

Idrija.

A presentation of the achievements on sustainability at the destination Idrija

The Municipality Idrija achieved the **Slovenia Green Destination Silver label** in 2016 and renewed it in 2019. In the year 2022 the destination features will be assessed again. To confirm the certificate, the conditions in six categories are assessed (destination management, waste and waste water management, drinking water quality, climate change impact, environmental attitude, locals and tourists' awareness, the notion of safety etc.

The last two years have been under strong impact of the pandemic. There were delays in various activities and measure taking, in passing strategic documents, especially in cases where additional documentation from other government institutions were necessary.

The measures written in our action plan have not been abandoned or cancelled, several have been updated or extended their due date. During the time of the pandemic we dedicated most of our efforts into developing the brand name Idrija izbrano and the activities connected to passing the vitally important management plan of the Zgornja Idrijca Landscape Park.

Green&Safe – dedicated to responsible, green, and safe tourism

The destination joined the series of activities of the national tourist board and implemented the Green&Safe Responsible Travel Standards. Together with our accommodation providers we communicate sustainability and safety of our destination.

New graphic design

Idrija as a destination had a new graphic design created to be used by every tourism provider at the destination.

Natural environment and the landscape

Zgornja Idrijca Landscape Park

A vast area to the east of the town of Idrija was protected as a landscape park in 1993. The entire area also belongs to the territories of the Natura 2000 preservation programme. It includes the pristine natural environment, many natural sights and cultural monuments. There was no management programme of the area established until 2022. This year the managing body of the park, Idrija Tourist Board, in cooperation with all institutions and associations in



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charge, as well as with the inhabitants and others, developed and finalised the management plan for the park. Many other activities to raise the awareness of the value of pristine nature have been performed. One of the main goals to further protect the area is to reduce the amount of motorised traffic within the park. There was a free-of-charge bus connection between Idrija and Idrijska Bela, and Črni Vrh and Idrijska Bela established.

Sustainable mobility

There have been major efforts to establish a safe cycling path between Idrija and Spodnja Idrija, as well as from Idrija to the local road towards Idrijska Bela. The construction works are running.

In 2020 Idrija established the system of renting electric bikes from five various locations in town where 34 e-bikes are available. There are so far 161 users registered in the system.

e-biking products for visitors

Due to increased interest in active holidaymaking there are new products available for visitors to the region of Idrija. Eight e-bikes are available for hire, three different tracks offering natural, cultural and technological heritage sites have been developed, together with the offer of local products and delicacies.

“Reduce”

One of the goals of the society should be to reduce the amounts of waste and to consume sensibly. Many activities and campaigns have been undertaken in order to empower people to change their habits to better. The organising team of Idrija Žlikrofi Day events introduced fully bio-degradable plates, forks and spoons, glasses, and used reusable plastic glasses for beer and wine glasses. The waste was strictly separated into bins for biological, packaging, glass, paper and miscellaneous. Introducing and promoting actions like this can improve the waste management habits among the local population, which leads to less waste collected.

Promotion of local products and services

The Idrija izbrano brand of local products has been increasing its role and recognition locally, as well as throughout the country. Our goal is to increase the number of suppliers, craftspeople, tourism providers, events, experiences, in order to expand the offer, as well as to increase the value of local production, skills and traditions.



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The “hearty cup”

A cooperation project among three local agents has provided the “hearty cup”, made of clay, with a pattern of Idrija Lace imprinted into the cup handle. Each cup is unique, with a heart-shaped lace, designed and made by local experts.

Beekeeping

Beekeeping is an important tradition in the region, since 2021 celebrated through a “Honey day” in order to present the traditions and products of local beekeepers. There were also guided tours of the municipal beehive, a selection of honey souvenirs and presentation on apitherapy.

Idrija Card

In 2020 the first discount-and-benefits card for the destination Idrija was introduced. It offers various benefits and discounts our visitors can make use of when visiting providers at the destination during their at least two days long stay.

