SLOVENIA GREEN

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HOW IT WORKS
GROUNDS FOR OBTAINING SLOVENIA GREEN LABEL

DESTINATIONS

BUSINESSES

PARCS

GD STANDARD

10 CERTIFICATES

2 CERTIFICATES
HOW IT FITS
We continue to build Slovenia’s “green story”, with a strong focus on green value - upgrading green infrastructure and strengthening authentic cultural elements in our offer and image.

GREEN = ENVIRONMENTAL + SOCIO-CULTURAL + ECONOMIC SUSTAINABILITY, with a strong Slovenian local character.

GREEN & BOUTIQUE
Smaller footprint. More value for everyone.

Our green commitment translates into a smaller environmental and social footprint. We are successfully preserving biodiversity, the quality of the environment and natural values, and the balance between life and visit, taking into account carrying capacities.

Promoting boutique & quality offer (characterised by local character, cultural content, sustainable development, responsible experience of nature, premium services, 5-star experiences, personalised experiences, world-class gastronomy, technological innovation and digitally-driven processes). We are creating a higher added value offer, tailored to a more demanding and responsible visitor.

BOUTIQUE = PREMIUM + AUTHENTIC (SLOVENIAN – well-defined LOCAL CULTURAL CHARACTER OF DESTINATIONS)

Developing tourism with higher added value IN THE INTEREST OF ALL STAKEHOLDERS:

1. A SUSTAINABLE LOCAL COMMUNITY (balanced tourism development that brings value to the local economy, supports investment in a well-maintained environment, preserves nature and cultural landscapes, creates new opportunities for young people, strengthens local identity and enables the preservation of cultural heritage).
2. SUCCESSFUL BUSINESSES that care for MOTIVATED and SATISFIED EMPLOYEES and invest in the development of their offer.
3. INSPIRED VISITORS, who get a more in-depth experience, stay longer and spend more, appreciate both the nature and the cultural content and the authentic character of the destinations, are keen to recommend and return.

OUR VISION
National programme for delivering on the promise of a green Slovenia.
KEY POLICIES (7)

1. INVESTMENT and BUSINESS ENVIRONMENT
2. PUBLIC INFRASTRUCTURE and HERITAGE FOR THE TOURISM AMBIENCE OF SLOVENIA
3. HUMAN RESOURCES TO INCREASE ADDED VALUE
4. SUSTAINABILITY and THE GREEN SCHEME OF SLOVENIAN TOURISM
5. ACCESSIBILITY and SUSTAINABLE MOBILITY
6. DESTINATION MANAGEMENT and TOURISM CONNECTIVITY
7. PRODUCTS and MARKETING

HORIZONTAL POLICIES (3)

1. DIGITAL TRANSFORMATION of SLOVENIAN TOURISM
2. POLICY ORIENTATIONS IN THE LEGISLATIVE AND FINANCIAL FIELDS
3. INSTITUTIONAL FRAMEWORK AND HORIZONTAL INTER-MINISTERIAL GOVERNANCE/POLICY COORDINATION
Policy 4: Sustainability and Green Scheme of Slovenian Tourism

Sustainable development, carbon footprint reduction and Green Scheme of Slovenian Tourism as a tool for sustainable tourism development.

SUBPOLICY 1: Green Scheme of Slovenian Tourism as a tool for promoting sustainability

SUBPOLICY 2: Promoting sustainable business practices to reduce carbon footprint

SUBPOLICY 3: Management and valorisation of natural values and protected areas for sustainable tourism development
HOW IT ADDRESSES OUR AIMS
GOAL: 100 % green Slovenia
Implementaion of sustainable models in Slovenian tourism (certification for businesses)

Support on all levels of public management (from ministry to mayors)

Training at DMMO and business level

Measuring impact of tourism on a destination

Awareness raising

Evaluation & improvement for more responsible tourism management
THANK YOU!

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