

**I FEEL
SLOVENIA**

**SLOVENIA
GREEN**
Green. Active. Healthy.



GREEN ADVENTURES

Green Stories Guide/ 9 Slovenia Green destinations

www.slovenia.info
#ifeelsLOVEnia

THE GREEN STORY OF SLOVENIA

Slovenia is a country with green stories. It is surrounded by greenery wherever you look – towards the Alpine peaks, the green forests, the Adriatic Sea, the mysterious Karst, the vineyards, or Pannonian Plain. All of these different landscapes are connected through the bond of green love.

This is Slovenia’s love for nature and the care it takes to conserve it, the love for green towns and the pride that it takes in its culture. In Slovenia we breathe fresh air and enjoy therapeutic water. In some places, the forests have remained untouched for thousands of years. More than a third of Slovenia is protected by the conservation program Natura 2000.

We have green hearts. The natural environment in which we live often means the most to us. We are particularly happy to share green corners of our country with travellers, because we are proud of our sustainable tourism.

We are guided by a green mentality. We must do everything to conserve our unspoiled nature and the wealth of our cultural heritage. Will you help us?

Welcome to green, active and healthy Slovenia.

Guide through green adventures

The green stories of Slovenia	2
Destinations and tourism providers.....	3
Green people.....	3
Green adventures.....	4
Ljubljana – European Green Capital 2016	5
Cerkno – Green Stories	6
Idrija – a UNESCO Site	7
Kamnik – Embraced by the Alps.....	8
Radlje ob Dravi – a Green World.....	9
Rogla – Mountain Wellness.....	10
Celje – a Jewel by the River Savinja	11
Laško - the Confluence of Good.....	12
Žalec – Green Gold.....	13
A map of green destinations and tourism providers	14



DESTINATIONS AND TOURISM PROVIDERS

Every region of Slovenia has its own natural green wonders. Local communities, tourist organisations and providers are making increasing efforts to remain green. They promote tourism that is friendly to the environment, visitors, and local people.

GREEN PEOPLE

Learn about the green personality of Slovenians. To some extent, everyone is a hiker, cyclist, heritage custodian, or home garden producer. The photographs in this brochure tell stories of green destinations where the people have a green attitude and believe that focussing on sustainability is the right way forward.



GREEN ADVENTURES

Listen to the green stories of Slovenia. Allow them to inspire you to experience the most beautiful green adventures first hand. They will remind you that the bond between people and pristine nature and the tradition of our forebears is magical and therapeutic. Enrich your getaway by making it green!

THE FIRST NINE SLOVENIAN DESTINATIONS WITH THE SLOVENIA GREEN LABEL

Ljubljana, the European Green Capital 2016 and the capital of Slovenia, is the first destination to receive the golden Slovenia Green label. Learn about the green stories of destinations that have received the silver Slovenia Green label: Kamnik, Idrija, Cerklje ob Dravi, and Radlje ob Dravi. Enjoy the green experiences offered by the first three destinations with the bronze Slovenia Green label: Celje, Laško, and Žalec. Turn to the map at the end of the brochure to see where the greenest Slovenian destinations and tourism providers are located.

GREEN SCHEME OF SLOVENIAN TOURISM

The Green Scheme of Slovenian Tourism is a national-level programme or certification scheme under the umbrella brand SLOVENIA GREEN:

- it combines all of the efforts to develop sustainable tourism in Slovenia,
- it offers specific tools for destinations and tourism providers to assess and improve sustainable operations,
- and it also promotes this green approach through the SLOVENIA GREEN label.

The main strategic objective of the scheme is for tourism providers and destinations in Slovenia to apply sustainable tourism models. All the objectives of the strategic guidelines are accompanied by sustainable development and concern for the economic, social, cultural, and natural environment.

5 features of the Green Scheme of Slovenian Tourism

1. Comprehensive approach and focus on development
2. National character
3. International comparison
4. Based on global standards (GDS)
5. A positioning and promotional tool

SLOVENIA GREEN

SLOVENIA GREEN is a certification programme and quality label recognising the fulfilment of the requirements defined by the Green Scheme of Slovenian Tourism for destinations and tourism providers. Overall, SLOVENIA GREEN is used in Slovenian tourism to communicate the efforts made within the Green Scheme of Slovenian Tourism and, most importantly, to promote green destinations and tourism providers. The label can be used only by those destinations and providers that join the Green Scheme of Slovenian Tourism and meet the conditions to obtain the label.

GREEN SCHEME OF SLOVENIAN TOURISM REGISTRATION PROCEDURE

To obtain the **SLOVENIA GREEN DESTINATION** label, a destination, upon joining the Green Scheme of Slovenian Tourism, must carry out activities which guarantee a particular level of sustainability upon entry, and it commits to continuously improving its sustainability.



“Destinations and tourism providers in the Green Scheme of Slovenian Tourism registration procedure sign the **Green Policy of Slovenian Tourism**, which is based on ten principles of sustainability. The Green Policy of Slovenian Tourism defines the basic commitment of Slovenian tourism to operate according to the principles of sustainability and to continuously make efforts to improve.”



“ WE LIVE GREEN ”

David, Gea, and Gašper say that Ljubljana is like their green outdoor living room. All of them work in the dynamic world of the media. They are glad that, despite their intense schedule, they can spend time walking or cycling outdoors. The city centre, which is closed to motor vehicle traffic, is very relaxing. ”

LJUBLJANA

EUROPEAN GREEN
CAPITAL 2016

It is no secret that Ljubljana is green at heart. As the European Green Capital 2016, it serves as an example to all who wish to organise life in a city that is friendly to nature, its residents and visitors. Ljubljana's green spots invite you to enjoy romantic views, and the city centre is like a green outdoor living room.

In recent years, the capital of Slovenia has been visibly reshaped into a city in which high environmental standards can be enjoyed. With more than 542 m² of public green areas per capita, Ljubljana is one of the greenest European capitals, entirely surrounded by forests and hills. Ljubljana still has the friendliness of a small capital city, while also providing everything that major European cities have to offer. It is most beautiful when explored on foot or by bike, as the entire city centre is closed to motor vehicle traffic. Jogging through Tivoli Park, enjoying the cafés and restaurants on the banks of the River Ljubljanica, or visiting the marketplace in the old city centre are among the most popular activities of people living in Ljubljana. Ljubljana's relaxed atmosphere is best enjoyed on a sunny afternoon or in the evening, when the city centre becomes one big outdoor living room with picturesque squares full of life. Join the guided walks, cycling or food tours around the city. Welcome to Ljubljana, the European Green Capital 2016, a great starting point for exploring Slovenia.

THE MOST BEAUTIFUL GREEN ADVENTURES

- A cycling tour of Ljubljana
- The Taste Ljubljana Food Tour and the Ljubljana Beer Tour
- Stand-up paddling (sup) on the River Ljubljanica

www.visitljubljana.com





“ WE LIVE GREEN ”

In this photo, the pleasures of forest selfness are being enjoyed by Alenka from Cerknno and Denis from Žiri. As a doctor of medicine, Alenka believes in the therapeutic effects of the forest. Denis' family also swears by anything natural, and makes herbal cosmetic products.



CERKNO GREEN STORIES

Special stories are written in the embrace of mighty forests. One of them tells of hope and courage. Another chases away winter in the form of a traditional “laufar,” a traditional Shrovetide character from the town of Cerknno. Discover your own story as you receive the healing energy of forest selfness; while enjoying at Cerknno Ski Resort, which has received many awards, or at the Bike & Fun Park in the Cerkljansko Hills.

The Cerkljansko Hills are green, mighty, and mysterious. Some of their living energy can be felt during a special forest selfness experience, where you head to the very heart of the green landscape, embrace a tree, listen to the unique sounds of nature, and combine them with relaxation and meditation techniques. In the Cerkljansko region, consciousness was already expanded by the Neanderthals, who created and played the flute found at the Divje Babe Archaeological Park. People also had to be inventive at the hidden Franja Partisan Hospital, which cared for the wounded during World War II and which now has a European Heritage Label. Explore the Hospital and the small hidden pools of Pasica Gorge. In winter, you can marvel at the Cerkljansko Region on the traditional winter hike to Mt. Porezen. Spend an active holiday in the most modern ski resort in Slovenia, which has skiing facilities, a snow park, and cross-country skiing trails.

THE MOST BEAUTIFUL GREEN ADVENTURES

- Forest selfness and relaxation in nature's embrace
- Experience Pasica Gorge and Franja Partisan Hospital
- An active getaway at Cerknno Ski Resort



“ WE LIVE GREEN ”

Tatjana from Spodnja Idrija likes to relax in the beautiful green surroundings of Idrija. The photograph shows her with her friend Anja. A path brought them to the mysterious Wild Lake. Tatjana says that nature restores people's strength, so she spends a lot of time running, cycling, and hiking in the mountains. ”

IDRIJA UNESCO SITE

The Alpine and the Karst worlds meet in western Slovenia to create the magnificent natural wonders that rise above the oldest mining town in Slovenia. Idrija is the land of UNESCO heritage. The town centre, the mercury mine, and the natural attractions of the Idrija Geopark are on the World Heritage List.

Have you heard the story of the silver stream in the middle of the forest? Once the second-largest mercury mine in the world, it is now an interesting tourist experience. Even though visitors now walk through the underground passage called Anthony's Main Road, and not miners, the technical and cultural heritage is evident at every step. Gewerkenegg Castle, formerly used for the needs of the mercury mine, is now home to Idrija Municipal Museum. Taste dumplings from Idrija (*žlikrofi*), a typical dish eaten by mining families, and learn about the bobbing of Idrija lace introduced by the miners' wives. Not far from the town, you enter the green world of high karst plateaus and forests, clear rivers and valleys, and no less than 22 themed hiking and cycling trails of the Idrija Geopark. One of the major features of this UNESCO park is the first Slovenian museum in nature, Wild Lake, with its mysterious depths where a karst spring bubbles, allowing water to break through to the surface. Reach the lake by taking a stroll down a path taken by the most well-known natural scientists from Idrija.

THE MOST BEAUTIFUL GREEN ADVENTURES

- Fishing in the crystal-clear River Idrija with the Idrija Fishing Association
- Cycling from Idrija to the Lajšt natural swimming pool
- A stroll down the Rake walking path to Wild Lake



“ WE LIVE GREEN ”

This photo shows Aljaž and Sonja from Kamnik at the source of the River Kamniška Bistrica. This is their favourite green hiking spot. The Bistrica, the name refers to its purity (*Bistrica* or “clear water”), and the fresh Alpine air always clear their minds. Sonja is a musician, and she likes to sing with the shepherds in the Velika Planina Mountain Pasture.

”

KAMNIK EMBRACED BY THE ALPS

The medieval town of Kamnik and the surrounding green landscape lie in a valley embraced by the Kamnik-Savinja Alps. Although they are very close to the capital city of Ljubljana, it is a completely different world. With its wooden huts, the Velika Planina high plateau is like something from a fairytale. Every summer, the shepherds move their herds here, in one of the few remaining shepherds' settlements in Europe.

Shepherds from Velika Planina once gave *Trnič*, the cheese of love, to those who stole their hearts. Today, this cheese, shaped like a woman's breasts, is a beautiful souvenir and the most recognisable culinary product of Taste Kamnik project. Everything here tastes truly delicious, including the drinking water and other great products. At Tunjice Natural Healing Park, there is a spring of living water which has an incredible amount of trace elements important for the body. Healthy water that empowers you with vital energy also invites you to visit the environment friendly Terme Snovik in the Tuhinjski Valley and the source of the River Kamniška Bistrica. To enjoy the greenest views, take a cable car to a height of 1450 m above sea level. Breathe in some fresh air on the Velika Planina Plateau, the largest Slovenian mountain pasture. At first glance, the tourist settlement with wooden cottages entirely covered with spruce shingles looks just like shepherd dwellings. In the summer, the bells of freely grazing cows and calls of shepherds, who gladly invite you to taste their dairy delights and a typical cheese-maker's snack, can be heard echoing in this mountain pasture.

THE MOST BEAUTIFUL GREEN ADVENTURES

- A getaway spent with shepherds at the Velika Planina Mountain Pasture
- Taste Kamnik and the production of *Trnič* (*sir trnič*), the cheese of love
- The living water in Tunjice and the eco-world of thermal pleasures in Tuhinjski Valley



“ WE LIVE GREEN ”

Nejc and Sabina are a couple from Radlje ob Dravi. They are very proud of the first biological pool in Slovenia. Sabina has always wanted to swim among water lilies and now they can do this without the fear of something lurking under the surface. At the water park, they were told about the organisms in the pool that are friendly to visitors.



RADLJE OB DRAVI A GREEN WORLD

Lovers of green tourism created the first biological pool in Slovenia in the green town of Radlje ob Dravi, far from the city hustle. The water circulates with the help of a small pump, as the pool is cleaned completely naturally using sand filters and plants. This natural swimming area is surrounded by the meadows, fields, and forests of the Koroška Region.

See how people can encourage the best that nature has to offer. The Radlje ob Dravi Water Park is the first natural lake for swimming of its kind. Its secret lies in the planned conditions created to maintain the biological balance and natural self-defence system. A biological cleaning device maintains the quality and cleanliness of the water. After a refreshing swim, explore the environment along the River Drava, which is picturesque and full of beautiful natural sights. Crystal-clear streams flow from the Kozjak and Pohorje Hills towards the Drava Valley. Nearby, in the shade of trees, there are numerous hiking trails, where you can refresh your body and mind in all seasons. Hike up to nearby peaks with wonderful views. You can also experience the unspoiled nature and hospitality of the local people by cycling on some of the 20 trails that connect the Slovenian and Austrian part of the Koroška Region. Make a quick stop at a herbalist's or a beekeeper's shop, so that even your snack along the way is completely natural.

THE MOST BEAUTIFUL GREEN ADVENTURES

- Refreshment in the first biological pool in Slovenia
- A recreational path around Radlje, including a trim trail
- A cycling trip and a visit to a bee-keeping workshop



“ WE LIVE GREEN ”

The local female volleyball players from Zreče do their training in nature. The women are most excited about fitness preparations on nearby Rogla Plateau, where they are always happy to enjoy the fresh mountain climate, good training conditions, tasty local food, and the company of other athletes. ”

ROGLA - ZREČE MOUNTAIN WELLNESS

The reason Rogla Plateau is famous for being a natural climatic health resort is that the air in low mountain ranges provides more oxygen during the day and makes for a more restful sleep at night. The bog pools or Lovrenc Lakes glisten between the Zreče and Ribnica ranges of the Pohorje Hills, where medicinal Pohorje peat has been accumulating in the wetlands in the middle of the forest for over 8,000 years.

Rogla Plateau and the town of Zreče are ideal for a green getaway. The fresh Pohorje air helps people reach the Lovrenc Lakes with ease, where they can enjoy a restful moment on the footbridges with views of the peat bog and the Lakes. After an active day, there is nothing better than mountain wellness, which can be enjoyed in the Pohorje Hills with added interesting and special local features. Inhale herbal aromas in a steam room, try a peeling treatment with mountain flowers, or have a back treatment using Pohorje peat, which in some places is a few dozen millennia old. This completely organic substance, rich in minerals, can help cure many inflammatory processes in the body. Rogla Plateau and the Pohorje Hills are a paradise for sports enthusiasts in all seasons, as they can ski in the forest in winter or enjoy hiking and cycling in summer. Along the way, they can pick some forest berries for refreshment. A team of Pohorje master chefs has been studying the local produce, fruits, herbs, and spices for some time. The Tastes of Rogla are created with the help of recipes provided by grandmothers and inspired by modern creativity.

THE MOST BEAUTIFUL GREEN ADVENTURES

- Mountain wellness and body treatment with Pohorje peat
- A walk to the Lovrenc Lakes in the middle of a peat bog
- A picnic in nature with the Tastes of Rogla





“ WE LIVE GREEN ”

Alenka and Boštjan love going to the forest with their sons. Both of them love to educate people about the forest. As a forest ranger, Boštjan guides visitors on experiential trails. Alenka is a landscape architect, and she designed the playground under the tree house in the photo. They believe that we can learn a lot from nature, so it is only right to preserve it. ”

CELJE A JEWEL BY THE RIVER SAVINJA

The famous Counts of Celje would be proud of their town, still surrounded by green plains and hills. The Roman and medieval architecture is in harmony with today's urban environment. There are winding forest trails full of surprises not too far from the romantic old town centre.

A castle of the once most powerful noble family in the area of today's Slovenia dominates the town of Celje. The three stars of once mighty Counts of Celje are now part of the Slovenian coat of arms. There is a wonderful view from the castle of the dynamic landscape and the confluence of the Savinja and Voglajna rivers. Picturesque valleys can be seen between the hills. The power of green energy can be felt at every step in Celje. The City Forest is almost in the middle of the urban environment. Take one of the hiking and experiential forest trails, which passes a fairytale Tree House, the largest of its kind in Slovenia. Feel the freedom of the birds in the tree tops. There is a playground for children in a nearby meadow, and a trim trail as well as educational trail to explore. If you are a lover of water and tranquillity, take a trip around Lake Šmartinsko on foot or by bike. You can stop and enjoy a picnic at any point. If you want to enjoy a view of the 'town of counts', climb up to the Celjska Koča Mountain Lodge, the recreational centre of Celje, where you can ski in winter or release some adrenaline in an adventure park throughout the year.

THE MOST BEAUTIFUL GREEN ADVENTURES

- Exploring the City Forest and a visit to the Tree House
- Supping on Lake Šmartinsko
- Adrenaline-fuelled adventures at the Celjska Koča Adrenaline Park



“ WE LIVE GREEN ”

Alja and Anika from Laško are visiting Franc, a local beekeeper. They have been enjoying the aromatic honey he makes in the middle of the unspoiled Laško Hills since childhood. Franc likes taking care of bees which are very important for humanity due to pollination.

The photo also shows traditional gingerbread products made by his wife, Tatjana. ”

LAŠKO

THE CONFLUENCE OF GOOD

There is an abundance of green surprises at the Confluence of Good. As early as in Ancient Roman times, Laško and Rimske Toplice were known for their healing thermal springs in the middle of unspoiled nature along the River Savinja in eastern Slovenia. Today, the local people are known for their beer, flowers, and honey, as they have been proudly preserving the traditions of brewing and beekeeping alive for hundreds of years.

The beekeepers in Laško call their profession “the poetry of agriculture.” Beehives opened for tourists long ago. This is the home of the Carniolan honeybee, an indigenous Slovenian bee species. As the second most common bee species in the world, its pollination has significantly contributed to maintaining balance in nature. After you’ve learnt about bees, enjoy some sweets. Honey, gingerbread, and bee products from Laško are excellent. Do not forget to visit the beehives, which are becoming the go-to places for apitherapy, because their microclimate has a favourable effect on people’s psycho-physical condition. The Thermans Laško Natural Health Resort is also connected to honey, as it received an award as the first bee-friendly company in Slovenia. In the park of the health resort, beekeepers from Laško have created a garden with honey-bearing plants, which can serve as an aromatic introduction to a honey or beer-based wellness experience.

THE MOST BEAUTIFUL GREEN ADVENTURES

- A visit to a local beekeeper and tasting delicious bee products
- Honey or beer-based wellness experience
- Apitherapy in a beehive



“ WE LIVE GREEN ”

In this photo, Maruša and Anže from the Lower Savinja Valley are enjoying the romantic green surroundings. Franci is from the oldest inn in the Žalec area, which has been open for 150 years. He produces almost all of his ingredients in his kitchen garden, and gladly serves delicious dishes and the local Kukec beer in the midst of rye and hops. ”

ŽALEC GREEN GOLD

The Lower Savinja Valley is rich in the green gold, as no less than three quarters of Slovenia's hop gardens are in this valley. Picturesque hiking and cycling trails run through the hop gardens. The beginning of the harvest season is celebrated in Žalec every year, and old hop farming traditions are revived in a traditional manner.

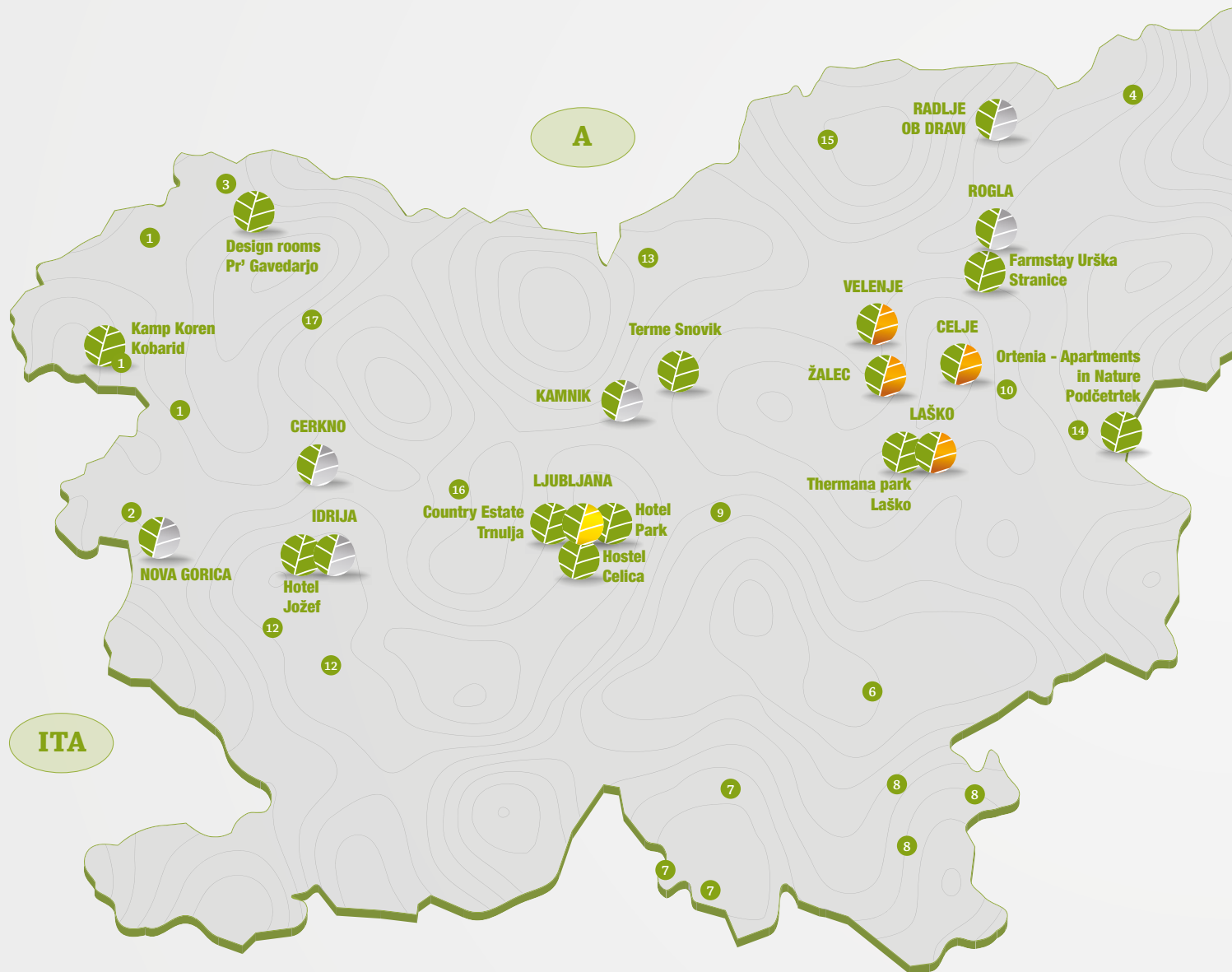
The Lower Savinja Valley has one of the most beautiful sunsets in Slovenia. In summer, the bitter-sweet smell of the golden hops spreads through the air. In the distance, green hills rise above the hop gardens. Since the 19th century, when the green gold story began at Novo Celje Manor, Žalec has been the centre of Slovenian hop production. Today, the famous Styrian Savinjski Golding is known around the world. Walk or cycle through hop fields to the Roman Necropolis in Šempeter, which is one of the most beautiful preserved Roman monuments in central Europe. A slightly longer trail will lead you to the Pekel Cave, a karst cave over three million years old. Finish your hop excursion at the Eco-Museum of Hop Growing and the Brewing Industry, located in a former hop drying facility. The atmosphere is so nostalgic that it is quite easy to think of the songs of a thousand hop pickers. Quench your thirst with some house beer and enjoy culinary delights from the farms in the Lower Savinja Valley branded under the Green Gold label.

THE MOST BEAUTIFUL GREEN ADVENTURES

- Cycling or hiking through hop farms
- Eco-Museum of Hop Growing and the Brewing Industry in Slovenia
- Green Gold culinary delights and products

I FEEL
SLOVENIA

GREEN SCHEME OF SLOVENIAN TOURISM



65 % of forest surfaces

36 % of surfaces protected by Natura 2000

An area of 20,273 km²



DESTINATIONS:



Ljubljana



Idrija, Kamnik, Radlje ob Dravi,
Rogla-Zreče, Cerklje,
Nova Gorica



Laško, Žalec, Celje,
Velenje

TOURISM PROVIDERS:



Ortenia, Apartments in nature (Green Globe), Urška Tourist Farm (EU Ecolabel), Trnulja Estate (Bio Hotels), Terme Snovik (EU Ecolabel), Thermiana Park Laško (EU Ecolabel), Koren Camp, Kobarid (EU Ecolabel), Hotel Park Ljubljana (Travelife), Celica Hostel (Travelife), Pr' Gavedarjo – rooms with a story (Travelife), Hotel Jožef Idrija (EU Ecolabel)

● UNDERGOING THE ASSESSMENT PROCEDURE:

1. Soča Valley (Bovec, Tolmin, Kobarid), 2. Brda 3. Kranjska Gora, 4. Maribor, 5. Ptuj, 6. Novo Mesto, 7. Kočevsko Region (Kočevje, Kostel, Osilnica), 8. Bela Krajina Region (Črnomelj, Metlika, Semič), 9. Litija and Šmartno pri Litiji, 10. Šentjur, 11. Ljutomer, 12. Vipava Valley (Ajdovščina, Vipava), 13. Logarska Valley and the Solčavsko Region, 14. Podčetrtek, 15. Slovenj Gradec, 16. Polhov Gradec, 17. Bohinj

WE LIVE GREEN IN SLOVENIA

**EXPERIENCE GREEN AND
SUSTAINABLE ADVENTURES**

SHARE THE GREEN MENTALITY

Find more information on the national programme for
promoting sustainable business models in Slovenian tourism at
www.slovenia.info/greentourism.

SLOVENIAN TOURIST BOARD

Dimičeva ulica 13, SI - 1000 Ljubljana

Phone no.: +386 1 589 85 50 • Fax: +386 1 589 85 60

info@slovenia.info • www.slovenia.info

Follow us at:



Feel Slovenia | www.slovenia.info/facebook



SloveniaInfo | www.slovenia.info/twitter



Slovenian Tourist Board | www.slovenia.info/linkedin



Slovenia | www.slovenia.info/youtube



FeelSlovenia | www.slovenia.info/instagram



Feel Slovenia | www.slovenia.info/googleplus



Feel Slovenia | www.slovenia.info/pinterest



Slovenia | www.slovenia.info/tripadvisor