

THE INNOVATION JOURNEY

Polona Štolfa founded the Zlata Ptička (Golden Bird) shop in Kamnik with the idea of supporting Slovenian small businesses. Her desire was to present approaches for a healthy lifestyle in a direct way. The ideas came from her previous knowledge and experience, and Polona envisioned her own space where she could work independently from a young age.

The concept of the Zlata ptička shop was based on offering healthy local food (Polona opened the shop in 2014), and she gradually added natural cosmetics and handicrafts to her range, and later also nutritional supplements. As the product range expanded, so did the number of employees.



Figure 1. Polona's shop, Zlata ptička, in the old town of Kamnik is helping to revitalise this part of the city.

A few years ago, she expanded the shop with her own brand, Zlata ptička, which exclusively involves small businesses and places a strong emphasis on sustainability. With their own brand, they mainly produce a range of gifts that they offer to companies for corporate gifts and occasionally to other small businesses.

THE INNOVATION IMPACT

Polona has gradually created 6 full-time jobs with the business and ensures good processes and a positive environment that creates a high level of trust among employees. She has developed her own brand, Zlata ptička.

The functioning of the shop creates good relationships with suppliers and a high level of trust among (local) small entrepreneurs, farmers, etc., for whom the shop provides a stable income. They support small, local, Slovenian farmers, craftsmen, artists, etc., for whom Zlata ptička represents an important part of their monthly income. They promote a healthy lifestyle and short supply chains.

The shop contributes to the revitalisation of the abandoned old town centre of Kamnik. Zlata ptička attracts many people from Slovenia with its concept and is an important link in the revitalisation of Štutna (the old town centre of Kamnik).

They co-operate with various local actors (Municipality of Kamnik, Kamnik Institute for Tourism and Sport, etc.) and thus contribute to the development of tourism in Kamnik.

USEFUL LINKS

[Zlata ptička – official website](#)

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