

Local Green Deal for improving tourist service through partnership between culture and culinary arts

Stara Zagora - Bulgaria

Short description

This Local Green Deal aims to improve tourist services in Stara Zagora by creating a partnership between the local hospitality and cultural sectors. It focuses on developing themed menus and events that link opera performances with restaurant experiences. The initiative promotes the use of local food and sustainable practices, such as reducing plastic bottle consumption. It seeks to attract visitors by highlighting the intertwined aspects of culture and culinary arts.



Industry/Sector

- Tourism
- Cultural & Creative Industries

Parties of LGD/Participating parties

- The parties involved are the Agency for Regional Economic Development - Stara Zagora (NGO / organisation in the public interest), Hotel and Restaurant "THE GREEN HILL" (Private company), and the Stara Zagora State Opera (State/municipal enterprise).

Scope of LGD

- The scope is to enhance the tourist service in Stara Zagora through a collaboration between the hospitality sector and the cultural sector. This involves creating joint thematic offerings, such as menus linked to opera events, to attract visitors and promote local cultural and culinary heritage. The deal also incorporates sustainable practices within the hospitality sector, including using local products and reducing specific types of waste.

Concrete measures/commitments

- Agency for Regional Economic Development – Stara Zagora commits to providing consultant services and expert support for the LGD implementation.
- Hotel and Restaurant "THE GREEN HILL" commits to preparing thematic menus and events combining opera and restaurant offerings.
- Hotel and Restaurant "THE GREEN HILL" commits to promoting the LGD partnership and actions through their channels.
- Hotel and Restaurant "THE GREEN HILL" commits to increasing visitor interest in the link between the restaurant, culture, and opera, as well as in local and regional products.
- Hotel and Restaurant "THE GREEN HILL" commits to stimulating social interaction among citizens through organised thematic events.
- Stara Zagora State Opera commits to presenting tickets for opera attendance based on the established marketing model for mutual support.
- Stara Zagora State Opera commits to collaborating with the restaurant and communicating the partnership through their channels.
- Stara Zagora State Opera commits to increasing visitor interest in culinary arts, particularly local food, and stimulating social interaction through thematic events.
- Hotel and Restaurant "THE GREEN HILL" commits to providing a 10% discount to visitors of the State Opera up to 1 month after their visit.
- Stara Zagora State Opera commits to providing a 10% discount on tickets to visitors of the restaurant "Zeleniya Halm" up to 1 month after their visit.
- Both Hotel and Restaurant "THE GREEN HILL" and Stara Zagora State Opera commit to organising two thematic events per year focusing on opera and local food.
- Both partners commit to the objective of general engagement in the Local Green Deal through partners from business and cultural institutions.

Local Green Deal (LGD): Local Green Deal for Greener Events

Stara Zagora - Bulgaria

Short description

This Local Green Deal focuses on enhancing sustainability for local events, specifically targeting waste reduction. It aims to decrease single-use packaging and implement effective separate waste collection systems during festivals. The initiative also promotes the consumption of local and regional food and involves participating businesses in green practices. It applies a strategic approach to accelerate sustainability within the tourism and cultural sectors.



Industry/Sector

- Tourism
- Cultural & Creative Industries

Parties of LGD/Participating parties

- The parties involved are the Agency for Regional Economic Development - Stara Zagora (NGO / organisation in the public interest), the Association "Creative Collective NA ULITSATA" (NGO / organisation in the public interest), and the Municipality of Stara Zagora.

Scope of LGD

- The scope of this LGD is to apply a strategic approach for accelerating sustainability at the local level by focusing on the tourism and cultural sectors through events and promoting green initiatives. Key objectives include reducing waste from single-use items, ensuring effective separate waste collection, promoting local food and products, and encouraging participating businesses to reduce waste and adopt separate collection. It builds upon previous initiatives for greener events.

Concrete measures/commitments

- Agency for Regional Economic Development – Stara Zagora commits to reducing waste and packaging from single-use items at the festival.
- Agency for Regional Economic Development – Stara Zagora commits to ensuring effective separate collection and disposal of waste during the festival.
- Agency for Regional Economic Development – Stara Zagora commits to promoting the consumption of local and regional food and engaging businesses in green initiatives.
- Agency for Regional Economic Development – Stara Zagora commits to implementing a deposit system for reusable cups and supporting participants in waste management.
- Association "Creative Collective NA ULITSATA" commits to developing and implementing a deposit system for reusable cups and ensuring effective separate waste collection during the festival.
- Association "Creative Collective NA ULITSATA" commits to promoting local food products by involving producers and businesses.
- Association "Creative Collective NA ULITSATA" commits to engaging participating businesses in waste reduction initiatives and supporting participants in increasing composting and recycling opportunities.
- Municipality of Stara Zagora commits to providing location, financial support, and municipal services for waste disposal for the festival and green deal activities.
- Agency for Regional Economic Development – Stara Zagora commits to providing consultant services and expert support for the LGD implementation.
- Association "Creative Collective NA ULITSATA" commits to providing the necessary organisation for the festival activities.