

This thesis focuses on the approach of Slovenia to the promotion of the state abroad. It is a small country with two million inhabitants, suffering from poor visibility and being confused with Slovakia. Slovenia has decided to change this by creating a national brand. Positive perception of a country contributes to economic development of the state. It is also an ideal means by which small states can maximise their influence in the international arena. The thesis describes the gradual development of the national brand and its implementation. The thesis also describes the institutional background, the work being coordinated by the Government Office for Communication. Slovenia has succeeded in creating the brand of a green country with a quality of life for all.

For a national brand to be successful, it must be based on real national priorities. In the case of Slovenia, ecology is also part of its domestic and foreign policy priorities. The monitored indicators show that Slovenia's environmental performance varies in different areas. In some areas Slovenia is a leader in the EU, in others, for example in transport, its performance is below average. The work concludes that the label is based on real foundations because some part of environmental policy is effective.