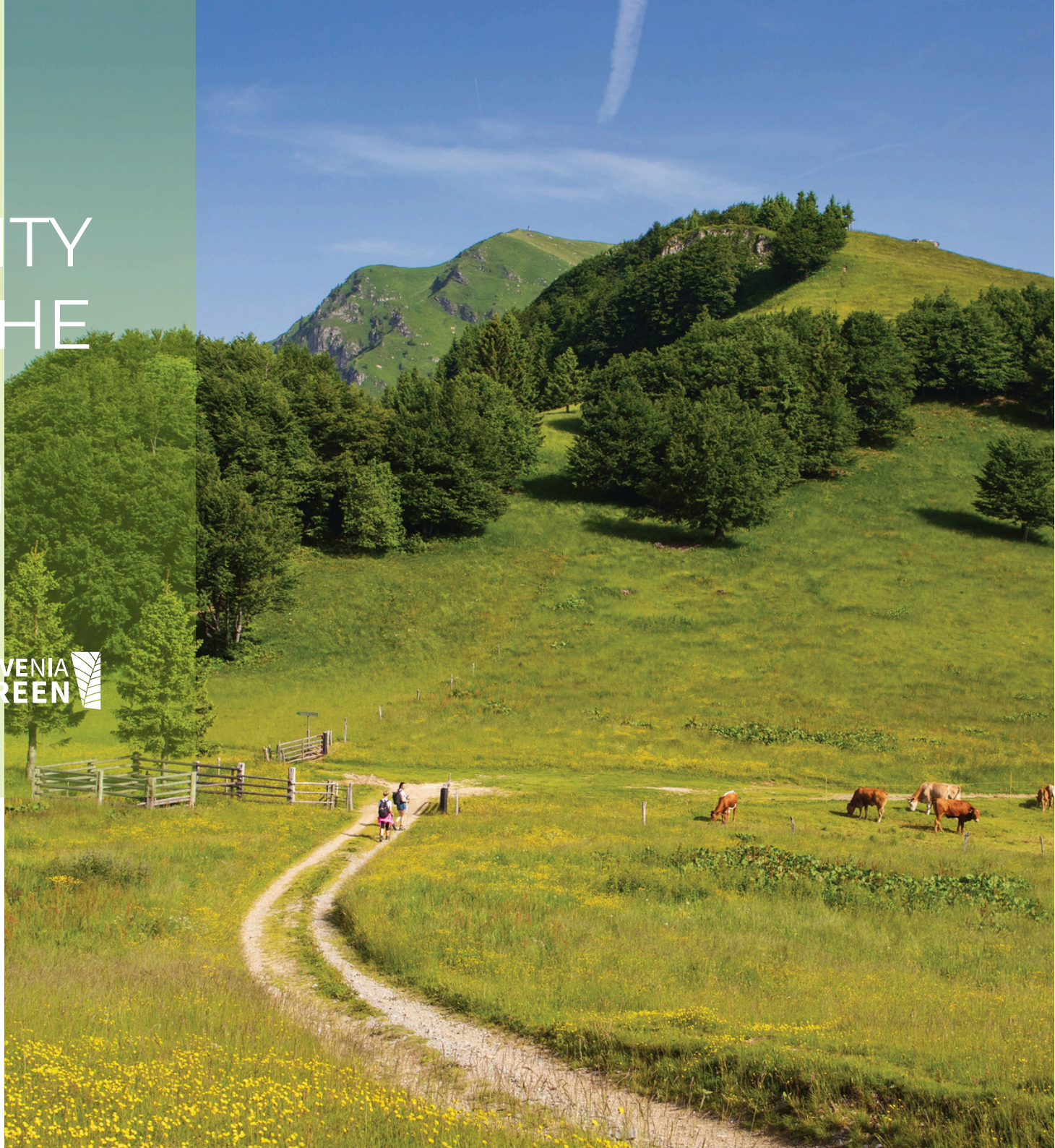


# SUSTAINABILITY REPORT OF THE CERKNO DESTINATION

2022–2024

SLOVENIA  
GREEN 



# INTRODUCTION

Sustainable development is a commitment that we consistently fulfill at the Cerkno destination. In the period 2022–2024, with carefully planned measures and the integration of all stakeholders, we upgraded the foundations laid in previous years. Our efforts were focused on preserving natural and cultural heritage, strengthening the local community, improving sustainable mobility, and better accessibility for all generations, including individuals with disabilities.

In addition, we developed new products and digital tools that support sustainable environmental research, and strengthened Cerkno's position as a responsible and green destination.

The document summarizes the most important achievements in five key areas that reflect our commitment to sustainable development.



# CARE FOR STRATEGIC DEVELOPMENT

3.

In the period 2022–2024, the Cerkno destination continues its strategic path of sustainable development, based on the guidelines of the Strategy for the Development of Sustainable Tourism in the Municipality of Cerkno and inclusion in the Green Scheme of Slovenian Tourism. Our goals remain the development of quality, sustainable tourism that improves the quality of life for locals, protects natural resources, and offers visitors authentic experiences.

Based on these guidelines, we have carried out numerous concrete activities in the last three-year period:

## COMPLETION OF THE CIRCULAR TRAIL IN THE DIVJE BABE ARCHAEOLOGICAL PARK

The circular pedestrian trail allows visitors safe, one-way movement through the archaeologically sensitive area. At the same time, the process of declaring Divje Babe a cultural monument of national importance is underway, which further emphasizes the uniqueness of the site.

## DEVELOPMENT OF THE POT MOBILE APPLICATION

The application allows planning sustainable trips and access to information about natural and cultural attractions, while also encouraging the use of environmentally friendly means of transport.



### MARKING OF 8 NEW CYCLING ROUTES AND INSTALLATION OF NEW TRAFFIC SIGNAGE

A new network of safe cycling routes and additional signage has been established, guiding visitors and protecting natural areas.

### ANALYSIS OF INFRASTRUCTURE ACCESSIBILITY

In cooperation with the Zavod Brez ovir (Institute Without Barriers), we analyzed the accessibility of TIC Cerkno and other key points and made adjustments for greater accessibility.

### COMPREHENSIVE UPGRADE OF THE WEBSITE VISITCERKNO.SI

The new website is adapted for different groups of visitors, including vulnerable groups, and specifically highlights sustainable content.

### INSTALLATION OF VIEWING AND INFORMATION BOARDS AT VIEWPOINTS AND THEMATIC TRAILS

The boards tell stories about cultural and natural heritage and emphasize sustainable behavior in nature.



# EDUCATION AND EVENTS

## EDUCATION OF LOCAL PROVIDERS ON SUSTAINABILITY

We organized workshops on resource saving, the use of local materials, and promoting the circular economy in tourism.

## SLOVENIAN TORCH PROJECT

The symbolic transfer of the torch through Cerklje na Gorenjskem united the community in the spirit of cooperation, sustainability, and sport.

## SUMMER IN CERKNO, BEVKOVI DNEVI, PAJTIČKA FEST, FESTIVE DECEMBER

Events that were organized by us or in co-organization with other actors emphasized local identity, sustainable approaches in organization, and support for local providers. These events are periodic and have a long tradition.

## PROMOTIONAL MATERIALS WITH GREEN TIPS

New catalogs, a hiking map, and Archaeological Park brochures promote responsible behavior and sustainable choices for visitors.



# CONNECTING WITH THE LOCAL COMMUNITY

## SURVEY ON THE SUSTAINABLE OPERATION OF COMPANIES

The analysis of responses from local providers shows a high level of awareness about the importance of waste separation, while the less widespread use of renewable sources is seen as an area for improvement.

## RENOVATION OF THE DRINKING FOUNTAIN IN ZAKOJCA

The renovated drinking fountain provides drinking water for hikers and contributes to reducing the use of plastic bottles.

## FUNDRAISING FOR THE RENOVATION OF THE PARTISAN HOSPITAL FRANJA

The campaign united the community and visitors in support of preserving cultural heritage of global importance.

## PROMOTION OF LOCAL SUSTAINABLE PRACTICES

Stories of successful cases were presented, such as Tourist Farm Pri Flandru, Želinc, Fina kava and Zajc Brewery, which place sustainability at the heart of their operations.



# PRESERVATION OF CULTURAL HERITAGE

7.

## DIGITALIZATION OF DIVJE BABE CAVE

The VR tour allows access to the cave even for those who cannot physically visit the site and significantly contributes to the protection of the sensitive environment.

## NEW THEMATIC TRAIL BEVKOVA POT

The trail, with an emphasis on natural materials and the interpretation of literary heritage, encourages hiking and sustainable exploration.

## THEMATIC TRAIL PARTIZANSKE SMUČINE CERKNO

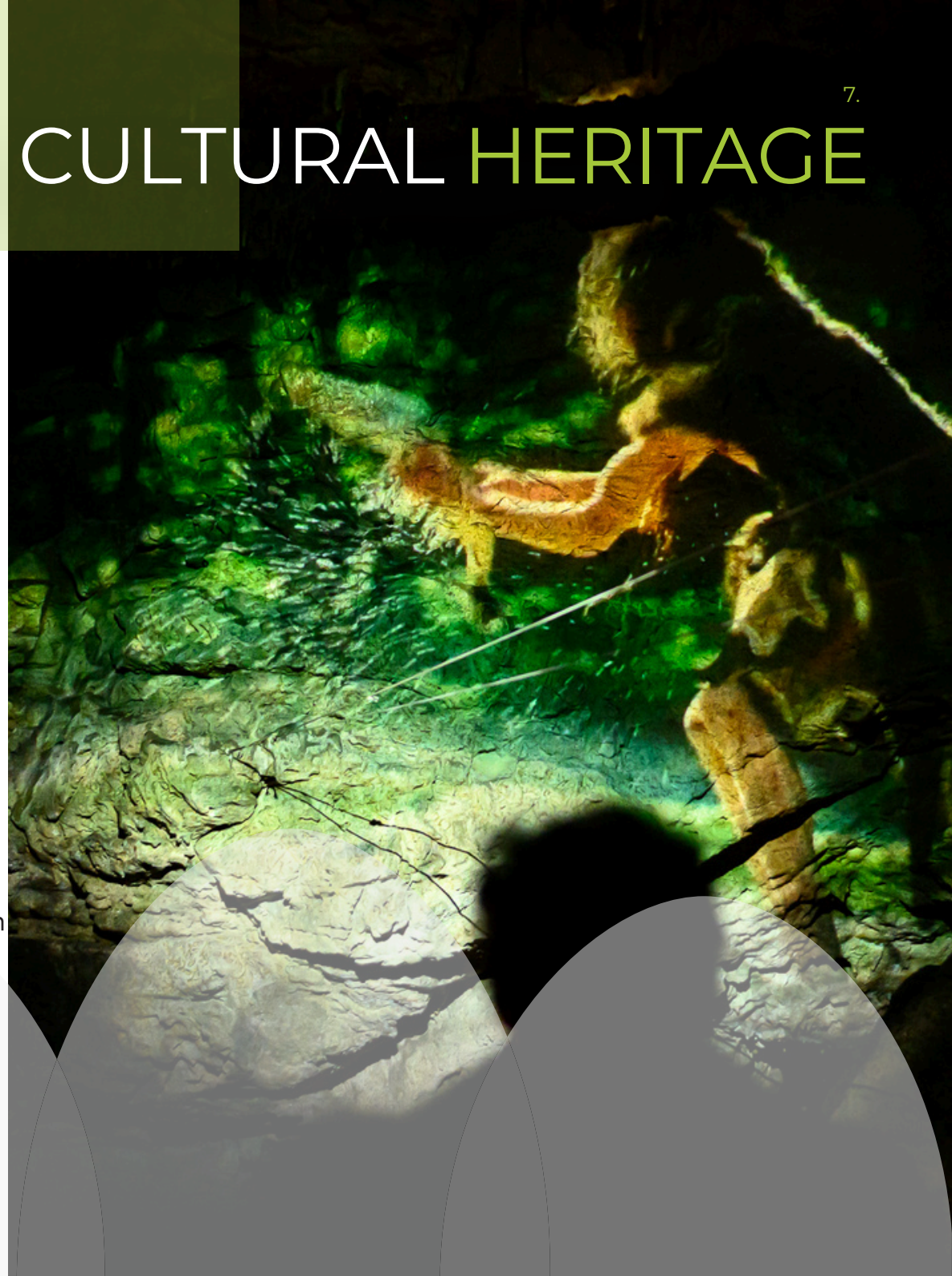
The new trail highlights the importance of partisan history and encourages education and thoughtful visits to nature.

## INSTALLATION OF THE NEANDERTHAL FLUTE PORTAL

The symbolic entrance to the Divje babe Archaeological Park draws attention to the exceptional archaeological heritage and rich cultural history.

## FILMING OF CONTRIBUTIONS FOR BBC AND PLANET

International presentation of Cerčno as a destination with a strong sustainable and cultural story.



# SUSTAINABLE MOBILITY

## MARKING AND PROMOTION OF HIKING TRAILS

Increased accessibility and directing visitors to appropriate routes reduce the burden on natural areas.

## INSTALLATION OF DEHYDRATION TOILET UNITS

Ecological toilets at the most burdened points significantly contribute to the preservation of the natural environment.

## ARRANGEMENT OF THE STARTING POINT ON BLEGOŠ

The newly arranged starting point with toilets and parking encourages organized mountain visits and reduces negative impacts.

## DEVELOPMENT OF THE POT APPLICATION

The digital application enables sustainable trip planning and access to information about less burdened trails.





# CONCLUSION

In the period 2022–2024, we strengthened the sustainable orientation of the Cerčno destination with numerous measures and projects. The preservation of nature, cultural heritage, community involvement, and the development of sustainable mobility remain the foundations of our future. By connecting all stakeholders, we are building a responsible, open, and green-oriented destination for future generations.