

THE GREEN DAY OF SLOVENIAN TOURISM 2023

TUESDAY, 30. MAY 2023, BOHINJ ECO HOTEL

Smaller footprint. Greater value for all. So, what does this mean?

When?	What?	Who?
09.30-10.00	Registration and morning coffee	
10.00-10.30	Welcome address	<ul style="list-style-type: none"> • mag. Maja Pak, Director, Slovenian Tourist Board • Dubravka Kalin, Director-General, Tourism Directorate, Ministry of the Economy, Tourism and Sport • Tina H. Zakonjšek, Coordinator of the Slovenia Green Association <p>The event will be moderated by Klemen Langus, Director of Tourism Bohinj</p>
10.30-10.45	Upgrading the Green Scheme of Slovenian Tourism	Maša Klemenčič , Slovenian Tourist Board
10.45-11.15	I. Awarding of labels for destinations	<ul style="list-style-type: none"> • mag. Maja Pak, Director, Slovenian Tourist Board • Dubravka Kalin, Director-General, Tourism Directorate, Ministry of the Economy, Tourism and Sport
11.15-11.30	Break	
11.30-12.30	II. Awarding of labels for providers	
12.30-12.45	Taking of final group photos of label recipients	Jošt Gantar , professional photographer
12.45-14.15	Educational content <i>Our green commitment is to reduce our environmental and social footprint. Visitors have an important role in helping us achieve this commitment. But is it realistic for them to become agents of sustainable transformation?</i>	
12.45 – 13.15	Behaviour change as a model for sustainable tourism development	Milena Nikolova , Chief Behavioural Officer, co-founder, Behaviour SMART
13.15 – 13.30	First Mile – towards low-footprint tourism in the Julian Alps	Klemen Langus , Director, Tourism Bohinj
13.30 – 13.40	Best practice example: Slovenia Green Routes	Jan Klavora , Director, VisitGoodPlace
13.40 – 14.15	From approaches to actions and results (moderated discussion)	Milena Nikolova, Jan Klavora, Klemen Langus The discussion will be moderated by Jana Apih, Director of GoodPlace.
14.15	Networking and refreshments	

The organiser reserves the right to change the programme.

15. maj 2023