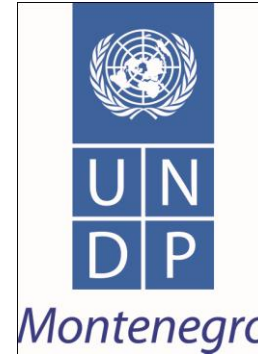


# Beautiful Cetinje



*Old Royal Capital Cetinje*



Re-vitalization of the old capital trough

- urban reconstruction of the cultural heritage with energy efficiency considerations
  - provision of vocational trainings
  - support to small businesses
- encouraging green design ideas and innovations in overall urban development

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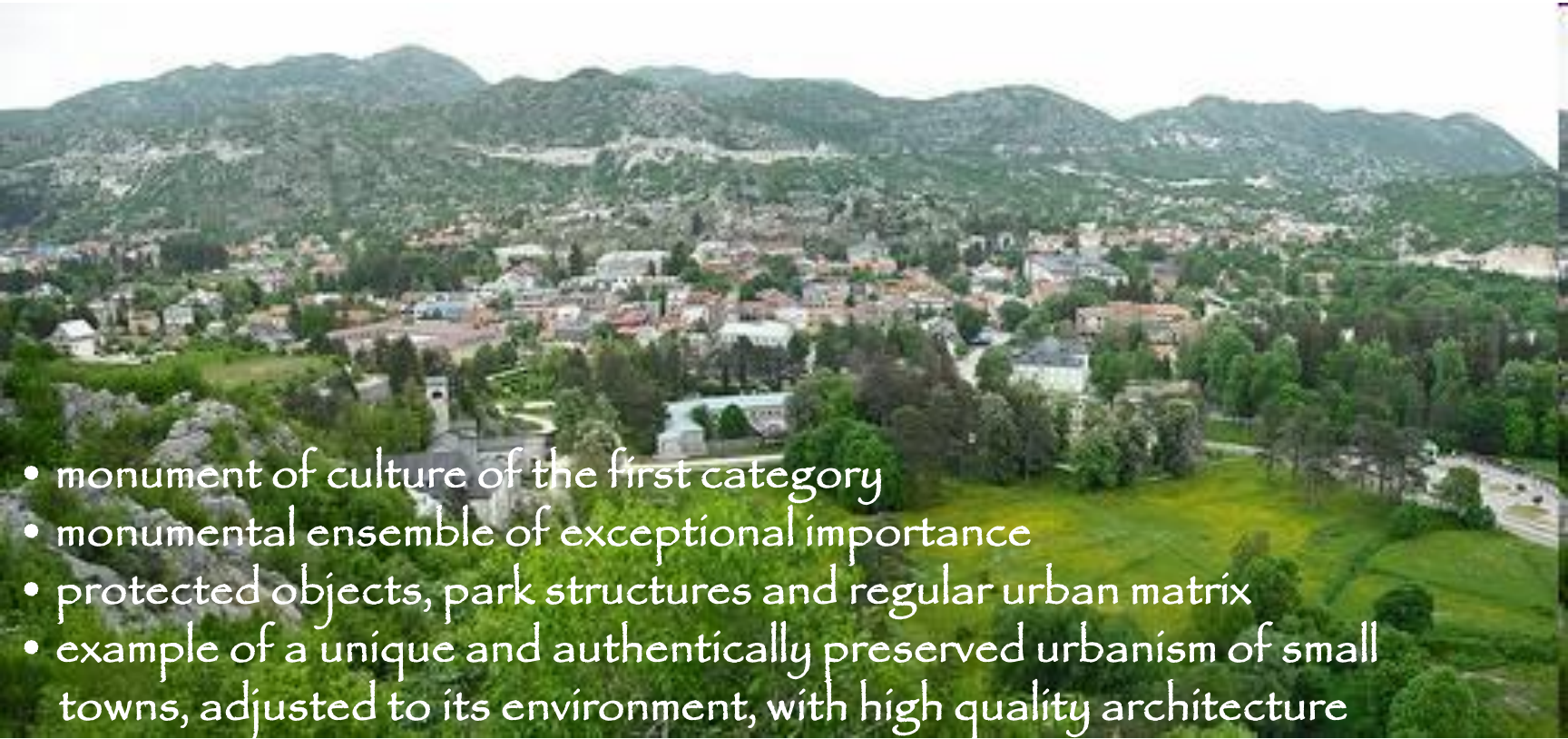
# Old Royal Capital Cetinje



- place of historical and national identity, of memory and continuity
- community which cherishes, protects and enhances its cultural
- and natural values

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# Cetinje Historical core



- monument of culture of the first category
- monumental ensemble of exceptional importance
- protected objects, park structures and regular urban matrix
- example of a unique and authentically preserved urbanism of small towns, adjusted to its environment, with high quality architecture

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# Crnogorska prestonica Cetinje



1. Orlov krč, grob vladike Danila
2. Ljetnja pozornica
3. Mlin Ivana Crnojevića
4. Tablja
5. Cetinjski manastir
6. Biljarda
7. Reljef Crne Gore
8. Crkva na Cipuru
9. Dvor kralja Nikole
10. Srpsko poslanstvo
11. Spomenik Ivanu Crnojeviću
12. Državni arhiv Crne Gore
13. Vlada dom
14. Crkveni sud
15. Plavi dvorac
16. Englesko poslanstvo
17. Njemačko poslanstvo
18. Apoteka
19. Atelje "Dado"
20. Bugarsko poslanstvo
21. Belgijsko poslanstvo

22. Zetski dom
23. Tursko poslanstvo
24. Skupština opštine Cetinje
25. Bolnica "Danilo I"
26. Rusko poslanstvo
27. Lovčenska vila
28. Vlaška crkva
29. Osnovna škola "Njegoš"
30. Vojni stan
31. Francusko poslanstvo
32. Đukanovića palata
33. Vukotića kuća
34. Rezidencija predsjednika Republike
35. Hipotekarna banka
36. Katolička crkva Sv. Antuna
37. Austrougarsko poslanstvo
38. Tehnički muzej
39. Banski stanovi
40. Italijansko poslanstvo
41. Gimnazija

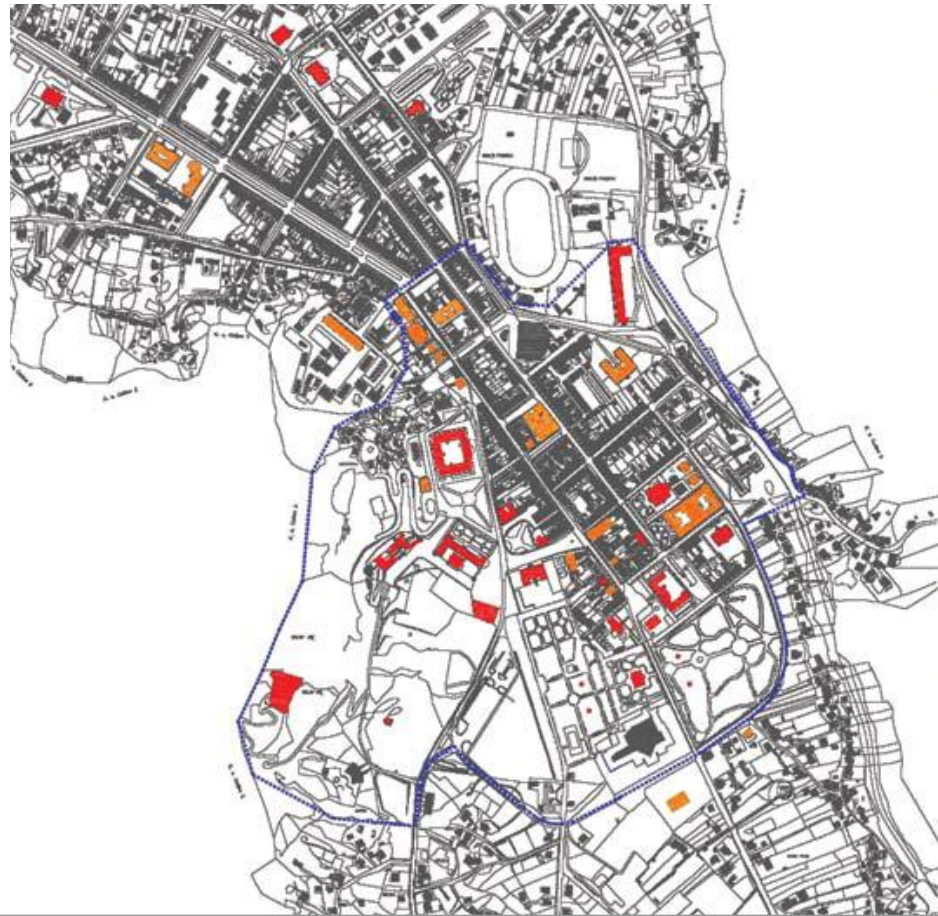
Skalinski: Mladenović, Kulićević i Vukotić  
 na istoku: Prilazak Mladici  
 na zapadu: Mladica i Vukotić  
 na sjeveru: Mladica i Vukotić

Skalinski: "Mladica", Prilazak  
 na istoku: Mladica i Vukotić

# Beautiful Cetinje

# Protection, preservation and development of the historical core

- challenging and responsible task
- obligation of present generations
- strategic development potential



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# Urban development of Cetinje in Socialist Yugoslavia



- big changes as regards the basic functions of Cetinje
- no more the principal political and administrative centre of the Republic of Montenegro
- Instead of former political-diplomatic, administrative, cultural-educational activities Cetinje started developing new ones, primarily the industrial one
- significant socio-economic transformations

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Cetinje today



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Cetinje

# Rationale for “Beautiful Cetinje” project



- Old Royal Capital of Montenegro, known as **City of Museums**
- Great potential for development of **cultural and eco-tourism**
- Rich network of **public spaces** of Cetinje (streets, plazas, parks, public buildings and institutions) have a great potential to become major destinations and engines of economic life

but...

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# Rationale for “Beautiful Cetinje” project

- over 30 unmovable monuments of culture require significant renovation and adaptation as part of cultural and historical heritage, and a resource for tourism growth



Rusko poslanstvo, 1903.  
Fakultet likovnih umjetnosti



Austrougarsko poslanstvo, 1899.  
Republički zavod za zaštitu spomenika kulture



Englesko poslanstvo, 1912.  
Muzička akademija



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# Rationale for “Beautiful Cetinje” project

- Existing objects and infrastructure are built without implementing any of energy efficiency measures
- Extremely high maintenance costs lead to consequent abandonment of buildings
- .... and gradual downfall of historical core



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# Rationale for “Beautiful Cetinje” project

Public spaces in Cetinje, even if properly planned within urban matrix, do not offer adequate contents that will **attract and retain** citizens and tourists



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# Rationale for “Beautiful Cetinje” project

Unemployment rate in Cetinje is around 18%, which is significantly higher than the state level

The number of the unemployed suddenly increased in the mid-2008, when a considerable number of the workers of the »Obod« factory permanently lost their jobs



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# Objectives of “Beautiful Cetinje” project

1

- **Supporting low carbon development** through regenerating urban environment and revalorizing buildings of historical and cultural importance by implementing energy efficiency measures

2

- **Enhancing employment generation** by increasing employability of hard to employ people through vocational trainings (creating craft workers specialized for reconstruction of buildings that are part of cultural heritage)

3

- **Encouraging green design ideas** and innovations in overall urban development

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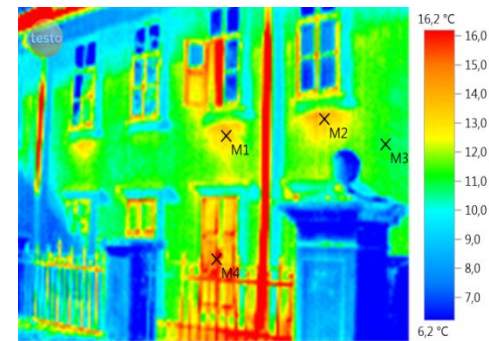
- Supporting low carbon development through regenerating urban environment



*Perspektivni prikaz Dvorskog trga*

- **Supporting low carbon development** revalorizing buildings of historical and cultural importance by implementing energy efficiency measures

- Lower operating costs
- Higher return on investment and higher rental income
- Higher overall capital value of the building
- Lower environmental footprint and greenhouse gas emissions
- Improved indoor environment quality and employee productivity
- Improving Municipality/institution/corporate image
- Making the building and the whole Municipality more attractive to further investments



- 2
- Enhancing employment generation by increasing employability of hard to employ people through vocational trainings (creating craft workers specialized for reconstruction of buildings that are part of cultural heritage)

Upgrading the knowledge and education of local :

- Craftsmen (from “Obod” factory)
- Architects
- Energy auditors
- Engineers
- Tourism workers etc.

to harmonize the curricula with the objective of an open labor market

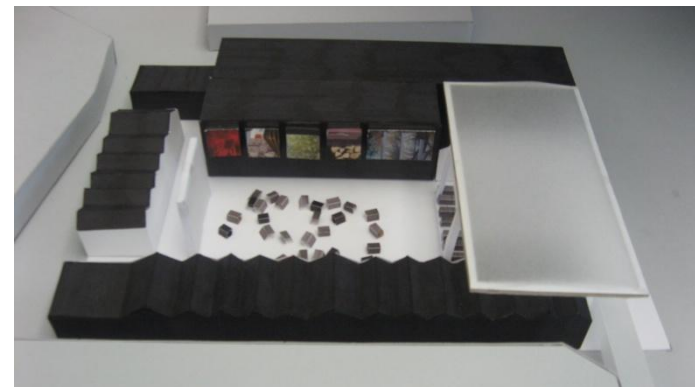


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3

- Encouraging green design ideas and innovations in overall urban development

During May 2011 organized **student competition** for urban and architectural reconstruction of old green market



activity ongoing

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## Expected results until 2014

- At least 30% reduction of energy consumption and 25% reduction in GHG emissions in objects of cultural heritage
- At least 5 cultural heritage objects and 2 public spaces retrofitted/reconstructed
- At least 5% of the unemployed (from 1500) trained for EE retrofits (at least 20% of this are women)
- At least 3% of the unemployed hired for EE retrofits/reconstruction/green businesses (at least 20% of this are women)

Thank you  
for your attention!

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