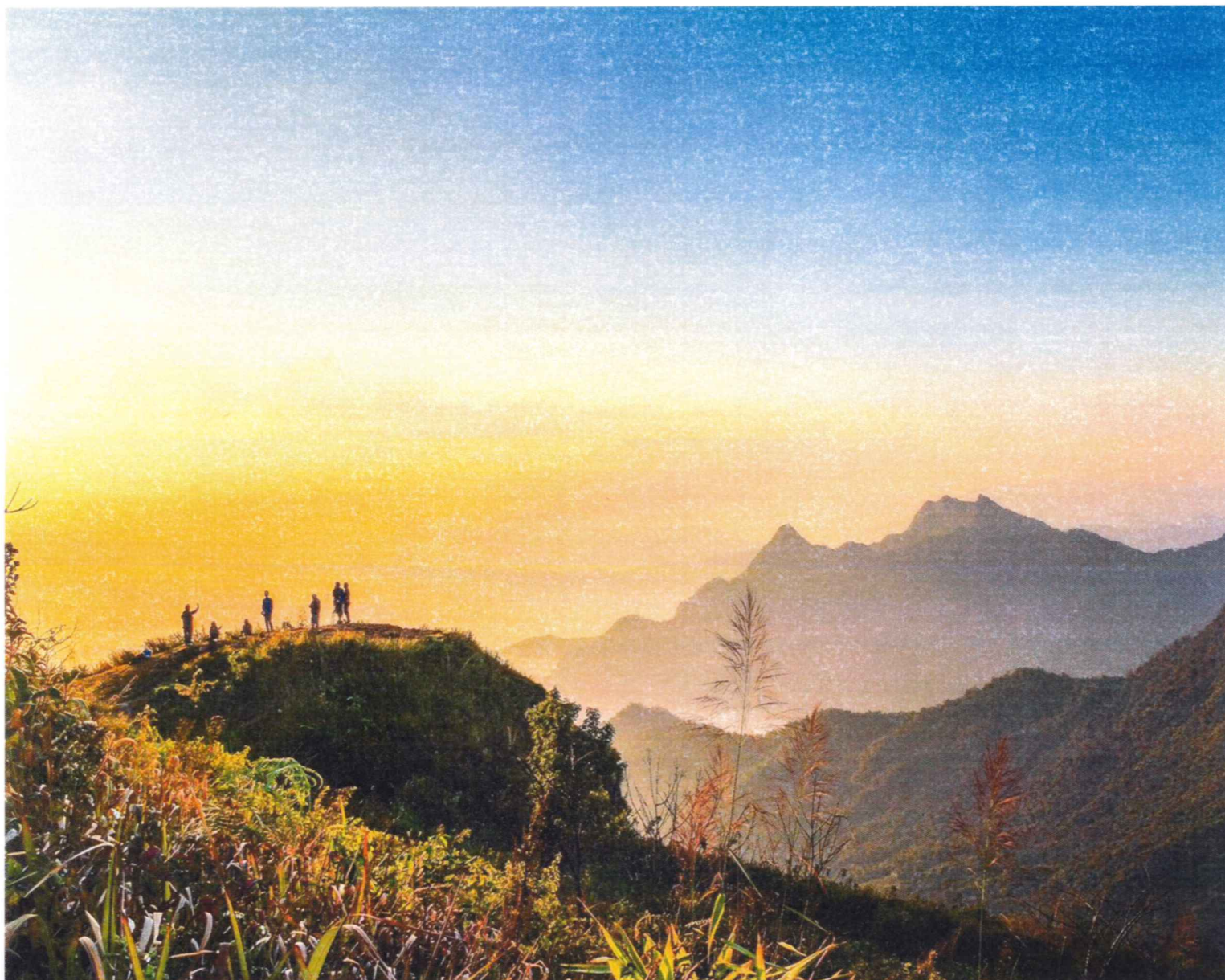


# ACTION PLAN

SLOVENIA, 2022



REGIONALNA  
RAZVOJNA  
AGENCIJA  
**ZASAVJE**

**RAMSAT**  
Interreg Europe



European Union  
European Regional  
Development Fund

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## Part I – General information

Project: RAMSAT

Partner organisation: Regionalna razvojna agencija Zasavje (eng. Zasavje Regional Development Agency)

Country: Slovenia

NUTSII region: Vzhodna Slovenija (eng. Eastern Slovenia)

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## Part II – Policy context

Other regional development policy instrument

Name of the policy instrument(s) addressed: Regional Development Programme 2021–2027

Further details on the policy context and the way the action plan should contribute to improve the policy instruments:

The Regional Development Programme 2021–2027 (hereinafter: RDP) set the vision for Zasavje region as economically strong, connected, clean, and hospitable - a region that will be attractive for living and working.

Zasavje has made a complete coal phase-out in 2015 and is now, after 250 years of coal mining, well on its way to restructuring from coal region into a region of clean energy and sustainable development. For that reason, the region has, also with the help of EU Platform for Coal Regions in Transition, prepared a specific and focused regional development plan of Zasavje that will enable good living conditions and attract new investments, based mostly on renewable energy resources, clean energy, and cultural heritage. The latter will be preserved and sustainably exploited through tourism, an economic branch that is just beginning to be established in Zasavje.

The Regional Development Plan 2021–2027 will focus on the potential of Zasavje cultural heritage, tangible and intangible, which is extremely attractive and expresses the peculiarities of rural areas and urban centres. There are 733 units of registered immovable cultural heritage in the Zasavje region. The area also boasts cultural and culinary events, events arising from mining and glass heritage, and the like, which gives great opportunities for the development and upgrading of tourism products and services. The area of interest is also the former coal-fired power plant with the highest chimney in Europe that could be developed for tourism purposes.

Moreover, the adventure tourism represents great potential for the region. The first such tourist offers are already available on the Sava River (rafting, kayaking, and canoeing), There are excellent opportunities for sport climbing in nature, road and mountain cycling (the Slovenian mountain cycling route –the Zasavje Circle has been established), horseback riding, and especially hiking.

The region has just recently established the Miner's Hiking Trail, named Pot Srečno (eng. Good Luck Trail) after the miner's greeting. The trail connects three regional municipalities and the municipality Laško from a neighbouring region that is touristically well developed. The Trail leads through areas, rich with mining heritage, and is intended for various target groups, as it will offer opportunities for recreation, education, and discovery of natural, historical and cultural sights of Zasavje. With the established infrastructure and various experiences, it will also contribute to the development of sustainable tourism.

There are also numerous possibilities to establish other hiking trails in the region that could run through the areas, rich with other forms of heritage (sacral, natural, etc.). Since the Miner's Hiking Trail is routed through all such areas it could act as a connecting route among all those trails.

The action plan will be designed to foster the development of hiking tourism in Zasavje through routing and promotion of hiking trails. That way, it will contribute to the improvement of the RDP. In the framework of RAMSAT project, a new project, Miner's Hiking Trail, was included in the Regional Development Programme. The project has therefore become a project of regional importance. In the Programme, the region has committed itself to further improve the Trail with additional infrastructure and contribute to its visibility with promotional activities. Due to the long distance of the trail (35 km) and the popularity of electric bikes, the effort will be made to adjust it for cycling as well. Furthermore, the regional stakeholders that deal with the preservation and promotion of mining cultural heritage will be included in the project and will contribute to the preservation and raising awareness of the importance of mining heritage for regional identity and tourism development.

## Part III – Details on the actions envisaged

### ACTION 1:

**Name of the action:** Miner's Hiking Trail "Pot Srečno"

**Relevance to the project** (please describe how this action derives from the project and in particular from the interregional exchange of experiences. Where does the inspiration for this action come from?)

The project for routing the Miner's Hiking Trail "Pot Srečno" has gained momentum after the RAMSAT regional stakeholders attended the project kick-off meeting in Alto Alentejo Region (Portugal) that was organised by the CIMAA, the project lead partner. At the meeting, the lead partner presented the network of hiking trails that run through the regional medieval heritage areas and contribute to its preservation and maintenance. The hiking trails also attract tourists to the region and are, therefore, beneficial to the regional economy.

Moreover, the awareness of the potential of hiking tourism in Zasavje was raised at the project thematic seminar, organised by the Provincial Government of Teruel, on the use of natural heritage for rural tourism where they have presented The Silent Route project. The project covers the use of the scenic road that runs through the sparsely populated area of Teruel for tourism purposes. The road is used by tourists that arrive in the region by motor vehicles, as well as cyclists and hikers. Due to the project, the region was able to lure a substantial number of tourists into the region. Our region sees the opportunity to replicate some good practices from this project in routing and promoting the Zasavje hiking trails. As we have learned at the meeting, the first thing when establishing a route is emphasizing the importance of a well-marked path and choosing a name that tells a story and which the hikers can identify with. We have decided to name it "Pot Srečno" because the hiking path is a big part of the preservation of the mining heritage and the phrase "Srečno" is a mining greeting that echoes the heartiness of old mining values. As with Network of Day Hikes in Alto Alentejo which was developed by "CIMAA" and is a cooperation among various villages of the region, the Miner's Hiking Trail "Pot Srečno" is also a trail that connects the municipalities of Laško, Hrastnik, Trbovlje, and Zagorje ob Savi. Those are connected by a rich, mining-related cultural heritage, extending over the area of more than 40 kilometres. The trail is equipped with information boards, which inform hikers about the sights that are important for the mining heritage. Thematic trails with an educational note bring the hiker closer to the local natural and cultural heritage in an interesting way. Good practice of The Silent Route project shows us how important is the promotion of routes, so we are planning on working on that in the 2nd phase of the project. They have "Silencioso", the emblematic goat of the route, which the visitors can take a commemorative photo with, so we are also planning to include a mining symbol as a hallmark of the trail. With Miner's Hiking Trail "Pot Srečno", we are raising awareness of the local community and domestic or foreign visitors about the importance of preserving the industrial heritage. As in the case of the The Silent Route project in Teruel, the Miner's Hiking Trail "Pot Srečno" will also be the tourist product of revitalisation of the territory and it can similarly be customized not just for hikers, but also for cyclists in the future.

### Nature of the action

*(Please describe precisely the content of action 1. What are the specific activities to be implemented?)*

Slovenia already has about 5,000 kilometers of themed walking trails, which are very popular, as they combine both recreation and the desire for knowledge. Given the diverse, more than 250-year mining history of the region, the idea for a mining thematic route was created, which would connect three Zasavje municipalities: Hrastnik, Trbovlje, and Zagorje ob Savi. Since we found many good practices in the neighboring municipality of Laško, which belongs to the Savinjska region and is also related to the Zasavje mining past, we came up with the idea to unite all 4 municipalities and transfer good practices of the neighboring region to Zasavje. This is how the idea for Miners Hiking Trail "Pot Srečno" came about.

The route is more than 30 kilometers long, representing several parts of the tourist offer in the Zasavje region on the way, and is really a step towards the integration of industrial heritage into tourism.

In the 1st phase of the project, the entire route was designed and drawn. A route plan was made for every municipality and obtaining of the consent of all landowners on which the route runs. The owner of the land through which the hiking trail Pot Srečno runs must allow users to use it for walking, to mark and to set up informational boards and other hiking trail equipment. The route has to be marked according to the uniformly valid system and in such a way that the route can also be used by tourists or a hiker who are not skilled in moving through unfamiliar terrain - information boards about the route, direction signs, and signs on the route are itself. In the 1st phase of the project the information boards have been set up with common graphic design, from beginning to the end of the trail. Photos and the content for informational boards were selected, which is extremely important, as it makes hikers aware of the mining history. Signposts have also been set up to show hikers the right path.

As far as the opening, in the first phase of the project there will be promotion of the individual routes in individual municipalities. The grand opening of the whole trail is expected in the second phase of the project. In the 2nd phase, it is important to equip the trail with urban equipment, such as benches so we make sure that all the important infrastructure is in place for the promotion of the hiking trail.

In the second phase of the project, it is necessary to bring the trail as close to the people as possible, starting with the locals, as they are the ones who must first take the trail as their own, as this will allow them to spread the good word. Better coordination and greater efficiency of development and marketing activities will also contribute the most to the increasing number of visits to individual areas. Better use of the natural and cultural-historical features of the area will be ensured. Beside the big opening with additional content and events, the most important thing of the 2<sup>nd</sup> phase will be promotion and marketing as we have seen in the first project partner meeting in Alto-Alentejo, where the Network of Day Hikes was developed by CIMAA, boasting excellent promotion and promotional material. We are planning on designing and printing brochures that will be made for printed ads as well as electronic media, such as web pages, since one of the goals

for promoting the trail is also having a website about it. With digitalization (QR codes on the trail) we can expand the range of content and information about the attractions that visitors can learn along the way. When the trail is officially open, promotional events will be organized with stakeholders and local providers.

When the trail comes fully to life, it will be necessary to educate and train local tourist guides, who will be available to lead organized groups along it.

**Stakeholders involved** *(please indicate who, in the region, is involved in the implementation of action 1 and explain their roles)*

In the implementation of the Miner's Hiking Trail "Pot Srečno" the municipalities of Hrastnik, Trbovlje, Zagorje ob Savi, and Laško are involved that are managing spatial planning on their territory and are in charge of obtaining permissions of the landowners, as some sections run through private properties. They are also the ones that routed the hiking trail and will be maintaining it.

The second group of stakeholders are civil associations RMED, Perkmandeljč, Štula, and Rudarsko društvo sv. Barbara, which are all well known experts in the field of mining, and they will provide know-how on the preservation of cultural & natural heritage. In the implementation of the Action 1 a tourism association Stik Laško is involved as well and will assist in routing and maintaining hiking trails. Stik Laško will also provide know-how about the sustainability of exploiting cultural & natural resources for tourism purposes.

**Timeframe** from 1. 8. 2022 to 31. 7. 2023

**Anticipated milestones are:**

August 2022 – Opening of the individual trails of the Miner's Hiking Trail "Pot Srečno"  
 October 2022 - Big opening of the Miner's Hiking Trail "Pot Srečno"  
 Until October 2022 – Designing and publishing the promotional material for print and digital promotion  
 March 2023 – Equipment of the trail  
 June 2023 – Digitalization of the information about the Miner's Hiking Trail "Pot Srečno"

**Costs** *(please estimate the costs related to the implementation of action 1)*

The estimated costs for the implementation of the Miner's Hiking Trail "Pot Srečno" is 27.000 € which will be financed from Other regional development funds

**Funding sources** *(please describe how action 1 will be financed)*

Implementation of the Miner's Hiking Trail "Pot Srečno" will be financed from the municipal budget, as well as from the Community-Led Local Development (CLLD) regional project for which municipalities Hrastnik, Trbovlje, and Zagorje ob Savi will make a joint application worth 27.000 €. CLLD is a way of supporting local development projects using structural



funds from Europe, so the funds for the development of the Miner's Hiking Trail "Pot Srečno" will be established according to the strategy.



Date: 27.5.2022

Name of the organisation: Zasavje Regional Development Agency

JANI MEDVESEK  
director

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