

# Sustainable Destination Award Good Practice Story

## **Waste reduction matters just as much as waste separation!**

The locals set a brilliant example of waste separation, since the quantity of separately collected waste increases as years progress. We are facing the problem of an increase in quantity of separately collected waste. Our problem is the challenge of reducing the quantity of separately collected waste generated by locals as well as tourists. While the campaign is still under way, its goal is to inform locals and tourists on how to generate as little waste as possible. This is an extremely difficult task requiring a change in lifestyle. The task is being implemented by the public company “Infrastruktura Bled” in cooperation with the Municipality of Bled and with the institution “Turizem Bled”. Truth be told, changing a lifestyle is a difficult, long-lasting task, which means that we’ll maybe only be able to discuss more encouraging results of our work in ten years’ time or even farther ahead; however, we believe in the importance of the first step, and Bled has definitely made one. You can find more informations in the annex; source: Infrastruktura Bled. The entire municipality is participating in the Zero Waste project Hotel Ribno – the first zero-waste hotel in Slovenia