



SUSTAINABILITY REPORT 2019-2022



THINK AND WORK GREEN



Because we're aware of our responsibility to leave behind a preserved environment and public welfare to our descendants, in Kamnik we're committed to encouraging green mentality and green tourism. Our wish is for the domestic and foreign tourists that visit Kamnik to feel and live through our green efforts. In the 2019-2022 period we've therefore pursued different measures and activities:

- 01 EDUCATION COURSES AND TRAINING
- 03 SUSTAINABLE MOBILITY
- 03 INCUBATOR OF BUSINESS IDEAS
- 04 BOUTIQUE GREEN KAMNIK
- 05 SHARING ECONOMY
- 06 CARING FOR CULTURAL HERITAGE
- 07 PUBLICITY

Kamnik is recognizable by green, clean, healthy, and neat environment. It's also a friendly town. Friendly to volunteers, people of different generations, people with handicaps, everyone.



EDUCATION AND TRAINING



Kamnik, through the Slovenia Green Destination project and through the good practices with organizing their own events, encourages the event organizers to switch to green economy and sustainable management of resources. With that in mind we organize thematic education courses for tourist guides, event organizers, tourism associations, caterers and others involved in tourism:

Codex for sustainability-oriented local tourist guides

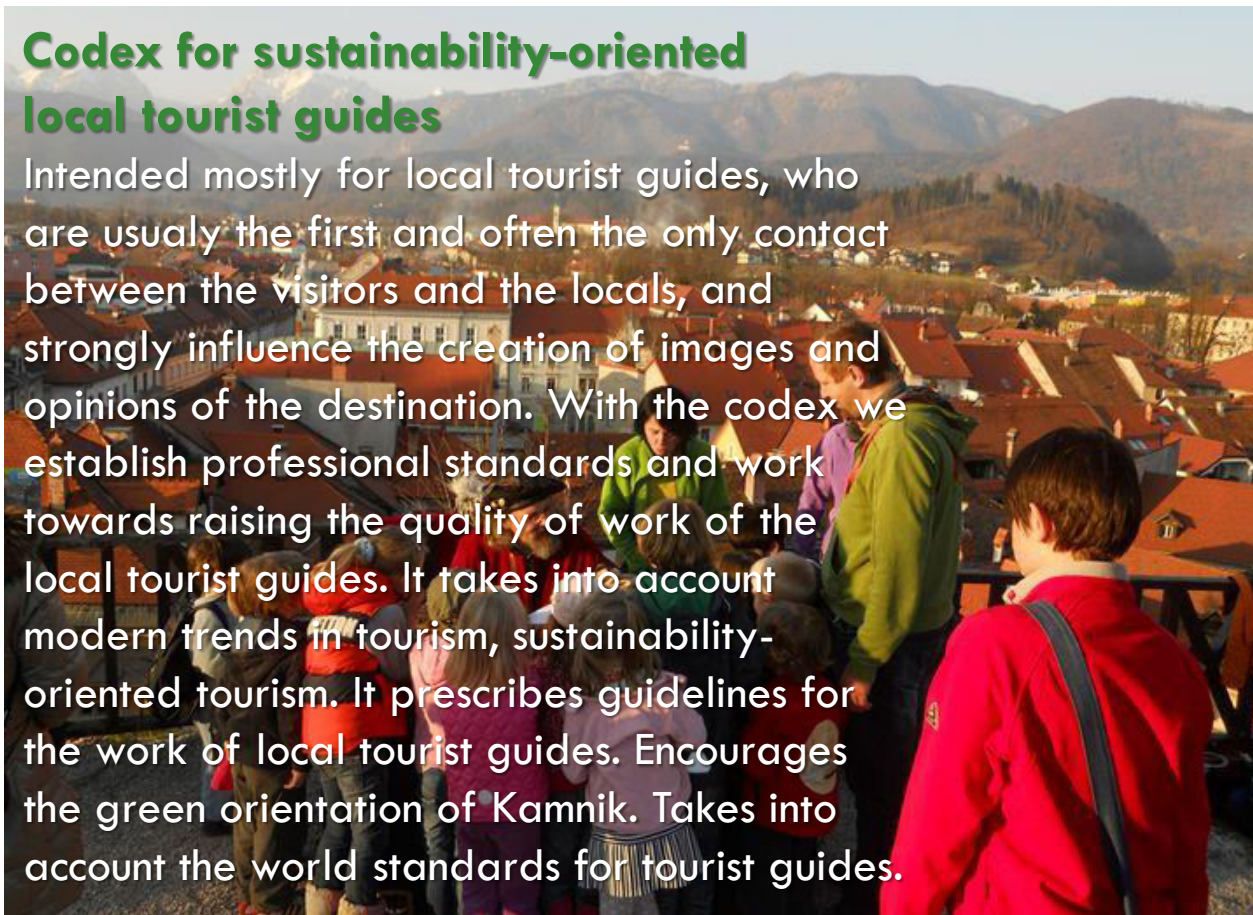
Intended mostly for local tourist guides, who are usually the first and often the only contact between the visitors and the locals, and strongly influence the creation of images and opinions of the destination. With the codex we establish professional standards and work towards raising the quality of work of the local tourist guides. It takes into account modern trends in tourism, sustainability-oriented tourism. It prescribes guidelines for the work of local tourist guides. Encourages the green orientation of Kamnik. Takes into account the world standards for tourist guides.

An event without waste, is it possible?

The meeting before the KULpetek culinary festival for caterers and event organisers shed light on the problem of waste at events and offered solutions and answers.

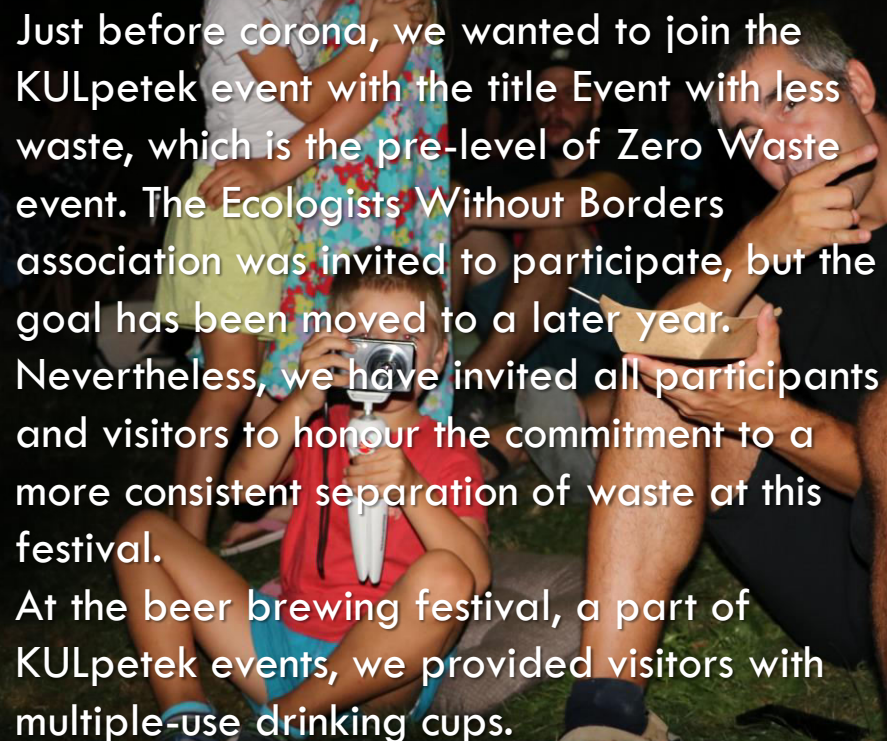
Wise tips for green tourism

- Participants gained insight into the following topics:
- Don't let the weather get in your way – adjust to weather changes.
- How to prepare an eco-friendly event?
- Is the Zero Waste event our destination?



Organisation of sustainable events

01 KUL FRIDAY / Beer brewing festival sustainability event

A photograph showing a group of people, including children, at an outdoor event. One child in the foreground is holding a camera on a tripod. They are gathered around a table, possibly participating in an activity.

Just before corona, we wanted to join the KULpetek event with the title Event with less waste, which is the pre-level of Zero Waste event. The Ecologists Without Borders association was invited to participate, but the goal has been moved to a later year. Nevertheless, we have invited all participants and visitors to honour the commitment to a more consistent separation of waste at this festival. At the beer brewing festival, a part of KULpetek events, we provided visitors with multiple-use drinking cups.

02 GREEN MARKET BELOW VELIKA PLANINA short green chain from field to plate

A photograph of a wooden table with various food items. There are two round white breads, two long braided breads, and a bowl of white cheese or cream. A small glass of orange juice is also visible.

In the summer months, a new project was launched in the idyllic location of the cable car station under Velika planina called "Market under Velika planina". In the heart of the green forests of the Kamniška Bistrica valley, stalls were set up for visitors – local, Slovenian providers of domestic food and products.

SUSTAINABLE MOBILITY



01 Cycling routes

Already this year from Kamnik to Ljubljana by bike

The cycling project of the four municipalities aims towards replacing cars with bikes. Establishing a cycling link in the most densely populated parts of the region will create the opportunity to use bicycles for everyday tasks, thus achieving the objective of sustainable mobility. The cycling transport centre will connect the municipalities of Kamnik, Mengeš, Trzin and Ljubljana.

An example of good practice of cooperation between the four municipalities:



Municipality of Kamnik built a cycling link to Godič, which runs along Kamniška Bistrica.

The three-kilometre long cycle path connecting Kamnik with Godič is predominantly gravel, is around three metres wide and was built right next to the river. Most of the trail has been re-arranged, even where there was already a popular walking path to the idyllic Slovenia Eco Resort.



SUSTAINABLE MOBILITY



02 KAMkolo, e-bike rental system

JOIN FORCES AND TRAVEL SMART
WITH KAMKOLO.

In 2019, kamnik electric bike rental system KAMKOLO, which aims to exorcise cars from the city and improve the nature and people-friendly urban mobility, has come to life in Kamnik. Users have 40 electric bikes, which can be rented at all well-known stations in the city.



03 Free Van Tour, free tourist transport by van

Free tours S Kombijem okol Kamnka is a step towards lowering the carbon footprint at the destination and a friendly welcome to tourists visiting Kamnik.

The pick-up area is the reception of the guests accommodation, and the van operates every Saturday during summer.



S KOMBIJEM OKOL KAMN'KA

- ✓ 5 najboljših foto točk
- ✓ 3 najlepši razgledi - Stari grad, grad Zaprice, cerkev Svete Ane v Tunjicah
- ✓ številka 1 doživetje v Kamniku



- 📍 zbirno mesto je recepcija vaše nastanitve;
- 📍 doživetje traja približno 3 ure;
- 📍 vsako soboto v juliju in avgustu ob 10. uri;
- 📍 rezervacijo uredite na recepciji vaše nastanitve do petka do 12. ure na 031/787 729

Delite vtise z doživetja z nami
#visitkamnik #mojaslovenija
#razgledikamnika #okolkamnka
#trajnostnamobilnost #lokalno



INCUBATOR FOR BUSINESS IDEAS



01 Tourist start-up weekend

For two years in a row, a three-day entrepreneurship workshop was held in Kamnik, where the participants, with the support of top mentors, worked to solve the challenges of tourism or develop new tourist products for the Kamnik area. In search of innovative ideas for the further development of Kamnik tourism the line was held by the Municipality of Kamnik, Zadruga KIKštarter, KIKštarter pospeševalnik, d.o.o., Institute for Tourism, Sport and Culture Kamnik, tourist economy and Kamnik Entrepreneurial Club. The aim of the joint project is to encourage and support the successful launch of the business path of new, young, innovative and enterprising individuals, companies, start-ups and teams, while ensuring the Kamnik area upgrades the existing tourist offer with new ideas, services, and products to create attractive tourist programmes and attract multi-day guests. In addition, the traditional event aims to inspire young people to study tourist studies and to encourage employment in the tourism industry in Kamnik.

TURISTIČNI Start up WEEKEND

11.-13.6.

1.200€

1. mesto

500€

2. mesto

300€

3. mesto

Kamnik, mesto na poti k vrhovom.



2. VSESLOVENSKI TURISTIČNI

Start up WEEKEND

17.-19.
JUNIJ



BOUTIQUE AND GREEN KAMNIK



As many as two tourist products ranked in Slovenia **UNIQUE EXPERIENCES** collection



01 5* experience "The Way of Beer and Freedom"

It is a boutique 5-star product of "The Way of Beer and Freedom", based on the rich offer of modern Kamnik cuisine. In the city we find four successful Slovenian micro breweries and many exceptional providers of modern street food. The experience connects tastings with sports activities in exceptional sub-Alpine nature and with themed guidance tours and animations.



02 5* experience "Feel Velika planina"

The experience reflects the strong local identity of the shepherd's heritage, and it is extremely important that the product is not artificially created and placed in the space, but is absolutely faithful to the nature, cultural heritage of the Velika planina and its people. The STO Commission highlights the experience as an example of experiential tourism, where the visitor is in an active and in-depth way involved in learning about the culture of planšar history and modern, but despite that very local gastronomy. Sustainability is also reflected throughout the experience, because there is no water in the mountain the huts supply themselves with rainwater, and electricity is obtained by the use of solar cells. Accordingly, the experience is understood as an appeal to guests to take a more sustainable holiday (without fridge, TV, and internet). The experience thus implements the concept of new luxury through its durability.



SHARING ECONOMY



The hike along the river that connects



Many, more than 3,200, of good-willed hikers have rejoined the traditional event of The hike along the river that connects, and this year also spread a positive message: we like to socialize and connect. Hikers in the middle of the trail were greeted by the Kamnik and Domžale municipal delegations, which were united – The hike along the river that connects is an important social event, which highlights the need for integration and cooperation between the neighbouring municipalities of Kamnik and Domžale. The hike along the river that connects, which is traditionally organised by the Modre novice magazine and co-organized by the Institute of Tourism and Sport Kamnik and the Domžale Institute of Sport and Recreation, took place for the sixth time on the footpath along Kamniška Bistrica. More than 3200 hikers were able to learn about the activities of paper producers, firefighters, fishermen, scouts, mountaineers, beekeepers, waterpolo players, and could relax in yoga or participate in interesting prize games.



CARING FOR CULTURAL HERITAGE



Kamnik – a city with a soul and a rich historical and cultural heritage

CULTURAL HERITAGE OF THE MEDIEVAL CITY

Kamnik is considered one of the most beautiful medieval centres in Slovenia. The most beautiful view of the Kamnik-Savinja Alps can be captured from a small rock hill in the middle of the city, where the two-storey Romanesque monument stands, the Mali Grad Chapel.

You're also invited to the halls of the Kamnik Inter-Communal Museum, Franciscan monastery with Plečnik's Holy Sepulchre and a rich library (<http://franciskani-kamnik.rkc.si/>), Gallery of Miha Maleš (<https://www.muzej-kamnik-on.net/enote/galerija-miha-males/>), and the birth house of Rudolf Maister (<https://www.muzej-kamnik-on.net/enote/rojstna-hisa-rudolfa-maistra/>).

The city in the embrace of the mountains also carries the story of clay and ceramics in its memory, Kamnik Majolka at the forefront, whose story you can learn about in the Hiša Keramike, Zakaj pa ne Majolka. Fans of the architect Jože Plečnik, who also created works in Kamnik, will be satisfied as well. The Lectar House is extremely interesting, where you can see the mini candle-making museum and special Plečnik candles.

Explore Kamnik's cultural attractions in the link: <https://www.visitkamnik.com/>.



CARING FOR CULTURAL HERITAGE



Kamnik – a city with a soul and a rich historical and cultural heritage



PUBLICITY



As a proud member of the Slovenia Green family, Kamnik fulfils its promise to operate on sustainable principles and is committed to the continuous green improvements they regularly inform the public about .

01 PUBLIC ANNOUNCEMENTS

02 MEMBERSHIP IN THE GREEN NETWORK

03 MEDIA PUBLICATIONS

I FEEL SLOVENIA

SLOVENIA GREEN
Zelena. Aktivna. Zdrava.

ZELENA POLITIKA SLOVENSKEGA TURIZMA

Š podpiramo Zelene politike slovenskega turizma sprejemamo 10 trajnostnih načel, s katerimi se zavezujemo k trajnostnemu delovanju in nenehnemu prizadevanju za izboljšave:

1. «Slovenska zelena» temelji na neoporeni naravi in na odločnosti, da takšna tudi ostane. Tesno je speta v identiteto znamke I feel Slovenia, kot izkustvena obljuba, ki izraža poslanstvo slovenskega turizma -naprej z naravo- in podpira vizijo »zelene butičnosti«.
2. Zavedamo se, da uspeh turizma v Sloveniji temelji na kredibilnosti naše zelene podobe. Zeleno shemo slovenskega turizma razvijamo s ciljem, da poteka razvoj turizma v Sloveniji na trajnosten način, s prizadevanjem vseh deležnikov za odgovorno poslovanje.
3. Zagotavljamo, da v celoti izpolnjujemo pogoje, ki jih opredeljuje okoljska zakonodaja v Sloveniji, temelječa na zakonodaji Evropske unije, ob tem pa tudi globalne oziroma evropske kazalnike za destinacije in ponudnike.
4. Izpolnjujemo kriterije, kot jih opredeljujejo globalni oziroma evropski indikatorji za trajnostni management na ravni destinacij, oz. svoje odgovorno ravnanje do okolja izkazujemo s katerim od izbranih mednarodnih okoljskih znakov.
5. Znamka SLOVENIA GREEN obiskovalcem Slovenije podaja obljubo, da destinacije, turistični ponudniki in partnerji, nosilci tega znaka, delujemo po trajnostnih načelih in da smo predani nenehnemu izboljševanju trajnosti našega poslovanja.
6. Čisto okolje spodbujamo k spoštljivemu in odgovornemu odnosu do naravnega in družbenega okolja v Sloveniji.
7. Zavedamo se, da ima turizem velik vpliv na družbeno in ekonomsko podobo destinacije, zato aktivno vključujemo lokalno skupnost in razvijamo turizem, ki prinaša pozitivne rezultate za vse.
8. Prizadevamo si za sezonsko in rejjsko porazdelitev turističnega obiska Slovenije in spoštujemo nosilne sposobnosti prostora. Spremljamo novosti in se zavedamo pomena uvajanja zelenih inovacij, zelenih tehnologij in trajnostne arhitekture.
9. Ker so razdalje v Sloveniji majhne, Slovenija pa je na ugodnem krizišču pomembnih prometnih poti, in ker je narava vedno blizu, spodbujamo trajnostno mobilnost.
10. Želim o, da obiskovalci občutijo pokrajinsko in biotsko raznolikost Slovenije, zato si prizadevamo, da pri našem poslovanju, razvoju ponudbe in komuniciranju izpostavljamo tisto, kar je v našem okolju najbolj posebno, avtentično, z lokalnim značajem.

Podpisnik:

Kraj, datum: **Kamnik, 3.12.2019**

PUBLICITY



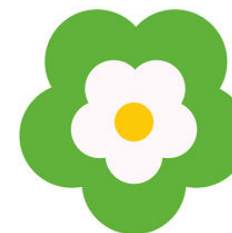
OPEN YOUR HEARTS TO GREEN HABITS – GREEN GUIDANCE: <https://www.visitkamnik.com/sl/slovenia-green>



Feel Kamnik as a green home and make sure that it stays clean and tidy.



Buy a bottle for re-use and enjoy water from the fountains in town.



Instead of trampling the grass and tearing the flowers, admire the wild flowering meadows that are the pastures of native Slovenian bees.



Instead of using the car, rather travel Kamnik on foot, by bike or ride with local people.



Let the environment and nature chase their own signals. When possible, turn off all electronic and other devices from the sockets.



Help keep Kamnik clean – consider short showers instead of baths, close the tap during brushing your teeth.



Shop locally, in local shops with Slovenian products and produce.



Support local Producers:
farmers – by eating food with local ingredients,
artisans – by purchasing their products
and artists – by purchasing their artwork.

PUBLICITY



OPEN YOUR HEARTS TO GREEN HABITS



Choose from food, cosmetics and other cleaning products that are environmentally friendly and don't harm nature or its fragile ecosystems.



Help maintain a delicate natural balance and tread on existing and marked paths. Any walk off the well-beaten paths can cause a bio-imbalance.



Visit Kamnik museums, galleries, traditional events, cultural houses and collections and contribute to preserving local culture and art.



Kamnik is a proud winner of the golden sign
Slovenia Green Destination
GOLD.





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<https://www.visitkamnik.com/>

