

WE TURN REGIONAL IDEAS INTO FUNDED, WORKING PROJECTS – FOR MUNICIPALITIES, COMPANIES AND EU CONSORTIA.

30+ YEARS

of development projects

23 COUNTRIES

of partners and clients

22 PROJECTS

documented since 2009

4

work packages in Horizon
Europe consortia

WHO WE ARE

ZIP is a private non-profit institute based in Maribor, Slovenia. For more than 30 years we have prepared and managed development projects in tourism, rural development and agri-food – with local partners in north-eastern Slovenia and the cross-border area. Today we combine this know-how with digital solutions and AI under human oversight.

OUR ROLES IN YOUR CONSORTIUM

LIVING LAB AND PILOT SITE

We involve local users, run co-creation workshops and the pilot, monitor indicators and evaluate the results.

TECHNOLOGY PARTNER

We build the digital solution – platform, process automation, data integration and AI with human oversight – and validate it in the field.

LOCAL NETWORK

Access to municipalities, local action groups, tourism organisations, providers, farms and cooperatives, and dissemination of results.

SERVICES

- partnership design and partner search, national and international
- project concept and proposal preparation
- integral project management and coordination
- monitoring and evaluation

FIELDS

- sustainable tourism
- rural development and agri-food
- innovation and entrepreneurship
- digital transformation and AI

PROGRAMMES

Interreg Slovenia – Austria (2007–2013, 2014–2020, 2021–2027) · UIA – Urban Innovative Actions · LEADER · Horizon Europe (through our team)

WHY ZIP

FROM THE GROUND TO A WORKING SOLUTION

We know what municipalities, destinations, farms and cooperatives need and turn it into a digital solution that works in practice.

A PROJECT THAT RUNS

We run projects on a clear process supported by an AI platform: work plan, deadlines, evidence, reports and indicators in one place.

PROPOSALS THAT CONVINCE

Calls increasingly ask for a digital component, piloting and measurable results. We cover both.

ROOTED LOCALLY

A network of municipalities, local action groups, tourism organisations, providers, farms and cooperatives in north-eastern Slovenia.

SELECTED PROJECTS

BIKE & SPA

2024 – 2027 · Interreg Slovenia – Austria

ZIP role: partner

A cross-border partner network of cycling and wellness providers in Podravje, Pomurje and the Thermen- & Vulkanland region.

URBAN SOIL 4 FOOD

2017 – 2020 · UIA – Urban Innovative Actions

ZIP role: partner

Soil from construction sites as a resource for urban gardens: more local food and a smaller carbon footprint.

FLAGSHIP PRODUCTS

2016 – 2019 · Interreg V-A Slovenia – Austria

ZIP role: partner

New knowledge, experiences and joint marketing for the flagship tourism products of the Slovenia – Austria border region.

REGIO VITALIS

2010 – 2014 · OP Slovenia – Austria 2007–2013

ZIP role: partner

New approaches to health tourism and cross-border employment in Eastern Styria, Podravje and Pomurje.

ORGANISATION DETAILS

ZIP	Zavod za inovativnost in podjetništvo (Institute for Innovation and Entrepreneurship)
Address	Makedonska ulica 41, 2000 Maribor, Slovenia
Registration no.	2343657000
VAT ID	SI35195452
PIC	to be added
Contact	info@zipiie.eu · www.zipiie.eu

KEY EXPERTS



JANJA VIHÉR

Senior Project Manager and co-founder of ZIP

More than 30 years in public administration, tourism, regional development and agri-food; more than 100 European and 100 national projects – from concept and proposal to implementation and reporting.

- leads 4 work packages in Horizon Europe consortia
- Interreg, Horizon Europe, UIA, LEADER, COSME
- former managing director, Maribor-Pohorje Tourist Board (22 municipalities)
- chair of LAG Štajerska and of the SmartAlp committee

janja.viher@zipiie.eu



BRANKO KMETEC

Director of ZIP

Architect of digital processes and AI solutions. More than 30 years of business process automation in regulated environments – banking, logistics, insurance and the public sector.

- DHL, Raiffeisen Bank International, Generali, Deutsche Postbank
- Temporal, Camunda, Appian; agentic AI
- AI with human oversight, GDPR, TRL 4 → 7
- MBA Digital Transformation (WU Vienna, with honours)

branko.kmetec@zipiie.eu

Full CVs (2 A4 pages each) are available at www.zipiie.eu.