

SUSTAINABILITY REPORT 2024



destinational management

- **Diagnosis of Tourism** and Consolidation of Strategic Guidelines 2024–2027.
- Partnership in the preparation of the **Tourism Strategy for Koroška** 2024–2030.
- Development of a **destination brand** and a **new website for tourism**.
- Recipients of the **Gold Award** from the Chamber of Commerce and Industry of Slovenia – Koroška Chamber of Commerce for a **sustainability innovation**.
- Signing of the **Tourism Code of Conduct** by all employees of the Public Institution ŠKTM Radlje and the municipal administration of the Municipality of Radlje ob Dravi.
- **Regular updates** on current topics through the local newspaper *Novičkar*, websites, and social media channels.

nature and landscape

- Updated **Analysis of Tourism Impacts** on the natural environment.
- **Earth Day** – planting of **2.000 trees** in collaboration with Slovenian State Forests, the Institute for Forests, and Primary School Radlje ob Dravi.
- Organized **Cleanup Campaign** – participation of 41 associations and organizations, with a total of 556 individuals involved.
- **"Green Pulse" Event** – planting of 150 trees at the former ski slope in Vuhred.

environment and climate

- **Conference for tourism stakeholders** - raising awareness about climate change and mitigation strategies.
- **Crisis Plan for Tourism** – developed and implemented.
- **"Connecting with Nature"** – implementation of green-blue solutions in the Municipality of Radlje ob Dravi.
- **Carbon Footprint Reduction** – preparation of guidelines for RESIDENTS and VISITORS.
- Completion of **Aglomeracija 10991** – Vuhred – Radlje ob Dravi.
- **Sustainable Mobility** – rental of Nomago city e-bikes and Elan mountain e-bikes, installation of 6 e-bike charging stations, and renovation of charging stations for e-cars.
- **Tourism Product** in collaboration with Slovenske železnice – **Take the train for a swim**.
- Preparation of a new **Comprehensive Transport Strategy**
- Monitoring of **sustainability indicators**.

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culture and tradition

- Start of the **renovation of Radlje Manor** - the cultural and forest centre of the Upper Drava Valley.
- **Intangible Heritage Register** - registration of sustainable and sustainable forest management.
- Completion of comprehensive restoration of the **Marian Column**.
- Renovation of the **Church Square** – named after Jožef Gomboc.
- Organization of **Climate-Friendly Events** – encouraging other event organizers to adopt sustainable practices.
- Traditional event **Hmeljarski likof** - preserving the hop-growing tradition.
- Upgrade of the **Radljevanje Festival** – a cultural journey of Radlje.



social climate

- Implementation of the Project **Healthy Cities** – monitoring **health indicators** and achieving the first positive results.
- Opening of the **multi-generational Center VGC+**.
- Opening of the multi-generational **Urban Sports Park** – Including a skate park.
- Partnership with Toyota Slovenia – for **sustainable implementation of social welfare services**.
- **PROSTOFER** – a transport service for the elderly and mobility-impaired.
- Commencement of construction of the multi-generational Motor Skills Park **Aktivarium**.
- Renewal of the **Youth-Friendly Municipality Certificate**.
- Publication of the youth informer "**Mlade Radlje**".
- Participation of Radlje ob Dravi Primary School in the competition **Turizmu pomaga lastna glava**.
- Upgrade of "**Naša tržnica**" and enhanced collaboration with local producers.



tourism companies' business and communication

- New Tourism Provider: **Apartments Verenluc**.
- Awarding of the **Green Key** sustainability label for Green Resort glamping.
- Application for the **Blue Flag** environmental label for the Water Park.
- Encouraging providers to join the **Slovenia Green Scheme**.
- Application for two Interreg SLO-AT calls: **Nature-Friendly Rowing** and **iCYCLE2BEE**.
- Application for the **Restoration of the Park** at Radlje Manor.