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P1 RCSS - Razvojni center Srca Slovenije, d.o.o / Development Centre of the Heart of Slovenia, Slovenia

Development Centre of the Heart of Slovenia - RCSS was established in 2000 by the municipality of Litija for the implementation of entrepreneurship support at the local level. Now it is positioned in Slovenia as a qualified and desirable development partner, particularly in the fields of rural tourism, self-sufficiency with food, and (innovative) entrepreneurship development.

RCSS is active in central Slovenia where it connects 10 municipalities at the sub-regional level: Litija, Šmartno pri Litiji, Ivančna Gorica, Šentrupert, Dol pri Ljubljani, Lukovica, Mengeš, Kamnik, Domžale and Trzin, seven of which are members of the Development Partnership of the Centre of Slovenia established in 2006 for the purpose of encouraging regional development.

The leading strategic programme for The Heart of Slovenia is the Sub-regional Development Programme of the Development Partnership of the Centre of Slovenia 2014-2020. The strategy defines the following strategic objectives based on the needs of the region, promotion of coherent regional development, and existing European, national, and regional documents:

- active, supportive environment striving to promote development activities
- regional self-sufficiency based on the use of local resources (natural and human)
- high quality of life for all inhabitants of Heart of Slovenia with emphasis on regional identity

6 key programmes of the strategy are:

- Supportive environment for entrepreneurship (this involves tourism related SMEs)
- Upgrading the local self-sufficiency system
- Tourist destination The Heart of Slovenia (with a focus on active year-round tourism in rural areas)
- Intergenerational support network for the elderly (older people as primary target group)
- Energy network
- Craft maker network of The Heart of Slovenia (this also involves tourism related SMEs).

Projects related to tourism are also based on the strategy of tourism development and marketing in the Heart of Slovenia, which was approved by the Development Partnership of the Centre of Slovenia in 2011.





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The Development Centre of the Heart of Slovenia brings together residents, tourism providers, entrepreneurs, farmers, societies and institutions. They follow the “bottom-up” approach, bring financial resources to the Heart of Slovenia region, recruit, educate and consult, open new sales channels and create new marketing products, inform and promote the Heart of Slovenia region, organize events and conferences, and draw up strategic documents for municipalities.

The Development Centre of the Heart of Slovenia is also coordinator of 2 national networks: the Association of Sub-Regional Development Agencies of Slovenia - ZORA – and the Consortium of Handicraft Centres of Slovenia, which also provides good connections and cooperation at the national level.

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