



2020 TOP 100 GOOD PRACTICE STORY

Title of the Story: **Let's come together and support the locals**

Destination Name: *(include any state, province or region)*

Soča Valley

Country: Slovenia

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Position: Green coordinator for the Soča Valley

Nomination Category: *(Please check the boxes that indicate the focus of your story)*

- Culture & Communities
- Environment & Climate
- Nature & Ecotourism
- Islands & Seaside
- Immediate responses in dealing with the COVID -19
- Post COVID -19 recovery
- One of the 17 SDGs* *(if yes, which one)* Click or tap to choose

*The Sustainable Development Goals (SDGs), also known as the Global Goals, were adopted by all United Nations Member States in 2015 as a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity by 2030. The 17 SDGs are integrated—that is, they recognize that action in one area will affect outcomes in others, and that development must balance social, economic and environmental sustainability. What are the Sustainable Development Goals? <https://www.undp.org/content/undp/en/home/sustainable-development-goals.html>

For further information on Tourism for SDGs: <http://tourism4sdgs.org/>

Find detailed instructions for submitting good practices [here](#)



DESCRIBE YOUR GOOD PRACTICE STORY

Address each aspect of your good practice story in the different sections being specific including relevant quantitative and qualitative information.

Issues faced

After the Corona virus outbreak self-supply became more and more important. Soon after the beginning of the epidemic, we have observed the appeal Let's buy Slovenian food (in Slovenian: Kupujmo slovensko hrano) by the Ministry of Agriculture, Forestry and Food and published an initiative to support the local farmers and producers. At the destination Website a new page, Let's come together and support the locals, was created, where we posted and presented the local producers of good healthy local food and at the same time support these producers. A wide selection of local offer and good practices was published.

The participants were local providers of home-made food: Agricultural Cooperative Tolmin, Dairy Factory Planika, local restaurants, organic, tourist and other farms, beekeepers, cheesemakers, some companies and various local food producers and processors.

Methods, steps and tools applied

We have published a list of local providers and their offers on the destination website www.dolina-soce.si.

Key success factors

Connecting online, accessibility to the web, willingness of providers to participate, good local stories, quality local offer, good epidemiological picture, good starting point for continuing the story.



Lessons learned

We had to encourage the providers (mostly those who are also growers / producers) to prepare and submit an offer, we wanted to establish cooperation between the providers and the locals: the providers were able to offer their products and produce to the local environment while enabling the supply of local food, including home delivery when the conditions were risky. Through this activity, we made the residents aware, while the providers adapted with good stories. We will continue to promote the supply of local food.

Results, achievements and recognitions

The target audience was addressed through the Soča Valley social media, on the destination Website and through the newsletter, which has around 2,000 subscribers. Our Let's come together and support the locals page was viewed by 1,182 people.

During the pandemic, we promoted the local offer only for local residents (only one provider offered the products abroad), and we also included the promotion of all things local in our tourism strategy for the future. One of the important directions is the development of recognizable local cuisine. We sell non-perishable local products in all our tourist information centers and local stores, and we are also preparing a certification scheme for the Soča Valley brand, within which we will certify quality products from local ingredients.

Additional references

Link to the Website page: [https://www.soca-valley.com/sl/dolina-socce/aktualno/novice/2020032610183120/stopimo-skupaj--podpirajmo-lokalno!/.](https://www.soca-valley.com/sl/dolina-socce/aktualno/novice/2020032610183120/stopimo-skupaj--podpirajmo-lokalno!/)

