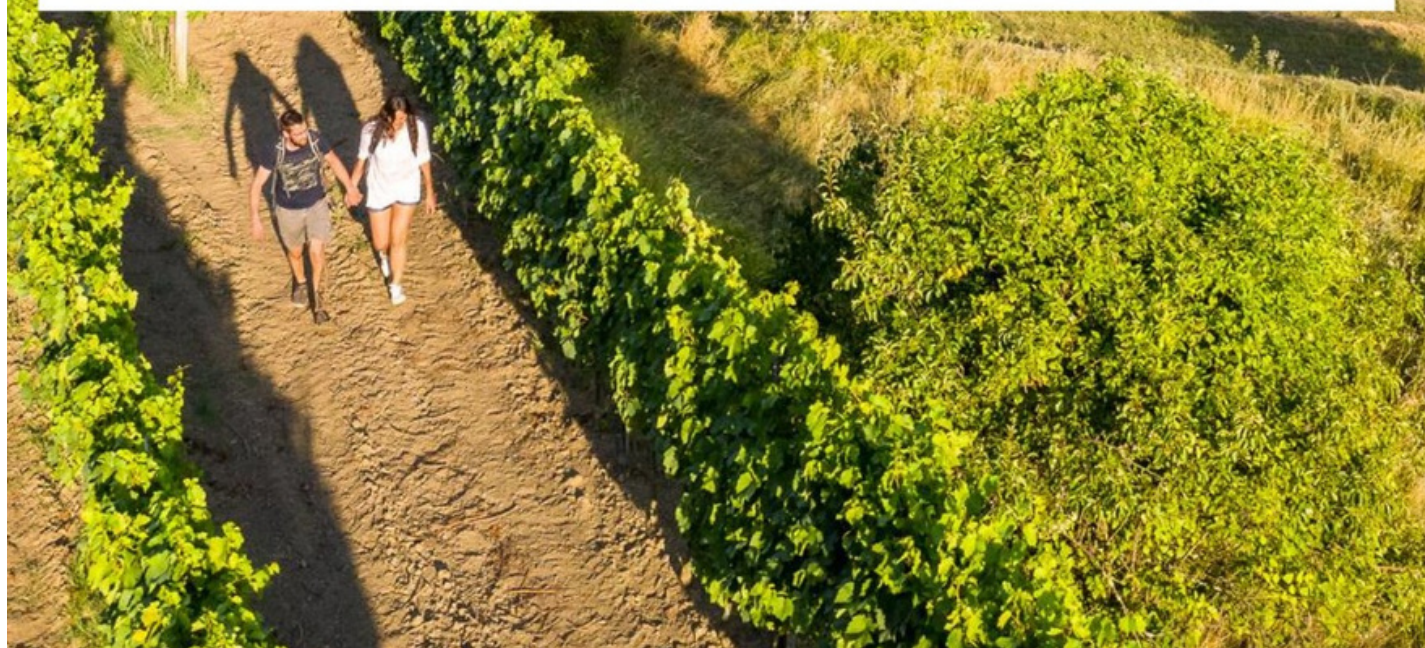




GREEN MILESTONES ON THE DESTINATION OF NOVA GORICA AND VIPAVA VALLEY SINCE 2020

**Sustainability report from
the City Municipality of Nova Gorica**



The Institute for Tourism of Nova Gorica and Vipava Valley, founded by the City Municipality of Nova Gorica, Municipality of Ajdovščina and Municipality of Renče-Vogrsko started operating in 2020. All the three municipalities have been included in the Green Scheme of Slovenian Tourism:

- City Municipality of Nova Gorica (MONG): Slovenia Green Gold (since 2015)
- Municipality of Ajdovščina (OA): Slovenia Green Silver (since 2019)
- Municipality of Renče-Vogrsko (ORV): Slovenia Green Bronze (since 2021)



Activities of the Institute for Tourism of Nova Gorica and Vipava Valley:

- The Institute signs commitments: **LESS plastics, MORE sustainability** and **Green and Healthy Office**.

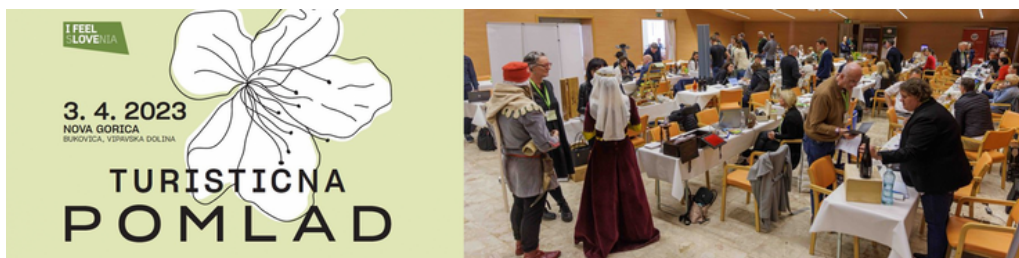


- Increasing visibility of the Vipava Valley – systematic advertising, management of the official online website www.vipavskadolina.si and social networks, welcoming of journalists, presentations at fairs and exchanges, reporting to media, etc. Creation of new campaigns that promote genuine experience throughout the year: Bike&Taste in the Paradise Valley, Paradise Valley for Families, Dream of Heavenly Flavours and Secrets of the Paradise Valley.
- New **Green Guide**, with green and sustainable contents for visitors.



- Creation of the online application **Vipava Valley Outdoor** with hiking, bike and motorcycle routes.
- **Digitalization of four units of cultural heritage**: the Roman fortress Castra in Ajdovščina, the Solkan Bridge in Solkan, a medieval castle in Vipavski križ, the Rihemberk Castle in Branik and the development of new products.
- New **shops with souvenirs** in TIC Nova Gorica, TIC Ajdovščina and on Sabotin.
- A new website of local products and other products Tržnica na borjaču (“Courtyard market”), which was launched in 2021, has been listed among the Top 100 Green Destinations.
- Creation of the online **Calendar of local events – Where and when?** Free-of-charge advertising of events on the location.
- Tourism development and marketing **strategy** of the destinations Nova Gorica and Vipava Valley is in the final phase.

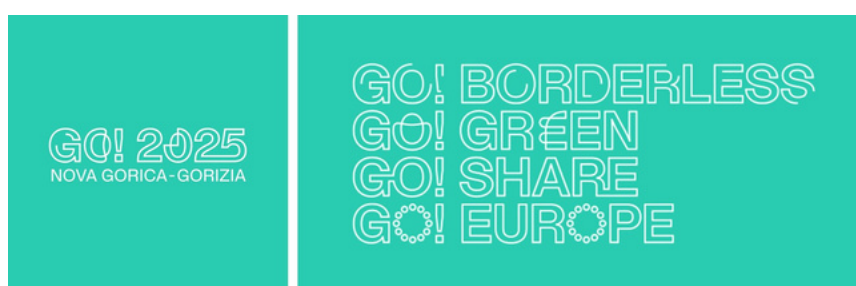
- What is new in the offer?
 - Sabotin Visitor Centre – Peace Park,
 - New reception and interpretation centre of the Rihemberk Castle
 - Vinišče Open-Air Museum and Field Hospital Museum in Renče
- Taking part at the activities of the upcoming European Capital of Culture: **GO! 2025**.
- Institute for Tourism organized new annual tourism events:
 - **Tourism spring** (tourism stakeholders)
 - **Jump into the Paradise Valley** (journalists)
 - **Green Day of Slovenian Tourism** (tourism service providers)
 - Taking part in organization of **large sporting events**: Giro d'Italia, Tour of Slovenia, Ultra trail Vipava Valley, etc.



- Establishment of the Nova Gorica **Centre for Sustainable Mobility** (managed by the Institute for Tourism) for:
 - the slogan selected on a tender: »Green = my choice«
 - European Mobility Week
 - strengthening sustainable ways of travelling
 - Nova Gorica tourism prospect – walking along the history of a young town
 - Signposts in the city
- Number of **places for bike rental**:
 - Nova Gorica: from 4 towns in 2019 to 14 in 2023
 - Ajdovščina: from 2 in 2019 to 3 in 2023
- Successful tourism-service providers:
 - The number of new certified Slovenia Green tourism-service providers has increased since 2019: Nova Gorica: from 2 to 6 certified accommodation providers and from 0 to 2 certified caterers; Ajdovščina: 1 new certified travel agency in 2023; Renče-Vogrsko: 1 new certified accommodation provider
 - Numerous awards to the tourism-service providers: Michelin stars, Decanter, Gault&Millau...
 - Tourism products, such as TOP experiences, on the portal Vipavskadolina.si
- Cooperation with the tourism-service providers via new e-mail address **top-dozivetja@vipavskadolina.si** and a number of trainings and cooperation with the tourism-service providers.
- **Overnight** stays in 2022 (219,137 overnight stays) approached the numbers achieved in 2019 (247,047 overnight stays). Length of stay: 2 days. In 2022, there were 80 % of arrivals to the destination in 8 months (MONG: 9 months; OA: 7 months; ORV: -).

MESTNA OBČINA NOVA GORICA

EUROPEAN CAPITAL OF CULTURE 2025 »GO! BORDERLESS«: in 2025, the European Capital of Culture will be hosted by Slovenia and Germany. The Slovenian capital of culture will be represented by Nova Gorica and Gorizia. The European Capital of Culture GO! 2025 with the slogan GO! BORDERLESS is a story in which past memories and visions of the future are mixed to materialize in an effective cultural strategy that will contribute to improving the quality of life of the citizens of the entire border area. Nova Gorica and Gorizia share the same commitment: divided by conflicts in the past, but united in the present by friendship and intense cooperation, the two cities have set themselves the ambitious goal of becoming a cross-border European Capital of Culture. ECC brings positive effects, which go significantly beyond the year, when the city became the holder of the title: cultural, economic, urban and social heritage of the project revives the present and future of the towns and inhabitants of the community in the region.



Nova Gorica and Gorizia won the title at the end of 2020 and since then a close cooperation between both cities, joined by the history and common challenges for the future, has been taking place. The project is of utmost importance for both cities, it offers an opportunity to stop with negative social-economic trends and represents a development breakthrough of both cities and a wider area on the basis of sustainable contents, including culture, tourism, nature protection and other current issues. All the contents of the project European Capital of Culture Nova Gorica / Gorizia are interconnected by sustainable approaches and »green« topics are defined also in one of the three main parts of the project called GO! GREEN, which emphasises the green and sustainable promotion of the local food, wine, connection of culinary traditions, as well as reflects on our health and well-being in Europe.

ARRANGEMENT OF THE RECEPTION AND INTERPRETION CENTRE INFOTEKA 2000 RIHEMBERK CASTLE:

Rihemberk Castle, a cultural monument of the national significance, is one of the most important points of nature protection in the City Municipality of Nova Gorica. During warm months, the castle transforms into maternities of nursery colonies to several protected species of bats, and, at the same time, it has been developing as one of the key tourist destinations in the region. With renovation of the castle and by bringing it back to life after 2017, it was proved that interesting tourism programmes can be also developed in practice, in the cultural heritage complexes and in symbiosis with nature. After several prior and similar achievements, a visitor reception and interpretation centre was opened in 2022, dedicated to cultural, nature-protection and other sustainable contents of the castle and its surrounding.

ARRANGEMENT OF THE TOURIST-RECREATIONAL STARTING POINT LIJAK:

Within the EU project GREVISLIN – Green infrastructure, conservation and improvement of endangered species and habitat types along the rivers, a starting point for visitors was set, with parking areas, additional greenery areas and urban equipment to also meet the needs of the there present recreational parachutists, on the protected territory of Lijak in Ajševica, along Nova Gorica-Ajdovščina regional road.

»GO2GO« CROSS-BORDER BIKE RENTAL SYSTEM: In 2021, in the urban area of Nova Gorica, Solkan and Šempeter pri Gorici, a system for renting of normal and electrical bicycles was established, which considerably facilitated the use of sustainable transport. Further on, the system was expanded onto the Italian side of conurbation of the two cities.



A FOOTBRIDGE ACROSS THE SOČA RIVER, CYCLE ROUTES IN SOLKAN SPORTS PARK AND OTHER PARTS OF THE MUNICIPALITY: From 2020 to 2022, the City Municipality of Nova Gorica continued building cycle routes on the Goriška urban area and other parts of the municipality. Building of the footbridge across the Soča River is something particular. In this way, the existing Goriška cycle routes connected with the cycle route into the Soča Valley as well as with the Italian network of routes on the right bank of the Soča River.

The following streets were included in the arrangement of the cycle routes: Rejčeva Street, Delpinova Street, Vojkova Street, Ulica XXX. Divizije Street, Južna kolesarska pot - Southern Cycle Route, Trubarjeva Street, Kidričeva Street extension, Streliška Street and Cankarjeva Street. For the cycling needs, the trails on Banjščice and Trnovo Plateaus and around the Rihemberk Castle were also set. **ARRANGEMENT OF THE BUS STOPS FOR THE CITY TRANSPORT.** In addition to promotion of cycling, in 2022, the City Municipality of Nova Gorica started to improve the public bus transportation and arranged 22 bus stops of the city transport in Nova Gorica and Solkan. It also took part in creation of a new image of bus stops and equipped them with the electrical and telecommunication appliances, adapted to blind and partially-sighted users.

OVERALL ENERGY RENOVATION AND RENOVATION OF THE BUILDINGS OWNED BY THE CITY MUNICIPALITY OF NOVA GORICA: An overall energy renovation of the four buildings owned by the City Municipality of Nova Gorica, namely the gym of Solkan Primary School, gym of the Branik Primary School, kindergarten in Šempas and kindergarten in Dornberk, was implemented. Interventions taken on all four buildings enabled much more sustainable operation and, at the same time, considerably better conditions of use for children and other users.

REPLACEMENT OF WINDOWS ON THE MUNICIPAL PALACE IN NOVA GORICA, CULTURAL MONUMENT DATING BACK TO THE YEAR WHEN THE CITY NOVA GORICA WAS BORN: A monumental Municipal palace represents a symbol of building a new city of Nova Gorica. It was built in 1952 as one of the first buildings in the city. Having been preserved till present days almost without any changes, it is a high-quality designed building. By replacing a high number (obsolete) original windows with high-quality designed wooden windows, a model for other similar buildings was set – an example of model preservation of cultural-historical values despite the energy renovation.

TRAIL ALONG THE VIPAVA RIVER – MEASURES FOR THE CONSERVATION AND IMPROVEMENT OF THE STATUS OF ENDANGERED ANIMAL SPECIES AND HABITATS IN THE VIPAVA VALLEY: The City Municipality of Nova Gorica took part in the VIPava project – Measures for the conservation and improvement of the status of endangered animal species and habitats in Vipava Valley as one of the municipalities along the Vipava River. A new tourist-recreational nature trail by the Vipava River was implemented, from its source to the mouth, as well as several nature protection measures were implemented along the river.



NOVA GORICA 2030 SUSTAINABLE URBAN STRATEGY. Sustainable urban strategy (TUS) represents a basic starting point for the future development in an urban area and drawing-up its implementation plan. In the Financial Perspective 2021-2027, the European Union particularly supports the overall territorial development for more effective dealing with economic, environmental, climatic, demographic and modern challenges met by the urban areas, including the functional urban areas. At the same time, it promotes integration between the urban and rural areas.

ACTION PLAN FOR SUSTAINABLE ENERGY AND CLIMATE CHANGES (SECAP). In 2008, the Covenant of Mayors was launched as the European movement to gather local and regional governments, voluntarily committed to increase the energy efficiency and use of renewable sources of energy. In 2016, the Covenant of Mayors joined forces with another city initiative, the Compact of Mayors – initiative for the cities into a resulting Global Covenant of Mayors for climate changes and energy, which considers the three topics: mitigating climate changes, adaptation to harmful effects of climate changes and a universal approach to safe, clean and affordable energy. The goal of the Covenant of Mayors is to decrease the greenhouse gasses emissions by 40% until 2023, with regard to the reference year of 1990 on the territory of the municipality and to increase the ability of adapting to climate changes. The City Municipality of Nova Gorica acceded to the Covenant in 2020.

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Zavod za turizem
Nova Gorica in
Vipavska dolina