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Ljubljana  
City Administration

**Mayor's Cabinet**

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## Press release

# **For a more beautiful and even greener Ljubljana**

Ljubljana, 25 March 2015 - **The traditional spring cleaning campaign For a More Beautiful Ljubljana 2015 is taking place between 22 March, the World Water Day, and 22 April, the World Earth Day.**

Colleagues of Ljubljana's City Administration, public companies and institutes have taken part in the cleaning campaign for an even more beautiful city every year so far and will do so this year, as well. We will put special emphasis on precious water and greening the city. To this end we are preparing two major projects – the WATER project and a major collective tree-planting campaign.

## **22 March, World Water Day**

As is traditional, the For a More Beautiful Ljubljana Campaign 2015 started on World Water Day. This year's theme 'Water and Sustainable Development' highlights the influence of water and a sustainable and safe future for us all, as well as the sustainable development of the whole society. The message of World Water Day is also related to the **Water project**, produced by partnership between the City of Ljubljana, Museum and Galleries of Ljubljana and the public water supply company JP Vodovod-Kanalizacija. An exhibition and numerous accompanying events and activities will present water as an element through the past, present and future. Activities will begin with the opening of the central exhibition at the end of June at Ljubljana City Museum and continue all the way to 2016 when Ljubljana will be European Green Capital.

JP Vodovod-Kanalizacija's traditional message is 'Water is our common responsibility'. With this, the company commits itself to act responsibly to the environment and encourages the whole population towards this, including the youngest ones. Thus in spring they prepare mascot Cevko workshops in Ljubljana schools and kindergartens, and kindergartens will be equipped with Cevko meters for water consumption. Activities are organised for residents – guided tours of the waterworks at Kleče and Ljubljana Central Wastewater Treatment Plant – in the coming spring, more Ljubljana drinking fountains will open. **Ljubljana has 22 drinking fountains, and you can find the nearest one with the TapWater Ljubljana app or on the website <http://www.primavoda.si/voda-v-ljubljani#pitniki>.**

At the House of Water in Minicity on 22 March, JP Vodovod-Kanalizacija will prepare a celebration of World Water Day, where children will be encouraged to spend the whole day thinking about water, carry out experiments with water, have fun with Cevko the mascot and create a great song about water with rapper Rok Trkaj.

## **Ljubljana, European Green Capital 2016**

In Copenhagen in June last year, Ljubljana was given the prestigious title of **European Green Capital 2016**, as the expert commission expressed the opinion that we had achieved the greatest changes in the city's sustainable development in the shortest time

**and successfully combined two things: maintaining the city's green identity and carrying out sustainable projects to improve the quality of life in the city.** The European Commission award is not only confirmation of our work to date, but gives us new impetus and new challenges.

The traditional campaign For a More Beautiful Ljubljana is an opportunity for staff of the City Administration and public companies and institutes that operate under the City's wing, to actively contribute to an even lovelier and greener Ljubljana. This year's campaign will be characterised by the title **European Green Capital 2016** – within this framework **this year and next we will plant 12,089 trees**, which is the total number of staff in the great City family.

The multiple planting campaigns will start on **Saturday 11 April 2015**. Details of the event will be available soon.

### **For a More Beautiful Ljubljana Cleaning Campaign 2015**

**Waste management public company Snaga** will provide a permanent duty team which is ready on call for participants of cleanup events in person or by phone. There are to be 8,000 plastic bags available plus 8,000 disposable gloves, which cleaning action organisers can pick up from JP Snaga HQ.

**The City of Ljubljana City Administration Board for Economic Public Companies and Traffic** will be carrying out a regular programme of maintenance and in particular strengthening the cleaning and tidiness of the city and its green spaces and repairing damage after the winter.

**The City of Ljubljana City Administration's Local Self-Government Office** will take care of the distribution of bags and gloves to societies and organised groups who are preparing cleanup actions.

**The Ljubljana Tourism** public institute co-ordinates cleanup actions by tourist associations across the City of Ljubljana and all active tourist associations in Ljubljana will take part in the cleaning campaign this year too. About 100 cleanup campaigns are planned.

Tourism Ljubljana and the Vivera Society for Underwater Activities are organising a central event on Saturday, 18 April 2015 – **the traditional cleaning of the Ljubljanica River**, which has become a highly popular tourist event alongside its ecological mission. The campaign will see participation from divers, members of the Vivera society for underwater activities, members of other diving clubs affiliated to the Slovenian Diving Association as well as other societies: for environmental protection, fishing, fire brigades, boatmen and rescue among others.

The cleanup campaign is a friendly and healthy way to socialise, at the same time raising awareness about waste and encouraging a positive attitude to the environment.

**Join the 'For a More Beautiful Ljubljana' campaign!**