

21st

European Week of Regions and Cities

Thriving Regions, Stronger Europe



9-12
October
2023

#EURegionsWeek



GREEN TOURISM AND HERITAGE THROUGH STRATEGIC PROJECTS ADRIONCYCLETOUR, KRAS-CARSO II, POSEIDONE

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WELCOME!
BENVENUTI!
DOBRODOŠLI!

#EURegionsWeek

Bruxelles, October 11th 2023

Interreg
Italia-Slovenija



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Barbara Zilli

*Regional Councilor for Finance of the Friuli
Venezia Giulia Autonomous Region*

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Laura Comelli

*Managing Authority of the Interreg VI-A
Italy-Slovenia Programme*

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INTERREG VI-A ITALY-SLOVENIA

"ENHANCING CROSS-BORDER COOPERATION FOR IMPROVING THE QUALITY OF LIFE OF POPULATION, PRESERVING AND PROMOTING CULTURAL AND NATURAL HERITAGE AND ENHANCING THE CLIMATE NEUTRALITY OF THE PROGRAMME AREA THROUGH SUSTAINABLE, INNOVATIVE AND INCLUSIVE GROWTH."

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70 MLN
ERDF CONTRIBUTION

139
PROJECT
BENEFICIARIES

28
PROJECTS
FINANCED SO FAR

3 MLN
POPULATION OF THE
PROGRAMME AREA



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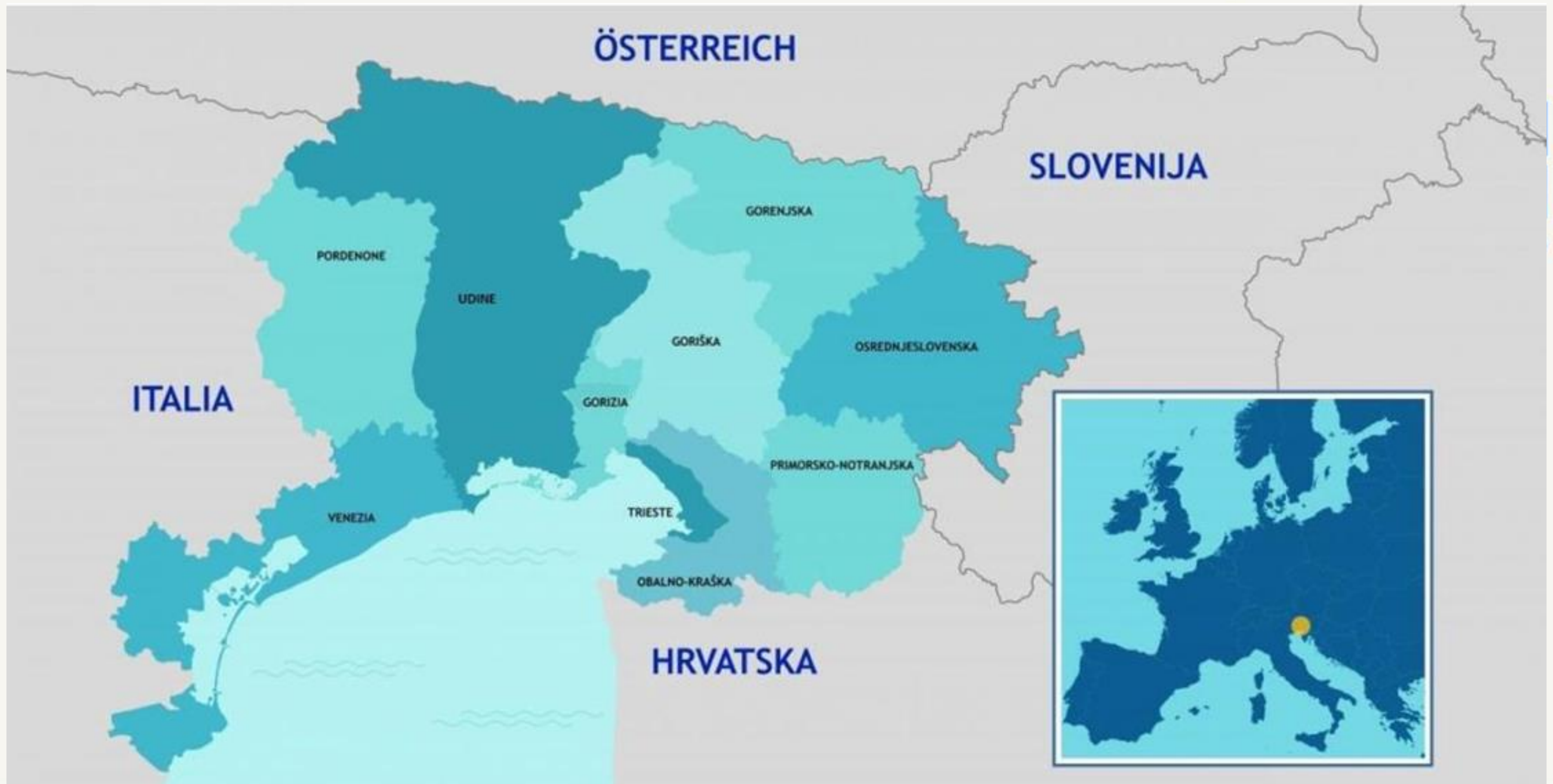
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3 PROJECTS

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WITH ONE GOAL:

THE CREATION OF A JOINT TOURISM PRODUCT

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Aleš Vodičar

Director, Development agency of the Karst and Brkini, Ltd.

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Andrea Pio di Leo

Project manager, VeGAL - GAL Venezia Orientale

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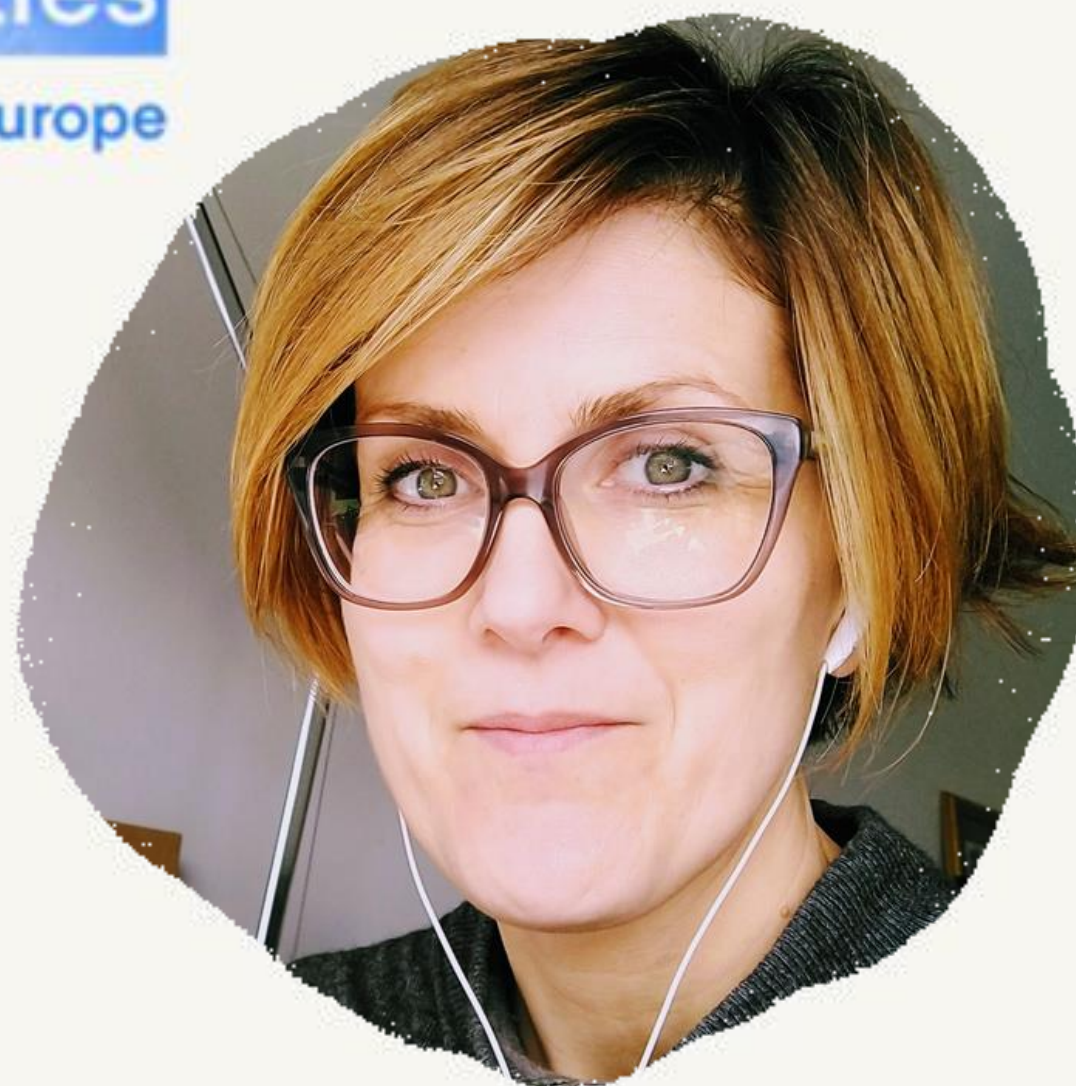


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Silvia Bianchet

Project manager, Friuli Venezia Giulia Autonomous Region

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ICEBREAKER QUESTION



Go to slido.com and enter the event code:
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ICEBREAKER QUESTION



The Kras Carso II project area is renowned for its magnificent underground caves. On the Slovenian side, the Vilenica cave is open for visitors, being the oldest tourist cave in Europe. In which year was first opened to visitors?



The Kras Carso II project area is renowned for its magnificent underground caves. On the Slovenian side, the Vilenica cave is open for visitors, being the oldest tourist cave in Europe. In which year was first opened to visitors?

1633 (390 years ago) ✓



1725 (298 years ago)



1810 (213 years ago)



Join at
slido.com
#23528

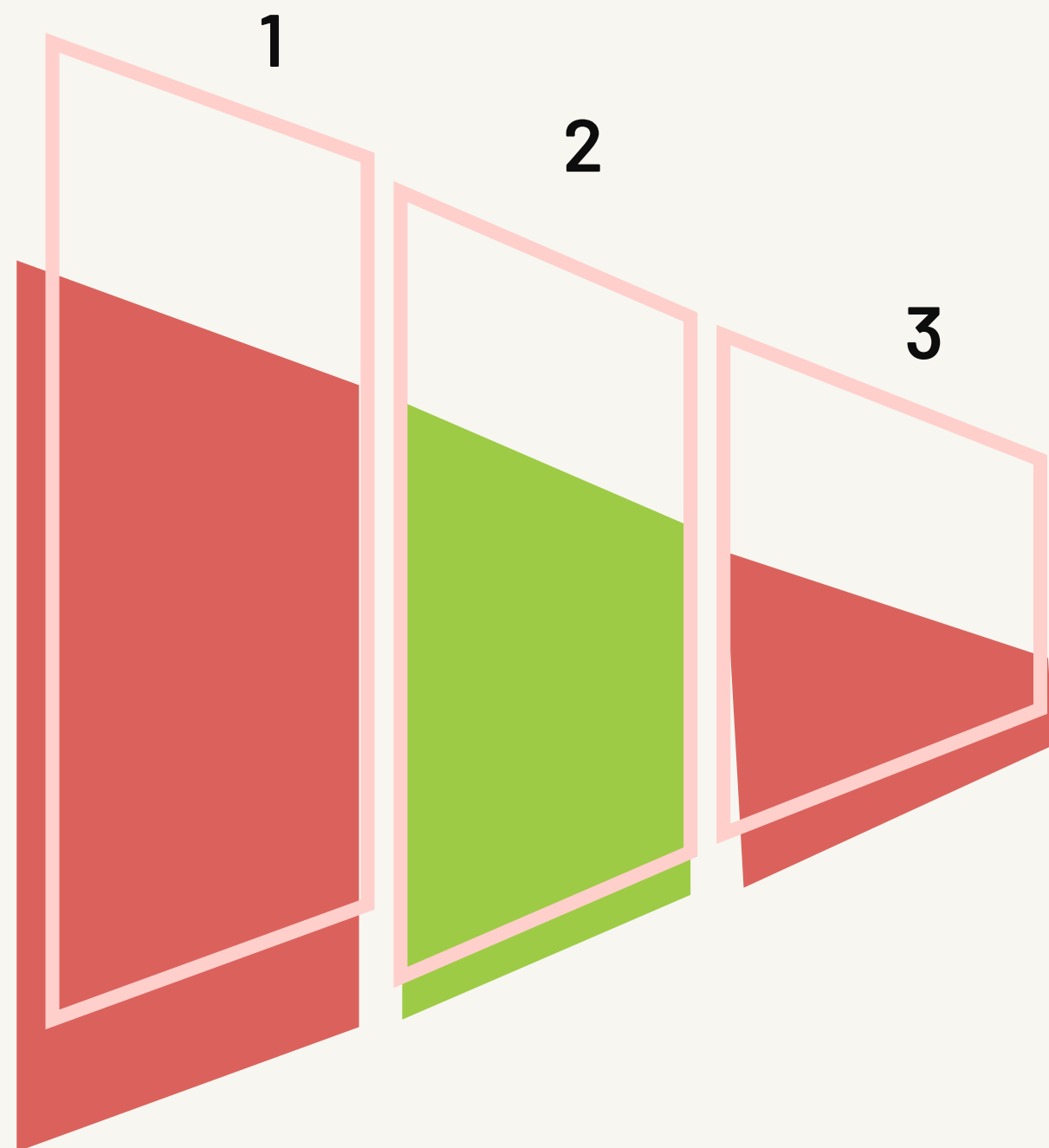




Holiday in Vilenica
European Geopark Weeks



3 PROJECTS WITH 1 GOAL:



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CROSS-BORDER
TOURISM PRODUCT

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TOURISM



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EXPERIENCE

GOOD
PRACTICES

COOPERATION

POLITICAL
STRATEGIES

JOINT
ACHIEVEMENT



EDUCATION



SCIENCE

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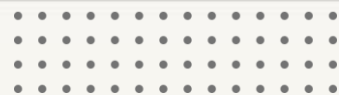
#movingITA-SLOWly

Be green – live sustainable



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BORDER EVOLUTION

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THEN



NOW

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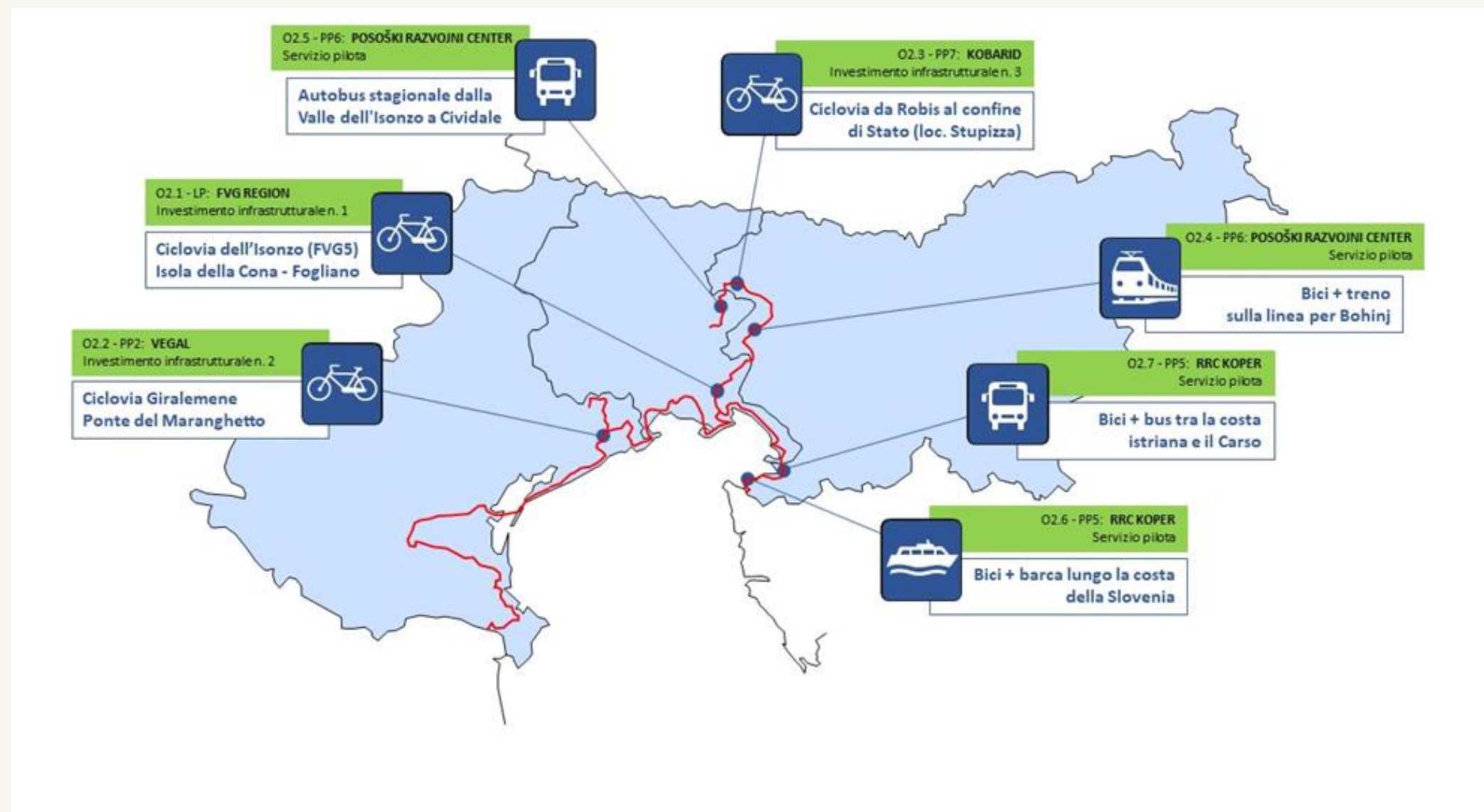


SLOW MOBILITY EVOLUTION

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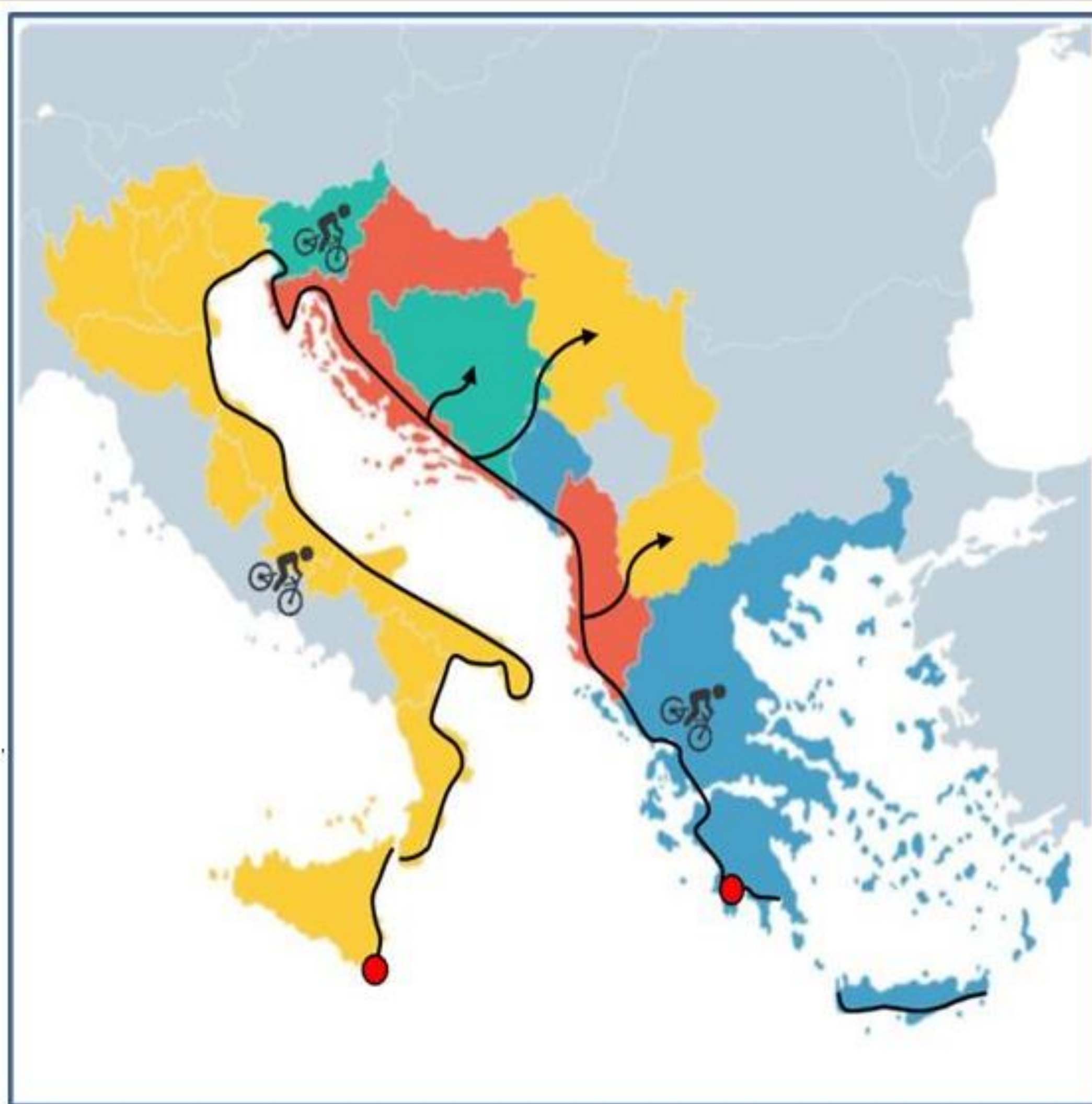
THEN



NOW

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More bikes, less cars

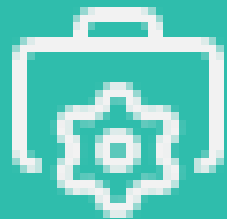


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INTERREG ITA-SLO BRANDING STRATEGY

<<MORE BIKES, LESS CARS>>



WHAT

an EXPERIENCE based on
SLOW MOBILITY MODEL,
to be done by BIKE and
INTERMODAL PUBLIC
TRANSPORT SERVICES

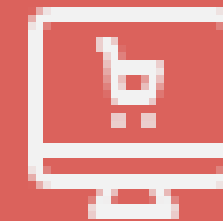
01



HOW

- ADRIATIC-IONIAN CYCLING ROUTE
- connecting the INNERMOST AREAS
- GREEN INFRASTRUCTURES
- INTERMODAL SERVICES
- diversified CROSS-BORDER TOURISM OFFER

02



WHY

to create a NETWORK of
JOINT CIRCULAR CROSS-
BORDER ROUTES connected
to at least five additional
circular routes of 500
kilometres in length

03



FINAL GOAL

the creation of a JOINT -
CROSS-BORDER -
SUSTAINABLE TOURISM
PRODUCT, able to attract a
"NEW GENERATION" of long
distance cycling travellers

04





Although it is still a work in progress, many of the challenges associated with the marketing of health care services have been identified. The following are some of the major challenges that have been identified:

- 1. **Fragmentation of services:** The health care system is highly fragmented, with many different providers and services. This makes it difficult for patients to navigate the system and find the care they need.
- 2. **Cost of care:** The cost of health care services is rising rapidly, making it difficult for many people to afford the care they need.
- 3. **Access to care:** Many people, particularly in rural and underserved areas, have difficulty accessing the care they need.
- 4. **Quality of care:** The quality of health care services varies widely, and there is a need for ways to improve and standardize care.
- 5. **Health disparities:** There are significant differences in health outcomes between different groups of people, and there is a need to address these disparities.

These challenges are complex and interconnected, and they require a coordinated effort from all stakeholders in the health care system to address them effectively.








INTERREG ITA-SLO BRANDING STRATEGY



What is the *CROSS-BORDER TOURISM PRODUCT*?

*"It represents a point for getting to know the **Italy-Slovenia cross-border area** which will become **a global MUST VISIT destination** for all those who are interested in the smart use of green and blue infrastructure."*





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Economico



GROTTA GIGANTE

Borgo Grotta Gigante 42/a, Trieste (Italy)
info@grottagigante.it - www.grottagigante.it

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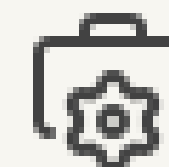
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VISION



To **explore, protect and manage the heritage** of the common territory and to ensure appropriate professional interpretation and education.

MISSION



Overcoming the competitiveness of the cross-border destination, working on the idea of a common tourism heritage to exploit.

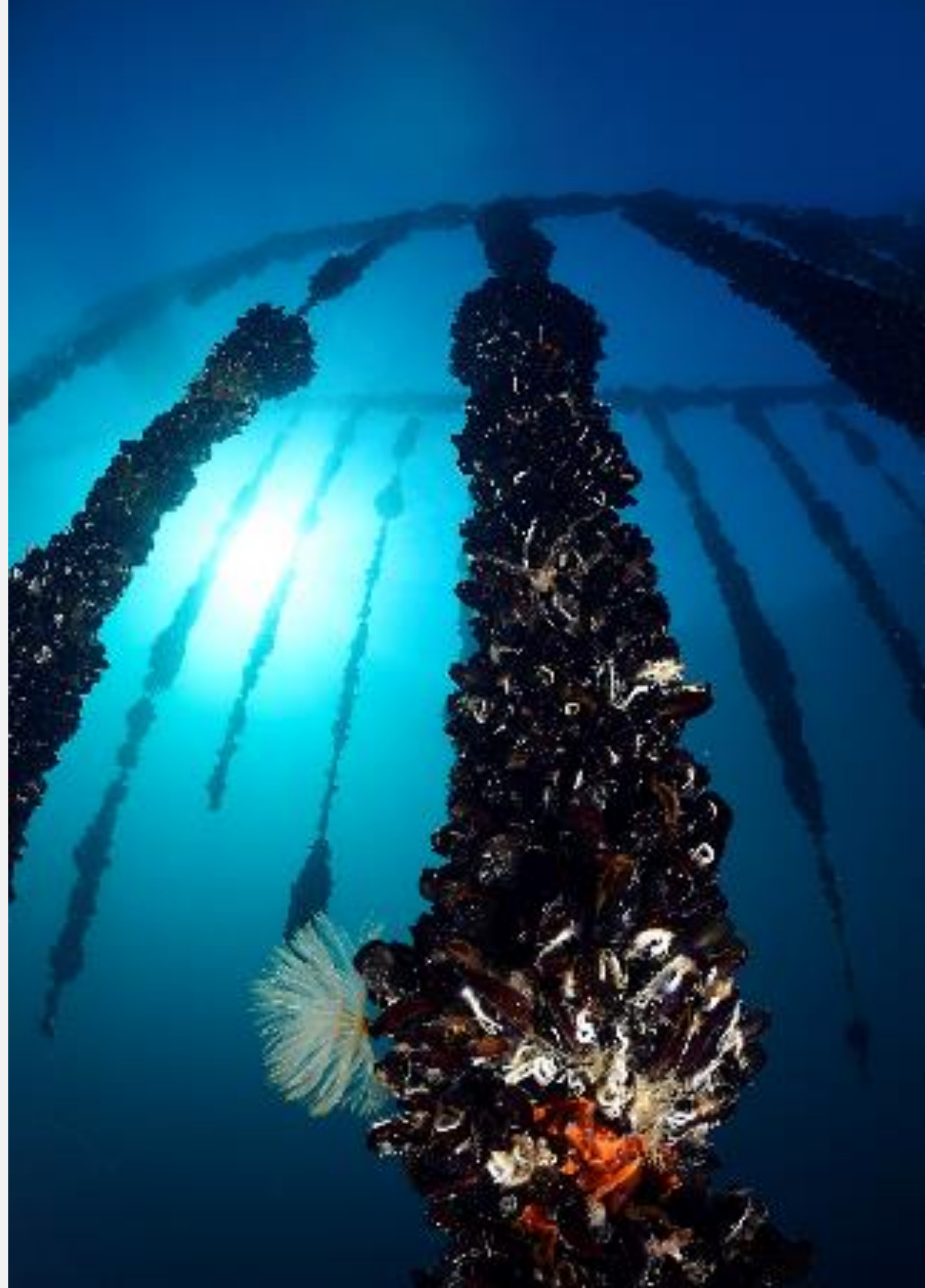




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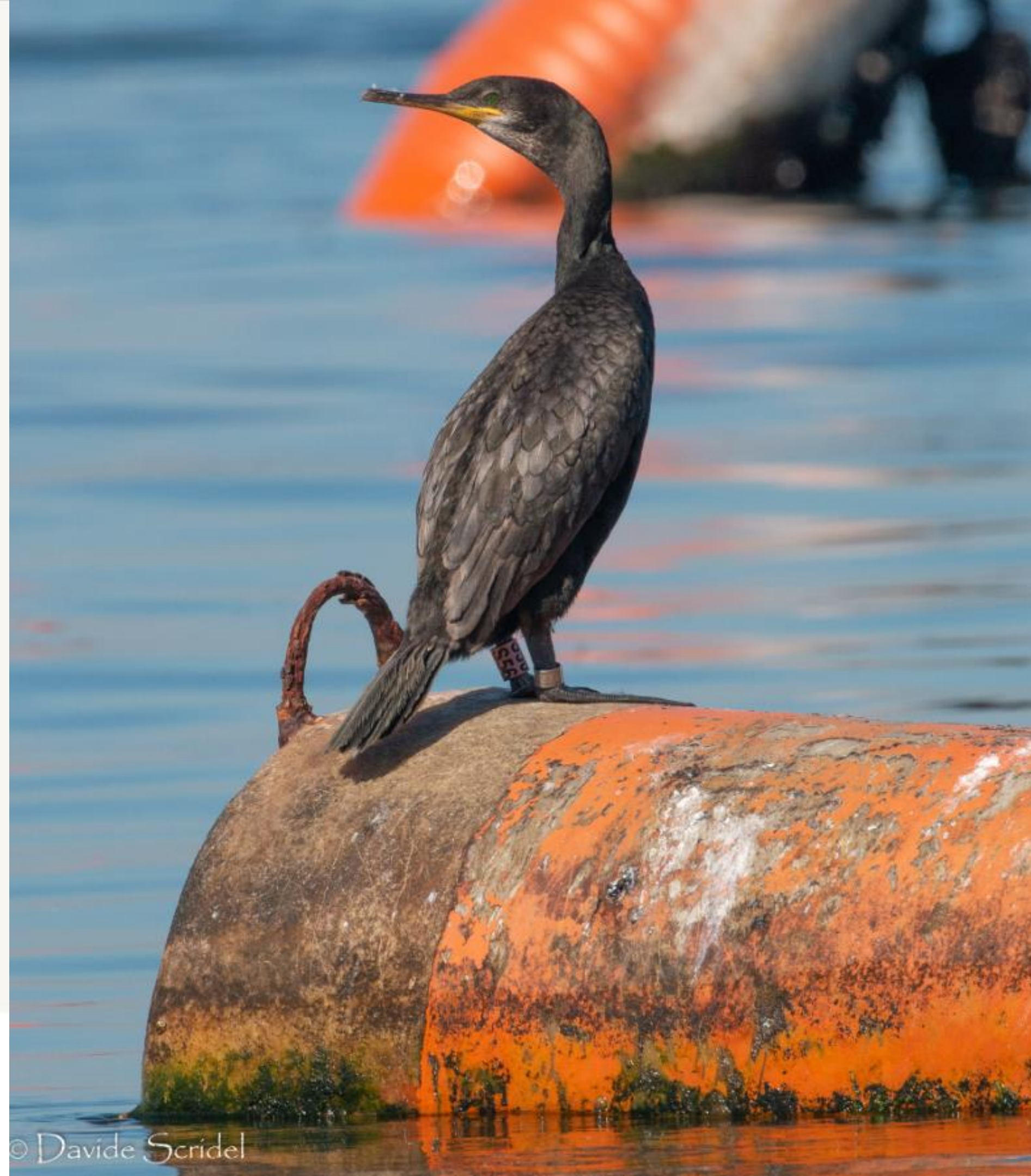
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ICEBREAKER QUESTION

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ICEBREAKER QUESTION

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Venice is famous but there are other interesting sites around it. Do you know the percentage of the Nature2000 site in the Italy - Slovenia Programme area?





Venice is famous but there are other interesting sites around it. Do you know the percentage of the Nature2000 site in the Italy – Slovenia Programme area?

41% ✓



60%



20%



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CONCRETE ACTIONS



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ADRIONCYCLETOUR



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Action 1 Improving the cross-border cycling
network

Action 2 Acknowledgment of a new
sustainable tourism approach through
people

Action 3 Fostering the idea of sustainable
tourism and mobility at institutional level

Action 1 Agriculture and tourism
awareness campaign

Action 2 Cleaning campaigns for beaches,
seabeds and rivers

Action 3 Summer schools on the protection
of the environment and species

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Kras-Carso II



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Action 1 Tourism product branding and
mobility trainings&events

Action 2 Establishment of the
EGTC Kras-Carso

Action 3 Nomination of the Kras-Carso
Geopark for its inclusion on the UNESCO
Global Geoparks List.













CONCRETE ACTIONS



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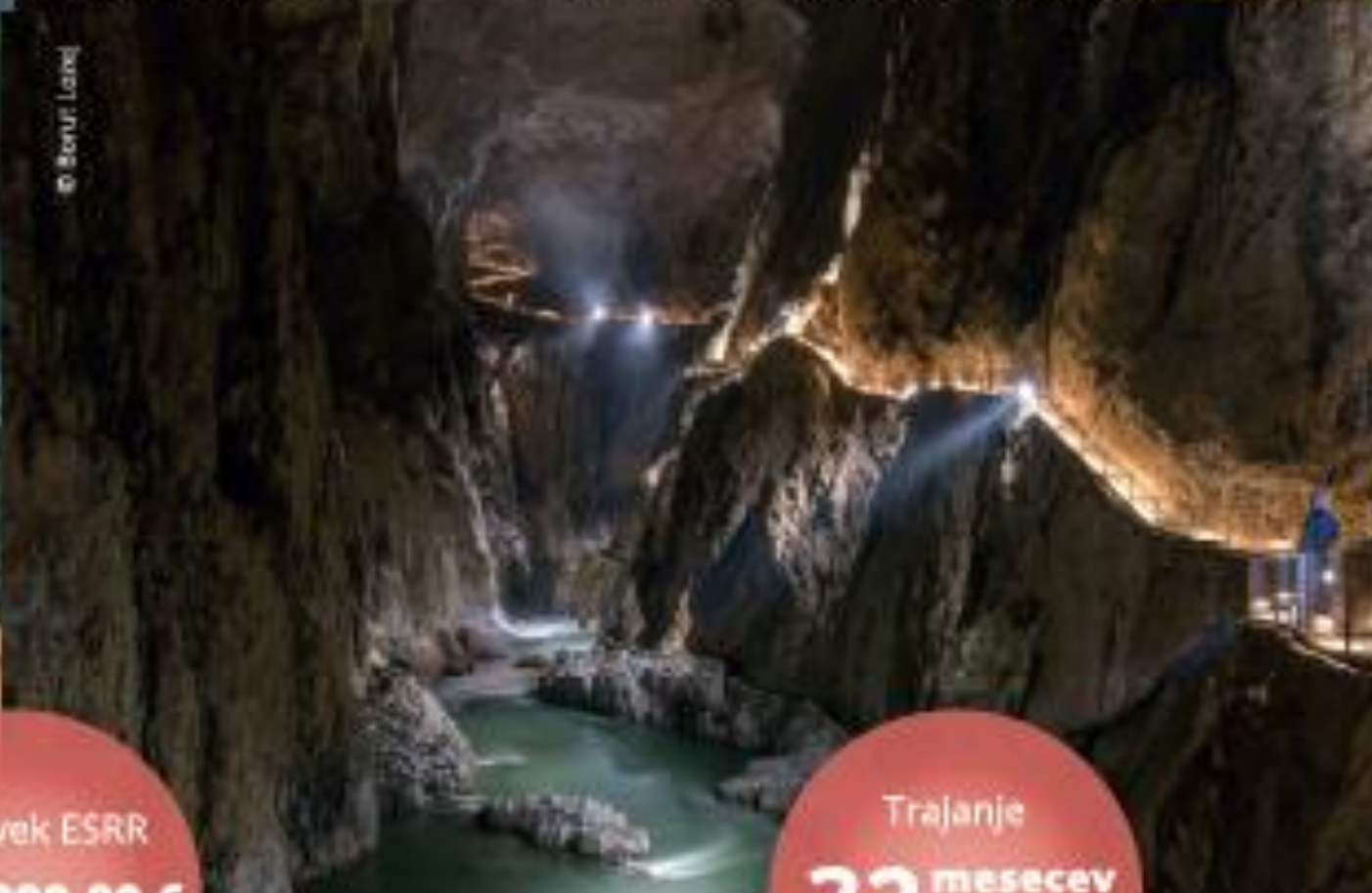


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Celotni znesek
4.375.000,00 €
Budget totale

Prispevek ESRR
3.500.000,00 €
Contributo FESR

Trajanje
32 mesecev
mesi
Durata

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GEOPARK KRAS-CARSO IL GEOPARCO KRAS-CARSO THE KRAS-CARSO GEOPARK

Kras, ta edinstven svet, ki se na severovzhodnem robu Italije dviga nad Tržaškim zalivom in se v Sloveniji kot planota mehko naslanja na rob Dinarskega sveta, je čudovita zakladnica številnih naravnih pojavov in življenjskih oblik.



Kras je edinstven tudi zato, ker se je prav na tej planoti pred dvema stoletjema začelo znanstveno preučevanje kraške pokrajine in opisovanje njenih pojavov. Krasoslovju kot vedi in raziskanim kraškim pojavom je planota Kras, imenovana tudi Matični Kras, dala svoje ime. Odkrijte čudoviti podzemni svet Krasa in se naučite barv, ki jih v vseh letnih časih slika biotska raznovrstnost. Pod tem čudovitim ogrinjalom pa se skriva še bolj vznemirljiva geološka pestrost, ki vam bo razkrila zgodbo o »domovini krasa«.



Il Carso, questo mondo unico che si erge sopra il Golfo di Trieste all'estremità nord-orientale dell'Italia e si adagia dolcemente sotto forma di altopiano ai margini del mondo dinarico in Slovenia, è un meraviglioso scrigno contenente molti fenomeni naturali e forme di vita. Il Carso è unico anche perché è su questo altopiano che due secoli fa è iniziato lo studio scientifico del paesaggio carsico e la

descrizione dei suoi fenomeni. L'altopiano carsico, chiamato anche Carso Classico, ha dato il nome alla carsologia come scienza e ai fenomeni carsici oggetto di studio. Venite a scoprire il meraviglioso mondo sotterraneo del Carso e godetevi i colori che la biodiversità dipinge in tutte le stagioni. Sotto questo bellissimo manto si nasconde una diversità geologica ancora più emozionante che vi svelerà la storia della "patria del Carso".



Karst, this unique world that rises above the Gulf of Trieste on the northeastern edge of Italy and gently rests as a plateau on the edge of the Dinaric world in Slovenia, is a wonderful treasure trove of many natural phenomena and life forms.



The Karst is also unique because it was on this plateau that the scientific study of the karst landscape and the description of its phenomena began two centuries ago. The Karst plateau, also called Classical Karst, gave its name to karstology as a science and to the karst phenomena that were studied from those days onwards. Discover the wonderful underground world of the Karst and enjoy the colors that biodiversity paints in all seasons of the year. Beneath this beautiful cloak lies an even more exciting geological diversity that will reveal to you the story of the "Karst homeland".



www.karst-geopark.eu



MILESTONE MAP

**JULY
2023**

Cooperation of 3
strategic projects
for the creation of
the Italy-Slovenia
TOURISM
BRANDING
STRATEGY

**OCTOBER
2023**

Presentation of
the concept
product at the
EWRC

**JANUARY
2024**

Further research
for strengthening
the branding
strategy process
based on first
projects' results

**AUGUST
2024**

Global
implementation of
the CROSS-
BORDER TOURISM
PRODUCT based
on wider projects'
results

**DECEMBER
2024**

Creation of a
dedicated
communication
plan providing
digital tools and
social campaigns

**JUNE
2025**

Final targeting for
spreading the
FINAL JOINT
CROSS-BORDER
PRODUCT and its
results to the
public

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Do you know how many kilometres of cycle paths will be built in Friuli Venezia Giulia region?

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Do you know how many kilometres of cycle paths will be built in Friuli Venezia Giulia region?

1.300 km ✓



500 km



3.000 km



QUESTION TIME

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Laura Comelli

*Managing Authority of the Interreg VI-A
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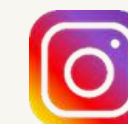
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