



# Idrija.

2024

## Annual report of the Green Scheme sustainable actions for destination Idrija 2024

MUNICIPALITY OF IDRIJA AND IDRIJA TOURISM BOARD



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| Project title:                    | Annual report of the Green Scheme sustainable actions for destination Idrija 2024   |
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| Date:                             | 31.01.2025  |
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## INTRODUCTION

As a holder of the Slovenia Green label (the Municipality of Idrija has held the gold label since 2022), the Idrija destination is committed to preparing an action plan for sustainable measures and submitting annual reports on implemented sustainability activities within the municipality.

In 2023, we prepared the Action Plan for Implementation of Sustainable Measures for the Idrija Destination for the period 2023–2025, with the aim of upgrading our sustainability efforts and maintaining the awarded Slovenia Green Destination – Gold Label. The action plan was approved by the municipal council.

The 2023–2025 plan includes a wide range of sustainability activities across various sectors, as environmental protection, social responsibility, and economic development must be addressed comprehensively. In addition to the Idrija Tourism Board, the plan was developed in collaboration with the Municipality of Idrija, Komunala Idrija, local tourism providers, and other organizations. A green, environmentally and socially responsible destination is not just the task of the local tourism organization – it is something that can only be achieved together.

After the first year of implementation, we prepared the 2023 annual report, and this document presents the report for 2024. Preparing annual reports is a requirement for maintaining the Slovenia Green label. In autumn 2025 (every third year), a new comprehensive evaluation will take place for the renewal of the label.

The 2024 annual report was prepared by the Idrija Tourism Board in cooperation with various stakeholders in our municipality.

We assess that the destination has been very successful in implementing the planned measures—some areas have seen greater progress, while others slightly less—but this report provides a comprehensive overview and testifies to the ongoing sustainability efforts in the Idrija destination.



## Annual report of the Green Scheme sustainable actions for destination Idrija 2024

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 2024 in destination Idrija*

| Criteria   | REPORT 2024<br>Implemented measures in 2024  |
|--|--|
| <b>0. General characteristics of the destination</b>                   |  |
| 0.7 Sustainable Destination Overview and Slogan                        | In 2024, we prepared updated descriptions of Idrija's Green DNA, in accordance with the new online template provided by the Slovenian Tourist Board (STB). The descriptions and photos were entered into the online form, and the data will be used for the further promotion of Idrija as a green destination within the framework of the STB.  |
| 0.10 Marketing and Sales Activities                                    | In 2024, we completed the remaining translations on the website visit-idrija.si into English, Italian, and German, and we created a dedicated subpage on the accessibility of the main tourist attractions.  |
|  | <p>In 2024, the Idrija Tourism Board carried out four digital campaigns:</p> <ul style="list-style-type: none"> <li>• A general digital branding campaign for the Idrija destination on the domestic, Italian, and German markets,</li> <li>• A digital campaign for the 42nd Idrija Lace Festival on the domestic market,</li> <li>• A digital campaign titled "Invitation to Spend Your Holidays in Idrija", promoting combined tickets on the domestic market,</li> <li>• A digital campaign for the Idrija Geopark Visitor Centre on the domestic market.</li> </ul> <p>The digital campaigns were implemented as part of the Slovenian Tourist Board's public call for leading destinations, with 80% co-financing.</p> |
|  | In 2024, we again participated in various fairs and events, with the involvement of numerous local providers.  |
| <b>1. Destination management</b>                                       |  |
| 1.1 Sustainability Tourism Development Coordinator (Green Coordinator) | <p>The Green Coordinator attended the following trainings:</p> <ul style="list-style-type: none"> <li>• Lecture and workshop "Sustainability in Marketing – Transition from Theory to Practice," 16 April 2024,</li> <li>• Workshop for Green Coordinators within the framework of GSST, 17 April 2024,</li> <li>• Meeting on sustainable tourism development at SOS, 18 April 2024.</li> </ul>  |

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| 1.3 Training for the Green Coordinator and the Green Team | <p>In 2024, members of the Green Team received training in various areas of sustainability:</p> <ul style="list-style-type: none"> <li>• Saša Pečelin, together with the culinary team of Hotel Jožef, participated in the “Healthy Eating” workshops aimed at following healthy nutrition guidelines when preparing menus and meals in the restaurant,</li> <li>• Valerija Božič attended the Management Academy in Olimje, which included presentations on updates in the Green Scheme and multi-day training for nature conservation inspectors,</li> <li>• Jožica Lazar attended a professional workshop on 3 December 2024 titled “Adaptation Strategy of the Northern Primorska (Goriška) Development Region to Climate Change,”</li> <li>• Ana Šimenc participated in a conference on communal services on 20 September 2024, focusing on “Perspectives for the Future” in the area of drinking water supply. The conference was also attended by communal staff responsible for waste management and wastewater treatment.</li> </ul>   |
|   | The Green Coordinator successfully passed the exam for Green Coordinators on 28 February 2024.  |
| 1.4 Stakeholder Engagement                                | On 23 September 2024, the Idrija Tourism Institute organized a study tour for providers, featuring a visit to the Heart of Slovenia destination (Litija), attended by 35 participants from the Idrija destination.  |
| 1.5 Inventory of tourist capacities                       | The updated inventory will be concluded in 2025.  |
| 1.6 Analysis of the impacts of tourism                    | The updated analysis will be concluded in 2025.   |
| 1.7 Tourism Development Strategy                          | In 2024, the final draft of the strategy with the action plan was prepared. Final coordination and approval will continue in 2025.  |
| 1.9 Public Involvement in the Preparation of Regulations  | <p>In 2024, the Municipality of Idrija organized public consultations in various areas:</p> <ul style="list-style-type: none"> <li>• At the beginning of the year – until 16 February 2024, young people in the Municipality of Idrija were invited to submit project proposals as part of the participatory budget,</li> <li>• From 19 February 2024 to 20 March 2024, the public display of the OPPN Soča (Detailed Spatial Regulation Plan) took place, with a public hearing on the plan held on 6 March 2024,</li> <li>• On 1 March 2024, a meeting between the mayor and young people was organized,</li> <li>• On 10 June 2024, the Municipality of Idrija organized a public discussion on the new comprehensive municipal transport strategy,</li> <li>• On 12 June 2024, the Municipality of Idrija conducted a public survey on the preparation of the comprehensive transport strategy,</li> <li>• On 14 November 2024, an additional discussion was held on the topic of regulating the transport system in the municipality.</li> </ul> <p>ICRA d.o.o. held introductory workshops in May 2024 for applications to the public call of the Local Action Group (LAS).</p> |
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| 1.10<br>Monitoring<br>Tourist traffic<br>Characteristics           | <p>The characteristics of tourist visits on an annual basis are presented in the Business Report of the Idrija Tourism Institute, which is published on the website <a href="https://www.visit-idrija.si/sl/kijz/">https://www.visit-idrija.si/sl/kijz/</a>.</p> <p>The Idrija Tourism Institute also presents the statistics at provider meetings and tourism committee meetings.</p>  |
| 1.11<br>Monitoring<br>Visitor<br>Satisfaction                      | <p>In 2024, the Idrija Tourism Institute began conducting a Visitor Survey for the Idrija destination, which will continue into 2025. By the end of 2024, we collected 122 responses; the results will be presented after the survey is completed, in the second half of 2025.</p> <p>Surveys for tourism providers and residents have also been prepared and will be conducted in 2025.</p>  |
| 1.12<br>Management<br>of Tourist<br>Traffic                        | <p>At the Idrija Tourism Institute, we actively promote a diverse range of offerings across the destination to encourage the distribution of visitors and direct tourism traffic to multiple locations throughout Idrija.</p>   |
| 1.13 Alleviating<br>pressure on<br>central<br>attractions          | <p>By creating joint tickets, we guide visitors toward exploring less-visited attractions.</p> <p>In 2024, the sale of joint tickets continued. One new joint ticket was added – the Family Idrija Breakfast combined with a visit to the Idrija Visitor Center.</p>  |
| 1.14 Visitor<br>behavior in<br>vulnerable<br>areas                 | <p>In 2024, two more employees of the Idrija Tourism Institute participated in training for nature conservation inspectors.</p> <p>We also continued discussions with a candidate who passed the exam for volunteer nature conservation inspector in 2023 and has expressed willingness to perform voluntary inspections in the future.</p>   |
| 1.15<br>Monitoring of<br>sustainability<br>indicators              | <p>Sustainability indicators are monitored annually and published on the <a href="https://www.visit-idrija.si">visit-idrija.si</a> website on the Green Scheme page. In 2024, we prepared and published the indicators for 2023.</p>  |
| 1.16<br>Monitoring and<br>evaluation of<br>sustainability<br>goals | <p>In January 2024, the Green Coordinator, together with the Green Team and collaborators, prepared the annual report on implemented measures for 2023, which was presented to the Municipal Council of the Municipality of Idrija. The report was initially scheduled for the December municipal session but, due to the extensive materials, was only discussed at the January 2025 session.</p> <p>In January 2025, the annual report for 2024 was also prepared and will be presented to the Municipal Council during 2025.</p> |
| 1.17 Public<br>reporting on<br>sustainability<br>achievements      | <p>In 2024, we published the annual sustainability report for 2023 on the website <a href="https://www.visit-idrija.si">visit-idrija.si</a>. A summary in English was also prepared.</p> <p>The annual sustainability report for 2024 will likewise be published on <a href="https://www.visit-idrija.si">visit-idrija.si</a> and submitted on the online platform for reporting on the Green Scheme.</p>   |

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|                                | <p>In the Idrija destination, various stakeholders continuously publish news, events, and other information about sustainability activities and achievements.</p> <p>Most sustainability-related posts are published on:</p> <p><a href="https://www.idrija.si/">https://www.idrija.si/</a><br/> <a href="https://www.visit-idrija.si/">https://www.visit-idrija.si/</a><br/> <a href="https://www.geopark-idrija.si/">https://www.geopark-idrija.si/</a><br/> <a href="https://www.festivalidrijskecipke.si/idrijska-cipka/">https://www.festivalidrijskecipke.si/idrijska-cipka/</a><br/> <a href="https://www.icra.si/">https://www.icra.si/</a><br/> <a href="https://komunalaidrija.si/">https://komunalaidrija.si/</a></p> <p>Individual posts also appear on the websites of local communities, other organizations, and providers.</p> <p>On social media, sustainability posts appear most frequently on:</p> <p><a href="https://www.facebook.com/visitidrija">https://www.facebook.com/visitidrija</a><br/> <a href="https://www.facebook.com/geoparkidrija">https://www.facebook.com/geoparkidrija</a><br/> <a href="https://www.linkedin.com/company/idrijatourism/">https://www.linkedin.com/company/idrijatourism/</a></p> <p>Facebook pages of Komunala Idrija, Municipality of Idrija, Pr'Golitu:<br/> <a href="https://www.facebook.com/profile.php?id=100057563524824">https://www.facebook.com/profile.php?id=100057563524824</a><br/> <a href="https://www.facebook.com/obcinaidrija">https://www.facebook.com/obcinaidrija</a><br/> <a href="https://www.facebook.com/prgolitu">https://www.facebook.com/prgolitu</a></p> <p>Facebook Pokrita tržnica Idrija: <a href="https://www.facebook.com/profile.php?id=100057693199133">https://www.facebook.com/profile.php?id=100057693199133</a><br/> Facebook Development Agency ICRA d.o.o.: <a href="https://www.facebook.com/icra17">https://www.facebook.com/icra17</a></p> |
| 1.19<br>Corruption             | <p>In 2024, the final version of the revised Integrity Plan of the Idrija Tourism Board was approved and adopted, and an Integrity Plan custodian was appointed.</p> <p>In 2024, the Idrija Tourism Institute also prepared the Report on Implemented Measures of the Integrity Plan for the period 2023–2024.</p>  |
| <b>2. Landscape and Nature</b> |   |
| 2.1 Nature<br>conservation     | <p>Throughout 2024, the Idrija Tourism Institute regularly published various nature conservation content on the Geopark Idrija website and social media.</p> <p>Numerous activities were organized for children and interested groups, including:</p>   |



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|  | <p>Natural Parks of Slovenia Community Quiz – School Year 2023/24</p> <p>22.04.2024 – Presentation of Geopark Idrija and Upper Idrijca Landscape Park (UILP) to ICRA guests</p> <p>19.05.2024 – Hike to Idrija Water Barriers (Klavže) (in co-organization with DKŽD Vojsko)</p> <p>30.05.2024 – Invasive species removal action in the Upper Idrijca Landscape Park</p> <p>02.06.2024 – Filming of the “Water Circle” TV show about the Idrijca River (aired on RTVSLO January 2025)</p> <p>17.06.2024 – UILP presentation and awards for participating students in the Natural Parks Quiz at Idrija Primary School</p> <p>24.06.2024 – UILP presentation and awards at Spodnja Idrija Primary School, Ledine branch</p> <p>29-30.06.2024 – Car-Free Weekend event in UILP</p> <p>09.07.2024 – Summer activity: Exploring the UILP with a hunter and forester</p> <p>15.07.2024 – UILP presentation and guided tour for Grosuplje Tourism</p> <p>24.07.–31.08.2024 – Info stand at Wild Lake (awareness and information)</p> <p>21.09.2024 – Study tour and guided visit of UILP (Škocjan Caves Regional Park)</p> <p>20.10.2024 – Mountain hike from Hudega Polja past Pavla hospital to Lajšt, co-organized with Idrija Mountaineering Association</p> <p>23.11.2024 – Article published in The Guardian about plans to reintroduce the mountain cicada from Geopark Idrija to New Forest National Park, UK</p> <p>03.12.2024 – Filming of the “Na lepše” TV show in UILP</p> <p>Natural Parks of Slovenia Community Quiz – School Year 2024/25</p> |
|  | <p>On 13 December 2024, the Idrija Tourism Institute held a meeting with the Intermunicipal Inspectorate and law enforcement agencies of the municipalities of Idrija and Cerkno to establish joint visitor monitoring and control actions in UILP.</p>  |

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|                                   | In 2024, preparatory activities were carried out, including the review and approval of the pilot area and the planned ecosystem services to be evaluated and promoted within the Central BIC project.  |
| 2.4 Invasive Species              | May 30, 2024 – The Idrija Tourism Institute organized an invasive species removal campaign in the Upper Idrijca Landscape Park (UILP).<br><br>In addition, the nature conservation supervisor employed at the Institute dedicated an extra 10 hours to removing invasive species during her regular patrols of the park.   |
| 2.5 Landscape and Scenic Value    | As part of the project Sustainable Food Supply, implemented by ICRA d.o.o., a final conference was held on October 12, 2024, with a focus on landscape preservation — specifically on maintaining the mosaic structure of the landscape.   |
| <b>3. Environment and Climate</b> |  |
| 3.1 Noise                         | Completion of the construction of the cycling connection between Mokraška vas and Spodnja Idrija and the reconstruction of the main road between Spodnja Idrija and Marof was finalized in 2024. An official inspection and handover of the completed works took place on June 7, 2024. On June 27, 2024, a permit for temporary limited use of the state road was issued, valid until June 1, 2025.<br><br>This infrastructure improvement was implemented for the Idrija–Spodnja Idrija cycling route, enhancing both safety and accessibility for cyclists in the area. |
|                                   | Development of the cycling path through Spodnja Idrija and continuation towards Tolmin:<br>For the years 2025 and 2026, funds in the amount of €218,935.00 have been secured, with planned co-financing from the European Cohesion Policy Programme 2021–2027, for the construction of the missing cycling section through the village in Spodnja Idrija, including the renovation of the village square.  |
| 3.2 Environmental Light Pollution | The Municipality of Idrija has been implementing energy accounting for public lighting since 2010. The municipality enters data monthly into a dedicated application, based on which the Goriška Local Energy Agency (GOLEA) prepares an annual report.  |
|                                   |  |
| 3.5 Reduction of water usage      | In September 2024, Komunala Idrija sent an invitation to principals of schools and kindergartens in the municipalities of Idrija and Cerkno to present its activities.<br><br>Additionally, high school students from Idrija Grammar School visited one of the water supply systems in Idrija during 2024.   |
|                                   | Komunala Idrija regularly publishes notifications, advice, and other information related to drinking water on its official website and Facebook page.  |
|                                   | The Municipality of Idrija has developed a Drinking Water Supply Program for the period 2022–2025, which includes a development plan for the public water supply system and a strategy for reducing water losses.  |

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| 3.6 Monitoring water quality       | <p>Komunala Idrija prepares annual reports, which are regularly published on its official website.</p> <p>The report for the year 2023 was prepared and published in March 2024.</p> <p><a href="https://komunalaidrija.si/letna-porocila-o-kakovosti-pitne-vode/">https://komunalaidrija.si/letna-porocila-o-kakovosti-pitne-vode/</a>.</p> |
| 3.7 Wastewater treatment           | <p>In 2024, regular monitoring of electricity consumption and the efficient use of chemicals at wastewater treatment plants continued, with monthly record-keeping maintained.</p>   |
|                                    | <p>In June 2024, an open day was held at the Idrija wastewater treatment plant for all schools in the Municipality of Idrija.</p>  |
|                                    | <p>In April 2024, a technical day took place at the Godovič Primary School, featuring a lecture at the school followed by a visit and presentation of the operations at the Godovič wastewater treatment facility.</p>   |
|                                    | <p>In 2024, renovation and construction of new communal infrastructure took place. Some customers have already received connection notices, while most will receive theirs in 2025 after the official handover of the new communal infrastructure.</p>   |
|                                    | <p>The construction of the new Črni Vrh wastewater treatment plant (ČN) was delayed due to the process of obtaining all necessary permits.</p>   |
|                                    | <p>In autumn 2024, construction of new communal infrastructure began on two sections in Črni Vrh: Šolska pot and Park.</p>   |
|                                    | <p>In June 2024, an open day was held at the Idrija wastewater treatment plant (ČN Idrija) for all residents.</p>  |
|                                    | <p>Materials with guidelines on “What Should Not Be Disposed of in the Sewer” were distributed to the citizens.</p>  |
|                                    | <p>On April 20, 2024, Komunala Idrija presented its activities to residents at the Flower Day event organized by the Idrija Town Local Community (KS Mesto Idrija).</p>  |
|                                    | <p>An opening event for the Godovič wastewater treatment plant (KČN Godovič) was organized for the local community, primarily residents of Godovič, in cooperation with the Godovič Primary School (PŠ Godovič).</p>   |
| 3.8 Waste Reduction of Solid Waste | <p>Komunala Idrija participated in most major events in Idrija, such as the Idrija Lace Festival and the Idrija Žlikrofi Festival, by providing appropriate bins for separate waste collection.</p>  |
|                                    | <p>In December, they also contributed to the festive decoration of Christmas trees at the Town Square in Idrija, using ornaments made from recycled waste, which were later taken to the Ljubevč Collection Center.</p>  |
|                                    | <p>A cleanup campaign was carried out, along with a flower planting event, workshops for children, presentations by Komunala Idrija and other companies and organizations, and demonstrations of gardening and beekeeping.</p>   |
|                                    | <p>Since 2023, the “Adopt a Christmas Tree” initiative has been taking place in Idrija, started by members of the Idrija Local Community. In December, potted Christmas trees are decorated in the Town Square, making them suitable for reuse year after year.</p>  |
|                                    | <p>Throughout the year, the trees are cared for by adopters — local residents who look after their trees at home until the next season. The decorations are made using recycled materials to promote sustainability.</p>   |

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|   | In November 2024, as part of the European Week for Waste Reduction (EWWR) and the Za Panucat project, various events were held, including a market for second-hand goods and clothing, multiple workshops, and a free zero-waste hot lunch.   |
|   | In 2024, preparations began to establish a collection point for heritage furniture and items, as well as to set up a space for a repair café. The first collection event took place in January 2025, gathering old heritage furniture and objects to be restored and used to furnish public spaces as part of the project. A total of ten workshops focused on reuse will be held throughout the year.  |
|   | As part of the Open Day event in June 2024, Komunala Idrija presented a new garbage truck and waste management activities.  |
|   | Regularly published announcements, news, and environmental tips on Komunala Idrija's website, Facebook, other media, and on the back of utility bills.  |
|   | As part of the "Less is More" project, many activities were carried out in 2024: <ul style="list-style-type: none"> <li>• In February 2024, project partners participated in a professional consultation on compost in Ptuj.</li> <li>• In August 2024, a workshop on building compost heaps and testing compost from last year's compost heap was held in Vojsko.</li> <li>• In October 2024, farms and providers involved in the project took part in a study trip to Ptuj to observe good practices for preserving and improving soil humus content.</li> <li>• Also in October 2024, partners from the Local Action Groups (LAS) with CIL and four other Slovenian LAS participated in a study trip to Ireland to explore projects supporting local community development.</li> </ul> |
| 3.12 Reducing greenhouse gas emissions to mitigate climate change | <p>The Municipality of Idrija has secured the necessary funding for the renovation of the Modra Dvorana (Blue Hall), with the renovation scheduled for 2025.</p> <p>On public street lighting, 900 lamps were replaced with more energy-efficient ones.</p> <p>The installation of a 100 kW solar power plant at the Idrija Health Center is planned.</p>   |
| 3.13 Reducing emissions from tourism-related travel               | <p>For several years, the town of Idrija has operated a municipal e-bike rental system, while the cycling network is continuously being expanded. A transport service for the elderly, called Sopotniki, is active, and the municipality has six charging stations for electric vehicles. Numerous projects and campaigns promoting sustainable mobility are underway, which we have detailed in other sections.</p> <p>Additionally, a traffic management study for the historic part of Idrija is currently in preparation.</p>   |
| 3.14 Sustainable mobility   | <p>During the summer season, free bus transport was organized within the Zgornja Idrijca Landscape Park on the routes Črni Vrh–Lajšt and Idrija–Lajšt.</p> <p>In 2024, the Idrija Tourist Board acquired six e-bikes as part of the Danube Geotour+ project, which will be available for free rental to visitors.</p> <p>Additionally, new visitor monitoring counters were installed in the landscape park by the Idrija Tourist Board, including counters for motor vehicles, cyclists, and pedestrians.</p>  |

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|                       | <p>As every year, Idrija actively participated in the European Mobility Week 2024.</p> <p>During the European Mobility Week, various events took place between 16 and 20 September 2024:</p> <ul style="list-style-type: none"> <li>• 16.9.2024 – Activities for children at the Town Square with the Bičikleto Theatre,</li> <li>• 16.9.2024 – Transport action for seniors “Mayors behind the wheel,”</li> <li>• 20.9.2024 – Breakfast on the route for cyclists riding the Idrija–Spodnja Idrija cycling path,</li> <li>• 20.9.2024 – Artistic performance about mobility at Idrija Primary School,</li> <li>• 20.9.2024 – Safe riding demonstration at the Pump Track,</li> <li>• 20.9.2024 – Presentation of the preparation of the new Comprehensive Traffic Strategy of the Municipality of Idrija.</li> </ul> |
|                       | <p>The Car-Free Weekend in the Upper idrijca Landscape Park took place on June 29 and 30, 2024.</p> <p>On Saturday, June 29, 2024, the program ran from 10:00 AM to 6:00 PM, featuring a presentation on hunting and hunting activities.</p> <p>On Sunday, June 30, the program began with an exhibition of drawings by children from kindergartens in the Municipality of Idrija on the theme “Nature Conservation,” followed by various activities mainly for children and families.</p> <p>Both days included catering services and free bus transportation from Idrija and Črni Vrh.</p>  |
|                       | <p>The bEcikl city e-bike rental system has been well received in Idrija and has many regular users. The number of users in 2024 remained stable compared to 2023, but the total number of individual bike rentals decreased in 2024.</p>   |
|                       | <p>The Municipality of Idrija continuously informs the public about news, updates, events, and other topics related to sustainable mobility (such as information about public transport, events, new arrangements, etc.).</p>   |
|                       | <p>In March 2024, a meeting of the Goriška Regional Council was held with Minister Bratušek, who promised the prompt implementation of the project to mark the national cycling network in the region.</p> <p>By December 31, 2024, the markings had not been completed.</p>  |
|                       | <p>The LAMO project started on October 1, 2024. Since the Idrija municipality budget was approved in January, most activities will be carried out starting from 2025. A few Zoom meetings were held in 2024.</p> <p>In the first half of 2025, the purchase of electric bicycles (15 bikes and 5 stations) is planned.</p>  |
| 3.15 Public transport | <p>Since 2020, the Municipality of Idrija has subsidized the city bus transport, and the public tender for 2024 was also conducted and completed. The bus was subsidized until June 30, 2024 (passengers paid a fare of €0.50, covering approximately 10% of the total cost, with the remainder covered by the Municipality of Idrija).</p> <p>From July 1, 2024, the city bus service was classified as part of public scheduled transport under the administration of DUJPP. The Idrija-Podroteja-Idrija loop, which is not part of intercity transport, is financed by the Municipality of Idrija. Passengers pay the ticket according to the operator's valid price list, which partially covers the municipality's costs.</p>  |

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|                                     | The Municipality of Idrija provided residents of the Črnovrška Plateau with free bus transport to the 2024 New Year's Eve celebration held in Spodnja Idrija. A free New Year's Eve bus service was also available between Idrija and Spodnja Idrija.  |
| 3.16 Reducing energy consumption    | For several years, free energy consulting has been available in Idrija through the advisory office EN SVET. Consultations are offered by prior appointment.<br>The contact number is published on the municipal website and the Eko sklad website.   |
| 3.19 Responses to climate risks     | The development agency ICRA d.o.o. has been involved in preparing the regional climate change adaptation strategy: <ul style="list-style-type: none"> <li>• Preparation of data for the included area and proposals of measures for climate change adaptation for the Northern Primorska region.</li> <li>• Preparation of data and documents for the development of the Climate Change Adaptation Strategy for the Northern Primorska region.</li> <li>• Participation in the expert workshop for the preparation of the Climate Change Adaptation Strategy for the Goriška Development Region on December 3, 2024. The event was attended by a representative of ICRA and a representative of the Idrija Tourism Institute.</li> </ul> |
| 3.20 Informing about climate change | 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.  |
| <b>4. Culture and tradition</b>     |  |
| 4.1 Immovable Cultural Heritage     | Meetings of the international and national committees are organized at least once a year.<br>In 2024, two sessions of the international committee and one session of the national committee were held. During the national committee session, a position was adopted regarding the mandatory preparation of a Heritage Impact Assessment (HIA) for interventions involving cultural monuments protected as UNESCO heritage.<br><br>On World Tourism Day, September 27, we hosted UNESCO Day 2024 in Idrija, which we organized together with the Slovenian National Commission for UNESCO at the Idrija Tourism Board.   |

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|  | <p>CUDHg Idrija has started developing the unfinished space on the 3rd floor of the Klasirnica building, which was not part of Phase I of the renovation and revitalization of the Hg Smelting Plant. The goal is to adapt the space in accordance with the project documentation and building permit for the purposes of museum exhibitions, school and other educational programs, as well as workshops and events.</p> <p>Renovation has also begun on the corroded ore chutes above the conveyor belt, located in the basement connecting tunnel between the Visitors' Centre and the Klasirnica. This project aims to preserve an important part of the equipment used for transporting ore to the roasting furnaces.</p> <p>Regular maintenance is ongoing in the underground mine areas, including water pumping from the mine and monitoring the impact zone of the former mercury mine.</p> <p>Numerous events were organized by CUDHg to raise public awareness about mining heritage, including:</p> <ul style="list-style-type: none"> <li>• Rudnik oživi (The Mine Comes Alive),</li> <li>• Odsevi srebrnega časa (Reflections of the Silver Era),</li> <li>• a concert on St. Barbara's Day (patron saint of miners),</li> <li>• the annual mass in the Chapel of the Holy Trinity in Anthony's Shaft on St. Ahac's Day,</li> <li>• and events on Idrija Municipal Day, June 22.</li> </ul> <p>The Idrija Municipal Museum also carried out a variety of activities:</p> <ul style="list-style-type: none"> <li>• Renovation of the entrance doors at Gewerkenegg Castle (3 units), value: €5,803.42</li> <li>• Partial energy renovation: insulation of the attic in Wing A of Gewerkenegg Castle (154 m²), value: €13,304.89</li> <li>• Sandblasting and painting of the water supply pipe and pumping rods of the Idrija waterwheel, value: €11,496.06</li> <li>• Replacement of the railing on the staircase of Gewerkenegg Castle, value: €1,378.50</li> <li>• Renovation of the internal signage system at Gewerkenegg Castle, value: €9,951.91</li> <li>• Preparation of a report: Idrija – Castle EŠD 183, facade plasterwork, condition and proposed repairs, Institute for the Protection of Cultural Heritage of Slovenia, March 6, 2024</li> <li>• Upgrading and supplementing of permanent exhibitions Five Centuries of the Mercury Mine and the Town of Idrija and In the Footsteps of Mercury (concept design for 3D animation of the roasting furnaces)</li> <li>• LIKE LIQUID MERCURY: exhibition, video, workshop, educational program (Gewerkenegg Castle, Small Gallery, Feb 29–May 6, 2024)</li> <li>• Exhibition IDRIJA – ALMADÉN: TREASURES OF WORLD HERITAGE (Madrid, Apr 4–May 4, 2024; Nov 26, 2024–Feb 28, 2025, Langreo, Spain)</li> </ul> |
|  | Last year, CUDHg trained three new guides, who completed training to lead tours in Anthony's Shaft and the Hg Smelting Plant.   |
|  | The Idrija Municipal Museum carried out the following activities in the field of guide education:   |

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|                     | <ul style="list-style-type: none"> <li>• Meeting of Idrija Municipal Museum guides before the start of the tourist season, April 12, 2024</li> <li>• Training of a new team of guides for work at the reception, in permanent exhibitions, and at museum sites (January–April 2024)</li> <li>• Guide training on communication and public speaking, October 24, 2024</li> </ul>   |
|                     | In autumn 2024, an information board with printed content and a QR code providing access to digital information about the Feldbahn was installed. Additionally, two directional signposts were placed—one at the entry point and another along the route at the top of Ključ.   |
| 4.4 Living Heritage | <p>In 2024, visitors once again had the opportunity to admire several outstanding exhibitions of both traditional and contemporary lace. Most exhibitions took place during the 42nd Idrija Lace Festival, from mid-June to the end of August 2024:</p> <ul style="list-style-type: none"> <li>• LUČKE – the main exhibition of the Idrija Lace-Makers Association from Idrija, Spodnja Idrija, Črni Vrh, and Dole; opening: June 14 at 21:30</li> <li>• "LOOK WHAT I CAN DO!" 2024 – annual exhibition of lace made by children and youth attending the Idrija Lace School; June 17 – August 31, 2024</li> <li>• FREEDOM IN LACE – exhibition of works from the international bobbin lace competition; opening: June 14 at 17:30</li> <li>• A SLIGHTLY DIFFERENT KIND OF "PAJKI" (lace pattern) – lace exhibition by the lace section of the Slovene Cultural Society "Triglav" in Split; opening: June 14 at 17:30</li> <li>• FROM TRADITION TO FUTURE – exhibition by lace-makers from the Marjetica Cerkno Lace Society; opening: June 13 at 16:00</li> <li>• LACE, FASHION, BEAUTY – art exhibition by members of the Cinober Art Society Idrija; June 17–29, 2024</li> <li>• Installation DataBank@futureGARDEN – multimedia project by Eva Petrič, MFA; opening: June 14 at 20:30</li> <li>• LACE WRAPPED IN SYMPHONY – exhibition by the Žnurne Trebnje Lace Group and the Idrija Municipal Museum; June 14 – September 29, 2024</li> <li>• FREE PEOPLE – artistic installations by students of the Faculty of Natural Sciences and Engineering; June 14–16, 2024</li> <li>• WOMEN'S STRENGTH, SIDE BY SIDE – OLD AND NEW, HAND IN HAND – exhibition by two study groups under the Idrija Lace-Makers Association from Črni Vrh, Dole, and Idrija; June 14–16, 2024</li> <li>• LENTEN CLOTH – a hand-made lace altar cloth that, for the first time this year, covered the main altar painting in the Parish Church of St. Joseph the Worker in Idrija during Lent; June 14–16, 2024</li> <li>• 2nd AMATEUR EXHIBITION #ROSEOFHOPE – exhibition of works submitted to the conceptual art competition by Eva Petrič, in collaboration with the Idrija Lace School and the Idrija Tourism Board; opening: June 14, 2024</li> <li>• EXHIBITION KARLOKIRRI x JOKER OUT – the first phase of a collaboration between contemporary artists and the heritage of Idrija lace; opening: June 13, 2024</li> <li>• IDRIJA LACE, A HISTORY WRITTEN IN THREAD – permanent exhibition at the Idrija Municipal Museum in Gewerkenegg Castle</li> </ul> |
|                     | <p>In 2024, the Idrija Municipal Museum carried out the following activities:</p> <ul style="list-style-type: none"> <li>• Creation of a concept and design of a new exhibition for children and families titled "MUSEUM IN A BAG", valued at €5,984.10, and the production and installation of exhibition elements (€14,064.06). The museum's permanent exhibitions at Gewerkenegg Castle were supplemented with exhibition modules forming an educational trail, aimed at supporting educational programs and enhancing</li> </ul>  |



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|  | <p>the experience for independent visitors, especially families. The program weaves together two themes: the story of the museum and its objects, and the story of the smuggler Melhiorca. The content is presented across 10 stations using specially designed cabinets/modules with didactic (sensory, visual, and interactive) elements.</p> <ul style="list-style-type: none"> <li>• “I FEAR NEITHER THE DEVIL NOR THE TAXMAN!”: THE PURSUIT OF MELHIORCA THE SMUGGLER – a theatrical performance with eight performances.</li> <li>• MELHIORCA THE SMUGGLER VISITS ADMINISTRATOR STEINBERG – an exhibition of illustrations by Irena Gubanc and a picture book presentation, held at Jože Udovič Library, Cerknica, from October 12 to December 12, 2024.</li> </ul>  |
|  | <p>In autumn 2024, the Idrija Mercury Heritage Management Centre (CUDHg Idrija) invited the public for the eighth consecutive year to a variety of events showcasing the region’s mining heritage. In collaboration with other organizations, they prepared a diverse program dedicated to mercury heritage:</p> <ul style="list-style-type: none"> <li>• In the Footsteps of Idrija Miners – a cycling tour exploring the mining heritage, September 21, 2024, at 9:00 AM, starting at the Hg Smelting Plant.<br/>Organizers: CUDHg Idrija and KD Sloga 1902.</li> <li>• The Mining Cable Car – “Teleferika” – a guided hike, September 28, 2024, at 9:00 AM, starting at the parking lot by the Rake trail entrance.<br/>Organizers: CUDHg Idrija and Zavedno Brušer.</li> <li>• 30 Years of Our Memories – documentary film screening and discussion evening featuring stories and experiences of guides from Anthony’s Shaft, October 1, 2024, at 7:00 PM, at the Film Theatre Idrija.<br/>Organizers: CUDHg Idrija and the Idrija Municipal Library and Reading Room.</li> <li>• Presentation of Berilo by Marija Verbič – a collection of articles about the Idrija Mine and the town of Idrija, October 15, 2024, at 6:00 PM, at the Magazin Gallery above the Municipal Library.<br/>Organizers: CUDHg Idrija, Idrija Museum Society, ZAL – Archive Unit Idrija, and the Idrija Municipal Library.</li> <li>• DUO Dimek &amp; Tonč (Mi2) – acoustic concert, October 17, 2024, at 7:00 PM, at the Hg Smelting Plant.<br/>Organizer: CUDHg Idrija.</li> </ul> |
|  | <p>In 2024, CUDHg Idrija commemorated St. Barbara’s Day with an event held on December 3, 2023, featuring a musical walk through Anthony’s Shaft.</p>  |
|  | <p>The Idrija Žlikrofi Festival, held on August 23, 2024, in the natural surroundings of Mejca Park, attracted over 5,000 visitors from Slovenia and abroad. The festival’s main focus was once again on Idrija žlikrofi (traditional dumplings), but for the first time, other protected Slovenian dishes were also introduced. The event has long emphasized sustainability, using biodegradable dishes and cutlery along with strict waste separation. The festival also maintains a family-friendly atmosphere. For 2025, an expanded program and a broader offer are planned.</p>   |
|  | <p>In 2024, the GO! Pasta culinary trailer participated in five events and was presented at a total of ten different festivals in Italy, Slovenia, and Croatia. The trailer promoted gastronomic heritage, allowing visitors to learn about and taste traditional stuffed pasta dishes such as cjarsoni and Idrija žlikrofi.</p>   |

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|   | For 2025, the project plans to participate in at least four additional events, including international festivals, continuing to raise awareness of these dishes and local producers. A special focus is placed on sustainability, using biodegradable utensils and packaging, as well as local and seasonal ingredients.   |
| <b>5. Social Climate</b>                          |  |
| 5.6 Accessibility                                 | <p>In 2024, the Municipality of Idrija joined the project “Enabling Multimodal Mobility”, implemented by the Geodetic Institute of Slovenia.</p> <p>On October 22, 2024, a regional event related to the project took place in Idrija, focusing on enabling mobility for persons with disabilities. The event featured presentations of good practices in accessibility, and participants discussed the daily challenges faced by people with disabilities as well as potential improvements.</p>  |
|   | In 2024, we created a dedicated subpage on visit-idrija.si about the accessibility of the most important tourist attractions. In 2025, we will add a link to the Public Accessibility Viewer and guidelines currently being prepared as part of the Events for All project, implemented by MC Idrija.  |
|   | As part of the Wild Points project, an informational board adapted for the blind and visually impaired was installed at Divje Lake in 2024.  |
|   | <p>In 2024, two smaller events were held:</p> <ul style="list-style-type: none"> <li>• A discussion evening with Aljoša Škaper, an advocate for accessibility for people with mobility impairments,</li> <li>• A presentation on people with mobility impairments and the importance of accessibility for students at the Idrija High School.</li> </ul> <p>A larger event, Events for All – Stand-Up Evening, was also organized, which will serve as a good practice example.</p> <p>Based on interviews with people with mobility impairments and a satisfaction survey of the evening event, MC Idrija prepared a draft of guidelines for informing about venue accessibility for event organizers.</p> <p>The guidelines will be published and presented to event organizers and other interested stakeholders at the beginning of 2025.</p> <p>On January 27, 2025, the project and its key findings were also presented at the first annual meeting of providers organized by the Idrija Tourism Board.</p> |
| 5.8 Informing Residents about Sustainable tourism | The Idrija Tourism Institute, Municipality of Idrija, ICRA d.o.o., Mestna soba Pr’Golitu, MC Idrija, and other organizations continuously inform residents about sustainable events and activities through their websites and social media, local radio stations and newspapers, and other media outlets.  |
| 5.11 Monitoring                                   | In 2024, the Idrija Tourism Institute began conducting the Visitor Survey for the Idrija Destination, which will continue into 2025. By the end of 2024, we collected 122 responses. The results will be presented after the survey concludes, in the second half of 2025.   |

# Idrija.

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| Economic Effects                        |  |
| 5.12 Support for Local Entrepreneurship | <p>Since we included the sale of local products in the Wild Points project, which will be implemented in the coming years, we only had an informational booth at Divje Lake during the season, where visitors received information about:</p> <ul style="list-style-type: none"> <li>• Waste management in the Idrija Mercury Heritage Site (KPZI)</li> <li>• Proper behavior within the KPZI</li> <li>• Tourist attractions in the KPZI</li> <li>• Parking rules in the KPZI</li> <li>• Public transportation in the KPZI</li> </ul>  |
|   | <p>In 2024, regulations, contracts, and other relevant documents of the Idrija Selected collective trademark were updated due to the introduction of membership fees and changes in the certification area.</p> <p>A study tour was organized for certified providers to the destination Heart of Slovenia, where good practices in provider collaboration and development of tourist experiences were presented.</p> <p>The Idrija Tourist Board successfully entered the Made in Slovenia gift catalog with products certified by bobbin lace. This online catalog showcases visual and design excellence as well as the identity and heritage of Slovenia and the national brands I Feel Slovenia and Made in Slovenia (<a href="https://www.madeinslovenia.design/">https://www.madeinslovenia.design/</a>).</p> <p>We were also successful in the tender for selecting protocol gifts for the European Capital of Culture 2025 – GO25!, where the bobbin lace bracelet Prepletana was chosen.</p> <p>Selected products were presented as gifts for business partners: Lace from Ljubljana to Idrija was a gift for partners of the Slovenian Tourist Board (STO), and the bee brooch was given to partners of NLB. In all these projects, the Idrija Tourist Board closely collaborated with pattern designers and lace makers, whose contribution is essential for the high quality of the final products.</p> <p>The call for certification of Idrija izbrano was re-announced in 2024. A total of 18 providers applied (10 new and 8 with new products). The first evaluation, held on May 7, focused on food and beverages served in catering style, while the second evaluation on October 8 assessed handicraft products and experiences. The commission reviewed and evaluated a total of 82 products and services. Some products received recommendations for improvements, mostly related to packaging. Due to the required improvements, 12 providers with 59 products or services were awarded the certificate in 2024.</p> <p>Regular certificate renewals were also carried out – food products every two years, handicrafts every three years. The commission paid special attention to product improvements based on previous recommendations, resulting in all 34 evaluated products and services successfully renewing their certificates.</p> |

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|  | <p>As part of the Idrija Selected collective brand, individual consultations for product design and refinement were conducted in April 2024 for providers wishing to newly join or include new products under the Idrija Selected collective brand. Additionally, online consultations for providers of gastronomic dishes, beverages, and experiences were held in April and May 2024.</p> <p>Many activities were also carried out by ICRA d.o.o.:</p> <ul style="list-style-type: none"> <li>• Organization of the Barbara Fair, featuring local artisans and a wide range of handicraft products, co-organized with the KS Mesto Idrija, on November 30, 2024 (Mestni trg, Idrija),</li> <li>• Establishment of the Wool Craft Atelier, in cooperation with the Handicraft Section of the Idrija-Cerkno Small Livestock Breeders Association: first held on Saturday, October 12, 2024, during the 20th Farmer's Market (location: Mestni trg 3, business premises owned by the Municipality of Idrija), and again on Friday, November 29, and Saturday, November 30, during the festive Barbara Fair (Mestni trg 3, business premises owned by the Municipality of Idrija),</li> <li>• Coordination and expert cooperation with the Handicraft Section of the Idrija-Cerkno Small Livestock Breeders Association throughout the year,</li> <li>• Inclusion of the joint section (Idrija-Cerkno) in the development and programs of events such as LARFA ART – Wood and Handicraft Festival (Cerkno, July 2024) and others,</li> <li>• Implementation of the educational program WEAVING SCHOOL, 40 hours, IPO programs, 2024,</li> <li>• Implementation of the educational program DEVELOPMENT OF NEW HANDICRAFT PRODUCTS FROM WOOL, 60 hours, IPO programs, 2024.</li> </ul> |
|  | <p>The Idrija-Cerkno Development Agency also implemented two projects in 2024 with a strong focus on transitioning to nature-friendly food supply: the Transition to Nature-Friendly Food Supply project and the PRO EKO project.</p> <p>Within the Nature-Friendly Food Supply project, numerous activities were carried out:</p> <ul style="list-style-type: none"> <li>• Promotion of producers of organically and nature-friendly grown food – production of a video (Tine Mažgon),</li> <li>• Workshops on making Idrija žlikrofi from organic ingredients (February 29, 2024, March 2024),</li> <li>• Final project conference held on October 12, 2024, with an emphasis on landscape preservation,</li> <li>• Presentation of local nature-friendly food offerings at the covered market in April 2024 and at the large farmer's market in October 2024.</li> </ul> <p>Within the PRO EKO project:</p> <ul style="list-style-type: none"> <li>• Testing of innovation for deterring wildlife from agricultural fields at the farm of Roka Likar in Vojsko,</li> <li>• Study visit of good practices at the organic farm of young successor Roka Likar in Vojsko,</li> <li>• Presentation of the tourist program of Roka Likar's farm,</li> <li>• In May 2024, Serbian partners were hosted in Idrija; local providers involved in the project and the Idrija-Cerkno Small Livestock Breeders Association were introduced.</li> </ul>   |

# Idrija.

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|                                   | <p>The public call for granting state aid to preserve and promote the development of agriculture and rural areas in the Municipality of Idrija for 2024 was published on July 24, 2024.</p> <p>A total of €40,000 was available under the call, divided into several measures, including:</p> <p>Measure 4: Aid for investments in the processing and marketing of agricultural and food products, as well as investments in non-agricultural activities on farms.</p> <p>Within this measure, €5,000 was allocated; however, in 2024, no applicants applied for this call.</p>   |
|                                   | <p>As part of the project, six sets of learning materials were prepared to develop entrepreneurial skills for artisans and creators in the field of heritage. In October and November 2024, educational workshops were held on cultural entrepreneurship, marketing skills, using mobile phones to create visual content for social media, as well as on networking, seeking financial and professional support, and event organization. At the conclusion of the project, the workshop participants connected with other local creators (a total of 16 providers) and jointly co-organized a holiday market.</p>   |
| 5.13 Promotion of Local Products  | <p>Promotion of products under the Idrija selected collective brand took place throughout the year. It included:</p> <ul style="list-style-type: none"> <li>• Promotion of providers and products on the social media channels of the Idrija Geopark and on the Idrija Geopark website, carried out throughout the year,</li> <li>• Participation of providers at fairs during the year (fairs listed in section 0.10),</li> <li>• Presentation of the Idrija Izbrano brand and food offerings within group packages for visitors and journalists during study tours,</li> <li>• Presentation of providers and food products at the exhibition held during the KBZ certificate award ceremony in December 2024,</li> <li>• Presentation of providers and KBZ food products as part of the UNESCO Day in September 2024,</li> <li>• Creation of a product and provider catalog as well as a gift catalog.</li> </ul> |
|                                   | <p>Products under the Idrija Selected brand are sold at the store in the Tourist Information Center (TIC) in Idrija, through online sales (<a href="http://www.idrijskacipka.si">www.idrijskacipka.si</a>), in the stores of the Idrija Agricultural Cooperative, and some products are also available at the Slovenian Ethnographic Museum. Naturally, the products are also available directly from the producers, at the Idrija Lace School, and some can be found at Hotel Jožef.</p>   |
| 5.14 Promoting Careers in Tourism | <p>In 2024, the Idrija Tourism Board enrolled in a practical training program. A student from the Secondary School for Gastronomy and Tourism in Ljubljana participated in practical training at the Tourist Information Center during 2024. The internship took place from December 1, 2024, to December 24, 2024.</p>   |
| 5.18 Protection and Rescue Plans  | <p>In 2022 and 2023, the Idrija municipality area was affected by five severe storms, which caused flooding or damage to buildings, and also triggered several landslides and earth slips threatening residential houses and public infrastructure.</p> <p>In 2023 and 2024, due to the need to address the consequences of these natural disasters, all activities related to updating plans were suspended, with focus shifted to damage assessment, damage reporting, preparation of remediation projects, and implementation of the most urgent repairs. In total, 12 houses and 138 public infrastructure objects were damaged or threatened.</p>  |

# Idrija.

In the first half of 2023, the Municipality of Idrija repaired two public paths, one local road, and a bridge at Divje jezero, all damaged in the October 2022 storm, and also renovated a public shelter under the Spodnja Idrija Primary School. From May 15 to October 7, the Idrija Civil Protection carried out emergency interventions to ensure temporary stabilization of landslides, road passability, and clearing of debris from affected buildings.

In 2024, the Idrija Civil Protection implemented a remediation program according to remediation projects and reports, addressing the following most critical landslides and damaged public infrastructure:

- Landslide at Bazoviška 4 in Idrija, threatening two residential houses and the Mining House (cultural heritage),
- Landslide at Bazoviška 6,8 in Idrija, threatening two residential houses,
- Landslide at Tolminska cesta 50 in the Spodnja Idrija Local Community, threatening one residential house and one agricultural building,
- Landslide at Mrzli Vrh 20 in the Ledine Local Community, threatening one residential house,
- Landslide at Spodnja Kanomlja 46A, threatening one residential house (remediation to be completed early 2025),
- Landslide at Moraška vas, threatening water supply infrastructure, gas pipeline, electricity power line, and telephone and optical networks (remediation to be completed early 2025),
- Earth slip under the Smukovše public road in Idrija, the only access road for multiple residential houses,
- Earth slip under the Ledinske Krnice – Ledine local road,
- Bevk – Slanice water supply for the town of Idrija,
- Local roads and public roads listed with their designations, including:
- LC 130 211 Spodnja Kanomlja - Idrijske Krnice,
- JP 630 531 Spodnja Kanomlja – Bazovik,
- LC 130 021 Idrija-Kočevše,
- LC 130 031 Kočevše-Čekovnik,
- LC 130 081 Koder-Gorenja Trebuša,
- LC 130 093 Zadlog-Kovk,
- LC 130 161 Mravljišče-Zavratec,
- LC 130 201 Golob-Jazne,
- JP 630 111 Migovše-odcep Reven,
- JP 130 112 odcep Reven-odcep Hum,
- JP 630 181 Razpotje-Kolenc,
- JP 630 471 Sivka-Likar-Pirc,
- JP 631 283 Ulica Otona Župančiča 24.

In 2025, remediation of 15 public paths and local roads is ongoing according to the natural disaster aftermath removal program.

## 6. Tourism Enterprises and Communication

# Idrija.

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| 6.1 Promotion of Sustainability in the Tourism Sector                | In 2023, we created the Green Newsletter for providers, in which we presented various sustainability topics and information. In 2024, five issues of the Green Newsletter were published (March, June, August, November, and December). We plan to continue preparing the Green Newsletter in the coming years as well.  |
| 6.2 Sustainability certificates                                      | A more detailed presentation of sustainability certificates was included in the content of the Green Newsletter, where each issue featured one of the certification marks.   |
| 6.3 Publication of Certified Providers                               | Our currently only certified provider – Hotel Jožef – is featured on the destination website in the restaurant and accommodation sections. It is listed among the top positions. All events organized by the provider are also published on the visit-idrija.si website.<br><br>In 2024, the international sustainability label Travelife was awarded to the provider Sever Turizem. We announced this achievement in the Green Newsletter and decorated the provider's photo on the website with the awarded label. |
| 6.4 Water Use in Tourism Businesses                                  | In 2024, raising awareness about the rational use of drinking water was included in several issues of the Green Newsletter. In July, we also prepared a separate publication titled "Let's Drink Tap Water!", which we sent to providers in a dedicated campaign and published on the Visit Idrija Facebook page.<br><br>These topics will continue to be covered in future issues of the Idrija Green Newsletter.   |
| 6.5 Waste Management in Tourism Businesses                           | In the Green Newsletter, we published tips on sustainable gardening and composting.  |
| 6.6 Energy Use in Tourism Businesses                                 | The topic of efficient energy use was addressed in the August issue of the Green Newsletter.<br><br>This topic will be explored in more detail in upcoming issues of the Idrija Green Newsletter.  |
| 6.9 Code of Conduct for Tour Guides, Agencies, and Travel Organizers | In 2024, the Idrija Tourist Board prepared an update of the Code of Conduct for local tour guides.   |
| 6.10 Respectful and  | We conduct promotion in the Idrija destination in accordance with ethical and sustainability criteria. Our advertising is clear, respectful, and non-deceptive; we ensure transparency of prices and conditions and respect personal data protection. The promotion is also sustainability-oriented, focusing on digital marketing, promoting boutique experiences, sustainable activities and products, and local authenticity, as evident from our communications.   |

# Idrija.

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| Accurate Promotion          |   |
| 6.12 Interpretative Content | In autumn 2024, an informational board with printed content and a QR code providing access to digital informational materials about Feldban was installed. Additionally, two directional posts were placed at the entry point and along the trail (at the top of Ključce).  |
|                             | <p>In 2024, within the Upper Idrijca Landscape Park, three entrance signs and three informational boards were replaced in accordance with the unified graphic design of the protected area. On one informational board, the wooden supports were also replaced.</p> <p>These installations were carried out in June 2024.</p> |

Idrija, 31.01.2025

Idrija tourism Board  
Director: Valerija Božič