



Montenegro
Old Royal Capital Cetinje
Mayor

Ladies and gentlemen,

Pleased with this opportunity to speak to you, at the beginning, I'll say something about Cetinje, former Capital of Kingdom of Montenegro and, today, Old Royal Capital of Montenegro.

Known as the 'City of the Museums', with less than 20,000 inhabitants, Cetinje is cultural metropolis of Montenegro and a town which holds great potential for growth of cultural, nature-based and religious tourism.

With significant cultural heritage in its Historical Quarter, Cetinje is candidate for UNESCO World Heritage Site. Town's Historical Quarter, due to its value of a special urban agglomeration with artistic and cultural-historical qualities of individual monuments, has acquired in 1961 the status of the monument of culture of the First category. Historical Quarter covers 58 ha, 33 ha of which is a compact urban area, and 25 ha park areas and landscaping, and represents one of the most precious parts of the cultural heritage of Montenegro. In Old Royal Capital is concentrated 15 percent of all cultural monuments in Montenegro.

Whole Town and its Historical Quarter represent the historical memory of Montenegro, starting point and the meeting place of spirituality and national self-awareness. As a nest of freedom, it was a throne of two royal dynasties, it was a town of embassies, a town of cultural creativity...

In accordance with that, together with UNDP, Old Royal Capital Cetinje initiated project "Beautiful Cetinje", which implies economic revitalization of the old capital through urban

reconstruction of the cultural heritage with energy efficiency considerations, provision of vocational trainings and support to small businesses.

Main idea of this project is renovation and adaptation of buildings that are part of historical and cultural heritage in order to preserve them, but also to improve them by implementing energy-efficiency measures and making buildings more environmentally friendly.

Existing legislative framework in Montenegro does not require implementation of energy efficiency measures in the buildings that are part of historical heritage, but Old royal capital Cetinje recognized all the benefits and potentials of this approach. Namely, old buildings in Historical Quarter of Cetinje contain a considerable amount of embodied energy and were built to last. In order for them to continue to be comfortable for the future, this project will seek a range of viable interventions that can be adopted to improve their energy efficiency. Good levels of energy efficiency will protect the sustainability of historic buildings, and ensure that present functions achieve affordable comfort.

Reduction of energy inefficiency in these buildings will be done without compromising their historic and architectural character. This will be done through balancing historic buildings' character, retention of original fabric, energy conservation and the needs of modern living and functioning.

Additionally, this project will create opportunity for providing vocational trainings in specific construction skills to significant number of unemployed people in Cetinje, which will then have the opportunity to apply for new temporary or permanent jobs which will be subsequently hired by firms contracted by the project to refurbish chosen buildings, primarily monuments of culture.

Implementation of this project will include three objectives. First objective is to regenerate urban environment and revalorize buildings of historical and cultural importance, implementing energy efficiency measures. In that part, we'll identify buildings in Historical Quarter that are most suitable for reconstruction. As a part of activities we'll perform energy audits for selected objects in order to determine existing level of energy efficiency, define possible measures for improvement and calculate estimated costs for reconstruction, develop architectural projects for reconstruction and select and recruit companies that will perform reconstruction works.

Second objective is to increase the employability of hardly employable people through vocational trainings for specialized construction workers and touristic workers, while strengthening the capacities of local administration to further implement labor market policies. Activities which will be a part of objective two are conducting an assessment of local labor market needs for construction and tourism workers, identifying suitable and motivated unemployed persons for the training, selecting competent trainers and training institutions through competitive process and performing vocational trainings in construction skills and touristic skills.

During the objective three, we'll try to encourage small business entrepreneurship and self-employment through "Start your business" and "Start your tourism business" trainings, financial support for business entrepreneurship and self-employment, women entrepreneurs and public awareness campaign.

Expected benefits of the above mentioned activities should be related to improvement of living environment of the citizens of Cetinje. We hope that, with the "Beautiful Cetinje" project, we'll improve perspective for socially disadvantaged groups through vocational, training and permanent employment, and that one of benefits will be strengthening and developing of local construction businesses. We believe, too, that capacity for tourism development of Cetinje, with this project, will increase.

At the end, we hope that community involvement through business support and replicable and sustainable development model, established for social inclusion and urban renewal will be among benefits of "Beautiful Cetinje" project.

Satisfied with this occasion and with opportunity to introduce you project "Beautiful Cetinje", I would like to thank you for your attention.