



# Idrija.

2023

## Annual report of the Green Scheme sustainable actions for destination Idrija 2023

MUNICIPALITY OF IDRIJA AND IDRIJA TOURISM BOARD



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Project Title: Annual report of the Green Scheme sustainable actions for destination Idrija 2023

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## Introduction

As the holder of the Slovenia Green label (the Municipality of Idrija has held the gold label since 2022), we are committed to developing an action plan for sustainable measures and submitting annual reports on implemented sustainable measures in the municipality.

In 2023, we prepared an action plan for sustainable measures for the destination of Idrija for the period 2023-2025 with the aim of further enhancing sustainable practices and maintaining the acquired Slovenia Green Destination (gold label) designation. The action plan was approved by the municipal council.

In the 2023-2025 plan, we outlined numerous sustainable activities covering various areas. Given that environmental care, societal well-being, and economic development must be demonstrated across a broad spectrum of operations, the selection of measures involved not only the Idrija Tourism Board but also the Municipality of Idrija, Idrija Municipal Services, certain businesses, and tourism providers in the destination. A green, environmentally and socially responsible destination is not solely the responsibility of the local tourism organization but something that can only be achieved collectively.

After a year of implementing activities, we have prepared an annual report on the implementation of planned measures in the action plan, which is also a requirement for maintaining the Slovenia Green label. Upon the conclusion of the 2023-2025 period (every three years), we will undergo a new comprehensive assessment for the renewal of the label.

Presented before you is the annual report for the year 2023, prepared by the Idrija Tourism Board in collaboration with all the stakeholders mentioned above.

The report is based on the action plan for sustainable measures. The following table presents the measures outlined implemented in 2023. The criteria used are taken from the green scheme system, which comprises six categories. Only the criteria for which activities were implemented in 2023 are shown.

We assess that we have been highly successful in implementing planned measures in the destination, as much has been achieved. However, some tasks remain for the years 2024 and 2025 – until the next comprehensive assessment. Additionally, some activities not initially included in the plan were carried out, but as they demonstrate our sustainability efforts, they have been added to the report.



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## Annual report of the Green Scheme sustainable actions for destination Idrija 2023

Sustainable measures and activities are categorized according to thematic areas and criteria of the Slovenia Green standard:

Table 1: List of Green Scheme sustainability measures implemented in 2023 in destination Idrija

Criteria	REPORT 2023 Implemented Measures in 2023
0. General characteristics of the destination	
0.7 Sustainable Destination Overview and Slogan	We've recently revised and updated the document featuring the overview of the destination in connection to sustainability and the accompanying slogan. This document is now live on the Visit Idrija webpage. Please note that at present, it is only available in Slovenian language.
0.10 Marketing and Sales Activities	<p>A new subpage has been established on the Geopark Idrija website, providing information for visitors of the Upper Idrija Landscape Park, including behavioral rules. Additionally, pictograms indicating prohibitions within the landscape park have been added to the "About the Landscape Park" subpage.</p> <p>The visit-idrija.si reservation system has been updated. The administrative application for entering and editing packages has been upgraded, an archive has been added, and the validity of joint tickets has been modified.</p> <p>We've enhanced the experiences subpage, giving it a fresh visual and content makeover. Each experience now has its dedicated subpage. Additionally, we've upgraded the cookie management system on the website <a href="http://www.visit-idrija.si">www.visit-idrija.si</a>.</p> <p>In 2023, the Idrija Tourism Board executed 5 digital campaigns:</p> <ul style="list-style-type: none"> <li>- A general branding campaign for the destination</li> <li>- A campaign for the 41st Idrija Lace Festival</li> <li>- A campaign promoting tourist packages and accommodations</li> <li>- A campaign for the Visitors' Center of the Idrija UNESCO Global Geopark</li> <li>- A general campaign promoting video content</li> </ul> <p>Throughout 2023, we participated in various fairs and similar events. During these fairs, we collaborated with numerous local providers.</p>

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Criteria	Implemented Measures in 2023
<b>1. Destination Management</b>	
1.1 Sustainability Tourism Development Coordinator (Green Coordinator)	<p>Destination Idrija has an accomplished Green Coordinator (Mirka Rupnik) that coordinates and reports on the sustainable work in the destination. The coordinator works closely with the green team and is continually enhancing skills and competencies.</p> <p>In 2023 the Green Coordinator attended a training session on sustainable labels, organized for tourism providers and employees on October 2, 2023. Also in attendance were members of the green team, Valerija Božič and Saša Pečelin.</p> <p>Furthermore, the Green Coordinator participated in a workshop focused on preparing an action plan for the Slovenian Green Scheme, conducted via Zoom on April 4, 2023.</p>
1.2 Management	<p>Based on the Slovenian Tourist Board's Manual for Green and Healthy Office, we have developed a Green Office Code of Conduct with guidelines for more environmentally friendly and responsible operations. This document is available on the Visit Idrija website, under the Green Scheme section in the Destination Management category (only available in slovene language).</p> <p>We presented the Code of Conduct and the collection of green habits to employees, who then selected their own green practices. Furthermore, we have adorned the premises with received stickers and collections of green habits.</p> <p>We have also prepared a remote work policy. In 2023, these regulations already enabled employees to engage in hybrid work arrangements.</p>
1.3 Training for the Green Coordinator and the Green Team	<p>The green team members attend various trainings every year.</p> <p>Ana Šimec, an employee at Komunala Idrija who replaced Mateja Rejc in the green team, attended numerous training sessions related to her field of work, particularly on topics such as water supply and wastewater management.</p> <p>Saša Pečelin attended a training session as part of the HACCP system, which focused on food safety culture.</p> <p>Mirka Rupnik, Valerija Božič and Saša pečelin attended a training session on sustainable labels.</p>
1.4 Stakeholder Engagement	<p>In 2023, three meetings of the Idrija Board of Tourism Stakeholders were held, two within the framework of the strategic group for preparing a new tourism strategy – on May 22, 2023, and November 9, 2023. The third meeting took place on December 18, 2023.</p> <p>One meeting with providers was organized on October 2, 2023. Additionally, on October 16, 2023, a workshop for rural providers was conducted as part of the preparation for the new tourism strategy.</p>

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1.7 Tourism Development Strategy	The new Tourism Development Strategy awaits review by the Municipal Council. It is expected to be adopted in 2024. Before preparing the strategy, we held a strategic workshop with providers at the beginning of the year, and at the end of 2023, three workshops were organized for the general public and providers (for rural areas, for the landscape park, and for youth). A Strategic Group was also established, inviting various stakeholders. The group met twice – on May 22 and November 9, 2023.
1.8 Sustainable Measures Action Plan	The action plan was prepared in early 2023 and presented to the Municipal Council in April 2023, where it was approved. It has been published on the Idrija destination website, under the Green Scheme section in the Destination Management category (available in Slovene language). The action plan will be reviewed and updated in 2024 and 2025.
1.9 Public Involvement in the Preparation of Regulations	The Municipality of Idrija consistently organizes public consultations on various topics for the general public or specific focus groups, in 2023 the following actions took place: <ul style="list-style-type: none"> <li>- Public call for young residents of the Municipality of Idrija to submit project proposals for the participatory budgeting initiative "Youth Decide!" for the year 2024</li> <li>- Public discussion of the draft Local Cultural Program of the Municipality of Idrija for the period 2023 – 2030</li> <li>- Public presentation of the amended draft municipal detailed spatial plan for the expansion of the quarrying area of the Kresov Grič quarry</li> <li>- In the preparation of the Local Development Strategy for the programming period 2021 - 2027, the Idrija-Cerkno Development Agency organized presentation and animation workshops and released a draft strategy for public consultation in July.</li> </ul>
1.10 Monitoring Tourist traffic Characteristics	At the Idrija Tourist Board, in collaboration with the Municipality of Idrija, we routinely monitor tourist visitation in the destination and prepare: <ul style="list-style-type: none"> <li>- Periodic reports on arrivals and overnight stays in Idrija,</li> <li>- Periodic reports on visits to tourist attractions in Idrija (such as CUDHg facilities, the Idrija Municipal Museum, the Lace School, and the Visitor Center of the Geopark Idrija),</li> <li>- Periodic reports on visits to the Tourist Information Center</li> </ul>
1.11 Monitoring Visitor Satisfaction	In 2023, a brief survey was conducted among visitors of the Idrija Lace Festival. Additional activities (surveys) are planned for the period 2024-2025.
1.12 Management of Tourist Traffic	In our destination, we are focusing on diversifying our products, which distribute tourist visits to different locations and encourage visits in various seasons. We also encourage our providers to participate in shaping such offerings.
1.13 Alleviating pressure on	We have designed joint ticket offerings that connect less-visited and popular tourist attractions, thereby contributing to the distribution of tourist visits. In the destination, we focus on diversifying products to distribute visits across various areas throughout the year.

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central attractions	
1.14 Visitor behavior in vulnerable areas	<p>On the Geopark Idrija website, a subsection has been established with information for visitors to the Upper Idrijca Landscape Park, where behavioral rules are listed, on the "About the Landscape Park" page, pictograms depicting prohibitions in the landscape park have been added.</p> <p>We've established a team of nature conservation officers in the landscape park.</p> <p>Behavioral rules are depicted with pictograms on the new information boards in the landscape park as well.</p>
1.16 Monitoring and evaluation of sustainability goals	<p>In January 2024, the green coordinator along with the green team and other colleagues prepared the annual report on implemented measures for the year 2023, which will be presented at the Municipal Council of the Municipality of Idrija.</p>
1.17 Public reporting on sustainability achievements	<p>The annual sustainability report for the year 2023 is published on the visit-idrija.si website and attached to the Green Scheme reporting platform. It is available in Slovene and a (shortened) English version.</p> <p>In the Idrija destination, various stakeholders continuously publish news, events, and other information about sustainable activities and achievements.</p>
1.19 Corruption	<p>In 2023, a working group was established at the Idrija Tourist Board to prepare or update the integrity plan. The group reviewed existing documents of the Idrija Tourist Board and prepared an updated integrity plan. The final version must still be approved by the director of the board, which is planned to be completed in 2024.</p> <p>In early June 2023, the Idrija Tourist Board prepared and submitted the Report on the Implemented Measures of the Integrity Plan for the period 2022-2023.</p>
<b>Criteria</b>	<b>Implemented Measures in 2023</b>
<b>2. Landscape and Nature</b>	
2.1 Nature conservation	<p>In the first half of 2023, an Action Plan for Managing Invasive Species in the Upper Idrijca Landscape Park for the period 2023 – 2028 was developed.</p> <p>The Museum Society of Idrija prepared a List of Sites with Protected Plant Species.</p> <p>Further monitoring is planned for 2024.</p> <p>Idrija Tourist Board, in collaboration with various organizations, conducted several activities aimed at raising awareness and educating about the Landscape Park and nature conservation topics.</p> <p>We have employed a new colleague to work in the field of nature conservation and landscape park management. Additionally, she will also serve as a nature conservation officer.</p>



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2.4 Invasive Species	<p>A survey of invasive species in the Landscape Park Zgornja Idrija was conducted, and the habitats were entered into the online application <a href="https://invazivke.si/">https://invazivke.si/</a>.</p> <p>On June 6, the Idrija Tourist Board organized a consultation on invasive species in our environment. Discussions were initiated with the Forestry Service regarding the removal of giant hogweed at Rake. Invasive species were also presented on the Geopark Idrija website and in the Green Newsletter for providers.</p> <p>A plan for the revitalization of planting on the Town Square in Idrija using native plants was prepared.</p> <p>As the costs of the entire renovation in the Town Square were too high, at the end of 2023, neglected flower beds in the city of Idrija were greened with the plants defined in the plan.</p>
<b>Criteria</b>	<b>Implemented Measures in 2023</b>
<b>3. Environment and Climate</b>	
3.1 Noise	<p>Construcion of bicycle paths:</p> <ul style="list-style-type: none"> <li>- In November 2023, an annex to the contract was signed, extending the road reconstruction and bicycle path construction works on the Marof - Spodnja Idrija road. The new deadline for completing the works is June 30, 2024</li> <li>- A co-financing agreement has been prepared to ensure safe crossing of the national road (for cyclists and pedestrians) and to arrange the 'Na vasi' Square in Spodnja Idrija.</li> <li>- In 2024, the Municipality of Idrija will begin negotiations and coordination regarding the bicycle path along the left bank of the Idrijca River from Spodnja Idrija to Želin</li> <li>- The bicycle section Idrija-Podroteja was completed in 2023. The construction works were completed on April 28, 2023</li> </ul>
3.2 Environmental Light Pollution	<p>The Municipality of Idrija has been conducting energy accounting for public lighting since 2010. The municipality inputs data into the application on a monthly basis, and based on the entered data, the Goriška Local Energy Agency (GOLEA) prepares an annual report. This activity was also carried out in 2023.</p>
3.5 Reduction of water usage	<p>A visit to the water reservoir was organized for students from the Spodnja Idrija Elementary School.</p> <p>Komunala Idrija regularly posts notices, tips, and other information regarding water usage on its website.</p> <p>The Municipality of Idrija has developed a drinking water supply program for the period 2022-2025, which includes a developmental plan for the public water supply and a plan for reducing water losses.</p>
3.6 Monitoring water quality	<p>Komunala Idrija (Idrija Municipal Services) prepares annual reports, which are regularly published on the Komunala Idrija website. In March 2023, the report for the year 2022 was prepared.</p>

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<p>3.7 Wastewater treatment</p>	<p>Employees of Komunala Idrija from relevant departments participated in training at the central wastewater treatment plant Domžale-Kamnik.</p> <p>Regular monitoring of electricity consumption and proper use of chemicals at wastewater treatment plants in Idrija is carried out.</p> <p>Educational activities: In May 2023, a technical day was held at the Idrija Elementary School (lectures). In October 2023, a technical day was organized for the Idrija Elementary School and the Spodnja Idrija Elementary School, including visits to wastewater treatment plants in Idrija and Spodnja Idrija.</p> <p>In 2023, renovation and construction of new infrastructure were carried out, and customers were sent connection requests – mostly all are already connected.</p> <p>An application for a building permit for the construction of the Črni Vrh WWTP has been submitted, and permission has been obtained for the renovation or construction of one of the sections of the sewerage system in Črni Vrh. Construction will commence in 2024.</p>
<p>3.8 Zmanjševanje količin trdnih odpadkov</p>	<p>Komunala Idrija (Idrija Municipal Services) participated in most major events in Idrija (such as the Idrija Lace Festival and the Idrija Žlikrofi Festival) by providing appropriate containers for separate waste collection.</p> <p>In collaboration between Komunala Idrija, the Youth Center Idrija, and the Municipality of Idrija, the project "Za Panucat" took place during the European Week for Waste Reduction. The project aimed to encourage better waste management practices in Idrija, thereby reducing their impact on the environment.</p> <p>Through the "Za Panucat" project, the partners aimed to improve waste disposal infrastructure, educate residents on waste reduction methods, and eventually establish a reuse center with a shop for second-hand products in the city center. The ultimate goal is for Idrija to become a zero waste municipality.</p> <p>Various events were organized as part of the "Za Panucat" project, including a market for used items and clothing, various workshops, and free waste-free warm meals.</p> <p>Educational sessions were conducted at the Idrija Elementary School and the Idrija Retirement Home.</p> <p>Regular notices, news, and environmental advice were published on the Komunala Idrija website, Facebook, and other media outlets.</p> <p>Workshops focusing on reducing waste quantities were conducted, particularly workshops on green fertilization and the use of humus and compost in food production for farmers.</p>

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3.9 Waste separation and processing	The reorganization of ecological islands was carried out, and meetings were held at the local community level. At the initiative of the Mesto Idrija local community, representatives of Komunala Idrija and the Municipality of Idrija publicly presented changes to the waste management system.
3.12 Reducing greenhouse gas emissions to mitigate climate change	<p>Documentation for the renovation of the Modra Dvorana (Blue Hall) and the Sports and Recreation Center (ŠRC) has been prepared. The implementation deadline is not yet known.</p> <p>A pilot project for measuring indoor air quality was conducted, with temperature sensors installed in municipal offices for optimal regulation to prevent overheating and associated excessive heat energy consumption.</p> <p>A pilot project for measuring outdoor air quality was also conducted, with a sensor station installed in the city center to capture data on air quality (temperature, humidity, pressure, particulate matter PM10 PM2.5 PM1, gases O3 and NO2, wind speed, and direction).</p>
3.13 Reducing emissions from tourism-related travel	Maintaining the existing system of electric charging stations and managing and maintaining the city's e-bike rental system.
3.14 Sustainable mobility	<p>Before the start of the tourist season, we established new bus stops along the Podroteja - Lajšt - Podroteja route in the Upper Idrijca Landscape Park, allowing visitors to use public transport to enter and exit at various park areas (Podroteja, Divje Lake, Fežnar, Lajšt).</p> <p>With greater involvement of relevant services, traffic control during the tourist season has increased (police, municipal wardens, nature conservation officer).</p> <p>A traffic counter was installed in Idrijska Bela at Fežnar to measure motorized traffic load.</p> <p>As part of the European Mobility Week 2023, the Municipality of Idrija allocated funds to arrange Scopoli's Square – a public space next to Scopoli's house, where new parking spaces were marked, trees and shrubs were pruned, and the waste island was rearranged.</p> <p>Various other events took place during the European Mobility Week: Scopoli's Square was closed to traffic for one day, Mayors behind the wheel programme (rides for seniors), and various workshops.</p> <p>On the first weekend in June, June 3rd and 4th, 2023, an event Weekend without a Car took place in the Zgornja Idrijca Landscape Park, at Lajšt.</p> <p>Access to the event location was closed to motor vehicles, bus transport was organized, and access by bike and on foot was encouraged. Organized bus transport was also available on all subsequent weekends in July and August. Bus transport was free.</p>

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	<p>During the Weekend without a Car event, a rich programme took place at Lajšt, focusing on the promotion of sports, healthy living, and spending free time in nature. Local stakeholders, associations, and other organizations were involved.</p> <p>The bEcikl e-bike rental system has performed well in Idrija and has many regular users. The number of users increased slightly in 2023 compared to 2022. The system is managed by the Idrija Tourist Board.</p> <p>The Municipality of Idrija continuously informs about news, renovations, events, and other topics related to sustainable mobility (information about public transport, events, new arrangements, etc.).</p> <p>In 2022, a study on marking regional cycling connections was prepared, and an agreement on the establishment and maintenance of the national cycling connection, which runs through the Municipality of Idrija, was signed. The entire marking should have been completed in 2023, but there was a lack of financial resources from the Ministry of Infrastructure.</p>
3.15 Public transport	<p>The Municipality of Idrija has been subsidizing urban bus transportation since 2020. The town bus is continuously subsidized - as information: passengers pay €0.5 for a ticket, covering approximately 10% of the total cost, with the rest covered by the Municipality of Idrija.</p> <p>The Municipality of Idrija also subsidizes public transportation during July-August on the routes Idrija - Lajšt - Idrija and Črni Vrh - Lajšt - Črni Vrh, aiming to reduce traffic in the Upper Idrija Landscape Park.</p> <p>The Municipality of Idrija also provided free bus transportation to rural residents to Idrija for the New Year's Eve celebration in 2023 and during the Idrija Lace Festival a free bus transportation was provided on the route Idrija-Spodnja Idrija.</p>
3.16 Reducing energy consumption	<p>In Idrija, free energy counseling has been available for several years through the advisory office called EN SVET. Counseling is available by appointment, and the contact number is published on the municipal website and the website of the Environmental Fund (Eko Sklad).</p>
3.19 Responses to climate risks	<p>As part of the "Less is More" project conducted by ICRA, workshops on green fertilization and carbon sequestration in the soil were organized (in Črni Vrh and Vojsko). During the lectures, participants received basic knowledge about soils with an emphasis on organic matter and carbon sequestration into stable humus, which is of great importance for plant resilience and adaptation to climate change.</p>
3.20 Informing about climate change	<p>The Municipality of Idrija has prepared the Sustainable Energy and Climate Action Plan (SECAP) and the Local Energy Concept (LEK) plan, and they are both published on the municipal website.</p>
<b>Criteria</b>	<b>Implemented Measures in 2023</b>
<b>4. Culture and Tradition</b>	
4.1 Immovable Cultural Heritage	<p>On July 31, 2023, the report on the state of conservation of the Idrija-Almadén Unesco Heritage Site was submitted to the World Heritage Committee in the 3rd cycle of periodic reporting. Reports are submitted periodically by member states in response to calls from the World Heritage Committee: <a href="https://whc.unesco.org/en/periodicreporting/">https://whc.unesco.org/en/periodicreporting/</a>. Periodic reporting is one of the key</p>

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mechanisms for monitoring the conservation of heritage sites under the World Heritage Convention (1972). The document (3rd periodic report) is not yet publicly available. The previous report is available at <https://whc.unesco.org/en/list/1313/documents/>.

In 2023, we held 2 international meetings (1 in-person meeting in Madrid and 1 hybrid meeting) of the international coordination committee for Idrija-Almaden site. Throughout the year, national meetings were also continuously held to prepare the periodic report.

In celebration of the 10th anniversary of the inscription on the UNESCO World Heritage List in 2022, members of the international coordination committee prepared a joint report on activities during this period. Unfortunately, the reports were not completed by the end of 2022, the last version is from March 2023, and the report is to be finished in the coming years.

The Idrija Mercury Heritage Management Centre has, in accordance with the decision of the Government of the Republic of Slovenia, prepared a proposal for the Comprehensive Plan for the Protection of Cultural Heritage and Natural Values related to the Idrija Mining Site.

In 2023 a lot of restorations of heritage were also concluded:

- The restoration of the Čermak-Špirekova furnace was completed, along with the arrangement of hiking trails and the installation of interpretive panels about the operation of the furnace
- A 3D rendering of the Čermak-Špirekova furnace was created according to plans, along with a 3D animation depicting its operation
- Reconstruction of the smelting trolley of the mining cableway was carried out
- Protective fences were installed at the Belčne and Putrihove klavže (former water barriers to flow timber for the mine)
- Yearly maintenance of the mine was conducted (pumping of water from the mine, and monitoring of the impact area of the former mercury mine)

Many events were also organized to raise public awareness of mining heritage, such as "Reviving the Mine," "Reflections of the Silver Era," a concert on the day of St. Barbara (the patron saint of miners), the annual mass at the Chapel of St. Trinity in the Anthony's Main Road (former shaft) on the day of St. Achatius, and the Municipality of Idrija's Day on June 22nd.

The Idrija Municipal Museum carried out two major investments:

- Restoration of damaged beams in the attic of the Gewerkenegg Castle
- Repair and painting of windows (24 pieces) in the courtyard of Gewerkenegg Castle

The Idrija Mercury Heritage Management Centre trained two new guides who are qualified to lead tours in the Anthony's Main Road and the Hg Smelting Plant.

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4.4 Living Heritage	<p>Visitors to Idrija, the center of Idrija lace making, had the opportunity to explore 14 outstanding exhibitions showcasing traditional and contemporary lace in the year 2023. The majority of these exhibitions took place from mid-June to the end of August (June 16th - August 31st, 2023).</p> <p>In the year 2023, the City Museum of Idrija conducted the following activities:</p> <ul style="list-style-type: none"> <li>- Implementation of the 2D character of smuggler Melhiorca in the courtyard of Gewerkenegg Castle</li> <li>- Implementation of the character of smuggler Melhiorca in the permanent exhibitions at Gewerkenegg Castle in the form of 2D and 3D animations</li> <li>- Implementation of the character of smuggler Melhiorca on educational worksheets as a tool for conducting educational programs</li> </ul> <p>"Reflections of the Silver Era" - In September and October 2023, the Idrija Mercury Heritage Management Centre invited the public for the seventh consecutive year to explore the mining heritage. Together with other institutions, they organized a diverse program of events dedicated to the mercury heritage. The events in 2023 were particularly associated with celebrating the 20th anniversary of the UNESCO Convention for the Safeguarding of Intangible Cultural Heritage.</p> <p>Various events at numerous locations in Idrija took place from September 20th to October 19th, 2023. Part of the events included the Industrial Culture Festival Betrieb, held at the Mercury Smelting Plant, which provided a special revitalization of this space.</p>
<b>Criteria</b>	<b>Implemented Measures in 2023</b>
<b>5. Social climate</b>	
5.6 Accessibility	<p>The Municipality of Idrija conducted a 4-hour training session on digital accessibility on March 9, 2023.</p> <p>We have reviewed accessibility on the website <a href="http://www.visit-idrija.si">www.visit-idrija.si</a>, added an accessibility plugin, and based on the website review, we have updated the accessibility statement.</p> <p>The Municipality of Idrija purchased a special portable radio frequency system years ago. People with hearing impairments can use it for free, and the municipality wishes for this option to be utilized as much as possible.</p>
5.7 Involvement of Residents in Planning	<p>In the preparation of the new Tourism Development Strategy in the Municipality of Idrija for the period 2024-2028, we actively involved all stakeholders in the destination. A survey was conducted, along with three focus group workshops for residents (17.10.2023 - workshop on Rural Areas, 23.10.2023 - workshop on the Upper Idrija Landscape Park, and 24.10.2023 - workshop for Youth).</p>
5.8 Informing Residents about	<p>The Idrija Tourism Board, Municipality of Idrija, Idrija Municipal Services, ICRA, Pr'Golitu, Idrija Youth Centre, and other organizations continuously inform residents about sustainable events and activities through their websites, social media platforms, local radios and newspapers, as well as other media channels.</p>

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Sustainable Tourism	
5.10 Satisfaction of Residents	<p>As part of the preparation of a new tourism strategy for the Idrija destination, an extensive survey was conducted among residents regarding their views on the current state and development of tourism in the Municipality of Idrija.</p> <p>On May 29, 2023, the Local Community of Mesto Idrija also organized a roundtable discussion on the topic of tourism: Tourism – yes or no?</p>
5.12 Support for Local Entrepreneurs	<p>In 2023, we continued our work for providers under the collective brand "Idrija Izbrano" (Idrija Selected). We prepared a call for inclusion in the brand, conducted evaluations and certificate awards, annual reports, and other documents. Throughout the year, there was also intensive promotion of providers and products included in the brand. We promoted providers through online channels and participated in trade shows, markets, events, and other gatherings.</p> <p>As part of the "Idrija Izbrano" collective brand, advisory sessions for product development were held for providers in September (6th).</p> <p>In 2023, gift packaging for bobbin lace was designed, which is also available to artisans who do not have their own packaging.</p> <p>The Idrija-Cerkno Development Agency (ICRA) has established a SPOT point, which provides comprehensive support services for potential entrepreneurs and SMEs. It also collaborates intensively with local providers as part of the Idrija Marketplace (the market takes place on Wednesdays and Saturdays). In 2023, there were 90 market days, and suppliers received intensive promotion on the market's Facebook page and participated in other related events.</p> <p>In 2023, the 3rd Phase of the LAS project - "Let's Meet at the Market 4" took place, during which numerous activities were carried out - activities included workshops, round tables, the development of experiences, and expert consultations.</p> <p>At the end of 2022 and the beginning of 2023, the Idrija Municipal Museum hosted an exhibition titled "Homage to Wool," where the public was introduced to the production processes, equipment, tools, and people involved in sheep farming in the Idrija and Cerno regions.</p> <p>By involving the Handicraft Section of the Small Livestock Breeders Association Idrija-Cerkno, numerous other activities were carried out to support and promote handicrafts.</p> <p>In 2023, the Idrija-Cerkno Development Agency implemented two projects with a strong emphasis on transitioning to sustainable food supply: the Sustainable Food Supply Transition project and the PRO ECO project. Local providers and farmers were actively involved in both projects.</p> <p>As part of the Sustainable Food Supply project, various activities were carried out, including educational programs and a large farmers' market. In the first year of the project, the Agricultural and Forestry Cooperative Idrija also acquired a new computer program for tracing organic meat.</p>

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	<p>In March 2023, the Municipality of Idrija announced a public tender for the allocation of state aid for the preservation and promotion of agriculture and rural development in the Municipality of Idrija for the year 2023. A total of €40,000 was available for providers as part of this initiative.</p> <p>In 2023, we designed and purchased unified packaging for Idrija lace products. The cardboard boxes in natural color without lamination are adorned with a paper band featuring a designed pattern. Additionally, we designed and procured paper gift bags made of natural paper with discreet lace printing. Both options are available to providers.</p>
5.13 Local Product Promotion	<p>Throughout the year, we conducted promotion of products and providers under the collective brand Idrija Selected: regular posts on websites and social media platforms, inclusion of certified offerings in programs, animations, and caterings, the opportunity for free participation at trade fairs and markets, and presentation of the Idrija Breakfast at international meetings.</p> <p>The products of Idrija Selected are sold in the store at the Tourist Information Center in Idrija, through online sales (<a href="http://www.idrijskacipka.si">www.idrijskacipka.si</a>), in the stores of the Idrija Agricultural Cooperative, some products are also available at the Slovene Ethnographic Museum, at the Idrija Lace School and at Hotel Jožef. Of course. The products are also available at providers.</p>
<b>Criteria</b>	<b>Implemented Measures in 2023</b>
<b>6. Tourism Enterprises and Communication</b>	
6.1 Promotion of Sustainability in the Tourism Sector	<p>In 2023, we introduced the Green Newsletter for providers, where we presented various sustainability topics and information. Three issues of the Green Newsletter were published in 2023 (August, October, and December). We plan to continue producing the Green Newsletter in the coming years.</p>
6.2 Sustainability certificates	<p>On October 2, 2023, we conducted a training for our providers. During the training, the lecturer presented the general framework of sustainability in tourism, followed by a more detailed presentation of sustainable labels and certificates.</p> <p>A detailed presentation of sustainability certificates was also included in the content of the Green Newsletter, where each issue features one of the signs.</p>
6.3 Promoting certified providers	<p>We showcase our currently only certified provider – Hotel Jožef, on the destination website under the sections for restaurants and accommodations. It is featured prominently in top positions. Additionally, all events organized by the provider are published on the website <a href="http://visit-idrija.si">visit-idrija.si</a>.</p> <p>The provider's photograph is also used as one of the main creatives for digital campaigns promoting accommodations in the destination. In our posts, we highlight the green labels that the provider has obtained.</p>
6.10 Respectful and	<p>We conduct promotion in the Idrija destination in line with ethical and sustainable criteria. Our advertising is clear, respectful, non-deceptive, transparent regarding prices and terms, and respects data privacy. Promotion is also sustainability-focused, with an emphasis on digital marketing, promoting boutique experiences, sustainable activities and products and local authenticity.</p>



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accurate promotion	
6.12 Interpretative Content	<p>In the destination of Idrija, we take care of setting up and maintaining informational boards, preparing brochures, maps and other materials. We also have a Visitor center with animations, video presentations, models, and other interpretative displays.</p> <p>In the year 2023 a part of the old and worn entrance signs and informational signs in the Upper Idrijca Landscape Park were replaced, and the remaining part will be carried out in 2024. The new signs are in line with the Regulations on the Marking of Protected Areas, Natural Values, Ecologically Important Areas, and Natura 2000 Areas. Additionally, a new informational board about the Tectonic Window in Strug was produced and installed.</p>

Idrija, 31.01.2024

Idrija Tourism Board  
Director: Valerija Božič