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PRESS RELEASE

Four new Promises for the Planet: GEN-I once again supports sustainability projects by Slovenian organisations

Ljubljana, 5 November 2026 - As part of this year's Promise for the Planet sustainability call, GEN-I selected and supported four projects that use innovative and inclusive solutions to promote nature conservation, the responsible use of resources and the circular economy, while strengthening environmental awareness and social inclusion.

This year marked the third consecutive edition of the Promise for the Planet call. From more than 70 submitted projects, GEN-I's expert committee selected four initiatives that offer practical solutions to help protect the environment, promote the responsible use of resources and improve quality of life.

With GEN-I's support, the selected projects will be implemented by the following Slovenian organisations:

- **Zavod Obilje: Vermistolp: Using Earthworms to Improve the Fertility of Vegetable Beds** – The project presents an innovative solution for processing garden and kitchen waste using composting earthworms. It promotes sustainable gardening, reduces waste and raises environmental awareness. The solution is designed for primary schools, home gardeners and the wider public.
- **Jezerski hram: Jezerkova misija: VARUJEM** – An interactive educational programme that encourages children, families and other visitors to the Lake Cerknica Museum to protect nature, water and other natural resources through hands-on experiences, play and exploration, while raising awareness of the importance of preserving Lake Cerknica.
- **KNOF: KNOFtex** – Primarily aimed at companies, the public sector and industry, the project develops acoustic panels from waste textiles, transforming discarded materials into high-quality products for interior spaces. In doing so, it reduces the carbon footprint and promotes the circular economy and responsible use of resources.
- **Rdeči križ Slovenije – Zveza združenj: Oasis of Coolness: A Green Transformation of Children's Living Environment** – The project improves living conditions for children at the Rdeči križ Slovenije Youth Health and Summer Resort Debeli Rtič Resort through energy-efficient cooling solutions, greening indoor and outdoor spaces and interactive content designed to raise awareness of climate change.

"The Promise for the Planet call for proposals reflects our responsibility towards the environment and the society in which we operate. Through the initiative, we support organisations that recognise concrete challenges in their communities and address them with knowledge, commitment and innovation. The selected projects demonstrate that sustainability is not a distant goal, but something we build through our actions. At GEN-I, we are honoured and proud to help create positive stories together with organisations that share our vision of a more sustainable future," said **Jure Soklič, MSc, President of the Management Board**, at the conclusion of the call.

"We are extremely pleased and proud that GEN-I's expert committee recognised the sustainability potential of Zavod Obilje's project and its significant contribution to the environment and society. Being selected in the Promise for the Planet call for proposals confirms that we are taking the right steps towards a greener and more self-sufficient future," **Zavod Obilje** commented on receiving the award.

At **Jezerski hram**, they emphasised that GEN-I's support represents important recognition of their long-standing work in connecting natural and cultural heritage, education, responsible visits to natural areas and sustainable practices. *"Through the project, we primarily want to show children, school groups and families that everyone can contribute through their actions to protecting water, nature, heritage and the spaces we share, including for future generations,"* they added.

At **KNOF**, they highlighted that the award provides additional encouragement to continue developing sustainable solutions. *"With GEN-I's support, we will be able to more easily carry out testing and certification of our innovative KNOFtex recycled insulation, making it accessible to everyone looking for environmentally friendly, efficient and less toxic insulation materials for homes, offices or public buildings,"* they explained.

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Rdeči križ Slovenije – Zveza združenj sees its selection as recognition of its efforts to improve children's living conditions, protect the environment and adapt to climate change. *"With the funding received, we will create a more pleasant and climate-resilient environment. Going forward, we will continue to use green solutions and environmental education to support the well-being of current and future generations of children."*

With this year's selection, GEN-I continues to support projects that put sustainable solutions into practice and create tangible benefits for the environment and local communities. We look forward to following the implementation of the selected projects and keeping the public informed about their progress and achievements.

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