

Turizem Bled

FOUNDATION

- in 2000

EMPLOYEES

- small size company

KEY PRODUCTS/ SERVICES

- waste management

KEY MATERIALS

- virgin paper,
- recycled paper,
- mixed virgin and recycled paper,
- coated paper,
- corrugated cardboard



PROFILE

Turizem Bled is a support organization, in 50% domestic private (interest groups from tourist economy) and 50% domestic public ownership (Municipality Bled). They are financed from the tourist taxes (the municipal budget) and from the funds gained from their activities. They have been operating in this form since 2007. Their profit doesn't grow, cause they are part of a Public Sector and they can't be profitable. Their revenue in the last year was slightly over 1 million EUR. In 2016 they employed 7 employees and 9 in the last year, so their company is expanding.

Innovation is important for them, they have a short term plan (up to 1 year). They invested less than 10 % of annual investment budget on average in the last three years in innovation. Innovation predominantly happens internally in the department and externally in private consultant services. They already have some innovative products in the last 5 years, that is around 10 %. Decision makers are top management, but we have to take in consideration that there are only 9 employees. Management support and staff attitude towards innovation is high. Their source of knowledge is mostly conferences where they exchange experiences within the associations in which their partners are involved. It is very important for them to have a possibility of public funding for research in order to develop their innovations. Certain projects are funded through EU projects, but otherwise they get funds by definition from Municipality. They still have to justify all funding, otherwise they are not eligible.

SUSTAINABILITY, USING OF BIOMATERIALS

Sustainable development is important for them, they already have quantitative sustainability goals with defined timeframe and already published a sustainability report. Bled has been advocating green tourism for several years now and is the proud recipient of the gold label of the Green Scheme of Slovenian Tourism. As part of the 2019 Green Destinations international non-governmental project, Bled was selected as the second best place in sustainable development in Europe, and since 2011 it is a member of the Alpine Pearls group, the objective of which is to promote sustainable mobility. Their investment budget that goes toward improved sustainability is about 10 to 20 % of annual investment budget, which is approx. 130.000 EUR.

Activities on sustainability are caused mostly by external factors. The importance of end-of-life management of their products and bio-based content in their packaging is not jet so important. There is no demand from tourists at this point, but sustainability is increasingly getting important within the destination itself. The price of products is very important, but at this moment the costumers are not really sensitive to it.



As from the point of their environmental sustainability strategy, paper, bioplastics, plastic and bio-composites are very important. They are not familiar with legislation for sustainable products as it is recycling, composting, biocontent etc. They are not so much familiar with biomaterials, but already thinking to use them in the near future. Key limitations for this are knowledge, customer awareness and from that follows that is hard to justify a higher price of the final product, packaging to their customers.

PRODUCTION SPECIALITIES

Turizem Bled is included in development plan Unesco MAB areas of Julian Alps as a tourist destination. Their partners are Javni zavod Triglavski narodni park (TNP), Turizem Bohinj, LTO Bovec, LTO Zavod za turizem Kranjska Gora, Turizem Radovljica and LTO Sotočje. One of project strategies is to create a common brand for certain areas in Julian Alps that will bring together local growers, craftsmen from the food and non-food industries to raise the level of their products through a common brand, gain them visibility and position them in the market. Products have to be local and goal is to follow the sustainable circular economy.

SUMMARY AND SOLUTION

They are ready to make further steps and gain new knowledge from the side of biomaterials and biocomposites. They are already a sustainable tourist destination, but there are a lot of open questions still needed to be answered. There is a need to find manufacturers that already have a knowledge and production capabilities to produce sustainable and in the best case scenario a circular products, single use packaging for food and non-food products. They need a knowledge how to make a product or service that will be on a high level, but not at the expense of the environment.