



SUSTAINABILITY REPORT OF THE DESTINATION CERKNO 2018



The destination Cerklje na Gorenjskem is steadily following the path of sustainable development, as evidenced by the fact that it has been included in the Green Scheme of Slovenian Tourism and has been awarded the Slovenia Green Destination Silver Label. We are also active members of the Slovenia Green Consortium, which brings together various participants working in the field of sustainable development.

Sustainable development paves the way to a satisfied consumer, a thriving local community and a healthy environment, making the development of a sustainable tourism policy essential to remain competitive both domestically and internationally.

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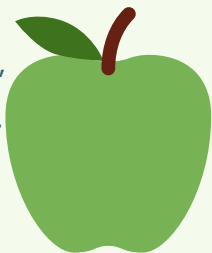


SOCIAL CLIMATE

Cooperation with the local community and the tourism sector



In April, together with the Municipality of Cerklje na Gori and ICRA d.o.o. Idrija we organised the event **"GREEN DAY"**. As part of this event, we organised a market with local products, collected plastic caps for the "XXL pomoč" aid project, collected old paper and carried out a clean-up campaign throughout the municipality.



In June, the event **"Cerklje FOR Green Tourism"** was held, with the participation of representatives of various institutions (the museum, representatives of the Municipality of Cerklje na Gori, representatives of tourism providers, etc.). The discussion among the participants was mainly focused on the potential of the tourist destination Cerklje na Gori in the field of sustainable tourism development.

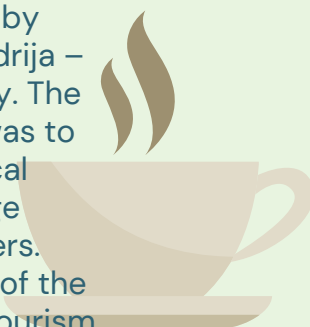
In November, we organised **two educational workshops on sustainable development for tourism providers**. At the first educational workshop, led by Tina Hedi Zakonjšek – a member of the accredited partner of the Slovenian Tourist Board (STB), which manages the national programme and certification scheme called the Green Scheme of Slovenian Tourism, and an accredited consultant and verifier for the Travelife sustainability certificate – participants learned more **about the importance of sustainability for achieving and maintaining competitiveness and learned about the basic features of the individual sustainability certificates through the presentation of individual examples of good practice**. The second educational workshop, which was led by Tina Hedi Zakonjšek and Milena Lukić, the national coordinator of the Green Key programme, under the aegis of DOVES – FEE Slovenia, was dedicated to **a more detailed presentation of the Travelife and Green Key sustainability certificates**. Participants were given a very detailed, criterion-by-criterion introduction to the certification process.

In May, we hosted the main sustainable event of Slovenian tourism, **THE GREEN DAY OF SLOVENIAN TOURISM**. In addition to the award ceremony of plaques for new green destinations and providers and a varied accompanying programme, the event at Cerklje SC also included a practical demonstration of the multiple award-winning innovative tourism product called Forest Selfness (Gozdni selfness).

In November, LTO Laugar Cerklje organised the first of three culinary workshops at the Hotel Cerklje, entitled **"Design and development of an innovative culinary product in the Idrija–Cerklje region"**. The workshop, which took place as part of the project "Let's meet at the Market No. 2", under the guidance of Mr Jože Zalar, a Master's Degree holder in tourism and a lecturer at the Higher Vocational College for Hospitality, Wellness and Tourism Bled, was intended for the restaurant and tourism providers in the Cerklje region.



In December, the first **Entrepreneurial Breakfast** in Cerklje took place in the Coworking space, organised by LTO Laugar Cerklje and the Idrija – Cerklje Development Agency. The main purpose of the event was to network and connect the local environment and to exchange views of different stakeholders. Given that the vast majority of the participants were from the tourism sector, the discussion was focused on the development potential of tourism in the Cerklje region.





In October, the event **“Let’s keep nature and the environment clean together”** was held, where participants learned about the importance of nature protection and a well-maintained environment for residents, as well as how to organise a meal for large groups of people following the Zero Waste concept. Finally, there was a clean-up campaign in Cerklje.



Environment and climate

In November, the GRETA project **opened the geothermal learning trail and presented some points, such as:**

- an energy Eco Park with a renewable energy log cabin at Cerklje Primary School;
- field of geoprobes at the Cerklje Multipurpose Centre;
- deep geothermal borehole Ce-2/95 at the Cerklje Hotel;
- a cross-section of the geological layers at a depth of 95 to 365 metres beneath the Cerklje Hotel – Brdce;
- area with the best thermal conductivity of the rocks in the Cerklje region – Šebrelje.



Soft mobility

The Municipal Council adopted the Integrated Transport Strategy of the municipality of Cerklje, which includes a series of measures to disburden the environment in which we live. The measures primarily concern the improvement of both cycling and walking trails to enable people to get from A to B more safely. In addition, the Strategy foresees a series of measures that will increase the safety of all road users and, last but not least, increase the competitiveness of the municipality and its businesses.

Reducing dependence on fossil fuels

In March, the GRETA project held a lecture on the topic **“HOW MUCH DOES HEATING WITH EARTH’S HEAT COST US? WHAT ARE THE PERSPECTIVES FOR THE MUNICIPALITY OF CERKLJE?”** Participants were briefed on the municipality’s climate and energy objectives. In addition, representatives of the Geological Survey of Slovenia presented a comparison of the costs and benefits of energy from geothermal heat pumps, using the example of an assessment for residential blocks in Sedej Square.

Social climate



Public satisfaction

In October, an online survey was carried out among the inhabitants of the municipality of Cerklje na Gori on the state of tourism in the region. An analysis of the responses shows that 98% of people surveyed support the development of tourism in the municipality and that they consider the positive effects to outweigh the negative ones. 75% of respondents think that tourism does not cause pollution in the municipality, but they are divided on whether it causes traffic problems.

Promotion of local products and services



- Throughout the year (once a month), local food producers were represented at the Farmers' Market. Both LTO Laufar Cerklje na Gori and ICRA d.o.o. Idrija have taken care of the promotion of such events.
- We also included them in the "GREEN DAY" event, where they presented and sold their products.
- LTO Laufar Cerklje na Gori promoted local products (food producers, craftsmen, etc.) through various channels (website, social networks).

Conclusion

As a tourist destination, we committed ourselves to sustainability in various areas by obtaining the Slovenia Green Destination label in 2016. In the meantime, a number of measures have been taken towards environmentally friendly operations, primarily raising awareness among various stakeholders, both those working in the tourism sector and the local community.

In the future, we all need to set ourselves even higher goals, first and foremost the adoption of a strategic document on the sustainable development of the municipality as a whole, with focus on tourism. We need to be aware that the environment in which we live and work is more burdened than ever before, due to a variety of factors. It is our job to do everything in our power to keep this environment clean and preserved.

