



SUSTAINABILITY REPORT OF THE DESTINATION BREŽICE for the Year 2024

BREŽICE - TITLE HOLDER



SLOVENIA GREEN PLATINUM

In 2018, the Municipality of Brežice began the process of evaluating compliance with standards and the effectiveness of indicators within the Green Scheme of Slovenian Tourism. The goal was to establish a sustainable tourism model using an internationally recognized tool for developing green destinations, leveraging natural, social, and cultural potentials and integrating them into a unique offering.

In 2019, Brežice was awarded the Slovenia Green Destination Silver label.

In 2022, the destination underwent recertification and achieved the **Slovenia Green Destination Platinum** label. Brežice thus became the second destination in Slovenia to receive the highest recognition for sustainability.

2019

Slovenia green Silver

2022

Slovenia green Platinum



Sustainable Hospitality & Experiences

We are proud to collaborate with tourism providers in creating a green story of sustainable tourism. Providers who choose to join the Green Scheme of Slovenian Tourism must sign the Green Commitment and obtain one of the internationally recognized sustainability labels verified by the scheme.

By signing the **Green Commitment**, holders of the Slovenia Green label pledge to follow **10 sustainability principles**, committing to sustainable operations and continuous improvement. We are proud that our destination is home to 13 providers with an environmental certification.

- ✔ Cetin Inn
- ✔ Guesthouse Les
- ✔ Hostel MC Brežice
- ✔ Restaurant Osteria Debeluh
- ✔ The Old Krulc Inn
- ✔ Farmstay Vimpolšek
- ✔ Erban Inn
- ✔ Guesthouse Budič Inn
- ✔ Klub Mc Brežice
- ✔ Restaurant Štefanič
- ✔ Restaurant Amor
- ✔ Villa Les

At the end of 2024, Terme Čatež joined the Green Scheme of Slovenian Tourism and, as the largest thermal spa provider in Slovenia, received the Green Key certificate and the Slovenia Green label. By doing so, they committed to adhering to the strict criteria set by the International Foundation for Environmental Education (FEE)





Collective trademark

Brežice Selection



With the aim of connecting producers of quality food products, artisans, home craft makers, hospitality and tourism service providers, accommodation and living offers, and other related content, the development of a collective trademark began in 2022. The working group named it Brežice Selected.

Promotion of the Territorial Collective Trademark Brežice Selected:

- Dedicated brand profile on social media
- Digital information kiosks
- Provider catalog
- Participation of providers in various events

Through an established system of branding, education, consulting, and evaluation based on the Authentically Slovenian model, by the end of 2024, the trademark includes 29 providers and 129 different products.



Unique handcrafted products



Agricultural products and food products



Dishes and beverages served in a hospitality manner

A total of 29 providers and 129 different products





Awarding certificates to new certified providers

In November 2024, the City Hall of Brežice hosted the award ceremony for new providers and products in the Brežice Selected collective trademark network.

Certificate recipients of 2024:

- Aleksander Dušič,
- Ferdo Pinterič,
- Winery House of Song and Wine – Sagmeister,
- Huda.,
- Irena Vrhovšek,
- Jože Prah,
- Farm Volovec,
- Liberi - Petra Zajec s.p.,
- Butcher's shop Krošelj,
- Modri Vrat,
- Ana Kranjčič – Riba in pol,
- 5ra zipp zipp,
- Istenič winery,
- Reset Brewery,
- Sladke zgodbe Janez,
- Old Krulc Inn,
- ZPTM Brežice with event: Day of Bread, Wine, and Sausages.



Brežice Selected - Supporting Local

As part of the Brežice Selected collective trademark, we organized a series of unique events that targeted various audience groups while contributing to the promotion of local products and the destination. This helped strengthen the competitiveness of the providers and highlighted the recognition of the locations where the events took place.

- **Castle Masked Evening** – an unforgettable combination of cuisine, wine, and location
- **Easter Market** – showcasing selected local delicacies and handcrafted products
- **St. Martin's Culinary Evening with Live Music** – a harmony of flavors and tradition accompanied by music
- **St. Martin's Dinner at Pri Martinovih (farm stay)** – a gastronomic experience in a homey setting



Through the organization of events, we strengthened the connection between local providers and offered visitors authentic experiences. At the same time, we contributed to sustainable development by shortening supply chains, as the focus was on products and raw materials of local origin. This promoted local entrepreneurship, enhanced the recognition of domestic providers, and helped preserve the authentic flavors and traditions of our region.





Brežice once again among the TOP 100 STORIES in the world

Among the selected destinations, for the second consecutive year, the Brežice destination was included with its sustainability story *From Waste to Opportunity: How the Brežice City Promenade Became a Good Example of Sustainability*.



Each year, numerous destinations from around the world apply for the **Green Destinations Top 100 Stories selection**. In 2024, the selection involved 45 countries. The expert committee, together with partners coordinated by Green Destinations, selects the top 100 destinations recognized as best practices in the field of sustainable tourism.

This achievement represents more than just an acknowledgment for us – it is a confirmation of our commitment to sustainable development and an encouragement to continue on this path. At the Institute for Entrepreneurship, Tourism, and Youth of Brežice, we believe that through collective efforts, we can create positive changes for the environment and the community.

Kitchen on the street: Brežice Selected

As part of the Mestna promenada Brežice event, we organized the Street Kitchen for visitors as the first collective trademark in Slovenia. During the opening evening, all hospitality providers carrying the Brežice Selected excellence certificate were featured on the street:

- Guesthouse and Apartment house Les,
- Huda.,
- Reset Brewery,
- Riba in pol,
- Old Krulc in,
- Pri Martinovih Farm stay,
- Vimpolšek Farm stay.



Green Events: Mestna promenada Brežice Awarded for the Second Consecutive Year



In 2024, based on new criteria, the promenade was awarded the title **Zero Waste Event with Two Stars**, which confirms that the organizers successfully met strict requirements, including the use of reusable cups, 90% waste separation, and a 30% reduction in waste volumes. **The Mestna promenada Brežice** thus maintains its position as the longest-running event in Slovenia with this title.



95.56%
separated waste

**A decrease in the amount of
waste per visitor from
44g to 32g.**



Reduction of Plastic Waste:

- Use of returnable cups.
- City trash bins were temporarily sealed and decorated with flowers, encouraging proper waste separation.
- Special ashtrays in the form of voting boxes playfully guided visitors towards responsible disposal of cigarette butts.
- A drinking fountain in the shape of a water tower encouraged the use of personal water bottles.

An important part of the event was also the volunteers, known as the green guard, who were easily recognizable by their green shirts and ensured proper waste separation and collection with smiles on their faces. We had an international team of 10 volunteers from the European Solidarity Corps, representing five countries, funded by the European Union. Their presence added an international dimension to the event and highlighted the importance of intercultural cooperation in addressing global challenges such as sustainability.



At the event, we provided sales space for local artisans, supporting local entrepreneurship as their work enriches the local community.



European Mobility Week

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

European Mobility Week, held annually from September 16 to 22, promotes sustainable mobility and educates the public on the importance of using sustainable modes of transportation.

The aim is to reduce traffic congestion, encourage a healthy lifestyle, and increase awareness of sustainable transportation options. Each year, the municipality, together with public institutions, schools, associations, and others, organizes various events that encourage and raise awareness about a healthier lifestyle.



Events in 2024:

- ✓ Safe Way to School – Walking Bus
- ✓ Car-Free Day
- ✓ Traffic-Themed Play for Children
- ✓ Cycling from Radeče to Brežice
- ✓ Mayors Behind the Wheel
- ✓ Mini Olympics
- ✓ Fitness Testing for Adults
- ✓ E-Scooter Safety Basics
- ✓ Active Sunday at Banova Homestead





Training for Providers

Each year, various trainings are held for providers, both as part of Days of Entrepreneurial Opportunities and within the framework of the Green Scheme and the Brežice Selected collective trademark.

Completed Trainings:

- Lean Business: How to Create More with Less
- Photography with a Phone for Entrepreneurs
- Connecting Communication in Business
- Canva for Entrepreneurs
- Professional Excursion: Visit to Best Practice Examples in the Bohinj Tourist Destination

As part of the tourism development and promotion training for providers in the leading destination of Čatež and Posavje, we co-organized the following trainings with the Regional Development Agency Posavje:

- Sustainable Business and Climate Change and Carbon Footprint
- Quality of Tourism Services
- Creative Tourism
- Connecting Communities and Stakeholders in Tourism Through Sustainable Approaches
- Waste Management and Events
- Sustainable Tourism and Development and Promotion of Sustainable Products
- Online Advertising in Tourism

14. DNEVI PODJETNIŠKIH PRILOŽNOSTI

zptm RRA POSAVJE Brežice

14. 3. 2024
VITKO PODJETJE
DR. ROK STRITAR

21. 3. 2024
FOTOGRAFIJA S TELEFONOM
URŠKA DROFENIK

21. 3. 2024
POVEZOVALNA KOMUNIKACIJA V POSLU
LEA GRM

4. 4. 2024
CANVA ZA PODJETNIKE
JERNEJA MILOŠT

18. 4. 2024
STROKOVNA EKSKURZIJA V BOHINJ

www.pcbrezice.si

I FEEL SLOVENIA

RRA POSAVJE Regionalna razvojna agencija Posavje

zptm Brežice

izobraževanje s področja razvoja in promocije turizma za pomladnike v vodilni destinaciji Čatež in Posavje

KAKOVOST TURISTIČNIH STORITEV

Mladinski center Brežice (1. nadstropje, sejna soba)

Četrtek, 12. 9. 2024
17:00 - 18:30

predavatelj
MAG. MIHA BRATEC

VIŠJI PREDAVATELJ IN ČLAN KATEDRE ZA TURISTIČNI MANAGEMENT NA UP ITS – TURISTIČNI V POKLIČU

#feelSLOVENIA #mojaSlovenija #posavjepolnopriložnosti



Crisis Management Plan Preparation

We were successful in applying for the project **Crisis Management and Governance in Tourism**. In January 2024, we organized a crisis management meeting in tourism, which involved all key stakeholders. During the workshop, we reviewed the existing tourism crisis management plan and, based on collective findings, updated and adjusted it to address current challenges.

Career Fair Organization

At the Youth Center, we successfully organized two career fairs for young people (one in March for FTUM students and one in October for high school students), where various career paths were presented, with a special focus on opportunities in tourism. The young attendees had the chance to meet employers, educational institutions, and entrepreneurs active in this field. This initiative encouraged employment in tourism and provided young people with insights into career development opportunities in the industry.



Cultural Heritage Development

Brežice European Film Festival

The 1st European Film Festival 2024 took place at the Posavje Museum Brežice from **August 28 to 31**. The event delighted numerous visitors and laid the foundation for future editions of the festival.



Brežice Water Tower

In 2024, the Water Tower received the OHS Award. Themed days and free entry were also organized, making the heritage accessible to more vulnerable groups.

Posavje's Museum Brežice

Every first Sunday of the month, free themed activities are held. At the castle reception, there is a chest where visitors can leave promotional materials they no longer need.



Themed Tourist Guided Tours

Tourist guided tours promote sustainability by educating visitors, directing tourist flows, and supporting the local economy. They contribute to the protection of natural and cultural heritage, reduce environmental impact, and encourage sustainable forms of transportation. In doing so, they enable a responsible and authentic experience of the destination.

39 Guided Tours

940 Visitors

**Visitors from
10 Countries**

The Path of Love

A tourist guided tour that presents the architectural heritage and landmarks of the town through love stories and puzzles.

Dark Stories of Brežice

The tourist product Dark Stories of Brežice through the Whisper of History presents the dark moments that have marked Brežice.

The Gnome's Path among the Lights

As part of the Brežice, My Festive Town program, we organized a guided tour for the youngest visitors, where we introduced the old town center of Brežice through stories in a fairy-tale manner.

Heritage of Cabble ferry and Mostec

River boating was an important activity in the Posavje region in the past. The boat in Mostec, as the only still-operating boat on the Sava River, is listed in the register of intangible cultural heritage. Through guided tours, the tradition of river boating is presented on a broader scale.





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8250 Brežice