

inviting its visitors to read the “My Guide to be a Donostiarra (True Local)”, San Sebastian is inviting the locals to participate in keeping the city a sustainable destination and ensuring that the responsibility for this is a shared commitment by all. The guide comprises 6 best practices for visitors to follow while they are staying in or visiting the city and range from inviting visitors to learning the language with some quick and easy phrases to encouraging the use of public transport while in San Sebastian.

Find out more at: <https://www.sansebastianturismoa.eus/en/come/quality-destination>

#### **4.2.2.3 Sustainable shopping; Maribor; Szczecin; Genoa**

**Zero waste shopping policy by ‘Zelena Japka’; Maribor:** Zelena Japka (Green Japka) store is the first store without plastic packaging and a zero-waste store in Maribor. Opened in 2019, it is the first store operating under the brand Kupujem odgovorno which raises consumer awareness and encourages them to make socially responsible purchases. Zelena Japka offers a range of carefully selected products that are friendly to humans, animals and nature. In addition to being free of plastic packaging, the products and raw materials are distinguished by the fact that they are organic, produced on the principle of fair trade, are free of palm oil, do not contain animal products and are not tested on animals.

Find out more at: <https://www.visitmaribor.si/en/discover/maribor-green-destination/> and <https://www.visitmaribor.si/si/informacije/druga-informacije/10101->

**Local Branding for global recognition; Szczecin:** Since 2018, the brand “Made in Szczecin” has been awarded by the City of Szczecin to the original products or services that show high quality while portraying the city in a positive light and are produced or offered by the business owners from the Szczecin Metropolitan Area. The brand's goals are as follows: Promoting creative, economic, pro-investment and innovative projects in Szczecin; Strengthening Szczecin's identity and building a positive image of the city and the tourist brand; Strengthening Szczecin's image as an attractive tourist destination; Increasing in the quality of products and services offered in Szczecin; Promoting the city, as well as its entrepreneurs and institutions; Increasing in the loyalty of customers, both citizens and tourists, to local products and services.

Find out more at: <https://www.madeinszczecin.pl>