



# 2020 TOP 100 GOOD PRACTICE STORY

**Title of the Story:** DREVO ZA CERJE – TREE FOR CERJE

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

MIREN KRAS

**Country:** SLOVENIA

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**Position:** general manager

**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

Our Miren Kras, the GOLD Slovenian green destination, is no longer the same. The vast forest surrounding the Peace Monument on Cerje- the green heart of the destination, caught fire on August 21, 2019. The flames damaged our precious green lungs. More than 250 firefighters from all over Slovenia and neighboring Italy fought 3 days with the intense forest fire. Trees affected by fire were part of our lives. They produced fresh air, canopy offered shelter to animals and shadow for many active visitors who came here to relax and admire the beautiful nature, due to the outstanding biodiversity under the protection of Natura 2000. Approximately 100 hectares were damaged in the fire, the loss of our forest is vital and priceless.

## Methods, steps and tools applied

How was the good practice implemented? Click to add your text:

From the big distress we faced, the Three for Cerje initiative was born. As a rise to a bright opportunity to at least partially compensate nature for the damage done. Tourism board Miren - Kostanjevica, in cooperation with Municipality Miren - Kostanjevica, Slovenia Forest service, and humanitarian foundation Vrabček upanja together started the national campaign/initiative to raise funds and donations for restoring the nature with new autochthonic trees.

## Key success factors

The key success factors were:

- quickly and effectively liaising with important institutions
- support from the Slovenian Ministry of the Environment and the Ministry of Agriculture
- support from Slovenian Tourist Board and GOODPLACE
- professional cooperation with the Slovenian Forest Service
- support from the local community, civil protection and various cultural and tourism societies
- cooperation with educational institutions, primary and secondary schools and faculties
- active reporting and partnership with local and state media
- the generosity of individuals and businesses that raised donations and



assisted with planting campaigns

- long- term project involving daily new national and foreign guests

### Lessons learned

While implementing the Good Practice what challenges were faced, and how were they overcome? Click to add your text

By supporting the "Tree for Cerje" initiative, we raise awareness among locals and visitors about our fragile ecosystem and the importance of man's responsible behavior concerning nature. A good connection with local schools has been formed where we exchange good practices and transfer knowledge to new generations. We already and will continue to encourage every individual to leave a green footprint/mark on Cerje and become a part of our Green family community.

The Promenade of Gratitude will, for centuries, tell our story of love for nature and the ancestral legacy. It will strengthen the awareness that we can overcome even the toughest of trails, both connected and heard.

### Results, achievements and recognitions

The campaign started in September 2019 ad till May 2020 raised more than 15.000,00€. This amount of founds was and will be spent for purchase on seedlings and restoration of the burned area. 305 individuals and 53 companies and associations from Slovenia and abroad are today part of our common Green family, all with hard intent to protect nature for future generations to come.

To this day we've organized 1 major forestation with more than 300 volunteers involved, including the Minister for the Environment and the mayors of neighboring municipalities, and few smaller ones for students, companies and individual groups. So far we planted more than 10.000 black pine trees and 250 autochothnic trees (oak, maple, ..) in our Promenade of Gratitude. Every donator receives a written certificate- recognition of the mayor for his valuable contribution to the noble campaign.

### Additional references



Provide links to further information. Pictures and videos should be available for download either from Youtube, Vimeo or other Cloud-based (Google/ One Drive) download URL.

Additional references are available on the official site <https://www.drevozacerje.si/>; and IG profile: DREVO ZA CERJE

