

GEN-I are again offering 100,000 euros' worth of support for great sustainable development projects

Ljubljana, 24 October 2025 – For the second year in a row, GEN-I have held a competition to find the most promising sustainable development projects.

A total of 100,000 euros of financial support has been awarded to the winners, all of whose projects will help shape the green future and have a positive impact on society and the environment. The Promise for the Planet competition, now in its second year, attracted 62 applications. Four were chosen as standing out from the rest in terms of their positive impact, and their awareness that sustainability goes beyond mere concern for the environment.

- **Novo Mesto Caving Club: PROTEctUS** (40,000 euros awarded): Cleaning and securing cave habitats to protect the black olm and Bela Krajina's most important water source
- **PLANTMAMA d.o.o.: Elixir** (30,000 euros awarded): Breakthrough plasma solution for sustainable solar-powered farming
- **Ljubljana Cycling Network: Bicycle Library** (20,000 euros awarded): Network of bike rental services for children from socially deprived environments, migrants and older people
- **Zavod BETA – Inštitut za razvoj družbe (Institute for Social Development): GEN-I Solar House** (10,000 euros awarded): Educational house designed to raise awareness of sustainable energy consumption, and to teach visitors about how electricity is produced, consumed and distributed

"This competition is not merely a project – it is an expression of our common responsibility and our desire to give something back to society. We came up with the idea because we are keen to support the best sustainable development ideas. It gives us great pleasure and honour to open the door, for the second year in a row, to projects that prove that, with a little dedication, knowledge and creativity, we can leave an impression, not a footprint. Today, we are here to reward those who are already realising that ambition," said **President of the GEN-I Management Board Maks Helbl** at the final event to select the winning projects. He also thanked everyone who had taken part.

"At Novo Mesto Caving Club, we immediately saw in the Promise for the Planet competition an opportunity to use the PROTEctUS project to consolidate our many years of environmental activism. News of our selection reached us just as we were carrying out some underground research. We are delighted and very proud to be able to carry out extensive clean-up campaigns with the support of the competition, and to therefore take an important step towards protecting

the habitat of the black olm and improve the quality of the drinking water in Bela Krajina. This will contribute to the sustainable conservation of the karst underground, and bolster the environmental awareness of future generations,” said representatives from **Novo Mesto Caving Club**, which is one of the biggest and most active caving groups in Slovenia, and has been researching and protecting the underground world of Dolenjska and Bela Krajina for more than 60 years.

PLANTMAMA d.o.o., a company that develops biotechnical products, reacted with delight to their win. *“We are very happy that GEN-I are investing in our common future and that they are able to recognise groundbreaking projects like ours from the outset. The funds from this competition will enable us to develop new technologies with the potential to radically change the future of food production, thereby improving the quality of our lives and the way in which we care for the environment.”*

Ljubljana Cycling Network, which aims to improve the status of and conditions for cycling in Slovenia’s capital city, had this to say about the support they will be receiving from GEN-I: *“We accepted GEN-I’s challenge with enthusiasm, and decided to apply to the Promise for the Planet competition because it is one of the rare competitions, if not the only one, in which a Slovenian company offers support to sustainable development projects. We are honoured and proud to have the value of the Bicycle Library project recognised – a project that stresses the importance of sustainable mobility and empowers vulnerable groups in our society. Since sustainable mobility remains the biggest challenge facing Slovenia as it endeavours to achieve its climate targets, we will continue to make efforts to consolidate our experience and steer our project in new directions.”*

Zavod BETA, whose activities focus on improving quality of life, summed up their experience of taking part in the competition: *“We applied to the Promise for the Planet competition because we believe that the GEN-I house project can bring children and young people closer to understanding the importance of sustainable living, and do so in a practical and fun way. The process of applying and taking part was, in itself, a valuable experience, as it prompted us to think more carefully about the impact our activities have on the environment. We were extremely happy and proud to learn that our application had been successful, as it confirms to us that we are on the right path and gives us that extra motivation to continue our work.”*

GEN-I launched its first sustainable development competition last year, 15 years after the company first gave households and small businesses the chance to choose innovative and affordable electricity supply. Our aim in promoting sustainable development projects is to keep our planet green, vibrant and full of opportunities for generations to come.

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