

FROM ERADICATING PLASTIC AND SINGLE USE ARTICLES IN TOURISM TO CIRCULAR ECONOMY

The area of Biosphere reserve Julian Alps
Triglav National Park, Slovenia

December 2019, GOODPLACE



A scenic landscape of Slovenia. In the foreground, a calm lake reflects the sky and the surrounding landscape. A small island in the middle of the lake is home to a church with a tall, dark spire. The background is dominated by snow-capped mountains under a dramatic, cloudy sky. The overall mood is serene and majestic.

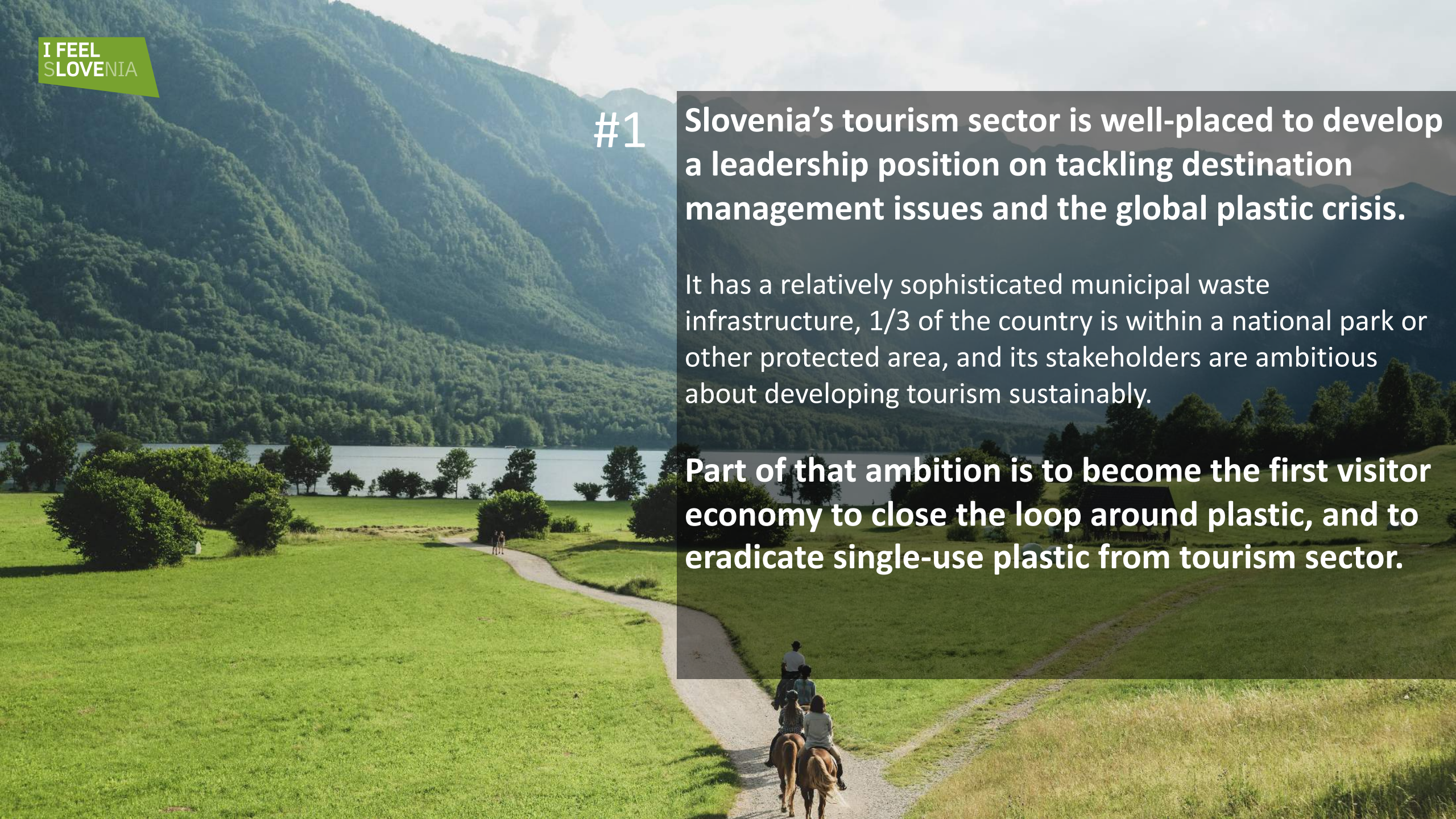
1. SLOVENIA

#1

Slovenia's tourism sector is well-placed to develop a leadership position on tackling destination management issues and the global plastic crisis.

It has a relatively sophisticated municipal waste infrastructure, 1/3 of the country is within a national park or other protected area, and its stakeholders are ambitious about developing tourism sustainably.

Part of that ambition is to become the first visitor economy to close the loop around plastic, and to eradicate single-use plastic from tourism sector.



#2 Through this vision Slovenia is changing its actions and thinking from **linear to circular** – in a united approach.

Tourism is the industry to lead this change, but changes have to be made in whole value chain.

#3 SINGLE USE PLASTICS

is not the only, but the most acute and tangible example of this model.



A scenic landscape in Slovenia featuring a grassy hillside, a dirt road, a wooden cabin, and a herd of cows being led by people at sunset.

#4 SLOVENIA IS RECOGNISED AS A LEADER IN SUSTAINABLE TOURISM MANAGEMENT
and this project is vital for further strengthening this position.

#5

TRIGLAV NATIONAL PARK TOGETHER WITH THE INVOLVED MUNICIPALITIES

has developed an ambitious action plan on how to ban single use plastics from the region, aiming to be at the forefront of the process.

#6 **PODPORO PROJEKTU IN PRIPRAVLJENOST ZA SODELOVANJE POTRDILE MEDNARODNE ORGANIZACIJE**

Travel Foundation, Green Destinations, Travel Without Plastics.

Projekt ima priložnost, da postane reprezentativen projekt v okviru Global Tourism Plastics Initiative v organizaciji One Planet Network.



2. WHY

A hiker with a backpack is walking on a rocky mountain trail. In the background, several ibex are visible on a rocky ledge. The scene is set in a high-altitude mountain range with steep, rocky slopes and a blue sky with scattered clouds.

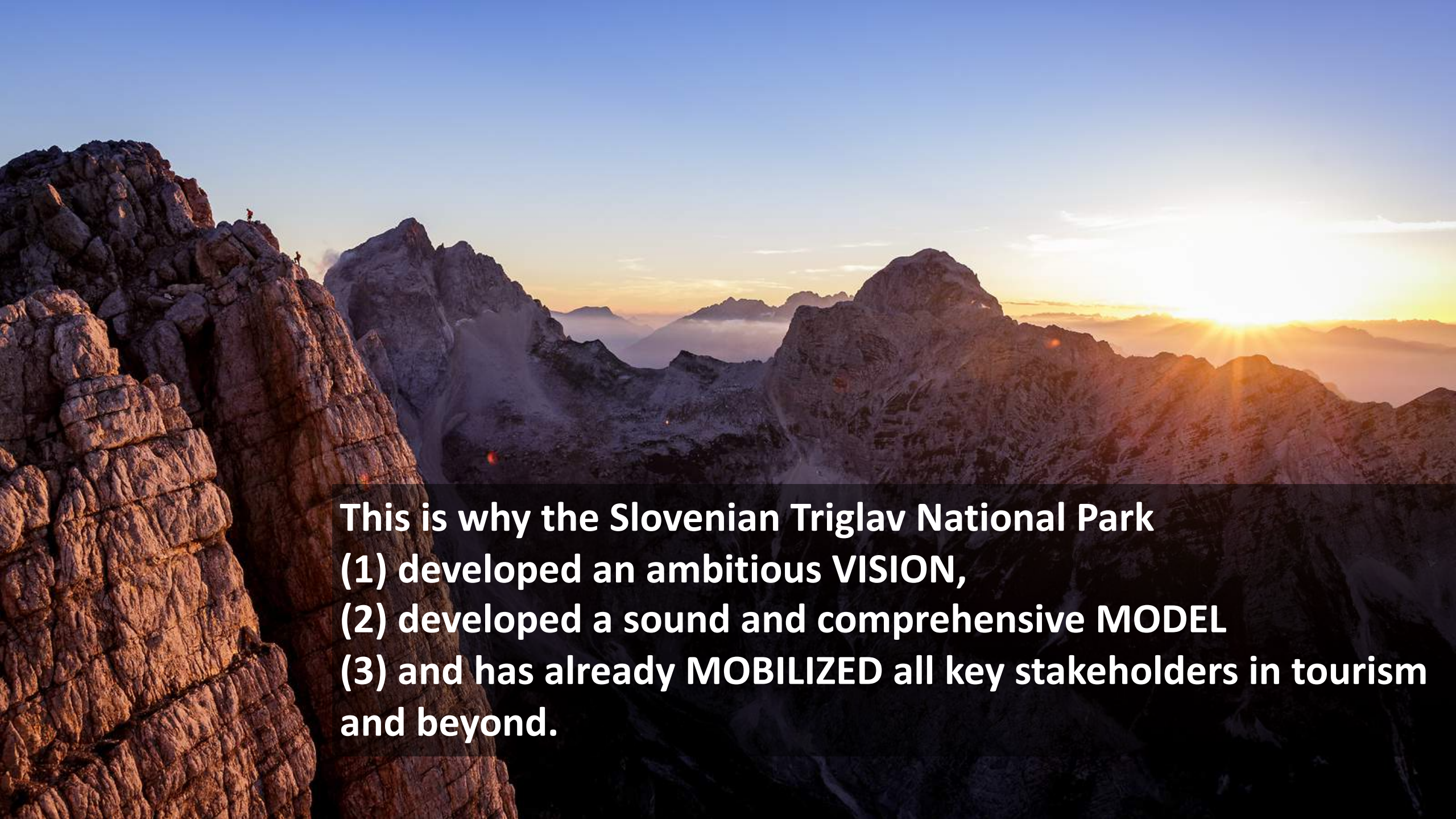
We have to take responsibility – as businesses as well as users.



Need for more environmentally
responsible and smart
PRODUCTION

Across the globe
and industries we
lack efficient
MODELS, that
could mobilize all
stakeholders in a
joint and ambitious
vision.

More responsible
USE



**This is why the Slovenian Triglav National Park
(1) developed an ambitious VISION,
(2) developed a sound and comprehensive MODEL
(3) and has already MOBILIZED all key stakeholders in tourism
and beyond.**

3. STARTING POINTS


Why Triglav National Park?



Košča na Dolici
Dolina Zadnja
Trenta - Log
n.v. 1758m

△ Bov. Gamsovec 2h
Pogačnikov dom 3h, 30min
PO Radovljica

Aljažev dom 2h
n.v. 1758m
PO Radovljica

A hiker in a yellow jacket and dark pants stands on a rocky mountain peak, looking out over a vast mountain range. The sky is filled with soft, white clouds, and the mountains in the distance are layered in shades of blue and grey. The hiker is positioned in the lower center of the frame, providing a sense of scale to the immense landscape.

**#1 The only national park in Slovenia
and with the status of UNESCO MAB
Biosphere Reserve.**


IZHODIŠČA #2

Zavezani trajnosti v temeljnem poslanstvu.


Ob tem TNP in 8 od 10 parkovnih občin območja že ima/ zaključuje postopek SLOVENIA GREEN.



**#3 A strong tourist region:
25% (out of 16 mio) of
overnight stays in
Slovenian tourism and
strong destination
partners.**

A hiker with a backpack and trekking poles stands on a rocky mountain peak, looking out over a vast mountain range at sunset. The sky is filled with soft, colorful clouds in shades of orange, yellow, and blue. The mountains in the distance are layered and hazy, creating a sense of depth. The foreground shows the rugged, rocky terrain of the peak.

#4 Region (besides the capital) with highest growth rates in tourism visits and increased pressures on environment.



#5 Numerous best practices: 8 out of 10 municipalities have SLOVENIA GREEN certificate, ZERO WASTE municipalities, hotels, events, schools ...

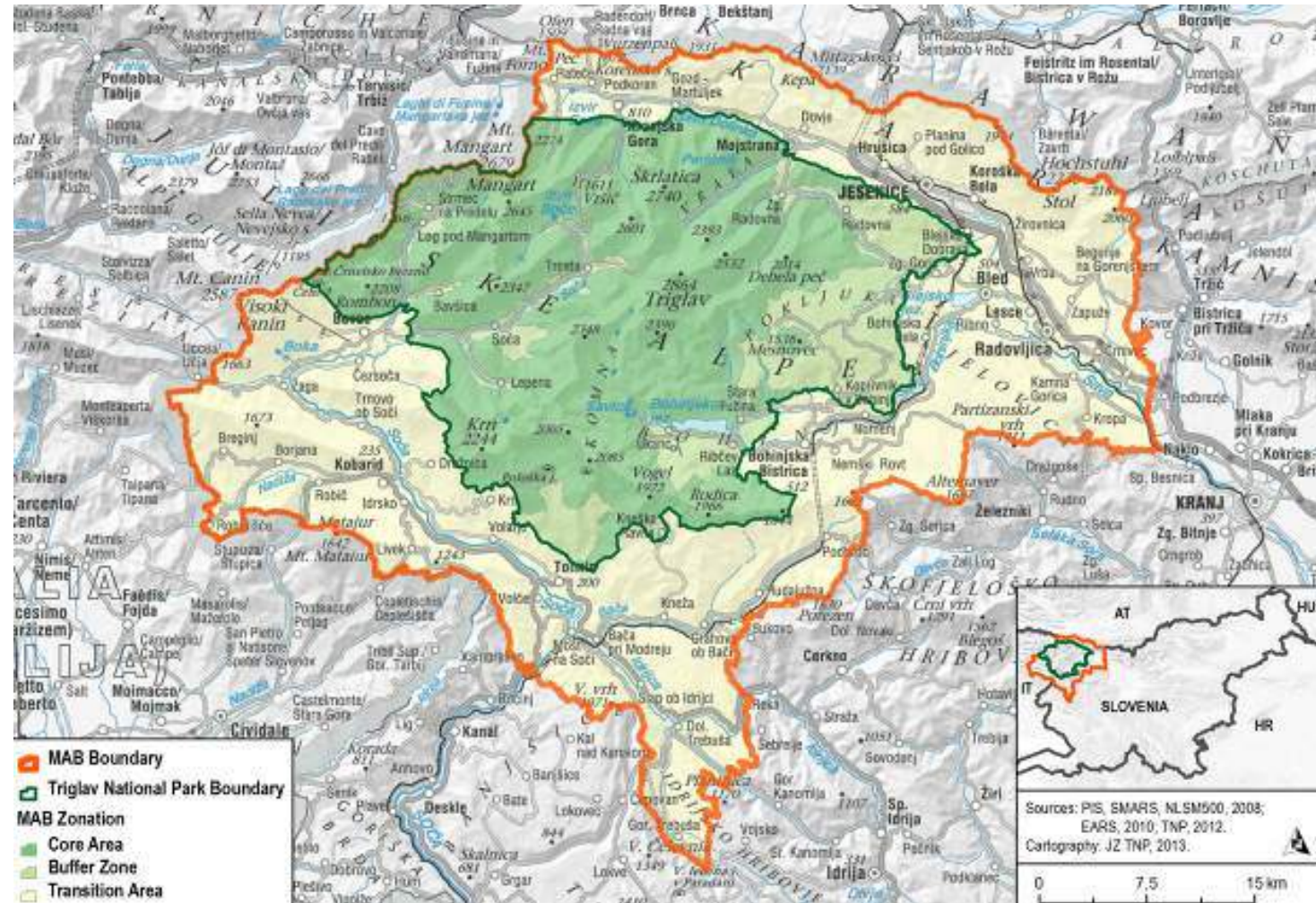


3. MODEL

THE AREA

= UNESCO MAB Biosphere Reserve JULIAN ALPS

- **10 communities:** Bled, Bohinj, Bovec, Gorje, Kobarid, Kranjska Gora, Jesenice, Radovljica, Tolmin, Žirovnica
- **Manager of the Biosphere reserve:** Triglav national park.
- **5 DMOs in the area**



Sources: PIS, SMARS, NLSM500, 2008; EARS, 2010; TNP, 2012. Cartography: JZ TNP, 2013.

Triglav National Park together with the involved municipalities (and with the help of GoodPlace)

has developed an ambitious action plan on how to ban single use plastics from the region.

It's the area where 1/3 overnights occur meaning that tourism is plays an important role in the economy of the region. For that reason, the challenge on how to ban single use plastics has been approached from tourism point of view. Tourism being an industry which is closely connected to all other industries, local communities and a large number of stakeholders can play an important role when involving business, residents and visitors in joint vision.

What

WE ARE DEVELOPING
 A MODEL
 of PLASTIC AND SINGLE USE FREE TOURISM INDUSTRY (and
 implementing circular transformations)

Where

TESTED IN THE AREA OF JULIAN ALPS

Next steps

Easily applicable to other
 Slovenian regions and Slovenia as a w
 (working through the platform of Green Scheme of Slovenian Tourism)

ACTION PLAN

Med ukinitve plastike za enkratno uporabo do vzpostavitve krožnega gospodarstva v Biosfernem območju Julijske Alpe (BOJA)

1

ANALYSIS

= Legal framework EU, Slovenia nad best practices

1. **UVOD:**
 - Namen, cilji in metodologija
 - Izkaznica območja BOJA
2. **INVENTARIZACIJA ZAKONODAJNIH OKVIROV**, pobud, orodij in primerov dobrih praks – Evropska unija in Slovenija
3. **TERMINOLOGIJA & vsebinski okvir**
4. **SWOT analiza in IZZIVI**

2

OUR AMBITION

= Vision, goals, communication platform

6. **KAJ ŽELIMO DOSEČI:**
 - Vizija, cilji
 - Poslanstvo in vrednote
 - Komunikacijska platforma

3

STRATEGY

Priorities, business model

7. **RAZVOJNI MODEL:**
 - Nakupno-izkustvena pot (obiskovalca in prebivalca)
 - Opredelitev področij delovanja in deležnikov
 - Razvojni model – prednostna področja s cilji
8. **ORGANIZACIJSKI MODEL**

4

ACTION PLAN

= Measures and activities

9. **AKCIJSKI NAČRT**
10. **Okvir za izvajanje in spremljanje:**
 - Spremljanje izvajanja
 - Tveganja in omilitveni ukrepi

AKCIJSKI NAČRT je za večjo preglednost na voljo tudi v PRILOGI ŠT. 1

**ON-LINE QUESTIONNAIRE (200+ STAKEHOLDERS FEEDBACK) + ONE-TO-ONE INTERVIEWS,
WORKING WITH THE MINISTRY OF THE ENVIRONMENT + ECONOMY + SLOVENIAN TOURIST BOARD**

WORKING CHALLENGE#1

**How ambiotios in
the vision and goals?**

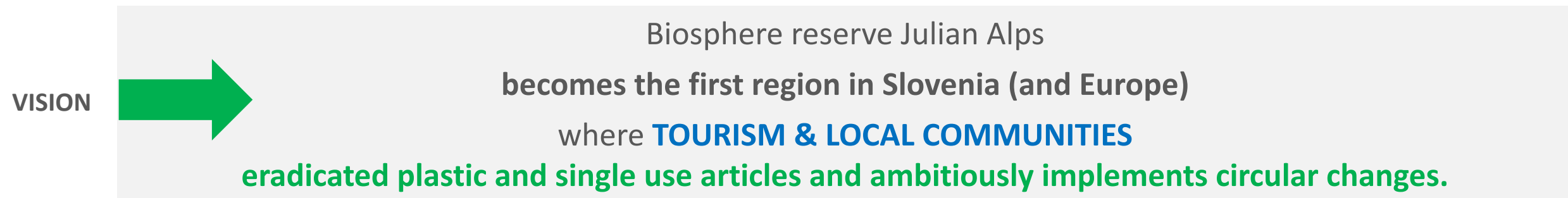
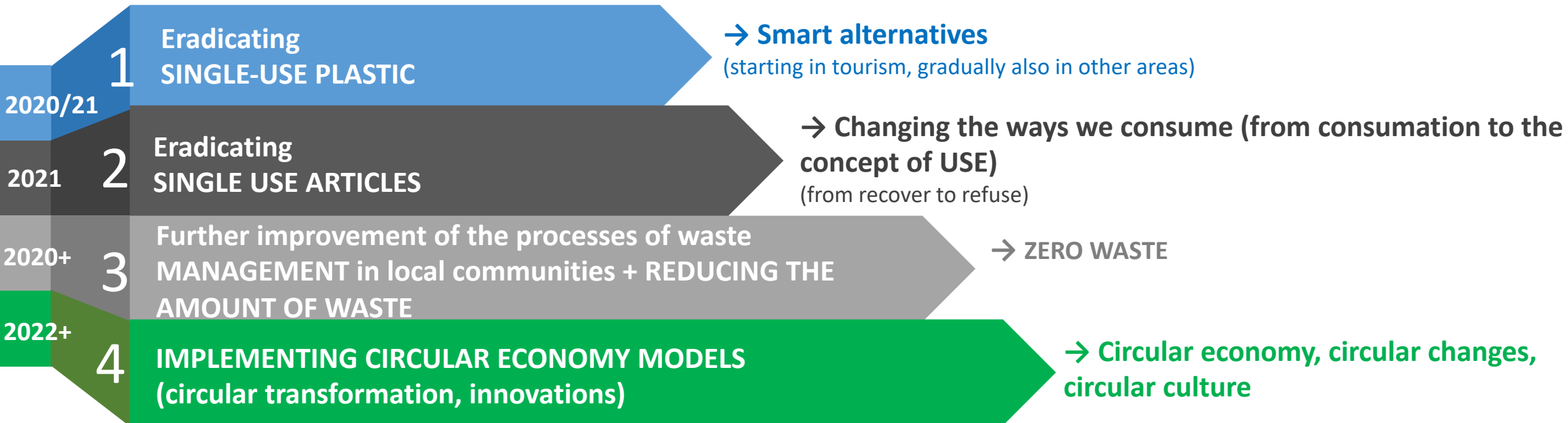
**In the process we
came to the
concluions**

**From banning to
motivating**

**From short-term to long-
term**

From linear to circular

4 STAGES OF THE VISION



A woman and a man are paddling a green canoe on a calm lake. They are wearing orange life jackets. The background features lush green mountains under a cloudy sky. The water reflects the surrounding landscape.

DELOVNI IZZIV #2

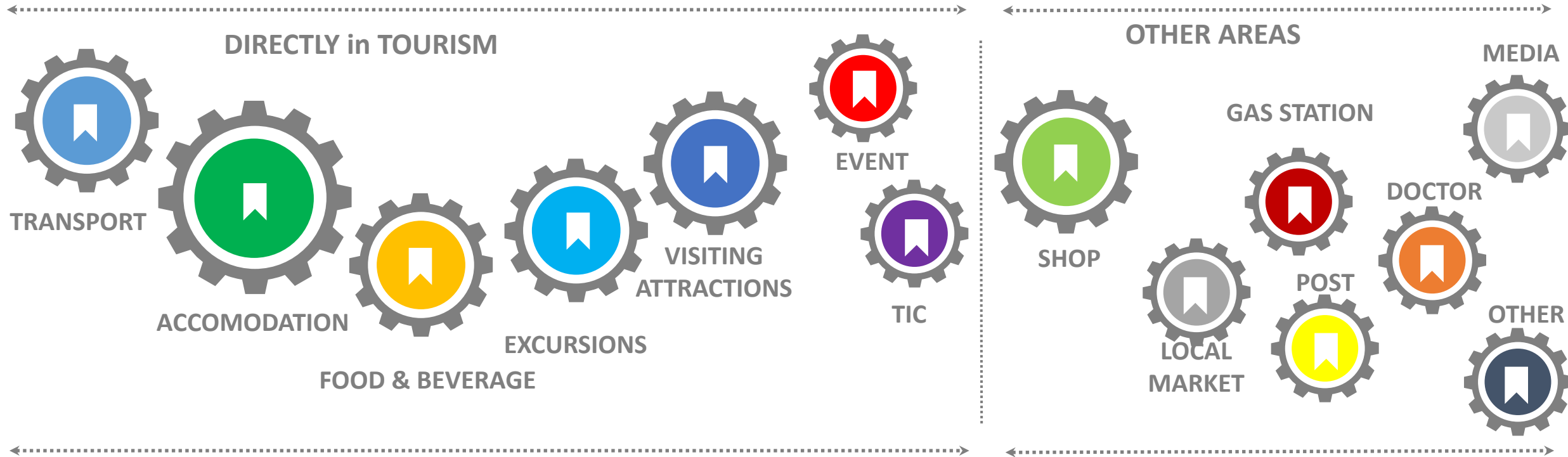
**Katera področja
nasloviti – da ne
bomo preozki in ne
preširoki?**

Samo TURIZEM?

Tudi druge DEJAVNOSTI?

CUSTOMER JOURNEY

We looked at the areas where a visitor (and a local)
comes into contact with purchase/use situations



Next to all these situations the visitors also come into contact with::

Natural & cultural environment – WHAT DOES HE SEE WHEN TRAVELLING IN THE DESTINATION

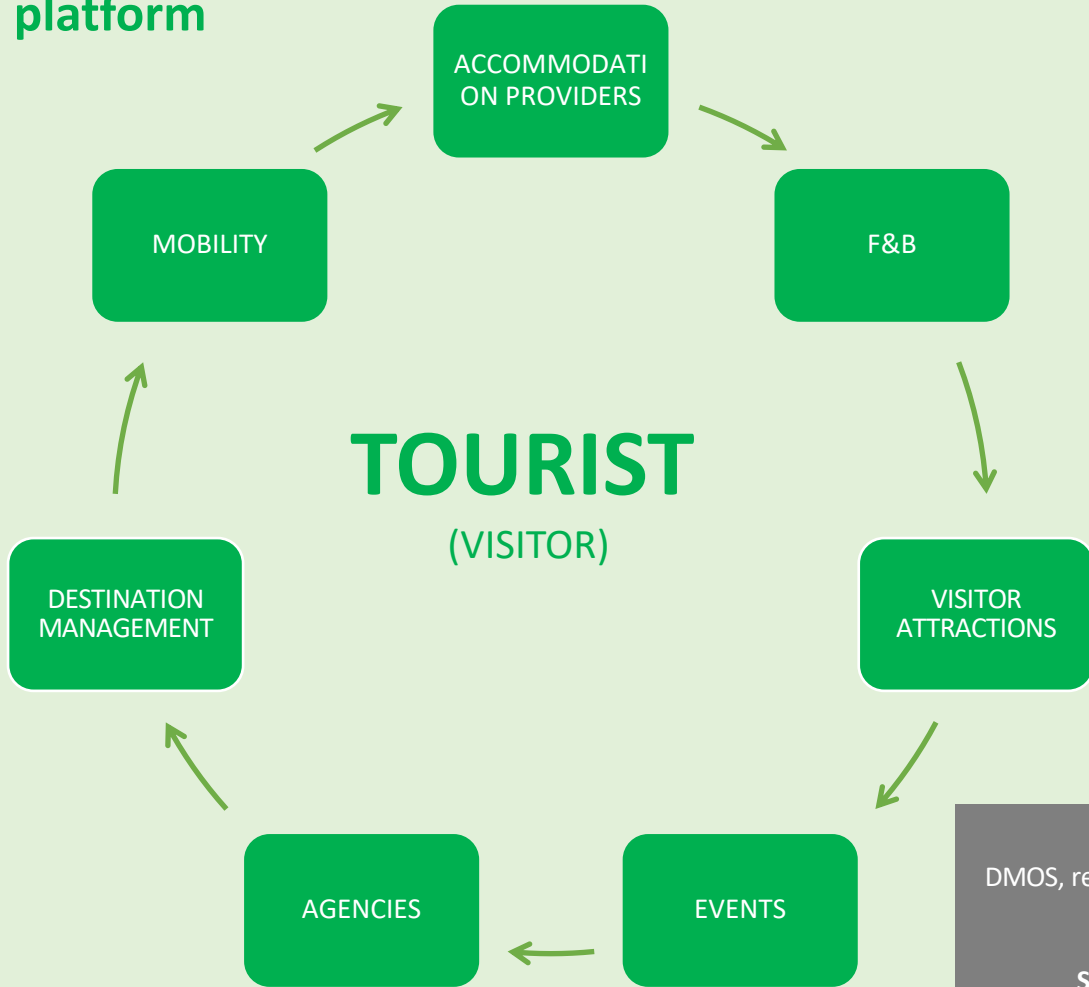
COMES INTO CONTACT WITH LOCALS – how do they behave, what purchasing decision do they make?

Comes into contact with numerous othe messages – MEDIA, OUTSIDE ADVERTISING ...

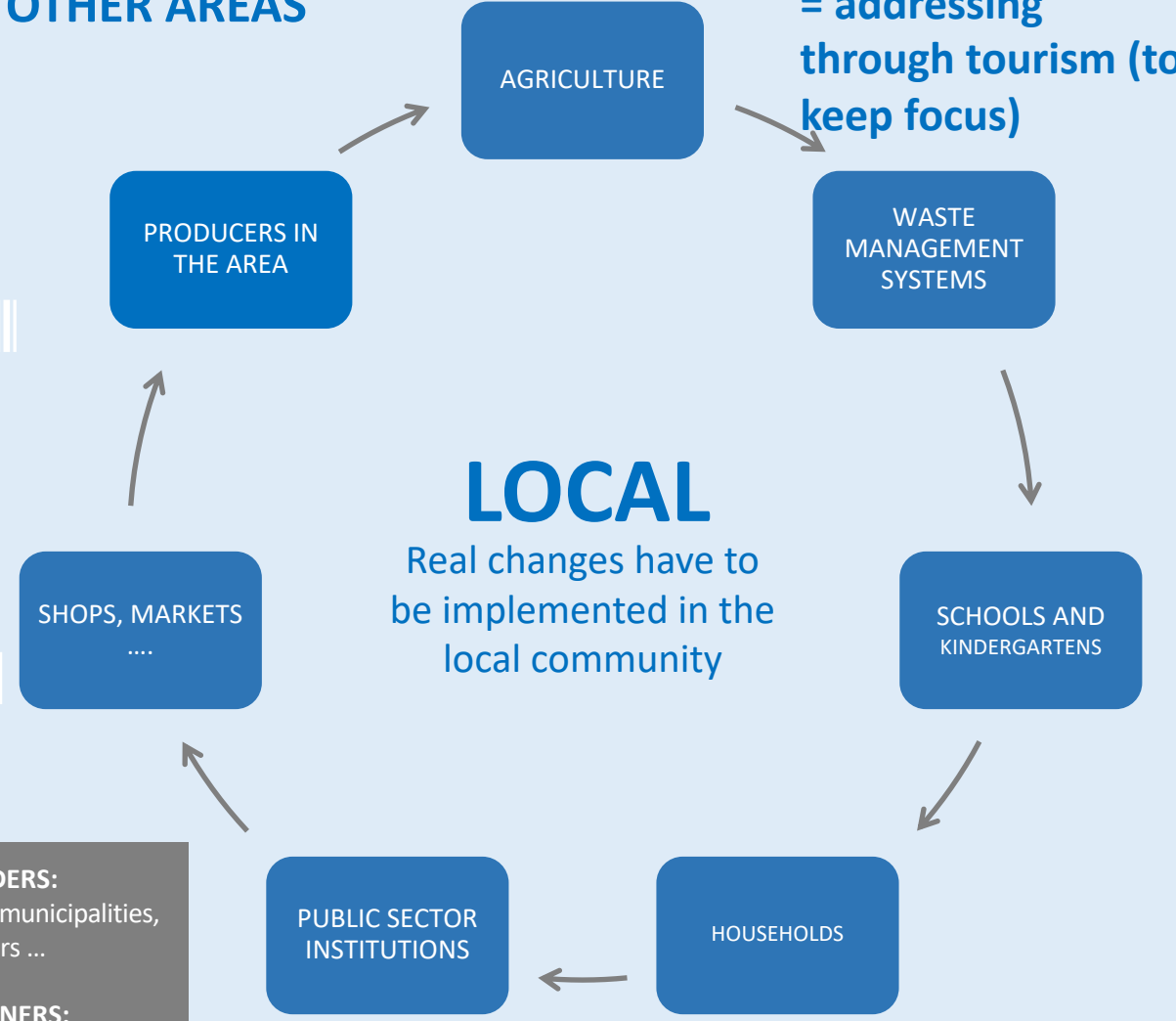
BUSINESS MODEL

= Tourism is the platform, through which we address also other areas

TOURISM
= platform



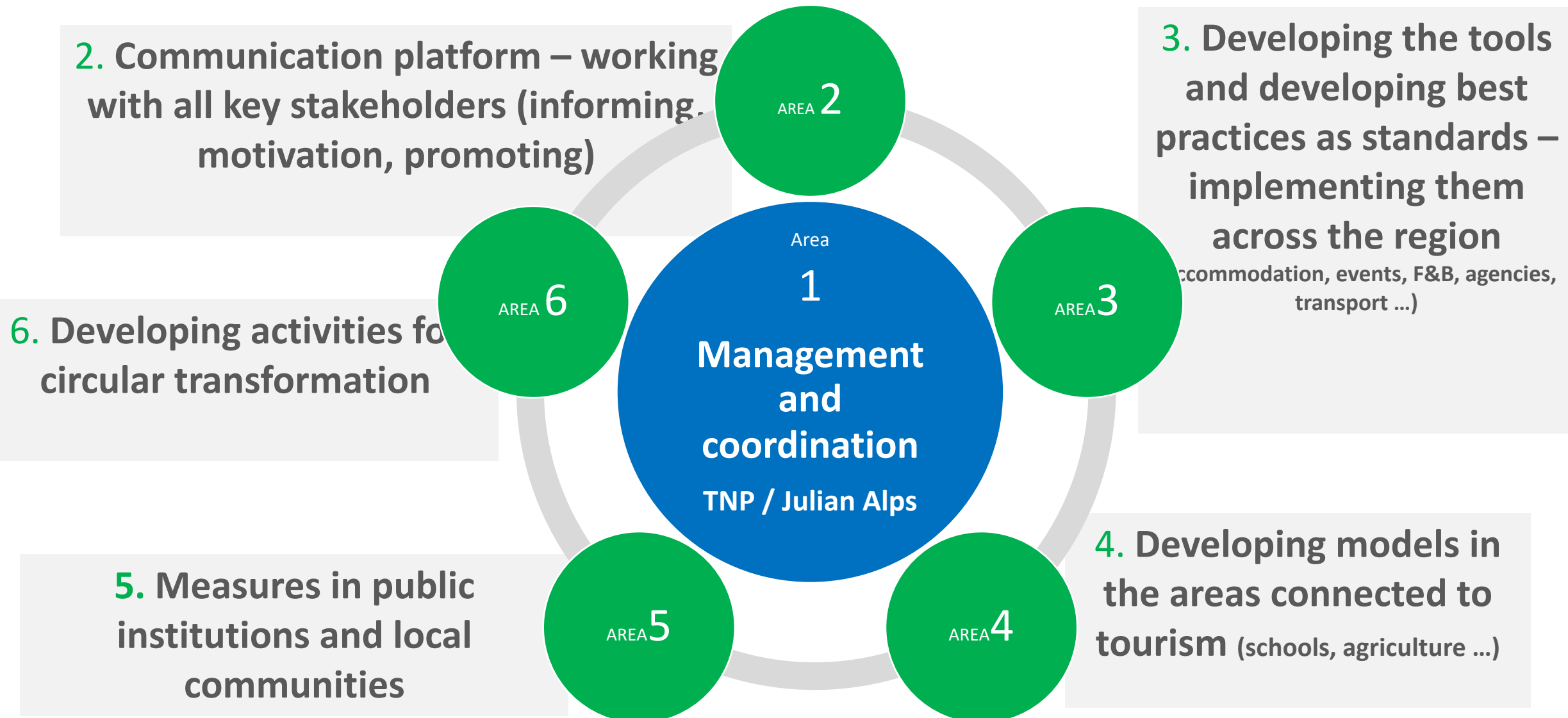
OTHER AREAS



B2B STAKEHOLDERS:
DMOS, regional agencies, municipalities,
tourism providers ...

STRATEGIC PARTNERS:
MOP, MGRT, STO, media international
partners

6 MESASURES (30+ ACTIVITIES)



ORGANIZACIJSKI MODEL (BOJA)

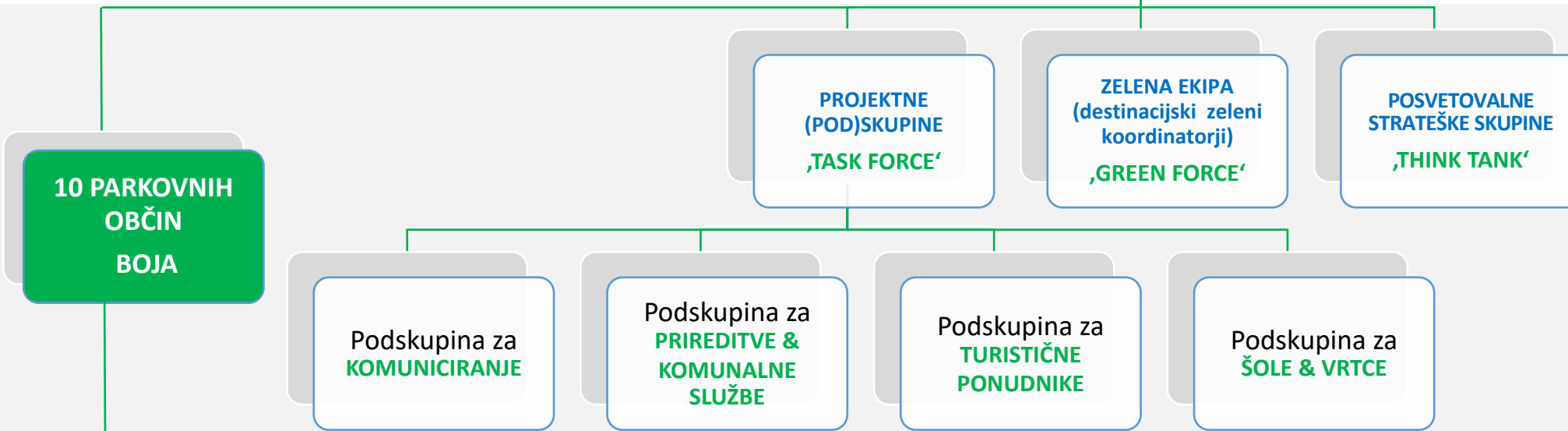
STRATEŠKI PARTNERJI

REGIJSKE STRATEŠKE B2B JAVNOSTI:
RRA-ji (RAGOR, BSC, PRC)

STRATEŠKE JAVNOSTI
SLOVENIJA & MEDNARODNO
MOP, MGRT, MKGP, STO, mediji, influencerji,
mednarodni partnerji (GSTC, GD, Travel Foundation ...)

NOSILEC:
Javni zavod
Triglavski narodni park

NAČIN DELA PO SKUPINAH



TASK FORCE
vsak strateški projekt ima za izvedbo operativno delovno skupino

GREEN FORCE
usklajevanje in izmenjave praks med destinacijskimi zelenimi koordinatorji – stalno delovanje

THINK TANK
strateška strokovna skupina s ključnimi nosilci dobrih praks

OBČINE (10) & DIMMO



DELEŽNIKI NA LOKALNI RAVNI

TURIZEM

- Turistični ponudniki (nastanitveni in gostinski ponudniki, agencije/DMC, MICE ponudniki, organizatorji prireditelj)
- Prevozniki
- Razna društva in druge nevladne organizacije

DRUGE DEJAVNOSTI

- Trgovci, bencinski servisi, maloprodajne točke
- Kmetijstvo: zadruga, kmetje, kmetijske službe
- Gospodinjstva
- Razne javne in nevladne institucije
- Podjetja (storitvena, industrija, predelovalne dejavnosti) – ki delujejo na območju