Riccardo Maratini
ADRIONCYCLETOUR

Davor Dobrila
CYROS

Lorenzo Castelli
SITE

Máté Deák
ICTr-CE

Monica Cribellati
SPLUGA BIANCO

OSI Interreg Italy-Slovenia:
Synergies and Complementarities Bridging Europe

Grado (GO)
16-17 April 2026

Riccardo Maratini

Consultant

Project:

ADRIONCYCLETOUR

Interreg Italia-Slovenija

Cofinanziato dall'Unione europea
Sofinancira Evropska unija

ADRIONCYCLETOUR

ACRONYM	**ADRIONCYCLETOUR**
FULL PROJECT NAME	Attuazione, nell'area del Programma, dell'idea progetto faro trasversale EUSAIR denominato "Percorso ciclabile adriatico-ionico per il turismo sostenibile – ADRIONCYCLETOUR"

BUDGET	
TOTAL	4.375.000,00 €
ERDF	**3.500.00,00 €**

PARTNERS

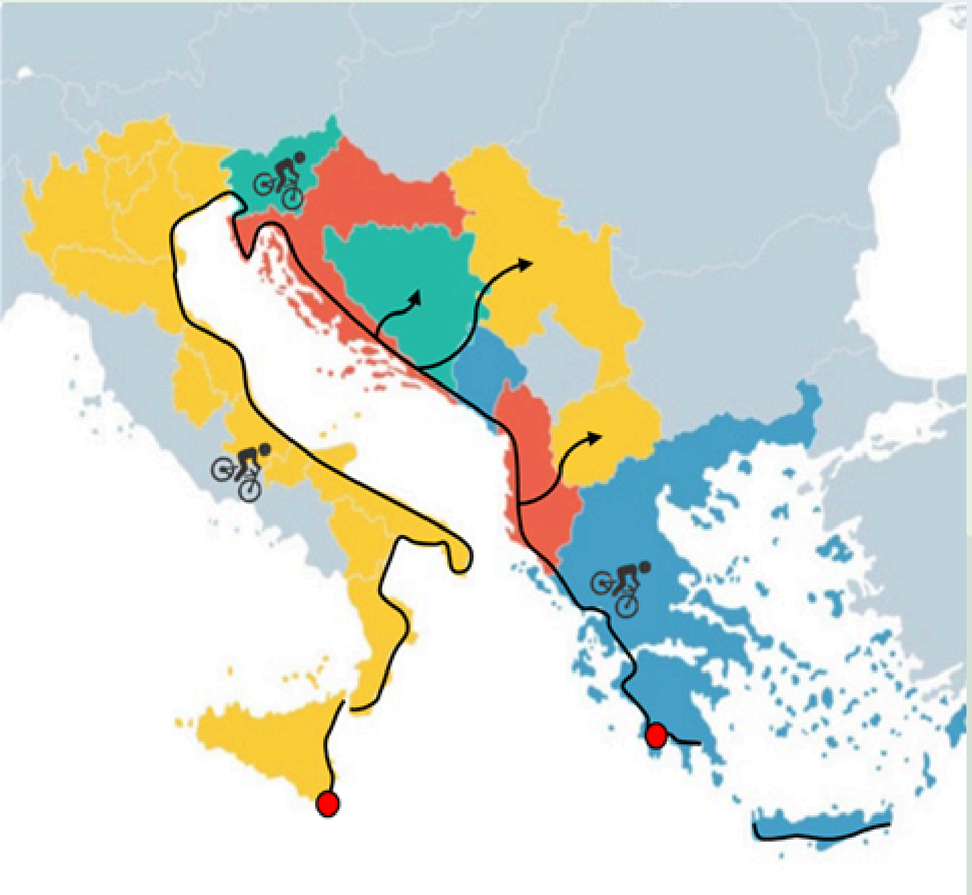
- Regione Autonoma Friuli Venezia Giulia
- GAL Venezia Orientale
- PromoTurismoFVG
- BSC, poslovno podporni center Kranj – Regionalna razvojna agencija Gorenjske
- Regionalni razvojni center Koper
- Posoški razvojni center
- Občina Kobarid

DEVELOPMENT OF THE ADRIONCYCLECYCLETOUR BASED ON A SYNERGIC AND COMPREHENSIVE APPROACH (CYROS and…)

The development of a long-distance touristic cycleway calls for a systemic/holistic approach based on synergies across:

- Difference themes ranging from cycleways infrastructures development, intermodal transport and other services for cyclists to the promotion of sustainable tourism.
- Different territorial areas, encompassing different EU Programmes, providing the different pieces of the puzzle and contributing to the accomplishment of a network of long-distance routes.

→ A unified vision supported by a web portal endowed with webGIS representations providing a shared & common basis for supporting dialogue between stakeholders from different areas and backgrounds.



A UNIFIED VISION SUPPORTED BY A WEB PORTAL ENDOWED WITH WEBGIS REPRESENTATIONS

Providing a shared & common basis for supporting dialogue between stakeholders from different areas and backgrounds

Linking the local pilots with the cross-border, transnational and macroregional dimensions

ADRIONCYCLETOUR PORTAL

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16-17 April 2026

Davor Dobrila

Senior expertassociate for international project

Project:

CYROS

Interreg

Co-funded by the European Union

Italy – Croatia

CYROS

ACRONYM	CYROS
FULL PROJECT NAME	Implementation, in the Programme area, of the EUSAIR flagship and crosspillar project idea Adriatic Ionian CYcle ROute for Sustainable tourism

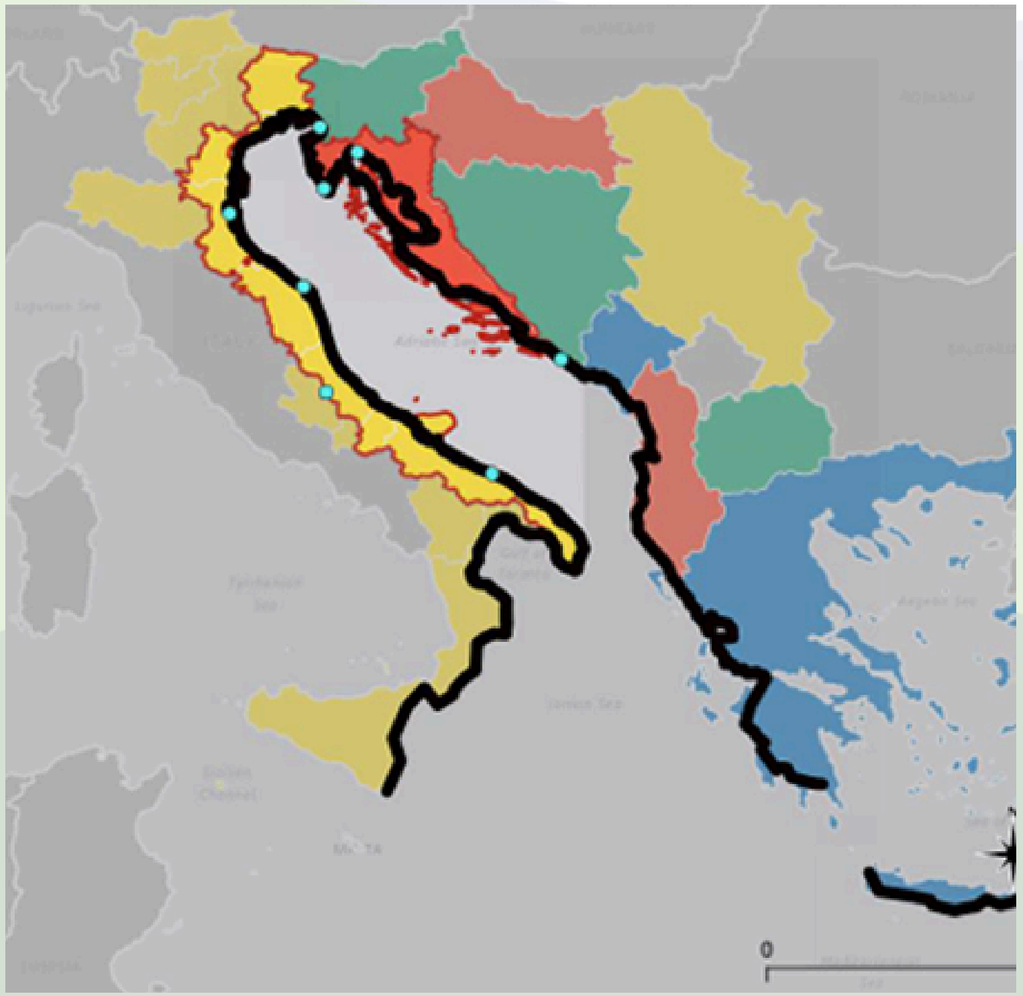
BUDGET	
TOTAL	2.750.000,00 €
ERDF	**2.200.000,00 €**

PARTNERS

- Regione autonoma Friuli Venezia Giulia
- Regione Marche
- Regione Abruzzo
- Istituto sui trasporti e la logistica (ITL)
- Istarska županija
- Primorsko-goranska županija
- Dubrovačko-neretvanska županija

Upgradingthecross-bordercycling network

The main aim of the activity is contributing, in the Programme area, to the completion of the ADRIATIC IONIAN Cycle Route, taking into account both the coastal cycle route and the main cycle connections to the inland areas. Therefore, the activity includes cycle infrastructures planning and designing referred to three cycling axis: Trieste – Lignano – Venezia in FVG Region; Adriatic cycle path in Apulia Region; coastal cycle path in Istria Region. Additionally, in mapping the ADRIATIC-IONIAN Cycle Route in the Programme area, in support of EUSAIR, the activity provides its contribution for inserting the entire ADRIATIC-IONIAN Cycle Route in the EuroVelo network, in agreement with TSG2 and TSG5 of EUSAIR. All project partners are involved, under the coordination of the Lead partner, in mapping the Adriatic-Ionian cycle route in their territory of competence.



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Lorenzo Castelli

University professor

Project:

SITE

SITE

Interreg Italy – Croatia

Co-funded by the European Union

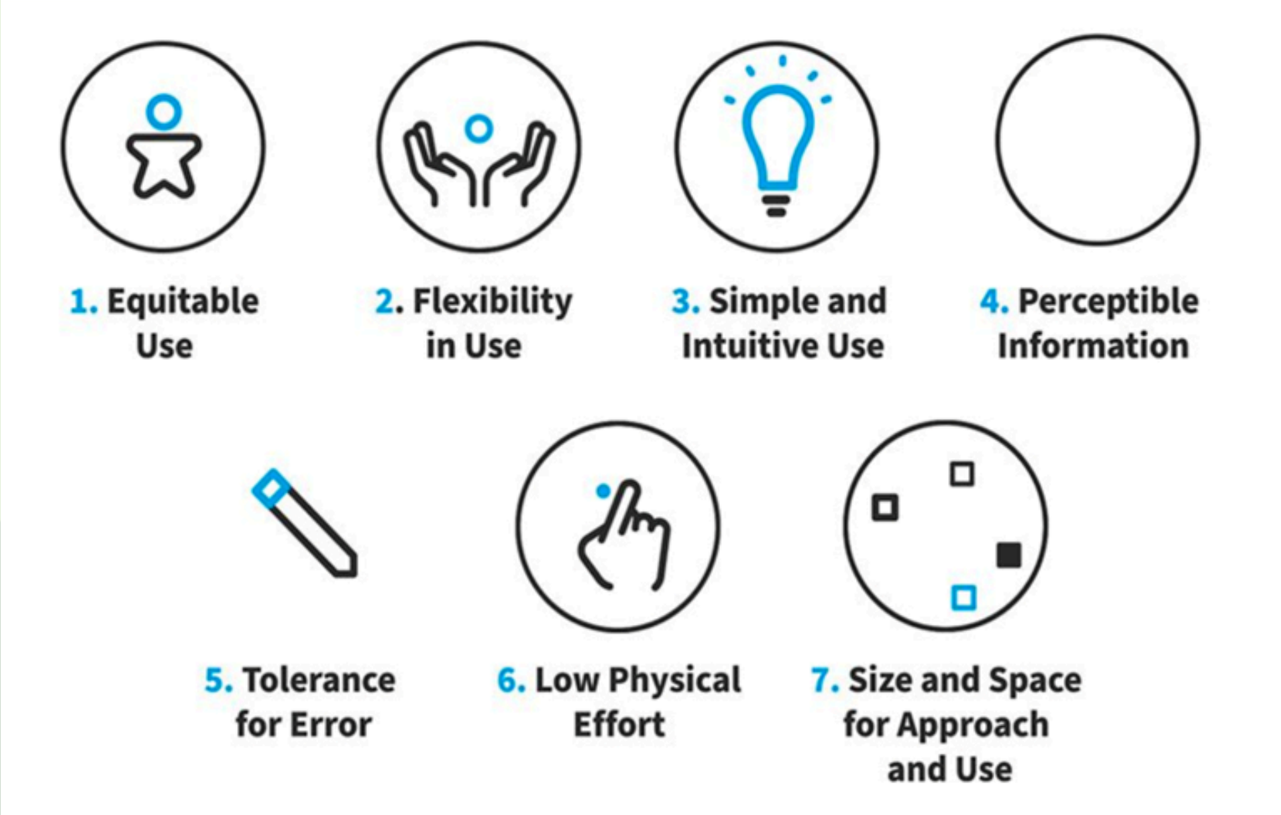
ACRONYM	**SITE**
FULL PROJECT NAME	**S**haping **I**nclusive **T**ourist **E**xperiences

BUDGET	
TOTAL	2.076.608,47 €
ERDF	**1.661.286,77 €**

PARTNERS	
ITALY	**CROATIA**
• **Università di Trieste** • Central Marketing Intelligence – Arcadya • Comune di Fano	• City of Šibenik • DURA • Dubrovnik airport • FTHM – University of Rijeka

Developing recommendations for local decision-makers on the application of Universal Design principles in the planning of new destinations' tourism infrastructure

- **Promote the adoption of Universal Design principles among tourism stakeholders**
- Drawing on SITE experience (inclusive communication tools, wayfinding systems, accessible public spaces), **provide a practical reference to improve usability and accessibility in diverse tourism contexts** (extend to, e.g., cultural activities, gardens, itineraries)
- **Support destination-level decision-makers in planning and investing in inclusive infrastructure**



WP1 **Human, digital and infrastructural connections**
WP2 **Creation of emotional experiences**
WP3 **The symbol of connection: Montespluga Customs House**

The activities we would like to capitalize focus on consolidating and scaling up cooperation, through shared governance and joint activities developed among public authorities, operators, and local communities, with the objective of activating new services, itineraries, and innovative social and cultural initiatives, with the ambition of building a cross-border Alpine micro-area capable of operating as a single destination, ensuring continuity, sustainability, and territorial resilience.

We would like to develop this activity in synergy with the ARC project, which represents a cross-border initiative between Italy and Switzerland aimed at promoting smart and sustainable local, regional, and national mobility.

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Máté Deák

Project manager

Project:

ICTr-CE

Interreg CENTRAL EUROPE

Co-funded by the European Union

ICTr-CE

ACRONYM	**ICTr-CE**
FULL PROJECT NAME	Innovative participatory sustainable business model for cycling along the **I**ron **C**urtain **Tr**ail

BUDGET	
TOTAL	2.671.820,00 €
ERDF	**2.137.566,00 €**

PARTNERS	
• Crost • Isrkiva • UP FTS • Trail Angels • Partnerstvi	• WZP • City of Gdansk • Ekopolis • ECF • KKZ • OETE

Impact measurement system for cycling tourism products

A detailed impact measurement system for ICTr cycling product is developed, which integrates all three pillars of sustainability indicators (social, environmental, economic). This tool is integrated into the ICTr booking system and product. The functionality of the system was validated through the pilot action. The system is in use for booking centers in case of any booking of ICTr product.

We would like totransfer this solution to other EuroVelo routes or any cycling routes, but we are also thinking about the extension of the calculator with add-on features (e.g. accessibility criteria).

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Monica Cribellati

Project Officer

Project:

SPLUGA BIANCO

Interreg

Cofinanziato dall'Unione Europea

Italia – Svizzera | Italie – Suisse | Italien – Schweiz

SPLUGA BIANCO

ACRONYM	**SPLUGA BIANCO**
FULL PROJECT NAME	Shared Peaks: Emotions on the Summits of Cooperation

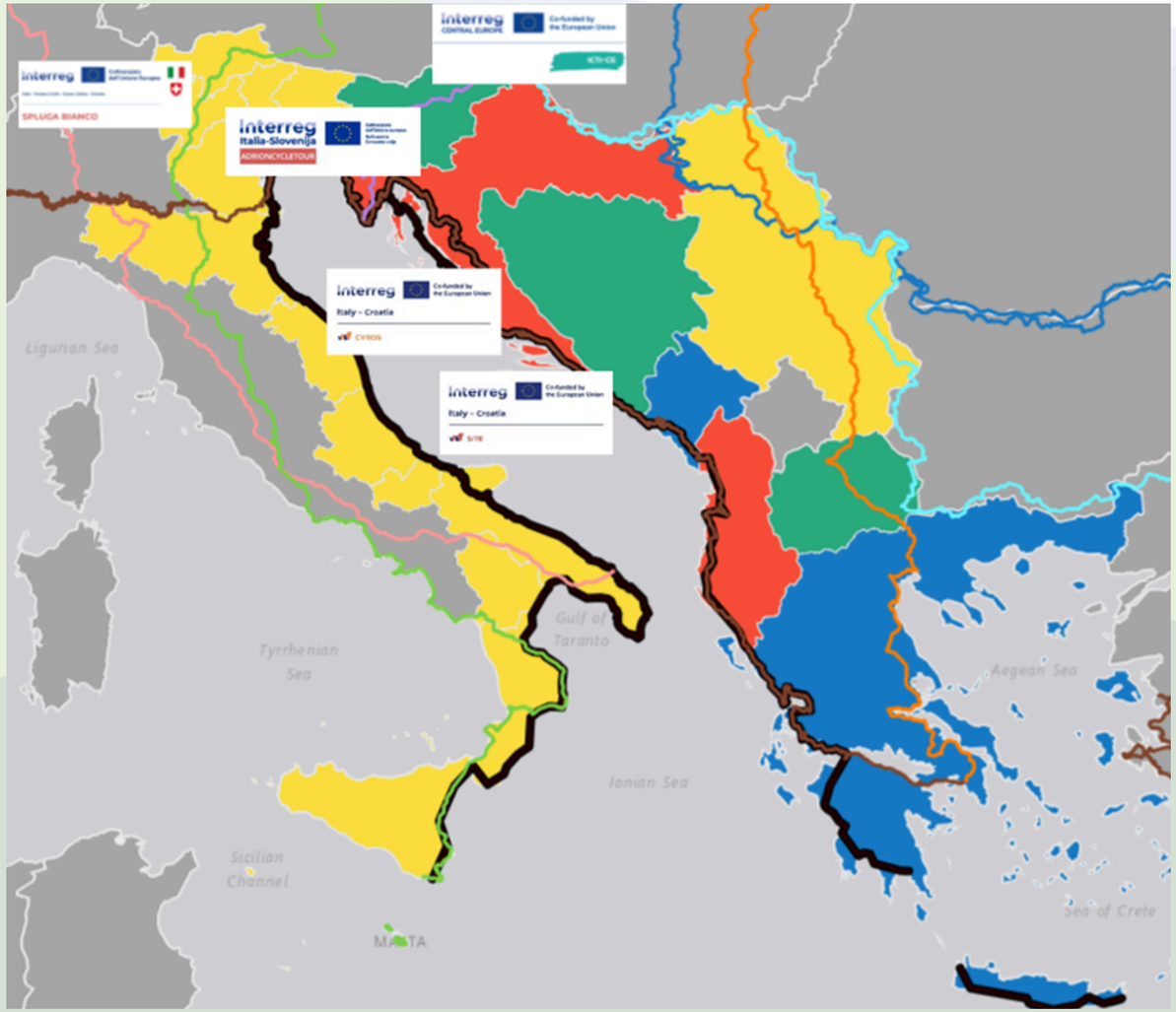
BUDGET	
TOTAL	1.369.081,50 €
ERDF	**1.294.773,50 €**

PARTNERS

- Comunità Montana della Valchiavenna
- Comune di Campodolcino
- Consorzio di promozione turistica della Valchiavenna
- Consorzio turistico di Madesimo, Comune di Madesimo
- Spia srl
- VIAMALA Tourism

KEY TAKEAWAYS: RELEVANT SYNERGIES BETWEEN DIFFERENT PROJECTS & PROGRAMMESS

Relevant synergies and complementarities can be identified through a cross-sectoral approach combining sustainable mobility and tourism, thus addressing:

- Infrastructures (especially cycleways)
- Intermodal mobility services
- Sustainable (cycle)tourism promotion, products and information provision to users
- Enhanced visitor experience and inclusive accessibility to tourist destinations and natural areas
- Stakeholders dialogue and coordinated planning

Covering different territorial areas, linked to the long-distance cycle route network, from the Adriatic and Ionian Sea coast to the Alps, Central Europe, and beyond.