

ZELENA POLITIKA DESTINACIJE MIREN KRAS

S podpisom Zelene politike slovenskega turizma **destinacija Miren Krás** sprejema **10 trajnostnih načel**, s katerimi se zavezujemo k trajnostnemu delovanju in nenehnemu prizadevanju za izboljšave

1. »Slovenska zelena« temelji na **neokrnjeni naravi** in na odločenosti, da takšna tudi ostane. Tesno je vpeta v identiteto znamke **I feel Slovenia**, kot izkustvena obljuba, ki izraža poslanstvo slovenskega turizma **»naprej z naravo«** in podpira vizijo **»zelene butičnosti«**
2. Zavedamo se, da uspeh turizma v Sloveniji temelji na **kredibilnosti naše zelene podobe**. Zeleno shemo slovenskega turizma razvijamo s ciljem, da poteka razvoj turizma v Sloveniji na trajnosten način, s prizadevanjem vseh deležnikov za odgovorno poslovanje.
3. Zagotavljamo, da v celoti izpolnjujemo pogoje, ki jih opredeljuje okoljska zakonodaja v Sloveniji, temelječa na zakonodaji Evropske unije, ob tem pa turi globalne oziroma evropske kazalnike za destinacije in ponudnike.
4. **Izpolnjujemo kriterije**, kot jih opredeljujejo globalni oziroma evropski indikatorji za trajnosti management na ravni destinacij, oziroma svoje odgovorno ravnanje do okolja izkazujemo s katerimi od izbranih **mednarodnih okoljskih znakov: Slovenija Green Destination – GOLD, Green Key**.
5. Znamka **SLOVENIA GREEN** obiskovalcem Slovenije podaja obljubo, da **destinacije, turistični ponudniki in partnerji**, nosilci tega znaka, **delujemo po trajnostnih načelih in da smo predani nenehnemu izboljševanju trajnosti našega poslovanja**.
6. Obiskovalce **spodbujamo k spoštljivemu in odgovornemu odnosu do naravnega in družbenega okolja v Sloveniji**.
7. Zavedamo se, da ima turizem velik vpliv na družbeno in ekonomsko podobo destinacije, zato **aktivno vključujemo lokalno skupnost in razvijamo turizem, ki prinaša pozitivne rezultate za vse**.
8. Prizadevamo si za **sezonsko in regijsko porazdelitev turističnega obiska Slovenije in spoštujemo nosilne sposobnosti prostora**. Spremljamo novosti in se zavedamo pomena uvajanja zelenih inovacij, zelenih tehnologij in trajnostne arhitekture.
9. Ker so razdalje v Sloveniji majhne, Slovenija pa je na ugodnem križišču pomembnih prometnih poti, in ker je narava vedno blizu, **spodbujamo trajnostno mobilnost**.
10. Želimo, da obiskovalci občutijo **pokrajinsko in biotsko raznolikost Slovenije**, zato si prizadevamo, da pri našem poslovanju, razvoju ponudbe in komuniciranju izpostavimo tisto, kar je v našem okolju najbolj **posebno, avtentično, z lokalnim značajem**.

GREEN POLICY OF MIREN KRAS

By signing the Green Policy of Slovenian Tourism in Miren Krás destination, we commit to operate according to 10 sustainability principles and to make continuous efforts to improve.

1. “Slovenia Green” bases on unspoiled nature and determination to keep it this way. It is closely integrated in the identity of the I feel Slovenia brand as a promise of experience that expresses the mission of Slovenian tourism “Moving forward with nature” and supports the vision of “Green boutique character”.
2. We are aware that the success of tourism in Slovenia bases on the credibility of our green image. The Green Scheme of Slovenian Tourism is a tool developed to promote tourism in Slovenia in a sustainable way and to integrate all stakeholders motivating them to operate responsibly.
3. We guarantee that we fulfil all the conditions determined by the environmental legislation in Slovenia that is based on the legislation of the European Union, as well as the global and European indicators for destinations and services providers.
4. We fulfil the criteria, determined by the global or European sustainable management indicators at the level of destinations and that we prove our responsible environment management with the international environmental labels: Slovenian Green Destination-GOLD, Green Key.
5. The SLOVENIA GREEN brand gives a promise to our visitors that destinations, tourist services providers and partners who carry this label work according to sustainability principles and are dedicated to constant improvement of the sustainability of our operations.
6. We encourage visitors to have a respectable and responsible relationship to the natural and social environment in Slovenia.
7. We are aware that tourism has a great impact on the social and economic image of the destination, therefore we actively include the local community and develop tourism that brings positive results for all.
8. We strive to achieve seasonal and regional distribution of tourists to Slovenia and respect the carrying capacity of the area. We follow novelties and are aware of the importance of introducing green innovations, green technologies and sustainable architecture.
9. Because distances from one place to another in Slovenia area small and the country itself is at the hub of important transport routes, and because nature is always close, we promote sustainable mobility.
10. We want our visitors to feel the landscape and biodiversity of Slovenia, thus we strive to highlight the special, authentic features with local character in our operations, the development of our offer and communication.