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

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

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1. SLOVENIA
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.
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.
SINGLE USE PLASTICS is not the only, but the most acute and tangible example of this model.
#4 SLOVENIA IS RECOGNISED AS A LEADER IN SUSTAINABLE TOURISM MANAGEMENT and this project is vital for further strengthening this position.
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.
PODPORO PROJEKTU IN PRIPRAVLJENOST ZA SODELOVANJE POTRĐILE MEDNARODNE ORGANIZACIJE

Travel Fundation, 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

CLIMATE EMERGENCY
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?
#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.
A strong tourist region: 25% (out of 16 mio) of overnight stays in Slovenian tourism and strong destination partners.
Region (besides the capital) with highest growth rates in tourism visits and increased pressures on environment.
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**
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.

### WE ARE DEVELOPING

#### A MODEL

of PLASTIC AND SINGLE USE FREE TOURISM INDUSTRY (and implementing circular transformations)

#### TESTED IN THE AREA OF JULIAN ALPS

Easily applicable to other Slovenian regions and Slovenia as a whole

(worked through the platform of Green Scheme of Slovenian Tourism)
### ACTION PLAN

#### ANALYSIS
- Legal framework
  - EU, Slovenia and best practices

#### OUR AMBITION
- Vision, goals, communication platform

#### STRATEGY
- Priorities, business model

#### ACTION PLAN
- Measures and activities

1. **UVOD:**
   - Namen, cilji in metodologija
   - Izkaznica območja BOJA

2. **INVENTARIZACIJA ZAKONODAJNIH OKVIROV,** pobud, orodij in primerov dobih praks – Evropska unija in Slovenija

3. **TERMINOLOGIJA & vsebinski okvir**

4. **SWOT analiza in IZZIVI**

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

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

7. **ORGANIZAČIJSKI MODEL**

8. **AKCIJSKI NAČRT**

9. **Okvir za izvajanje in spremljanje:**
   - Spremljanje izvajanja
   - Tveganja in omiljetveni ukrepi

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

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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 ambitious in the vision and goals?

In the process we came to the conclusions:

- From banning to motivating
- From short-term to long-term
- From linear to circular
4 STAGES OF THE VISION

1. Eradicating SINGLE-USE PLASTIC
   → Smart alternatives
   (starting in tourism, gradually also in other areas)

2. Eradicating SINGLE USE ARTICLES
   → Changing the ways we consume (from consumption to the concept of USE)
   (from recover to refuse)

3. Further improvement of the processes of waste MANAGEMENT in local communities + REDUCING THE AMOUNT OF WASTE
   → ZERO WASTE

4. IMPLEMENTING CIRCULAR ECONOMY MODELS
   (circular transformation, innovations)
   → Circular economy, circular changes, circular culture

Biosphere reserve Julian Alps becomes the first region in Slovenia (and Europe) where TOURISM & LOCAL COMMUNITIES eradicated plastic and single use articles and ambitiously implements circular changes.
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.

DIRECTLY in TOURISM
- TRANSPORT
- ACCOMODATION
- FOOD & BEVERAGE
- EXCURSIONS
- VISITING ATTRACTIONS
- EVENT
- TIC

OTHER AREAS
- SHOP
- GAS STATION
- POST
- LOCAL MARKET
- DOCTOR
- MEDIA
- OTHER

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 other messages – MEDIA, OUTSIDE ADVERTISING...
BUSINESS MODEL

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

OTHER AREAS

AGRICULTURE

WASTE MANAGEMENT SYSTEMS

SCHOOLS AND KINDERGARTENS

LOCAL

Real changes have to be implemented in the local community

OTHER AREAS

PRODUCERS IN THE AREA

SHOPS, MARKETS 
....

PUBLIC SECTOR INSTITUTIONS

TOURISM
= platform

AGENCIES

EVENTS

TOURIST (VISITOR)

DESTINATION MANAGEMENT

F&B

ACCOMMODATION PROVIDERS

MOBILITY

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

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

HOUSEHOLDS
6 MESASURES
(30+ ACTIVITIES)

2. Communication platform – working with all key stakeholders (informing, motivation, promoting)

3. Developing the tools and developing best practices as standards – implementing them across the region (accommodation, events, F&B, agencies, transport ...)

4. Developing models in the areas connected to tourism (schools, agriculture ...)

5. Measures in public institutions and local communities

6. Developing activities for circular transformation
ORGANIZACIJSKI MODEL (BOJA)

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 ...)

10 PARKOVNIH OBČIN BOJA

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

STRATEŠKI PARTNERJI

NOBILE:
Javni zavod
Triglavski narodni park

PROJEKTNE (POD)SKUPINE
'TASK FORCE'

ZELENA EKIPA
(destinacijski zeleni koordinatorji)
'GREEN FORCE'

POSVELOVALNE STRATEŠKE SKUPINE
'THINK TANK'

Podskupina za KOMUNICIRANJE

Podskupina za PRIREDITVE & KOMUNALNE SLUŽBE

Podskupina za TURISTIČNE PONUDNIKE

Podskupina za ŠOLE & VRTCE

10 PARKOVNIH OBČIN BOJA

BLED

BOHINJ

BOVEC

GORJE

JESENICE

KOBARID

KRANSKA GORA

RADOVLJICA

TOLMIN

ŽIROVNICA

TURIZEM
• Turistični ponudniki (nastanitveni in gostinski ponudniki, agencije/DMC, MICE ponudniki, organizatorji prireditev)
• Prevozniki
• Razna društva in druge nevladne organizacije

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

NAČIN DELA PO SKUPINAH
TURIZEM

PREVOZNIKI

OBIČNE (LIJO) & DMNO

DLEŽNIKI NA LOKALNI RAVNI

10 PARKOVNIH OBČIN BOJA