



# INDIVIDUAL GREENING PLAN

## 1 GENERAL INFORMATION

**COUNTRY:**  
Slovenia

**ORGANISATION:**  
Slovenski gradbeni grozd - GIZ (Construcion Cluster of Slovenia)

**YOUR RATIONALE FOR GREENING YOUR ORGANISATION:**

Raising awareness of green practices and competencies in the construction sector, through the provision of specialized training and services.

**YOUR VISION FOR YOUR ORGANISATION:**

Our vision is to be recognized nationally and more widely as a competent partner for helping with the green transition in the wider construction sector, with an emphasis on the circular economy.



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## 2 INDIVIDUAL GREENING INITIATIVES OF YOUR ORGANISATION

### WHICH GREENING INITIATIVE/MEASURE ARE YOU PLANNING?

Specialized training and services to help with the green transition in the construction sector

### WHICH AREA DOES THIS INITIATIVE TARGET?

Greening the curriculum and training

### OBJECTIVE:

Preparation of specialized training and services to help with the green transition.

### DESCRIPTION:

This initiative is a continuation of past activities to promote the circular economy, which we started in 2015 in various projects. Over the years, we have gathered a lot of knowledge and experience, as well as connections all over the world, with which we can help companies in their green transition, with an emphasis on the circular economy.

### TARGET GROUP:

Companies operating in the field of construction (built environment value chain).

### LEADERSHIP AND STAFF INVOLVED:

Vladimir Gumilar, cluster manager  
Andro Goblou, project manager

# 3 IMPLEMENTATION PHASE

## Planning of Implementation:

*Details on planning, including timelines and task assignments. Description of specific activities to be carried out, outcomes, and execution methods*

What (Tasks/Activities)	Who is responsible?	How? (Execution Method)	When? (Timeline)
1. Designing a service or training	Vladimir Gumilar, Andro Goblon	Defining the goal of the service or training. Activity planning. Creation of the execution scenario.	2 weeks (for each service separately; it will probably take this much for the first service, but we estimate less for the following ones)
2. An overview of the necessary competencies to perform the service.	Vladimir Gumilar, Andro Goblon	An overview of the necessary competences for the performance of the service and a comparison with one's own competences. In case of missing competences, cooperation with external contractors and/or acquisition of missing competences through training.	1 week (for each service separately; it will probably take this much for the first service, but we estimate less for the following ones)
3. Testing	Vladimir Gumilar, Andro Goblon	Implementation of test training in the selected company (a member of our cluster).	4 weeks
4. Promotion and marketing of a service or training	Vladimir Gumilar, Andro Goblon	Preparation of printed media (flyers), announcements on social networks and the website, advertisements in appropriate targeted media, direct communication, e-mail and regular mail	From the beginning, ongoing all the time.

# 3 IMPLEMENTATION PHASE

### Resources:

*Make a list of all resources you need. Give information on how necessary resources will be gathered/acquired, such as funding, materials, human resources and stakeholders involved, etc.*

Type of resource (money, time, material,...)	Who much do you need?	Who will you secure this resource?
Time (1 month per service or training to start the service or training)	1 month for each service or training	Vladimir Gumilar
Knowledge of relevant methods, resources for our own further training, case study resources, etc	Ni določeno; poteka ves čas	Vladimir Gumilar, Andro Goblon
Adequate knowledge of consulting services, coaching, preparation and implementation of trainings.	Ni določeno; poteka ves čas	Vladimir Gumilar, Andro Goblon
Promotional material (leaflets)	300 copies in Slovenian 500 copies in English	Andro Goblon
Financial resources	2500 Euro	Vladimir Gumilar

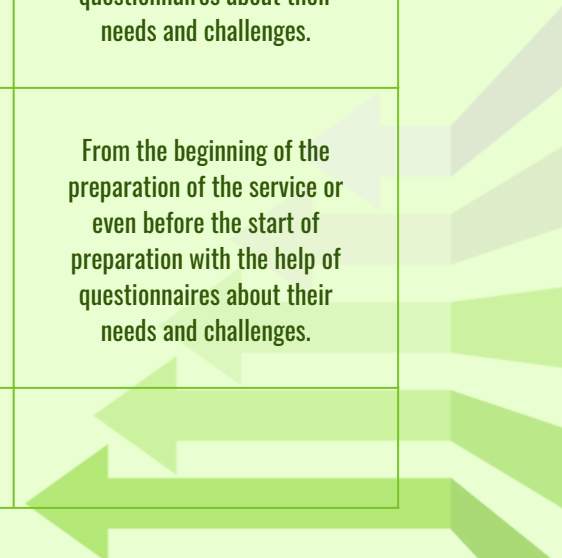


# 3 IMPLEMENTATION PHASE

## Engagement and Awareness:

*Strategies for engaging and raising awareness among the school community and/or the external community about the initiative*

Who do you want to engage/communicate to?	What is the goal of engaging this person/group?	What do you need to communicate?	How do you want to engage them/communicate (channel)?	When? (Timeline)
cluster members	awareness raising and sale of services or training	How to achieve a competitive advantage with the help of the green transition and the circular economy.	direct messaging and person to person communication	From the beginning of the preparation of the service or even before the start of preparation with the help of questionnaires about their needs and challenges.
decision-makers in small and medium-sized enterprises, which are the target group for the selected service or training	awareness raising and sale of services or training	How to achieve a competitive advantage with the help of the green transition and the circular economy.	direct messaging and person to person communication	From the beginning of the preparation of the service or even before the start of preparation with the help of questionnaires about their needs and challenges.



# 4 MONITORING AND ASSESSMENT OF YOUR INITIATIVE

**In which areas should the initiative bring benefits and improvements?**

- *Social (e.g. Awareness, behavioural changes, improved equality, diversity, well-being...)*
- *Environmental (e.g. less carbon emissions, better air quality, ...)*
- *Economic (e.g. financial savings, innovation opportunities through workers with sustainability competences, )*

**Remember: The KPI is formed by a current value, a target value, and the metric (variable that will be measured).**

**How will you monitor and assess the success of your Initiative?**

What are the goals of your initiative? Which impact should your initiative generate? (Topic)	What is your current value? (It is not necessary to have one in some cases)	What is the target value and timeline for completion?	What variable will be measured?	Key actions to achieve the target value	How do you want to measure it? (Monitoring instrument, e.g., surveys, energy bills, etc.)
cluster branding	a limited range of companies that know us and know how we can help them	10 new cluster members in one year.		Communication activities,	
the number of newly established contacts with companies and organizations, potential members of the cluster		75 in one year		Communication activities,	