

Bled Sustainability Report 2017-2020

Bled is the image of paradise and we would like to preserve it!

One of the main duties of Tourism Bled is to promote a sustainable manner of developing tourism together with other stakeholders, thus taking direct care for the best interests of the local residents.

In such a sensitive place as Bled is, the only possible tourism is a sustainable one.

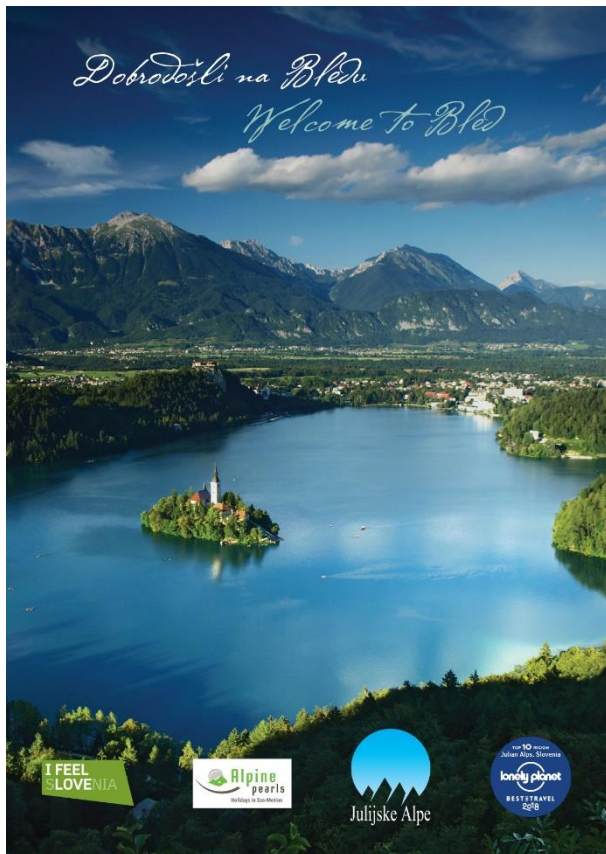
A green destination for green guests



To visit one of the greenest destinations on the planet is to travel responsibly.

In 2018, 2019 and 2020, Bled issued a special leaflet prompting and encouraging visitors to employ sustainable practices and living a sustainable life in Bled. We are aware that Bled is a world within a world, since guests from over 180 countries visit it, which makes Bled a nexus of various cultures, customs and lifestyles. For this reason it is absolutely necessary to inform all our guests of our visions and our expectations.

The leaflet was followed by a promotional film about society without waste in Bled.



Dobrodošli na Bled
Welcome to Bled



Bled je podoba raja,
in takšnega želimo ohraniti.
Bled is the image of paradise
and we would like
to preserve it.



Trajnostnemu razvoju na pot! Sustainable development for everyone!

Obiskati eno najbolj zelenih destinacij planeta je odgovornost.
To visit one of the greenest destinations on the planet is to travel responsibly. Slovenia is the first country to be comprehensively evaluated by the standards of Green Destinations, a non-profit promoting sustainable tourism.

Prosimo, upoštevajte / Please respect:



Spoštujmo naravo / Respect nature

Bled piše vodilno slovensko zeleno zgodbo,
naj ta postane tudi vaša!
Bled is a leading green destination in Slovenia,
try to keep it that way!

Priporočamo / We recommend:

**NAJBOLJŠI
ODPADEK JE
TISTI, KI NE
NASTANE**



**REDUCE,
REUSE,
RECYCLE**

**PIJTE VODO
IZ PIPE**



**BLED HAS
DRINKING
WATER
EVERYWHERE**

**HODI, KOLESARI,
UPORABI JAVNI
PREVOZ**



**WALK,
BIKE,
RIDE**

**KOPANJE JE
DOVOLJENO
SAMO V
KOPALIŠČIH**



**SWIM
ONLY
WHERE
ALLOWED**

**SPOŠTUJ PRIVATNO
LASTNINO!**



**RESPECT PRIVATE
PROPERTY!**

Sustainable mobility

The construction of the cycling route connecting Bled to Bohinj has commenced.

At the beginning of May 2019, the Directorate of Infrastructure of the Republic of Slovenia began constructing the first section of the state cycling route from Bled to Bohinj. The first section is already completed.

At the same time, 10 circular cycling trails, based on the existing map, were marked using GPS and entered in the Outdooractive app.



Signboards and loops in parking areas

At the beginning of 2019, the Municipality of Bled began equipping parking areas with a special system which informs users already by the main road about the availability of parking spaces and at the same time directs traffic to parking areas outside downtown Bled based on this information.

The first part of the parking area under Bled Castle has already been constructed.

The Slovenian Railways have finally constructed a larger parking area at the Bled Jezero railway station, which now stand in place of the old log-loading bay at one of the most elite locations of Bled.

One of the new measures taken to withdraw traffic from the lake bowl is the **road block of the road going through Zaka.**



New markings for hiking and cycling trails

As part of the renewed image of the hiking infrastructure we replaced and complemented an almost 30-years-old system of signposts along paths. Paths, the new path markings and routes are not numbered any more, but instead provide three or rather four basic pieces of information – the name of the route, the time it takes to complete it, in which direction the route goes and also a pictogram clearly indicating if it is a hiking or a cycling signposts at certain crossroads. The signposts direct and connect trails which are not marked at every step; however, the names and directions of the trails are clear, unambiguous and direct toward the main destinations, such as solitary hills, natural attractions or simply villages and hamlets of Bled. The new markings follow the comprehensive image of Bled – Imago Paradisi or the Image of Paradise. Nearly 200 new signposts were installed in the area of the Municipality of Bled.



Map of the hiking trails

In May, Tourism Bled also issued a new map of hiking trails around Bled. The map with a scale of 1: 20.000 represents the broader area of Bled with its mid-range mountain inland at the edges of Pokljuka and Jelovica. It presents a network of designated paths equipped with modern signposts installed in the area and surrounding villages with an emphasis on hiking trails on solitary hills around Lake Bled. Cycling trails marked on the map also give it added value. The map provides basic tourist information and shows marked sites of natural and cultural heritage which are enriching the image of Bled.

The back of the map displays the altitudes of certain selected trails with a basic description. Both already mentioned connecting paths, the Lake panoramic path and the hill-to-hill S-path around the lake are described in detail and graphically represented.

Two buses for one Euro and hop on, hop off

The shuttle bus initiative in Bled started in 2018 in cooperation with the Gorje Tourist Association and the Municipality of Gorje. 100 to 250 passengers took the bus each day during the summer for just one Euro. As a result, another line was added in 2019. Both buses started their regular service on June 15 and ended on September 15. Holders of the Julian Alps Card could ride for free.

With both buses the project partners, Tourism Bled, the Municipality of Bled, the Gorje Tourist Association and the Municipality of Gorje, want to convince as many people as possible as well as visitors, tourists and local residents to take the bus and use public transportation. In the summer, both buses will be joined by a hop on hop off, connecting Bled with surrounding destinations in July and August. A tour guide will also be available on this bus.

On the path to society without waste

Zero Waste, on the path to society without waste

In 2019, the local public utility company, Infrastruktura Bled, made a film (<http://www.bled.si/si/o-bledu/zeleni-bled>) appealing to everyone, locals as well as visitors, to behave in a sustainable manner, i.e. to refill water and not buy their own and similar. The volume of packaging is increasing, for this reason the destination is promoting re-use, thought-out purchases in shops, local products, purchases directly from farmers, etc.

ŠKART re-use centre

The centre opened last winter and it collects various items that would otherwise end up in the garbage bin. It is becoming increasingly popular among residents and tourist may also find something useful.

The public utility company Infrastruktura Bled promotes a sustainable lifestyle by affixing large posters on garbage collection vehicles.

Only a satisfied local can be a good host

Ask me I'm local

The "Ask me I'm local" project saw the light for the first time in Bled in 2018. The reactions were extremely positive, since locals giving out information were very well received by

guests. Tourism Bled invited locals to be involved in raising awareness on sustainable tourism in Bled. Genuine contact with a local is what the project wants to achieve, and at the same time guests may obtain all the information needed from them at the most frequently-visited points of Bled.



Bled Local Selection

One of the most important components of Bled's sustainable development and involvement of local craftsmen is the Bled Local Selection. The Bled Local Selection collective brand is proof that innovation, entrepreneurship and having a flair for stories are still alive in our area! We were looking for stories among people who wholeheartedly love Bled, for products among those who appreciate the experience and knowledge of past generations, for food among those who know the power of the land on which they grew up. And we have always found people who carry all that inside of them and who can proudly say that they are heirs of the place that is the Slovenian image of heaven.

The Bled Local Selection is everything that has always been living and growing in Bled and in its surroundings, in its people, in the land, water and air. What we inherited from our ancestors we accepted with gratitude, and added to this gift our own ideas, which are a reflection of the times in which we live. The past meets the future in the Bled Local Selection collective brand. We are proud that we can offer everything falling under the Bled Local Selection brand to our people and to the world.



Recipients of the certificate.