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Press release

August, the month of sustainable tourism in the European Green Capital 2016

Ljubljana, 2 August 2016 – **Ljubljana, European Green Capital 2016, has entered the eighth month of the green year, which is thematically devoted to sustainable tourism. The free programme at the information point Point.For You. in front of the City Hall will be coordinated by Ljubljana Tourism, but activities will also take place in this month green ambassador city districts of Rožnik, Šentvid and Bežigrad.**

Ljubljana, European Green Capital 2016, according to the European Commission made the biggest changes to the quality of life in the shortest period. Already in 2007, with the strategy "Vision Ljubljana 2025", the Slovenian capital embarked on the path of sustainable development, within which we have been pursuing the objective - to ensure an even higher quality of life for all our citizens in a green, safe, clean and orderly city.

This title has great significance for the City of Ljubljana, because it places it on the European and world map of sustainable cities. Ljubljana is also the only city in central and south-eastern Europe, which has received this prestigious title.

The mission of sustainable tourism is to reduce the adverse effects on the environment and the people and have a positive impact on the entire local environment. Restricting the city centre to pedestrians and cyclists only and many other green changes made in Ljubljana in recent years are crucial for the development of sustainable tourism.

Point. For You.

Ljubljana Tourism, together with the **Municipality of Ljubljana** and other stakeholders, is preparing a series of green activities and numerous experiences at the information point **Point.For You.** with which visitors can enrich their leisure time.

On Monday, 1 August, we presented **The Ljubljana Marsh Nature Park and the heritage pile dwellings** through the story of the **Guardian of the treasures**. On Wednesday, August 3, we will taste the local cuisine with **Taste Ljubljana**, in cooperation with **Vivo catering** and attend a free guided tour **All The Treasures of Tivoli Park** organised by the **Ljubljana Tourism** and repeated on 7 and 25 August.

On Thursday, 4 August, the **University Botanic Gardens Ljubljana** will present a nature trail **On the Trail of Fleischmann's Parsnip**; on Sunday, 7 August, we will learn about the **Bee path** and other green tours of **Ljubljana Tourism**.

On 3 and 25 August **The Regional Development Agency of the Ljubljana Urban Region** will present the cycling portal **Let's go (Gremo na pot)**, also on 15 August Ljubljana Tourism will present **active cycling adventures**.

The Ljubljana city library will organise readings of the children story of *The gnome, who did not want to go on holiday*.

Ljubljana Tourism also seeks to promote the **Central Slovenian region**, and will therefore within the region presented **Polhov Gradec, Velike Lašče and Kamnik**.

The green character and sustainable effort of the following regions will also be highlighted: **Laško, Podčetrtek, Kras and Brkini, Unesco's Idrija, Solčavsko, Murska Sobota, Cerklje, Vipava, Soča valley and Bled**. The representatives of these destinations will fascinate you with their culinary projects, the sustainability programme of the Slovenian natural spas, the innovative tourist product *Forest selfness* and hiking and cycling activities.

Other thematic presentations will be held by **DOPPS-BirdLife Slovenia, Local action group Haloze, Cooperative Jarina, Education, work and care centre Dolfka Boštjančič Draga (in cooperation with restaurant Druga violina), The consortium of handicraft centres Slovenia, Hostel Tresor, Hotel Park, pub Lepa Žoga and restaurant Gostilnica 5-6 kg**.

Local districts – European Green Capital 2016 ambassadors

Ljubljana's district communities are also actively participating in the programme of the green capital, namely, until the end of the year, each one is going to serve as a green ambassador for three weeks. The current ambassador is the district community Rožnik, which will pass the baton on 8 August to the district community Šentvid, which will be the ambassador until 28 August when it will be succeeded by the district community Bežigrad.

The district community Rožnik, in cooperation with Slovenian Association of Students and Young Professionals in Tourism, will conduct a workshop on making souvenirs from waste materials and organic herb gardening, lectures on innovative practices in Slovenia and the winners of BTPS-Bank of Tourism Potential Slovenia competition Sejalec and Snovalec. The district community Šentvid will provide an animation workshop for children and drama and singing performances, a presentation of the Eco Week and a multimedia presentation of the activities of the Association DRAiSS, the district community Bežigrad will present the architecture of Jože Plečnik and other green activities.

During the summer months Point.For You. is open every day from 10 a.m. to 8 p.m.

The programme and additional information on individual events are available on the website www.greenljubljana.com or at the information spot Point.For You. in front of City Hall.

You are invited to follow the programme, activities and events of the green year on the interactive website www.greenljubljana.com.