

**DIGI boosts healthy  
meals to more than 50% LOCAL:  
Project to increase local food self-sufficiency  
in City of Kranj -  
with public procurement of food in public  
institutions - dynamic purchase system (DPS)  
Ana Vizovisek, City of Kranj**

*An example of good practice of the City of Kranj, 20th February 2025*



MESTNA OBČINA KRANJ



# ABOUT KRANJ

population  
57.133

3rd  
largest city in  
Slovenia



EUROPEAN UNION



EU  
MISSIONS

100 CLIMATE-NEUTRAL AND SMART CITIES



# KRANJ - FOLLOWS THE SUSTAINABLE DEVELOPMENT GOALS (SDG)



## KRANJ - FOLLOWS THE SUSTAINABLE DEVELOPMENT GOALS (SDG)

NUTRITION is one of the most important pillars in the process of sustainable development and includes, among other things:

- Elimination of hunger
- Ensuring equitable access to healthy and safe food
- Ensuring self-sufficiency
- Reducing food losses and food waste
- Reducing food supply routes and thereby reducing CO<sub>2</sub> emissions



## SOME FACTS AND WHY THE " DPS " PROJECT (1/1)

- **100 CLIMATE NEUTRAL AND SMART CITIES BY 2030**

22.10. The City of Kranj obtained the EU Mission Label from the EC (nutrition recognized as an important part of the mission)



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## SOME FACTS AND WHY THE " DPS " PROJECT (1/2)

- City of Kranj participates in the **Urban Agenda work group for Food** - where policies and legislation are being prepared that will have an impact on self-sufficiency in Europe
- An important part of activities to achieve climate neutrality is also **local food self-sufficiency** and locally produced food on the menus of the most vulnerable groups, citizens, care for the sustainable development of agriculture, a sustainable attitude to the production and "use" of food, short procurement routes, etc.
- **a priority project of the mayor and the City of Kranj**
- the beginning of the DPS in 2020



# HOW WE STARTED - important starting points of the project (1/1)

- **What did we want to achieve?** – increase the share of local and organic food on the menus of public institutions
- **12 public institutions from three municipalities (Kranj, Šenčur, Naklo) have been included** in the project since 2020 – primary schools, kindergartens of the City of Kranj, Elderly Home, Biotechnical Center Naklo - secondary school
- **Implementation of the survey in 2019** - quantities, value, personnel, shares of local food, course of public procurement,...



## HOW WE STARTED - important starting points of the project ( 1/2)

- A beginning of cooperation with the law office Praetor
- Speaking with principals, suppliers - presentation of the DPS
- food ordering system is digitized and automatically calculates the proportion of ordered organic foods and Quality Scheme foods
- the criteria for choosing food are **quality** (local products supported by certificates) and **price** - (40:60)
- to raise awareness of the local offer, **special events are organized** annually, where local producers present their produce/products to meal organizers





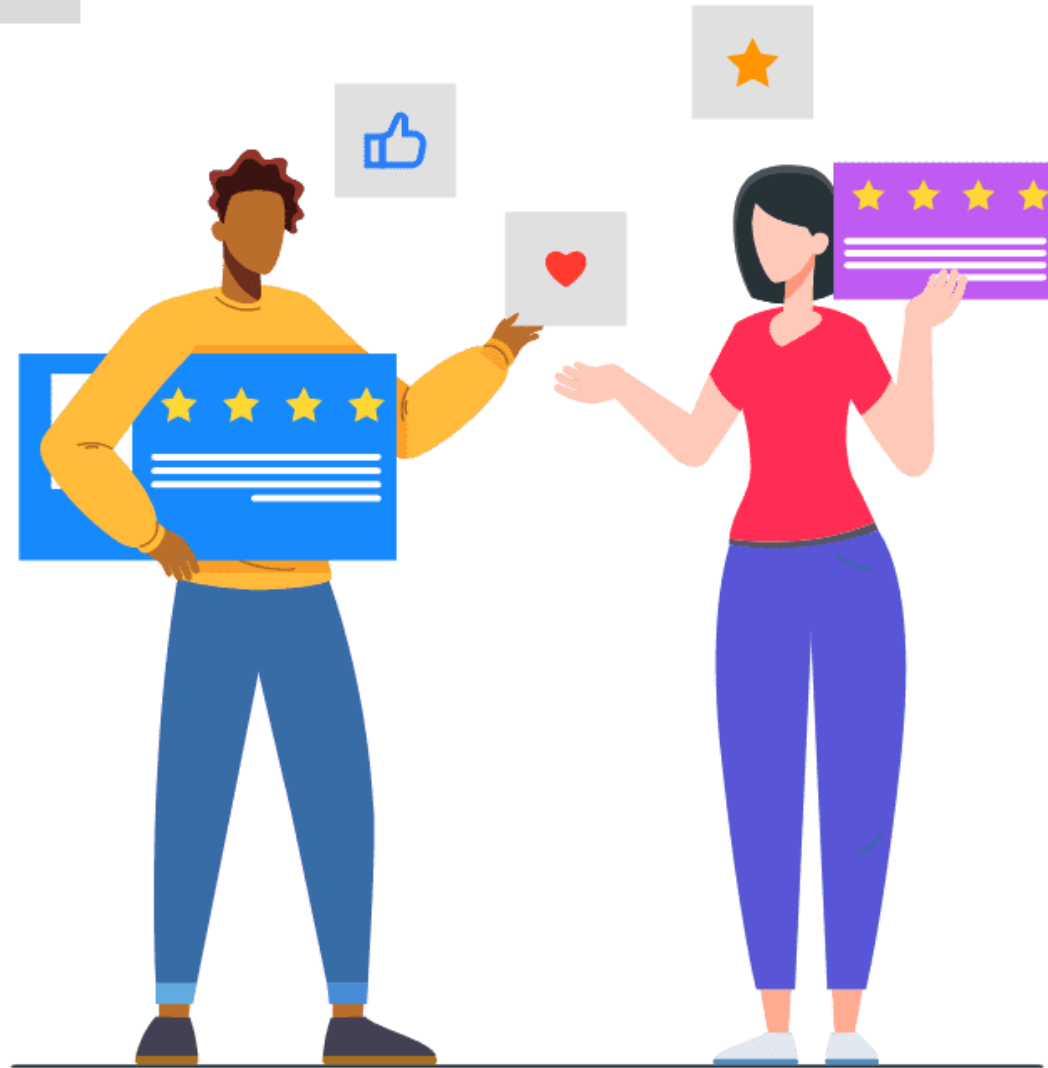
## PROGRESS OF THE PROJECT (1/2)

- **What is a dynamic procurement system:** where new suppliers can enter the system over the entire duration of the process, easier conclusion and termination of contracts (previously: framework agreement - long-term 3-5 year cooperation)
- **establishment of a project coordinator** that connects growers/producers with public institutions and the City of Kranj
- **public institutes:** preparation of demand (we have agreed on 12 uniform food categories) via a digital portal – until 2023 Food catalog (also in connection with the platform „Goodness of Slovene Farms“ (Chamber of Agriculture and Commerce) - plan in 2025: **to upgrade with a new own digital product (food app - eŽivila)**)
- **Praetor:** publication of requests on the public procurement portal, selection of suppliers, preparation and conclusion of contracts - legal assistance to public institutions



## PROGRESS OF THE PROJECT (2/2)

- year-round communication (process) with suppliers/producers and food organizers
- workshops for food organizers, professional meetings with suppliers, individual consultations



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# ANALYSIS AFTER CONCLUSION OF CONTRACTS FOR 2024

- In the categories of **meat and meat products**, **fish and seafood**, **milk and dairy products**, we see the biggest challenge to increase the presence of local suppliers.
- **WHAT IS IMPORTANT:** preliminary market analysis, professional staff from various fields - nutrition, law, accounting, knowledge of legislation, guidelines, good practices, active participation of all involved in the preparation and realization of the public procurement, experience and precision, available time, management support



## ANALYSIS AFTER CONCLUSION OF CONTRACTS FOR 2024 – we are on the right track


- **Kranj's kindergartens** (the largest kindergartens in Slovenia ) – they reached **47.62 %** (in public procurement and eliminated batches) of the share of organic foods and foods from quality schemes in relation to the total estimated amount of foods (expressed in kilograms)
- **Šenčur Primary School** - cost reduction of food procurement by **8%** (more lots with less food - increase from 20 to 70 lots)
- **proposals for measures** (annual meeting of food organizers and producers (soft and other approaches):
  - *better payment for chefs, the reputation of the chef profession, give chefs access to knowledge, meals should be "attractive" for children, more cooperation between chefs and growers, digital knowledge (food organization, growers), the price of lunch , staff malnutrition...*



## Expansion of the idea of joint public procurement to regional level – Gorenjska region

- in the content of the „DPS" project, it was included in the CLLD project - **LOCAL GOR** - the City of Kranj is included in the project as a promotional partner - RAGOR's leading partner (regional development agency)
- in cooperation with **the regional agency SORA**, the project was also presented in Škofja Loka, where they are very active in projects in the field of increasing local food self-sufficiency
- we made promotional videos with project ambassadors
- On November 14, 2024, a special event was held as part of Slovenian Food Week - Carniola - market of local food.



A close-up, slightly low-angle shot of a woman with her hair in a braid, wearing a traditional Slovenian headscarf with a colorful floral pattern and a dark jacket. She is looking down, focused on her work in a lush green field. The background is softly blurred, showing more of the field and a hint of a blue sky.

Local food producers are part of our cultural heritage and national identity.



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THANK YOU FOR  
YOUR ATTENTION



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