

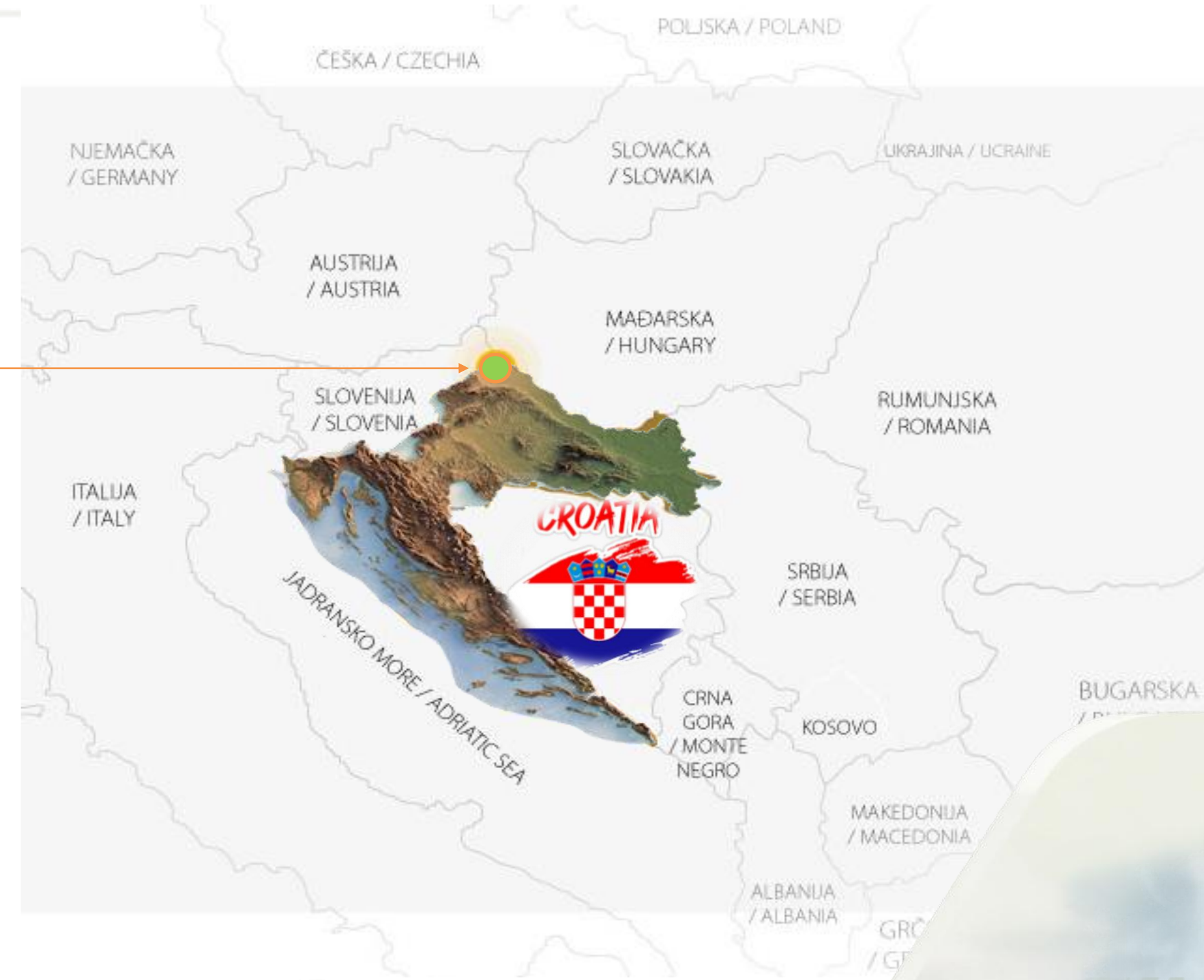


BIO-district ECO-region CROATIA





- the northernmost part of Croatia
- most densely populated region
- REGIONAL POLICY
 - STRATEGIES -
 - ACTION PLANS -
 - MEASURES -



Sustainable nature

REGIONAL POLICY STRATEGIES / ACTION PLANS / MEASURES

WASTE DISPOSAL STRATEGY

123 illegal waste disposal sites / one waste disposal sites / 70% of waste is recycle

Sustainable gastronomy

REGIONAL POLICY STRATEGIES / ACTION PLANS / MEASURES

COUNTY STRATEGY FOR ORGANIC FOOD

NON GMO since 2000

Sustainable economy

REGIONAL POLICY STRATEGIES / ACTION PLANS / MEASURES

STRATEGY OF POLYCENTRIC DEVELOPMENT

establishment of economic zones in many municipalities

Sustainable heritage

REGIONAL POLICY STRATEGIES / ACTION PLANS / MEASURES

CULTURAL & HISTORICAL HERITAGE PRESERVATION STRATEGY

restoration of cultural, religious and historical monuments; network of interpretation centres

Sustainable healthness

REGIONAL POLICY STRATEGIES / ACTION PLANS / MEASURES

COUNTY STRATEGY FOR POPULATION HEALTH

network of medical clinics and pharmacies and social welfare

➤ **1st region in Croatia and the 4th in the world** with respected certificate for sustainable tourism

➤ **Swiss Tourism Award** for the quality of digital promotion of sustainable tourism

➤ **4 X FDI by Financial Times - Međimurje in the TOP 10 small European regions** for attracting foreign investment

➤ **Certificate for sustainability management program for tourism**

➤ **Prestigious FIJET Golden Apple Award** by the International Federation of Tourism Journalists and Writers (FIJET)

➤ Of the numerous state awards, the most significant are the awards for:

- The **most successful continental tourism destination** in Croatia in 2019
- The **most successful destination for sustainable, smart and innovative tourism** in 2022

• **Prestigious award for „The best Sustainable tourism in 2025 in Croatia”**



**Development of bio-districts (region) in CROATIA
on the example of MEĐIMURJE COUNTY**





➤ Public institutions

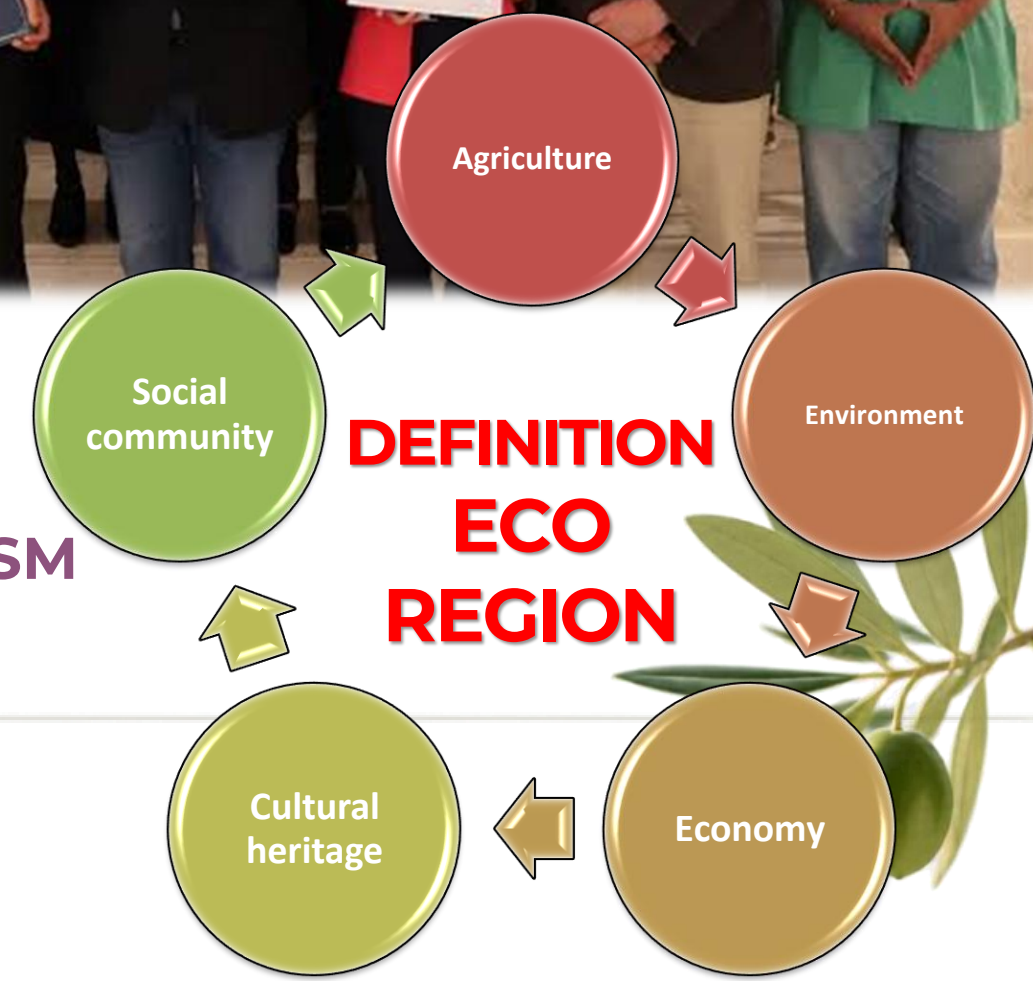
(Međimurje County, Centar dr. Rudolfa Steinera, Public Institution for the Development,
Public Institution for Nature Protection, Local Action Groups, University,...)

- Međimurje County Tourist Board
- Company Međimurje waters Ltd.
- Hotels & Restorans
- Association for BioDynamic Agriculture, Beekeepers Association
- Agricultural Cooperatives, Family farms,...



PROJECT / organic & local food for school canteens in Međimurje County

Destination Management Plan of Međimurje County 2026-2030 REGENERATIVE TOURISM





BIO-district ECO-region CROATIA



Thank you and welcome