2022	213
interactive learning path	Local institut for culture	jan. 2022	apr. 2022	91
entrance board	Municipality of CONZEPT	jan. 2022	mar. 2022	60
motoric park (4 units)	Municipality of CONZEPT	mar. 2022	apr. 2022	32
eco-camp (3 days)	Local institut for culture	jun. 2022	jul. 2022	31
sports equipment	BnB Inn	apr. 2022	apr. 2022	30
project coordination	Municipality of CONZEPT	sep. 2021	sep. 2022	366
restoration of piers	Municipality of CONZEPT	sep. 2021	dec. 2021	92
tax (Municipality)	Municipality of CONZEPT	sep. 2021	sep. 2022	366
tax (LI of culture)	Local institut for culture	okt. 2021	jul. 2022	274
tax (BnB Inn)	BnB Inn	apr. 2022	apr. 2022	30

## Project co-funding

In case of successful application in the tender for EAFRD funds, the project is eligible for 85 % co-financing of eligible costs or up to a maximum of 28.688 EUR.

It is necessary to ensure adequate financial traceability (project sub-account), for each partner.

As the project is expected to be co-financed by the EU, the instructions for proper labeling of operations must be followed in the implementation of the project. It is necessary to check the prescribed methods and limit values for correct labeling.

By preparing a project proposal, it is established that the project is justified, so we believe that the investment makes sense for further implementation.

For the project Experience nature on CONZEPT lake, the complete documentation from the regulations of the European Union or national legislation according to the type of operation is obtained (documentation for the construction of facilities or purchase of equipment in facilities; final building permit or other evidence for construction of facilities or purchase of equipment in facilities; interventions in areas where environmental restrictions apply (Natura 2000, protected areas, cultural heritage area. flood area. water protection area. infrastructure buffer zone. etc.).

The project does not generate revenue and/or is not provided for co-financing.

# Experience nature on CONZEPT lake



Rethink living



Municipality of CONZEPT

<b>BASIC INFO</b>	<b>Municipality of CONZEPT</b>	<b>Leader:</b>	Laura Novak
	Orožnova ulica 3, 3000 Celje	<b>Preparation:</b>	Jaka Novak
	<a href="mailto:info@conzept.si">info@conzept.si</a>	<b>Responsible:</b>	Janez Novak

<b>PROJECT FRAME</b>	<b>Reasons</b>	<b>Goals</b>
	<p>problems of many years of poor maintenance, lake sediment pollution (eutrophication) dilapidation of lake shores, overflow and other lack of recreational areas and facilities inappropriate catering offer</p>	<p>investment maintenance work (pier) promotion of the area (leaflet) at various tourist events implementation of educational content intergenerational socializing cleaner lake water</p>

<b>BEFORE - AFTER</b>		
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<b>LOCATION</b>	<b>Main location</b>	<b>Alternative locations</b>
	lake CONZEPT, parcel numbers 96/1 and 97 (cadastral municipality 123 CONZEPT)	

<b>PARTNERS</b>	Municipality of CONZEPT
	Tourist association
	BnB Inn
	Local institut for culture

<b>ACTIVITIES</b>	<b>Start</b>	1.02.2021	<ul style="list-style-type: none"> <li>- management plan</li> <li>- eco toilet</li> <li>- shed restoration</li> <li>- corporate design</li> </ul>	<ul style="list-style-type: none"> <li>- interactive learning</li> <li>- entrance board</li> <li>- motoric park (4)</li> <li>- eco-camp (3 days)</li> </ul>	<ul style="list-style-type: none"> <li>- restoration of piers</li> </ul>
	<b>Finish</b>	1.09.2022	<ul style="list-style-type: none"> <li>- promotional leaflet</li> <li>- cleaning the</li> </ul>	<ul style="list-style-type: none"> <li>- sports equipment</li> <li>- project coordination</li> </ul>	

<b>FINANCE</b>	<b>Total value (with VAT) = 39.195 EUR</b>	<b>Co-financing = 28.688 EUR</b>	<b>Income = EUR</b>
	