

SUSTAINABILITY REPORT

2022 - 2023

Brežice SLOVENIA
Time for me.



*Brežice received the highest
recognition.*

SLOVENIA GREEN PLATINUM

The Municipality of Brežice joined the Green Scheme of Slovenian Tourism (ZSST) in 2018 to assess the fulfillment of standards and the success of indicators. The goal was to establish a **sustainable tourism model** using the internationally recognized tool for developing green destinations, which would valorize the region's natural, social, and cultural potentials and combine them into a unique offer.

In **2019**, Brežice received the **Slovenia Green Destination Silver label**. In **2022**, during the recertification process, the destination was awarded the **Slovenia Green Destination Platinum label** and, as the second destination in Slovenia, received the highest recognition in the field of sustainability.

2019

Slovenia green Silver

2022

Slovenia green Platinum





Environmentally Friendly Providers

We are proud to be creating a green story of sustainable tourism with our tourism providers. Providers choose to join the Green Scheme, sign the Green Commitment, and obtain one of the internationally recognized and verified sustainability labels.

By signing the Green Commitment, holders of the Slovenia Green label accept 10 sustainability principles, committing to sustainable practices and continuous efforts for improvements.

Joining the existing certified providers from 2021—Gostilna Pension Les, Ošterija Debeluh, and Hostel Brežice—are:

- ✓ Cetin Inn
- ✓ Erban Inn
- ✓ Restaurant Amor
- ✓ Vimpolšek Farm stay
- ✓ Guesthouse Budič Inn
- ✓ Old Krulc Inn
- ✓ Klub MC Brežice
- ✓ Restaurant Štefanič
- ✓ Villa Les



As the organizer of events, the destination has committed to reducing plastic usage and has encouraged various stakeholders in the destination to adopt sustainable practices. The following have signed the commitment:

- Restaurant Štefanič**
- Pri Martinovih tourist farm**
- TD Velike Malence**
- Reset Brewery**
- Guesthouse Les**
- Posavje museum Brežice**



VIMPOLŠEK FARM STAY



ERBAN INN



GUESTHAUSE BUDIČ INN

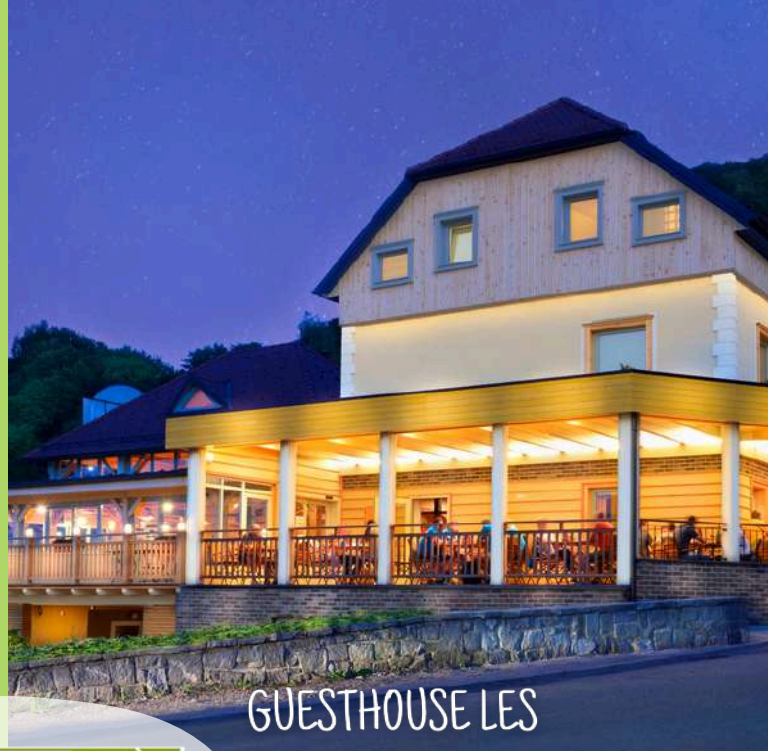


KLUB MC BREŽICE





RESTAURANT OSTERIA DEBELUH



GUESTHOUSE LES

SLOVENIA
GREEN
CUISINE



RESTAVRACIJA AMOR



RESTAURANT ŠTEFANIČ



OLD KRULC INN



CETIN INN



GUESTHOUSE LES



VILLA LES



MC HOSTEL BREŽICE



We Support Local – Collective trademark



In 2022, the development of the collective brand aimed at connecting producers of relevant food products, artisanal and handicraft products, hospitality and tourism services, accommodation and lodging offers, and other content began. The working group named this brand Brežice Selection / Izbrano.

In November 2022, Brežice Selection / Izbrano was accepted into the Network of Collective Brands established under the "Izvorno slovensko" (Authentic Slovenian) model. This initiative aims to build a national system of high-quality offerings, including food, handicraft products, experiences, accommodations, and events.

Promotion of Brežice Selection / Izbrano:

- Brand profile on social media,
- Digital infomats,
- Provider catalog,
- Participation of providers in various events.

With the help of an established labeling system, education, consulting, and evaluation under the "Izbor slovensko" (Choose Slovenian) model, by the end of 2023, 28 providers and 128 different products were included in the brand.

28

Unique handcrafted
products

78

Agricultural products
and food products

22

Dishes and beverages served
in a hospitality manner

A total of 28
providers and
128 different
products





With the establishment of the brand, providers were given sales spaces to present and sell their products.

The sales locations for certified products are:

- Visitor Center at the Vodovodni Stolp Brežice
- Posavje Museum Brežice
- Information point at the Brežice Youth Center
- Guesthouse Les
- Online store: visitbrezice.si/trgovina



Green Events in Brežice

In Brežice, we decided that we want to create green, sustainable events. In April 2023, ZPTM Brežice, as the organizer of the event Mestna promenada Brežice, signed the Green Commitment, together with the Municipality of Brežice, Komunala Brežice, and Ekologi brez meja (Ecologists Without Borders). By signing this commitment, we pledged to implement measures to prevent and reduce waste production, in line with the Zero Waste concept and events with less waste.

Mestna promenada Brežice was awarded the Zero Waste event title in its very first year of participation. One of the key requirements for receiving the Zero Waste certification is to separate more than 90% of waste, which was successfully achieved at Mestna promenada Brežice.



In two weeks,
Mestna promenada
collected:

97.40% of
waste was
collected
separately.

485 kg
of waste
was
collected.

Each visitor produced only 40 g of waste, while statistics show that such events typically generate up to 1.5 kg of waste per visitor.

TOP 100 Stories: Day of Bread, Wine, and Sausages

In addition to the City Promenade, Brežice also hosts the traditional event "Day of Bread, Wine, and Sausages," which combines the local, cultural, and natural heritage of Brežice. The focus is on preserving traditional crafts such as winemaking, bread baking, and sausage production, and showcasing them to visitors. In 2023, this event was recognized as one of the Top 100 Sustainable Stories in the world.





Sustainable Mobility

In Brežice, we are aware of the importance of sustainable mobility, as evidenced by the newly constructed cycling paths, the electric vehicle charging stations, the automated bike-sharing system Bržkolo, and other measures that promote the use of public transport.

In 2022 and 2023, two cycling paths were inaugurated:

- Brežice – Dobova
- Krška vas – Čatež ob Savi

As part of the Association of Historical Towns of Slovenia, a prominent campaign called By Train to Culture took place, in collaboration with Slovenian Railways, aiming to encourage tourist visits to historical towns and cultural landmarks using public transportation.

Together with Terme Paradiso, located right next to the train station, we created an attractive package, which was the main prize of the aforementioned campaign.



European Mobility Week

The Municipality of Brežice has been participating in the European Mobility Week project since 2007. The main purpose is to raise public awareness about the importance of sustainable mobility for a cleaner environment and better well-being of citizens.

European Mobility Week, held annually from September 16th to 22nd, promotes sustainable mobility and raises awareness about the importance of using sustainable means of transportation.

The goal is to reduce traffic congestion, encourage a healthy lifestyle, and increase awareness of sustainable transport options. Every year, the municipality, together with public institutions, schools, associations, and others, organizes various events to encourage and raise awareness for a healthier lifestyle.



Events:

- ✓ Safe Path to School – Walk Bus
- ✓ Car-Free Day
- ✓ Traffic-Themed Performance for Children
- ✓ Cycling from Radeče to Brežice
- ✓ Mayors Behind the Wheel
- ✓ Mini Olympics
- ✓ Adult Fitness Testing



Provider Trainings

Every year, various training programs are organized for providers, both as part of Entrepreneurial Opportunity Days and the Green Scheme and Collective trademark.

- Challenges and opportunities of the circular economy
- Good practice examples of territorial collective brands and development of certified providers
- Efficient use of energy and water – The path to sustainable business and savings
- Designing and marketing tourism products
- Development of innovative products and launching them to the market
- Training for providers on the zero waste concept at the City Promenade
- Tourism without single-use plastics and reducing food waste
- Artificial intelligence – Workshop on using Chat GPT
- Preventing burnout at the workplace
- Business (sales) presentation
- Staff development, competency model, and talent management. Presentation of the recovery and resilience plan, agricultural scholarships, and the Posavje Guarantee Scheme
- Accounting and taxation of farm households



Cultural Heritage Development



Water Tower



In October 2022, the reopening of the Brežice Water Tower took place, a true symbol of the town. A thorough renovation and reconstruction were carried out. Inside, the exhibition tells the story of water across six floors, with each level offering a different narrative about water's role in the region. Visitors can reach the observation point above the water reservoir via stairs or an elevator, ensuring the tour is accessible to all.



Banova domačija



The Municipality of Brežice has secured funding from the European Agricultural Fund for Rural Development, enabling the continuation of the "Banova Domačija – Taste the Heritage" project. As part of this project, various activities have been organized to foster collaboration between local associations, public institutions, entrepreneurs, and the local community. The aim is to strengthen ties through cooperation, joint promotion, and the implementation of collective programs. Guided tours and workshops have been organized to showcase daily life at the farmstead and the traditional crafts associated with it.

European City of Sport

The title European City of Sport 2022 represents an opportunity for the promotion of the municipality and, at the same time, serves as an encouragement and recognition for all sports enthusiasts and volunteers who are active in the field of sports within the community.



Youth-Friendly Municipality

The certificate is an acknowledgment of a local community that successfully implements measures in the field of both vertical and horizontal youth policies. A strategy for youth 2022-2030 has been adopted. The municipality provides space, opportunities, and support for young people to participate and have an impact on decision-making within the local community.



Healthy Cities

At the end of 2023, the Municipality of Brežice joined the Healthy Cities network, committing itself to promoting a healthy and sustainable lifestyle.



Visitor Surveys

In August and September, we conducted surveys in the area of Terme Čatež, Terme Paradiso, and the Water Tower to gather guest satisfaction information about our destination.

We carry out this survey every two years during the peak season.



The Slovenia Green Consortium Meeting in Brežice

In November 2022, ZPTM Brežice hosted the final annual meeting of the Slovenia Green Consortium, which brings together destinations and providers who have earned the Slovenia Green certification.

Together with the Faculty of Tourism at the University of Maribor, based in Brežice, we organized a lecture and workshop on the topic of mitigating and adapting to climate change.

