



# **SUSTAINABLE DESTINATION REPORT OF MUNICIPALITY OF LENART 2019-2021**



**February 2022**

## MUNICIPALITY OF LENART – GREEN DESTINATION

The municipality of Lenart strives to operate sustainably in all areas, including tourism. It places great emphasis on raising the awareness of both stakeholders involved in tourism and the local population. For this purpose, quite a few measures and activities have been carried out in the last three years in the direction of environmentally friendly operations and the development of green tourism.



The municipality strives to establish communication with all stakeholders and encourages their mutual cooperation. As an important achievement of the cooperation of all stakeholders, the first umbrella document of tourism in the municipality was created as a destination: Strategy for the development of sustainable tourism in the Municipality of Lenart for the period 2022-2025. It wants to continue in this direction in the future.



The municipality of Lenart is committed to responsible and safe tourism. It also encourages visitors and providers to respect responsible travel standards. The latter also encourages the adoption of the GREEN & SAFE mark.

**Sustainability and sustainable development will guide tourism in our municipality in the future.**

### VISION

*The Municipality of Lenart in Year 2025 ...*

*The Municipality of Lenart is a boutique tourist destination that ambitiously protects natural heritage and revives cultural heritage in many related authentic tourist stories. Throughout the year, it attracts and inspires visitors with the intertwining of culture and nature, and satisfies every guest who arrives at the destination in a group or individually. It is a paradise for those who love the undiscovered, good wines and cultural and historical adventure tourist offer, marked by the lyrical love story of Agatha and Frederick and Maister's patriotism. The Lenart brand, Ovtar, is synonymous with a sustainable experience of Slovenske gorice. Authentic flavours from the municipality of Lenart are recognized in the form of products of local providers in the wider Slovenian and global area and not only at home in the region. It is a destination from which wines go to the world.*

## STRATEGIC MANAGEMENT OF DEVELOPMENT OF SUSTAINABLE TOURISM

### STRATEGY FOR THE DEVELOPMENT OF SUSTAINABLE TOURISM OF THE MUNICIPALITY OF LENART FOR THE PERIOD 2022-2025



In February 2022, the municipality of Lenart confirmed its vision and the Strategy for the Development of Sustainable Tourism of the Municipality of Lenart for the period 2022-2025. The document is the first independent strategic document in the field of tourism in the municipality. It is a goal-oriented strategy and was created in collaboration with residents and providers. The results of surveys within the Green Scheme conducted by the municipality in 2021 are taken into account. The strategy will enable the Municipality of Lenart to develop and place tourism among the leading municipal industries in the long run. The goals are set realistically and concretely, priority activities with guidelines are defined. The main goal is to create an excellent supportive environment for the breakthrough of sustainable tourism as an important pillar of the local economy. At the business level, the strategy will contribute to the improvement of the business and investment environment, in which all providers will be able to successfully develop their business and contribute to the ranking of Lenart among the best boutique green destinations in Slovenia.

### ETHICS CODE FOR TOURIST GUIDES



With the code for the local tourist guides, we are establishing the basic management standards in our municipality. We urge the guides to follow the principles of the code in their work and help us to spread our image externally - as a modern, green, sustainable municipality, as well as to realize the green vision of Slovenia.

## LIST OF TOURIST OFFER OF VISIT LENART

### WEB SIDE VISIT LENART



The Municipality of Lenart designed, with the desire for greater exposure and accessibility of the tourist offer of the municipality, in cooperation with Kreativna piko d.o.o., the VISIT LENART tourism website. The website is also intended for connecting and networking of providers.

### MOBILE APPLICATION VISIT LENART



The application presents the user the diverse tradition, culture and history of places in the municipality of Lenart. Following paths through pure, unspoiled nature, it takes them to the most beautiful and most hidden corners. They get the information where to taste traditional culinary delicacies and what unique events they can visit. VISIT LENART introduces them to Lenart's offer and allows them to experience the pulse of a modern rural city. You can download it to your device for free via Google play or AppStore. Designed in three languages, it is free for users and providers (until 2025). It allows providers to access and edit their own data. The application was created within the cross-border project CityCooperationII in cooperation with ZRS Bistra Ptuj.

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## WASTEWATER TREATMENT

### CLEANING PLANT LENART



As part of the project "Drainage and treatment of wastewater in the Municipality of Lenart", a new central cleaning plant Lenart is being built, with a capacity of 5,000 population units, a control pool and a water relief system. The investment costs are estimated at more than 5.6 million euros including VAT. Co-financing funds are provided from the European Regional Development Fund, namely less than 50% and more than 12% from the Ministry of the Environment and Spatial Planning. The difference in the necessary funds will be provided by the Municipality of Lenart. Completion of investment works is planned for mid-2022. With the project, the Municipality of Lenart will achieve an important milestone in responsible and sustainable management of the

environment in which we live and contribute to the goals of reducing emissions into water, nature conservation and biodiversity.

## CLEANING PLANT VOLIČINA



The modern cleaning plant in Voličina was built in November 2020. It is a cleaning plant with a capacity of 1,300 population units, and now all houses, facilities and craft workshops in the center of Voličina and the entire new settlement are connected to it. In 2019, a new primary pipeline was built next to the new treatment plant. The mentioned cleaning plant is of great importance for the town and its inhabitants, it also ensures the purity of the water in Ruperški potok and so the preservation of plant and animal species and the protection of the environment in general.

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## SOFT MOBILITY

### CYCLING ROUTES IN THE MUNICIPALITY OF LENART AND IN SLOVENSKE GORICE



The landscape of the municipality of Lenart is very diverse and offers many opportunities for hikers and cyclists. For the latter, this year, within the project "Cycling routes in the area of ORP Slovenske gorice", we are continuing concrete work on supplementing the network of cycling routes in our municipality and the entire area of Slovenske gorice. As part of the project, around 83 km of bicycle roads will be built, and the total value of the project, which will be completed in 2023, amounts to more than 15 million euro. The aim of the project is to divert as many daily migrations from car to bicycle and public transport as possible, and so contributing to the reduction of pollution, higher levels of physical activity and health, and consequently to greater efficiency and well-being of the population. The area in question overlaps with the National Cycling Network (DKM).

## CHARGING STATIONS FOR ELECTRIC CARS IN LENART AND VOLIČINA



The charging stations are located in the center of Lenart, in the parking lot below Gostilna 29 and in Voličina, near the cultural center. For the time being, the municipality provides users of electric vehicles at both charging stations with free charging, and the time of use is mentioned at three hours.

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## REDUCTION OF LIGHT POLLUTION

### NEW AND SAVING PUBLIC LIGHTING



In recent years, the municipality has managed to replace almost 90% of public lighting. The new lights are energy efficient and have regulated light so that their negative impact on the environment is much smaller than the old lighting.

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## REDUCTION OF EMISSIONS OF CO<sub>2</sub>

### LOKAL IRRIGATION SYSTEM SELCE



The purpose of the irrigation system is to irrigate agricultural areas (intensive orchards, fields, meadows) in an area of 81.96 ha. 8 farms are connected to the Selce irrigation system, and the system enables them to establish better production conditions. The construction has increased food production and improved local self-sufficiency, and further opens up the development opportunities of individual farms in the field of irrigation system to become more competitive, economically efficient and effective. The value

of the investment is EUR 700,000 and is fully financed from European grants and the state budget.

## MAKE LENART GREEN



**A social initiative has been formed in which all stakeholders and municipalities** can participate and help green the city center and other areas of the municipality by planting indigenous Slovenian tree species and fruit trees. Fruit growing has long roots in our places. Many trees whose canopy provides you with cool shade, or in the fall you can enjoy their delicious fruits of apples, pears,... we have already planted. We are now giving this opportunity to others to make a modest contribution to helping nature return what has been taken away from it.

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## WASTES

### CONTAINER OF WASTE EDIBLE OIL FROM HOUSEHOLDS



In the municipality of Lenart, Saubermacher d.o.o. installed two dedicated and always accessible containers for household cooking oil. The containers are located in the following locations: in the parking lot at the Lenart bus station and in the center of Spodnja Voličina. This allows residents and visitors to dispose of waste oil in a suitable place, as they did not have suitable containers before and often poured it into nature, toilets,...

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## WATER IN THE MUNICIPALITY OF LENART IS DRINKABLE

### INSTALATION OF DRINKING FOUNTAIN IN ZAVRH AND SPODNJA VOLIČINA



In Zavrh, in the immediate vicinity of the Maister Tower and in Spodnja Voličina, near the Church of St. Rupert, visitors can pour themselves fresh water from drinking fountains. We recommend the use of reusable bottles.

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## LENART'S CULTURAL PULSE

### LENart



During the summer months, Lenart came to life in the spirit of LENart's summer cultural events. Between July 2 and September 12, LENart 2021 served up 23 events for young and young at heart. It hosts many renowned and established Slovenian musicians and groups of various different genres: pop, rock, ethno and classical music, actors and theaters. LENart brings culture to Lenart, to the people, for free. Culture is alive, there are still many

opportunities and challenges for creation, we are working positively, good for people, which is especially important in the times of covid 19. The events will continue in 2022.

### THE ART OF RIESLINGA AND GIBANICA



The evening The Art of Riesling and Gibanica is a new event, where visitors pampered their senses with art in addition to the top Rhine and Italian Rieslings from various wine-growing regions. For the first time, the success took place on Friday, August 20, 2021, in front of the Church of St. Lenart in Lenart. The Lenart Winegrowers' Association is already making plans to organize an event in 2022.

## MEETINGS AND TRAINING OF TOURIST STAKEHOLDERS

### MEETING AND CONSULTATION OF TOURIST STAKEHOLDERS OF MUNICIPALITY OF LENART 2019



On Monday, May 13, 2019, the Mayor of the Municipality of Lenart, Mag. Janez Kramberger and the staff of the municipal administration prepared a meeting and consultation of tourism stakeholders of the municipality of Lenart. He invited representatives of caterers, complementary activities on the farm, travel agencies, tourist associations and members of the Green Team. They gathered in the renovated Štupič villa in Zavrh, where the

municipal administration presented the Green Scheme of Slovenian Tourism project. Since March 2019, the municipality of Lenart has been the holder of the Slovenia Green silver badge, which was solemnly awarded on 22 May 2019 at the Green Day of Slovenian Tourism in

Rogaška Slatina. In the discussion that followed, suggestions and visions of individuals were given, which the municipality will use usefully in the preparation of the Tourism Development Strategy of the Municipality of Lenart. Mr. Stanko Kranvogel presented the new collection Maister after Maister.

## MEETING AND CONSULTATION OF TOURIST STAKEHOLDERS OF MUNICIPALITY OF LENART AND SLOVENSKE GORICE 2021



On Monday, October 18, 2021, providers working in tourism, mayors and other representatives of municipalities from Slovenske gorice, representatives of the Development Agency of Slovenske gorice, tourist associations, the Slovenian Tourist Board, ... met at the Slovenske gorice Center in Lenart, connected by the host of the meeting, the Mayor of the Municipality of Lenart,

mag. Janez Kramberger.

The purpose of the meeting, which took place in the form of lectures and discussions, was primarily to network providers and open development and business opportunities for rural tourism. The main guest of the meeting, Maša Klemenčič from the WTO, presented the trends in the development of Slovenian tourism in the post-covid period, the Green Scheme of Slovenian tourism, the importance of obtaining sustainable certificates for providers. RASG presented to the participants the opportunities for rural tourism development, the importance of seasonality of the local offer, the principle of short supply chains and the most current projects in progress: Incoming agency, Na tržnico z Ovtariem, Cycling connections in the ORP Slovenske gorice Terezija Bogdan, KGZS Zavod Ptuj, spoke about the supplementary activity on the farm (catering and accommodation). Peter Brumen, Saubermacher d.o.o. and Avgust Zavernik, Municipality of Lenart, talked about the impact of tourism on the environment and climate (air, water, waste, energy) and how to move to sustainable environmentally friendly tourism. The Hotel Bioterme, Mala Nedelja, presented its example of good practice, and its representative Jožica Polajnko also presented the sustainable Marjetica sign in practice to the participants. During the discussion, the providers openly presented the problems, shortcomings they face in carrying out their activities and how they would like tourism in Slovenske gorice to develop in the future. The course of the discussion is a welcome guide for the further development of tourism in the area. The event was co-organized by the Municipality of Lenart and the Development Agency of Slovenske gorice.

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## AWARDS

### TOWN ZAVRH, SPECIAL RECOGNITION MY COUNTRY BEAUTIFUL AND HOSPITABLE 2021



At the suggestion of the evaluation commission, the Slovenian Tourist Board awarded the municipality of Lenart with a Special Award within the competition "My country - beautiful and hospitable 2021" for the beautifully landscaped town Zavrh. The municipality received the award for diligence, dedication and orderliness of the place and its surroundings, and for its contribution to the development of rural tourism, heritage, respects and appreciates the tradition of the

people who in the past significantly shaped life in this part of Slovenia. The renovated lookout tower erected in honour of General Maister, the newly renovated memorial house, the new extremely pleasant square under the treetops and the innovative children's playground are the result of cooperation between the local TD and the municipality of Lenart. The excursion point is intended for locals and visitors, who can indulge in beautiful views, enjoy authentic local cuisine or indulge in the pulse of the past, which was crucial for the Slovenian nation. "

### CERTIFICATE WITHOUT PLASTIC



The municipality of Lenart does not use disposable plastic packaging at events within the municipality. For this purpose, she purchased ceramic pots and glass jars and a dishwasher. During the events, they are available to providers who are also happy to use them. Providers at events are constantly reminded of the unsuitability of plastic packaging and accessories. The vast majority also stick to the agreement.

Also, the municipality does not use bottled water, but tap water or bottled water within its own premises. In accordance with its efforts to further reduce the use of single-use plastic packaging, the municipality signed an Accession Statement at the end of November 2019 to the agreement on promoting the reduction of the use of plastic accessories in Slovenian municipalities. Based on this, in June 2020 it received the certificate WITHOUT PLASTIC, as proof that it strives to reduce the consumption of plastics and to protect the environment.

## THE MUNICIPALITY MEASURED FOR THE NEEDS OF THE DISABLED



On 8 July 2021, the municipality of Lenart solemnly received the charter "Municipality measured for the needs of the disabled" for 2020. This is a very important event in the history of this local community, as it is a recognition that confirms that its social inclusion and non-discrimination.

The recognition presented by the Association of Disabled Workers of Slovenia to the Mayor and President of the Association gives the Municipality of Lenart a new impetus and impetus for future work, especially for a planned response to the special needs of disabled people, their social inclusion, coexistence and better quality of life.

## AWARD ON THE EVALUATION FOR THE GOLDEN ROSE



The Municipality of Lenart received a commendation from the Maribor Horticultural Society at the evaluation for the Golden Rose, for the tidy city center, for the beautiful and carefully designed and maintained environment in 2019.

## SUPPLEMENT TO THE OFFER IN ZAVRH

### INSTALLATION OF TWO MULTILINGUAL INFORMATION TABLES



In 2021, the municipality set up two multilingual information boards in Zavrh with a short historical description. One is located next to the Memorial House (Štupičeva vila) at the entrance to the basement and one next to the cimprača (den or private room), right next to the villa, which will be renovated in 2022.

## COFFEE HOUSE MAISTER CELLAR ZAVRH



In 2021, the Municipality of Lenart renovated the cellar in Štupičeva vila in Zavrh, which invites visitors with a beautiful view, friendly staff, events and an interesting offer. The cellar is located below the premises of the public museum collection Maister after Maister and is named Kavarna Maistrova klet Zavrh. The municipality thus received a new information point for visitors, which enables the promotion and revitalization of Zavrh. Maister's cellar offers products from local suppliers. In the future, the collection of items from the local offer, crops and products ordered online will also be arranged. The cellar has been renovated as part of the Završki cekor operation, co-financed by the Republic of Slovenia and the European Union from the European Agricultural Fund for Rural Development. Next to the platform of the Maister's Villa are newly arranged children's motoric playgrounds.

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## THE PROMOTION OF MUNICIPALITY AND OFFER

### PARTICIPATION AT FAIRS

The municipality of Lenart presented itself with its bidders and offer at the Agra fairs in Gornja Radgona within the LAG Ovtar Slovenske gorice and at the Herbstmesse Graz fair in Austria.



Picture: Fair Herbstmesse Graz 2021



Picture: Fair AGRA 2021

### PARTICIPATION AT TOUR OF SLOVENIA 2021



The Tour of Slovenia race also took place through the town of Lenart. The broadcast on TV Slovenia and on the Eurosport program was watched by thousands of fans. In the broadcast of the first stage of the race was also shown a presentation video of Lenart.

## GREEN Instructions for visiting THE MUNICIPALITY OF LENART

OPEN YOUR HEART  
TO GREEN HABITS  
AND FIND YOUR  
FAVORITE CORNER  
OF LENART!



Welcome to places whose landscape takes you by surprise with its diversity, colour and rich gifts of nature. We ask you to help us keep them intact, safe and healthy.



Nature is home to animals.



Park on marked parking lots.



Do not feed or touch animals.



Drink tap water.



Guide the dogs on a leash.



Save water at every turn.



Burning in nature is not allowed.



Buy local offer.



Do not tear or destroy plants.



Enjoy local cuisine.



Follow the marked paths.



Take garbage and waste with you, sort it and dispose of it in suitable containers.

Get to know us and our culture!

