

Sustainable tourism achievements for the municipality of Brežice in 2021

Since 2019, the municipality of Brežice, marketed under the name Discover Čatež & Brežice, has joined the Slovenian Green Tourism Scheme in an effort to raise its profile as a sustainable, green destination. We assess our sustainability performance using the international Green Destination Standard tool, which provides both national and international comparability and visibility. Our destination currently holds the Slovenia Green Silver Label.



Since joining the Green Scheme, the municipality has worked towards sustainable tourism development. In this way, in 2021 it implemented activities in the following areas:



1.

Three tourism operators have been awarded the Sustainable Tourism Label

- Ošterija Debeluh and Gostilna in pension Les Green Key certificate
- MC Hostel Brežice has been awarded the HI-Q&S sustainability label, which ensures that all guests are directly contributing to environmental protection by choosing a certified tourist establishment.



2. Education and training for destination tourism stakeholders Encourage the transition towards a green economy and sustainable resource management.

- Digitisation in tourism (Luka Berger, Founder and CEO of Flexkeeping),
 - 15 harmful communication habits at work and at home (Jani Prgič),
- What you need to know to properly implement the procedure for termination of a contract for business reasons (Iztok Starc, law firm Grilc, Starc and partner),
- Recovery of State aid under PPP 1-6 and applicable measures for employers and the self-employed, Nina Scorteganga Kavčnik, Legal and Business Portal, Publishing and Education,
 - Basic uses of facebook and instagram: Potential for communication (Sašo Panič, Director and founder of Etrend d.o.o.
- The basics and importance of creating a collective brand for the municipality of Brežice, Tanja Lešnik Štuhec, Provital d.o.o.
- New VAT rules as of 1 July 2021 from the perspective of the Slovenian taxpayer, Development Centre for Professional Education, mag. Tanja Urbanija
- Reduce Perfectionism, Increase Productivity, Nives Fortunat Šircelj, univ. dipl. psych, NLP Practitioner, NLP Master.

3. Development projects: the local community, institutions, companies and associations of the destinations Čatež and Brežice are actively involved in various projects at the level of the local community and the region, which are part of the tourism development of the destinations Čatež and Brežice. Some of the projects implemented in 2021 with the help of EU funding and contributing to the development of tourism in the destination:

- Digital Castle Room, the magnificent seven castles of Posavje
- Presentation of the Posavje Museum Brežice on the Google arts and culture platform



4. Development of tourism infrastructure: public investments in facilities and equipment were made in 2021 to develop tourism infrastructure:

- Restoration work begins on the Brežice water tower.
- Setting up three "informat"
- Restoration of the old iron bridge over the Sava and Krka rivers
- Construction of a cycle path on the Brežice - Dobova route,
Construction process a cycle track on the Krška vas - Čatež ob Savi route.



5. Tourist events and activities Tourist events and activities are a very important factor for the destination of Čatež and Brežice, as the destination presents and promotes itself through them. In 2021, in accordance with the NIJZ regulations, the following events were held due to the Covid 19 pandemic:

- Stage 3 of the Tour of Slovenia
- Summer in the park
- Mayor's wine selection
- Barefoot hike
- St Martin's weekend in Posavje
- Sausage, Beer and Prest Day
- Handicraft Fair and Castle Market
- Brežice my festive town
- Stand-up comedy: Klemen Bučan, Tadej Toš
- Ceremonial opening of the old iron bridge
- Evening of fine cuisine



6.



Buy 10 e-bikes
Restoring bridges
A rich and varied European Mobility Week programme
Disabled-friendly city bus



7.

Public information through the following channels:

Sustainable mobility: in line with the Integrated Transport Strategy, the municipality of Brežice aims to continue sustainable transport planning - to renew and build as much infrastructure as possible for cycling, walking and the use of public passenger transport.



Social networks
via the website:
<https://www.discoverbrezice.com/aktualno>
via the Brežice municipality
website:<https://www.brezice.si/sl/novice/>

8.

Cooperation and promotion of tourism at regional and national level: the municipality of Brežice is promoted under the name Discover Čatež & Brežice, and at the same time it is included and promoted within the broader regional tourist destination of Čatež and Posavje. Our destination is influenced by Terme Čatež and Terme Paradiso, and we are also recognised as a land of castles, tail houses and excellent gastronomy. We are also a proud member of the Association of Historic Towns of Slovenia, where we develop products and events with towns all over Slovenia.

ZDRUŽENJE
ZGODOVINSKIH
MEST SLOVENIJE



Green tourism indicators in destination Čatež & Brežice



2 Green Cuisine
1 Michelin plate



256 accommodation
establishments



HI Q&S
Green key



6 stations for
Bržkolo
32 bicycles



19
electric stations



10
electric bicycles



tap water is potable
3 drinking fountains in town
33% of sewage is treated to the 2nd stage



31,8 %
coverage with insured
protected areas



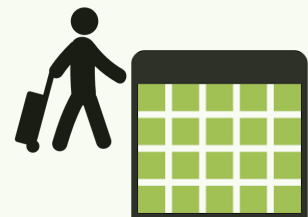
62% of waste
collected separately
in total waste



15
marked hiking trails



347 units of immovable
cultural heritage
4 units inscribed in the Register of
Intangible Cultural Heritage



9 months
seasonality

