



## **Bohinj, home to inventive and hard-working people**

### **Bohinjsko/From Bohinj – a successful story of success**

The valley of Bohinj, hidden amidst the high Julian Alps, has always been home to hard-working and inventive people. Here, there are no large plains that would enable intensive agriculture and the valley itself is quite remote from large cities, where there are many better options for work. Therefore, the locals are used to earn money with hard work, inventive abilities, skilful hands and great ideas that are created in local workshops. The natural environment is covered with forests and the magnificent landscape, despite its deficiencies, offers excellent conditions for work, especially in tourism and wood crafts. And we alone provide for additional stimulation.

For the past few years, the Turizem Bohinj public institute, owned by the Bohinj Municipality, has successfully developed our own collective brand under the name Bohinjsko/From Bohinj, which offers an excellent environment for small business development.

Turizem Bohinj as the main tourist organisation for the tourist area of Bohinj Municipality develops, directs, accelerates and links various businesses, local craftsmen and creators.

The collective Bohinjsko/From Bohinj brand covers the range of products and produce from Bohinj and is also used as a certification of quality – essentially, it is a developmental platform for generating new products and services in close connection to many local stakeholders. The collective Bohinjsko/From Bohinj brand is more than just the label and a certificate on the product, it incorporates a clear strategy of local business development. The Quality Centre of the Turizem Bohinj public institute manages the brand. The goals that are followed through activities, linked to the collective brand, include the increase of quality of products and services, joint promotion and the development of local economy. Brand-related activities are distributed in: the certification of products and services, the collaboration of services providers and consulting as well as help in



the development of new products and services. This is well-utilised by local entrepreneurs. The brand development strategy focuses on the sustainable development of local business. We do not sell the products for certificate owners, but we build a support environment for the development of each individual business entity.

The brand has been recognised in Slovenia as a best practice example. By increasing the number of project partners, we have also expanded the range and diversity of products as well as enhanced the brand development vision. The greatest advantage of the project is in building extensive business potential with professional support to anyone who want to build their own business story within this project.

Our ancestors were strongly connected to nature and what it offered them. They had to produce their own food, showing a lot of inventiveness, knowledge and skills. Although the world has changed, we are still inventive and inseparably connected to nature. It is quite a challenge to harmonise the protection of the environment with tourism growth. The Bohinjsko/From Bohinj products and services represent this fusion in the best possible extent. We put our hearts, stories, tradition and visions into them. Today, 70 local providers who offer 380 products and services are joined under the collective Bohinjsko/From Bohinj brand.