soča OUTDOOR FESTIVAL

I FEEL SLOVENIA

SUSTAINABILITY REPORT 2025



27. - 29. junij 2025 • Tolmin, Soča Valley

I feel Slovenia SOČA OUTDOOR FESTIVAL

The privilege of living, running and working in such a beautiful environment is something we never take for granted. We feel a responsibility to protect its delicate balance – a responsibility towards the local community, towards nature and, ultimately, towards the runners who take part in our event.
We want them to embrace this same sense of responsibility – or, more precisely, care. But this cannot be expressed in just a few words. It takes a deeper impulse, effort and time. When all these elements come together, when a runner feels the Soča River, its flow, its energy, and experiences themselves as a small yet meaningful part of this magic, a new seed is planted.

This is why we see organising a sporting event as part of our mission. Through the Soča Outdoor Festival, we:

- promote a healthy and active lifestyle,
- bring outdoor sports closer to runners of all generations and fitness levels,
- protect and develop the local environment through responsible and sustainable practices,
- create an experience that makes people want to return – just as we naturally return to the places where we feel good. For some, it is the mountains; for others, the sea; and for others still – Sotočje.

For all these reasons, please believe us when we say that our event is about much more than testing strength and endurance. Our community inspires and encourages one another. And in the end, we are all better for it – as individuals and as a community. Through the innovation, dedication and passion of our team, we strive to set new standards in the world of outdoor running events.

Last year, we received the Good Events certification, becoming the first event in Slovenia – and the first sporting event in Slovenia – to receive this certification. It recognises our responsible approach to the natural environment, our systematic efforts to reduce waste, our focus on efficient energy use, our active support for the local community and local providers, and our commitment to creating an inclusive event that is accessible to everyone.

To our partners, volunteers, participants, local community and everyone else who contributes to the event – thank you for supporting our work and for helping us create the Soča Outdoor Festival together.

The Soča Outdoor Festival Team

I feel Slovenia Soča Outdoor Festival 2025

IN NUMBERS

2649 RUNNERS

5.000 VISITORS

RUNNERS FROM
33
COUNTRIES

10 SPONSORS

TRAIL RUN
49% WOMEN
51% MEN

57% LOCAL COMPETITORS
43% FOREIGN COMPETITORS

9 SPORTS DISCIPLINES

OLDEST COMPETITOR 76 let
YOUNGEST COMPETITOR 7 let



ACTION PLAN

2025

Delivering a sustainable event is a responsible task that requires thorough planning and coordination to achieve the set objectives. Each year, we prepare a dedicated Action Plan outlining measures to reduce the event's negative environmental impacts and strengthen its positive effects on the local community. In addition to the activities introduced in previous years, the Action Plan for the I feel Slovenia Soča Outdoor Festival 2025 set out the following objectives:

AREA 1: ENVIRONMENT

- Change to the Saturday race routes to improve the flow of participants through the Tolmin Gorges – reversing the direction of the 25 km, 35 km and 50 km routes.
- Donation Station – an initiative for exchanging well-preserved sports equipment and clothing.
- Optimisation of procurement – based on analyses of food and beverage consumption at aid stations, procurement will be optimised with the aim of minimising leftovers.
- Campsite improvements – setting up an eco-point and preparing more detailed guidelines and information regarding arrivals, waste management, etc.

AREA 2: PEOPLE

- Introduction of a policy for athletes with disabilities (free race entry for a companion).
- Pregnancy policy (transfer of race entries for pregnant participants and their partners) and availability of hygiene products at aid stations.
- Introduction of Nordic walking on the 5 km and 10 km routes.
- Running club with the highest total number of kilometres completed.

AREA 3: LOCAL COMMUNITY

- Obtaining the Good Events sustainability certification.
- Fundraising to support the local community – donation to VDC Tolmin.
- Monitoring participant satisfaction and the festival's economic impact on the destination through a survey, while encouraging longer stays in the Soča Valley through a guide, information, a range of accompanying activities and a programme extending throughout the week leading up to the Soča Outdoor Festival.
- Free race entries for local institutions: Tolmin Mountain Rescue Service, Tolmin Volunteer Fire Brigade, Tolmin Community Health Centre, the police, Komunala Tolmin, the Administrative Unit, Tolmin Municipality and Soča Valley Tourism.



1 - ENVIRONMENT

Reversing the Saturday race routes - 25 km, 35km and 50 km

We reversed the 25 km, 35 km and 50 km routes, creating a completely new dynamic and a different sequence of climbs. With this change, runners tackle the most demanding climb right at the beginning, when they still have the most energy, while the route first takes them through the Tolmin Gorges. As the runners pass through the gorges in the early morning hours, we effectively avoid crowds and minimise disruption to other visitors. This logistical adjustment provides a better experience for both runners and the local tourism sector, allowing tourism activities to continue smoothly.

Campsite management

At the campsite, we pay particular attention to cleanliness and tidiness by setting up a dedicated waste-sorting area to ensure proper separation of waste. To make guests' stay as smooth as possible, we provide detailed guidelines covering all key information, including arrivals, waste management rules and campsite regulations. This organisation ensures a pleasant stay while also helping us leave the environment clean and undisturbed after the event.

Procurement optimisation

Based on detailed analyses of food and beverage consumption at aid stations in previous years, we continuously optimise procurement to better match quantities to actual needs. Our goal is to minimise leftovers and prevent unnecessary food waste, ensuring more responsible use of resources and a more sustainable festival.

"Donation station"

Donation station = The sports clothing exchange station further enhanced the event's sustainability by promoting reuse and extending the lifespan of textiles. Participants were able to exchange sports equipment and clothing instead of purchasing new items, helping to reduce the event's textile footprint while strengthening community engagement and access to quality sports equipment.

2 – PEOPLE

Policy for people with disabilities

The event venue is accessible to people with disabilities, and an accessible toilet is always available. Companions of participants with disabilities who wish to take part in the race are offered free race entry.

We also introduced Nordic walking on the 5 km and 10 km routes, making the event accessible to a wider range of outdoor activity enthusiasts. This enabled participants who prefer a less intensive yet highly effective form of exercise, which is gentle on the joints and suitable for all generations, to join the event.



3 – INCLUSION AND LOCAL COMMUNITY

Monitoring the Economic Impact on the Local Community

Monitoring the festival's economic impact is a key part of our work, helping us ensure that the event contributes directly to the local economy of the Soča Valley. We actively encourage visitor flows that benefit local providers, from accommodation providers to restaurants and other tourism businesses. To obtain a realistic picture of the festival's economic impact, we ask runners immediately after the race about their spending and length of stay through a survey. We then analyse the collected data to assess how the value generated by the festival benefits the local community. This enables us to further develop the festival in a way that creates lasting benefits for the entire destination.

Fundraising for VDC Tolmin

Each year, we raise funds for a selected local institution. This year, donations supported VDC Tolmin. During registration, runners had the opportunity to contribute any amount, with a total of €568 raised. All funds were donated to support quality leisure activities for VDC Tolmin users, including trips, holidays and similar programmes.



GOOD EVENTS CERTIFICATE

We are proud holders of the Good Events certificate.

GOOD EVENTS
SILVER
2025

What is Good Events?

The Good Events certification, awarded by Green Destinations, is designed for events that prioritise environmental responsibility, active community engagement and sustainable management. The certification covers 10 key themes and 35 criteria used to assess an event's measures, objectives and sustainability practices.
Events that achieve at least the Bronze level can demonstrate their commitment to sustainable practices by minimising their environmental impact while strengthening positive social and economic effects. The certification scheme enables destinations and event organisers to communicate their sustainability efforts clearly through the certification mark, both before and during the event, provided that the required criteria are met. The Good Events certification is intended for festivals, conferences and other community events.



Ready to flow?