



**GREEN LEAGUE**  
Sport Alliance for the Environment

# Case Studies Collection

## Good Practices on Sport and Environment Protection- Slovenia



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## SPORT & ENVIRONMENT INITIATIVES IN SLOVENIA



## CASE 1

### DIVING ECOLOGICAL CLEANING CAMPAIGN DRAVA

<b>AIM</b> to clean the Drava river.	<b>TARGET GROUP</b> Divers and general public
<b>GEOGRAPHICAL AREA</b> Slovenia, Stajerska region, the Drava river valley, cities Maribor, Ptuj, Varaždin (Croatia)	<b>SPORT or PHYSICAL ACTIVITY INVOLVED</b> Diving, Walking

#### STAKEHOLDERS & PARTNERS

On the eve of World Water Day, the cleaning campaign has traditionally been organised by members of the Maribor Diving Club, in cooperation with the Slovenian Diving Association (SPZ), the Maribor rafters and the Municipality of Maribor. Divers from Ptuj and Varaždin also took part, as well as volunteers from several different Slovenian societies. For the sixth year in a row, Spar Slovenija also supported the campaign as an ecological sponsor of the SPZ.

#### WEBSITE REFERENCES

[RTVSLO MMC](#)

[TV N1](#)

[Slovenian Diving Association](#)

[Diving Club Maribor](#)

[UPORABNASTRAN](#)

#### SHORT DESCRIPTION

Fresh (drinking) water is one of the basic human needs. access to water is taken for granted and therefore our attitude towards water is often not right. It is true that the awareness of caring for a clean environment and clean rivers and seas is improving, but even today we dump various garbage and waste into rivers and pollute them with chemicals, industrial and household discharges. Many non-governmental organisations regularly organise awareness and action activities in the form of clean-up campaigns. Among these, there are the Diving Association of Slovenia and individual diving clubs. For 30 years now, the Maribor Diving Club has been organising an ecological cleaning campaign to clean the Drava River every year. In 2022, it took place in the month of March.

Along with the cleaning campaign, an event was also held with an emphasis on the Drava River and life with it. The goal of the project was to raise awareness and inform people about facts related to the river. At the same time, there are opportunities for recreation on the river and overcoming the fear of water.

The action mainly has a great effect on people's awareness of nature conservation. Of course, they also cleaned the river bed of some waste, such as bicycles, road signs and shopping carts, as well as other objects, which mostly end up in the river as a result of vandalism, according to the organisers.

<b>CHALLENGES</b> Diving is a demanding and dangerous sport in itself. Therefore, ensuring safety was the basic task of the organiser, which was	<b>IMPACT</b> During the 30 years that the campaign to clean the Drava river has been going on, the organizers have noticed that the amount of waste has
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addressed by thorough preparation, compliance with diving safety protocols and the involvement of experienced divers.

It was necessary to attract various stakeholders to the project, who thus contributed to greater recognition of the event from the local community, media, sponsors, volunteers and others

A good organisational structure, precise planning of the implementation of activities, division of tasks are the basis of successful project implementation.

decreased, and there is also less waste that is more harmful to the environment (refrigerators, cars, washing machines, etc.), which indicates a greater awareness among people.

At the same time as the cleaning campaign, other activities took place, which attracted a wider population to participate in or even just visit the site of the event, thereby increasing the reach and effect of the campaign.

### **SUSTAINABILITY**

There is no doubt that the activity is permanent, as it has been going on for 30 years. People's awareness of the environment is improving, so it is to be expected that such activities are well received and supported by various stakeholders and the wider population. The meaning of such activities lies precisely in their long-term orientation and regular implementation. The results of activities to protect and preserve the environment can be measured and seen only after a longer period of implementation, which this project also proves.

### **REPLICABILITY**

For this specific form of environmental protection activity, which includes the sport of diving, special conditions are required, namely:

- a diving association that includes a sufficiently large number of experienced divers with appropriate qualifications
- all the necessary diving equipment that ensures the highest standard of safety
- other technical equipment and support

The implementation of a specific case requires thorough preparation and detailed planning of the execution of the dive itself and the search for waste in the river bed. The support and presence of an ambulance service is also essential.

On the part of the local services, it is necessary to contact the municipal company, which takes care of the collection and removal of waste. In principle, this should not be a problem, as it is in the interest of the local community and also has a duty to take care of waste removal.

Mostly, such activities take place as part of broader, national or even international campaigns, such as the presented one that takes place on World Water Day. This also ensures wider support and the effect of the campaign itself.

Given that diving is a fairly widespread sports activity, there are definitely great potential opportunities for the implementation of such and similar activities in another environment.

By merging with larger diving clubs or between several diving clubs, the possibility of including

and carrying out activities is also possible in smaller environments or smaller sport clubs.

#### **LESSONS LEARNT**

Due to the specificity of the environment in which this sport takes place (water) and the fact that a huge amount of waste is dumped into rivers and seas, the participation of diving sports in taking care of the environment is essential. The effect of such activities on the wider population is also remarkable, as people realise that this requires special skills that in some way inspire respect among ordinary people (overcoming the fear of water, diving into the “unknown”), so the effect is so much bigger. Coited from RTVSLO MMC:

As Jure Šega, the president of the Maribor Diving Association, said *“in Maribor, bicycles, traffic signs, shopping carts and the like were found “standardly”. When asked if the campaign was successful, he replied that it would have been successful if nothing had been found. “But every year one “caisson” of waste is found, and it is the same this year, but there are no more things that we used to find, such as refrigerators, washing machines, cars. We mainly find objects - we estimate - as a result of vandalism.”* he explained.

The annual river cleaning campaign carried out by diving clubs has a great effect on people’s awareness, which is reflected in a better attitude towards nature, cleaner rivers and shores. People are increasingly aware of environmental changes and the need to maintain a clean environment, especially drinking water.



## CASE 2

### SUMMER BY THE SOČA RIVER

<p><b>AIM</b></p> <p>to effectively promote environmental awareness among children</p>	<p><b>TARGET GROUP</b></p> <p>Children</p>
<p><b>GEOGRAPHICAL AREA</b></p> <p>Slovenia, Goriška region, the Soča river, cities Nova Gorica. Solkan</p>	<p><b>SPORT or PHYSICAL ACTIVITY INVOLVED</b></p> <p>various sports, camping</p>

#### STAKEHOLDERS & PARTNERS

Organiser of the event is local sport club Sonček, with support of local community

#### WEBSITE REFERENCES

[Web page](#)

#### SHORT DESCRIPTION

Poletje ob Soči – Summer by the Soča river is a summer holiday camp for children, which has been running for 28 years. The program takes place during the summer holidays from June 26 to August 25, 5 days for each group. Children can enjoy a variety of activities, including sports, creative workshops, social games, swimming, and water activities, as well as an exciting program called "Eco-hour". During the Eco-hour, children engage in informal education on nature and environmental conservation. This special activity is offered in collaboration with the University of Nova Gorica and its Faculty of Environmental Sciences. Activities are mostly carried out outdoors, in nature.

#### CHALLENGES

Through persistent work, the association managed to establish cooperation with various stakeholders, the local community. Over the years, the work of the association has become widely recognized and permanent.

#### IMPACT

During the 28 years program has become widely known in the local and surrounding area. Club has received the highest sport award in Slovenia "Bloudek award". Each year during the summer vacations there are weekly shifts (6) for children to join the activities.

The program is aimed at living in nature and getting to know nature and the right attitude towards nature.

#### SUSTAINABILITY

There is no doubt that the activity is sustainable, as it has been going on for 28 years. People's awareness of the environment is improving, as they learn about it from an early age.

#### REPLICABILITY

The program can easily be replicated though there needs to be some enthusiastic sport experts that are willing to sustain on a longer time and that are capable of providing activities that are interesting for children and youth.





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The meaning of such activities lies precisely in their long-term orientation and regular implementation and it proved that the community is supportive for that kind of projects.

#### **LESSONS LEARNT**

Sport activities for children can include and are in fact the best tool for different awareness raising activities such as environmental.

With appropriate content, we can attract many children and inculcate good life habits and a positive attitude towards nature and nature conservation through a fun way, through sports.



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## CASE 3

### #PODAMDAIGRAM, #PASSINGTOPLAY – GORAN DRAGIĆ CHARITY CAMPAIGN

<p><b>AIM</b></p> <p>to promote an interest in sports activities and healthy lifestyle habits</p>	<p><b>TARGET GROUP</b></p> <p>Children, general public</p>
<p><b>GEOGRAPHICAL AREA</b></p> <p>Slovenia, Central region, city Ljubljana</p>	<p><b>SPORT or PHYSICAL ACTIVITY INVOLVED</b></p> <p>Basketball</p>
<p><b>STAKEHOLDERS &amp; PARTNERS</b></p> <p>Goran Dragić and partners, local community, Generali insurance co.</p>	
<p><b>WEBSITE REFERENCES</b></p> <p>Project WebPage: <a href="https://www.goran-dragic.com/prenova-igrisc/">https://www.goran-dragic.com/prenova-igrisc/</a></p> <p>Web page: <a href="https://www.kosarka.si/foto-gogi-z-milkotom-in-mladimi-upi-krstil-novo-igrisce/">https://www.kosarka.si/foto-gogi-z-milkotom-in-mladimi-upi-krstil-novo-igrisce/</a></p> <p>Delo: <a href="https://www.delo.si/novice/slovenija/v-tivoliju-bo-zazivelo-pametno-gogijevo-igrisce/">https://www.delo.si/novice/slovenija/v-tivoliju-bo-zazivelo-pametno-gogijevo-igrisce/</a></p> <p>Application: <a href="https://apps.apple.com/in/app/podamdaigram/id1577934301?platform=iphone">https://apps.apple.com/in/app/podamdaigram/id1577934301?platform=iphone</a></p>	
<p><b>SHORT DESCRIPTION</b></p> <p>Together with his partners, Dragić launched a charity project to renovate basketball courts in Slovenia under the slogan #PODAMDAIGRAM.</p> <p>The interesting thing about the project is that it took place on an outdoor basketball court with a base made of recycled sports shoes, which was restored as part of a charity campaign.</p> <p>The main goal of the campaign with the slogan #PODAMDAIGRAM is to bring different age groups to the playgrounds and give them more physical activity and group activities. This is not about the renovation of just one playground, but a living project through which Gogi connects with young people throughout the year and nurtures the culture of sports and movement. Workshops and training sessions are organised as part of the campaign, and there is also the adrenaline of the basketball tournaments that return the youth to the outdoor courts, as they once had.</p> <p>The renovated playgrounds are the first smart playgrounds in Slovenia, as they combine movement with educational content. In addition to top-quality materials and equipment that will satisfy even the most demanding players, they also include games for children, baskets with adjustable height, smart floor markings for various exercises for coordination, speed and push, as well as fun games. The biggest feature of the courts is the information boards with basic and advanced basketball exercises designed by Gogi, which are interactively enriched via an online sports-educational platform, to which QR codes lead. The goal of the online sports-educational platform is to combine sports, education and entertainment through various sports and educational content using modern online and mobile tools. The main actor is Gogi, who has established himself as a role model, especially among young people.</p>	
<p><b>CHALLENGES</b></p> <p>The action is encouraged by the actor himself, i.e. Goran Dragić, in cooperation with the umbrella sports organisation.</p>	<p><b>IMPACT</b></p> <p>The project is set for the long term. The extraordinary visibility of the project holder - Goran Dragic, an NBA basketball player, gives it even more weight and resonance. The project</p>



	was implemented in several major cities in Slovenia.
<b>SUSTAINABILITY</b> The project lasts several years, but because it involves the construction and arrangement of playgrounds, they remain in use even after the project itself is completed.	<b>REPLICABILITY</b> The project can be copied, especially if there is a well-known athlete from your environment who can be persuaded to participate. Of course, it is necessary to involve several stakeholders, especially the local community and the media.
<b>LESSONS LEARNT</b> Cooperation between the sport community and well known sport players can have great effect on youth and can be used as promotion of values, healthy life habits and environment preservation. Successful athletes are mostly happy to participate in promotional activities, where they can contribute to the development of their sport, especially if the activities are aimed at educating young people. With a good idea, we can attract them to participate and thereby increase the effect of such a project enormously.	



## CASE 4

### AQUATIC ACTIVITIES AND ENVIRONMENTAL PROTECTION

#### AIM

The aim is to raise awareness and thus contribute to the protection of the environment

#### TARGET GROUP

General public, users of swimming pools, lakes, rivers, sea.

#### GEOGRAPHICAL AREA

Velenje Slovenia, Zagreb, Croatia

#### SPORT or PHYSICAL ACTIVITY INVOLVED

Swimming

#### STAKEHOLDERS & PARTNERS

The target groups are swimmers and those who teach and learn to swim, members of various guided training programs (water polo, water basketball, triathlon, recreational swimmers, masters) and their families. The easiest way to convince is to engage younger and children and some older people.

Stakeholders are first of all, swimming clubs, triathlon clubs, Slovenian Swimming Associations FINA (Federation International of Natation Association), pool managers, presidents of clubs, and beneficiaries of other water activities. In some places, fitness centres also operate within the pool (Velenje), so the environmental impact on these users is important.

Cooperation is also with Speedo Slovenija, which offers the person for each piece of recycled plastic a recycled Speedo swimming cap. Speedo (an Australian company that produces all kinds of swimming gadgets and swimwear) also participates in this awareness campaign.

The benefits are with all users who bring the used plastic (they protect the environment, clean up their homes, and gain space) and those who may be able to get a useful thing for themselves by sharing it for free and getting them for free.

#### WEBSITE REFERENCES

<https://www.facebook.com/plivacki.klub.natator/posts/pfbid021EP36CuaLad5tb9Dh5cF6HuyqjM2bxBhHFVNwDQeCDJyHnDxSaKNJbwpaLcDEFz4l>

<https://news.iu.edu/live/news/23894-zero-waste-olympic-event-earns-iu-natorium-an>

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#### SHORT DESCRIPTION

The practice of promoting environmental awareness in the context of swimming is evident in several countries, including Slovenia, Croatia, Austria, Australia, and the Netherlands. In Slovenia, Croatia, and Austria, an annual para-swimming competition serves as a platform for collecting plastic waste through specific activities such as exchange or collection. In Austria, efforts are being made to educate swimmers on water conservation, while in the Netherlands, shampoo refill stations have been installed in showers. In Slovenia, seminars for coaches are held four times a year to raise awareness about environmental protection. Furthermore, in swimming clubs in Slovenia, the "take and donate" initiative has been introduced in collaboration with Speedo, where participants receive a recycled Speedo swim cap for each piece of recycled material.



Organisers of the para-swimming competition invite all participants to collect small swimming equipment such as fins, snorkels, goggles, swimsuits, floats, worms, paddles, and swimming suits before the competition. On the day of the competition, participants are encouraged to place these items in a designated collection box. Equipment or swimsuits that are still usable can be placed on a table, where the principle of "take and donate" applies.

In the first year of the initiative, a significant amount of plastic objects were collected, and participants could obtain useful second-hand equipment. The organiser must transport the collected plastic waste to a designated collection site.

#### CHALLENGES

In the practice so far in competitions, dealers present their gadgets, new, and beautiful. Children and young people need to be made aware of the environmental burdens of ever-NGO products. Prejudice is still pre-used to use used things. Even then there's the stabbing and even the stigma.

What were the solutions?

Another person who knows what someone might need can help with the exchange of bets and takes it away to someone who doesn't have one to prevent others from stabbing. At a later date, almost no one knows where and when it was obtained.

#### IMPACT

The impact is very positive.

If someone offers in Take and donate action quality competitive swimwear, the price of which also reaches more than 200 euros or a diving suit, we can certainly also talk about improved social status.

#### SUSTAINABILITY

This action was already repeated three times in Zagreb, Croatia.

#### REPLICABILITY

The possibilities for disseminating this practice are significant. There are a large number of swimming clubs and schools in Slovenia and all over the world.

#### LESSONS LEARNT

The utility is great because it is a simple download. Participants' testimonies showing the benefits of good practice:

Participating in the swimming competition in Zagreb:" I, that's great. I'll bring more next time."

"By accumulating unsorted waste, we irreversibly and directly damage human health and the cleanliness of the environment, so it is important to replace old habits with new ones and show by example that we care. We encourage recycling to save our water and planet! Instead of throwing away an old swimsuit, a swimming cap or goggles, bring them to the competition and you will get a new Speedo swimming cap made of recycled material!"



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