ZIP | INSTITUTE FOR INNOVATION AND ENTREPRENEURSHIP

ORGANISATION PROFILE

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.

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

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.

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

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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
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Contact	info@zipiie.eu · www.zipiie.eu

KEY EXPERTS

JANJA VIHER
Partner

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

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)

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