

**22nd EUROPEAN WEEK of
REGIONS and CITIES**

Empowering Communities

7-10 October 2024



#EURegionsWeek



22nd

EUROPEAN WEEK of
REGIONS and **CITIES**

#CROssing-ITA-SLOWly

KRAS-CARSO II

(strategic project)

Ana Hrast,
Development Agency
of Karst and Brkini
(Slovenia)

Interreg
Italia-Slovenija



Co-funded by
the European Union

Kras-Carso II

AGROTUR+

(capitalization
project)

Klemen Lisjak,
Agricultural Institute
of Slovenia

Interreg
Italia-Slovenija



Co-funded by
the European Union

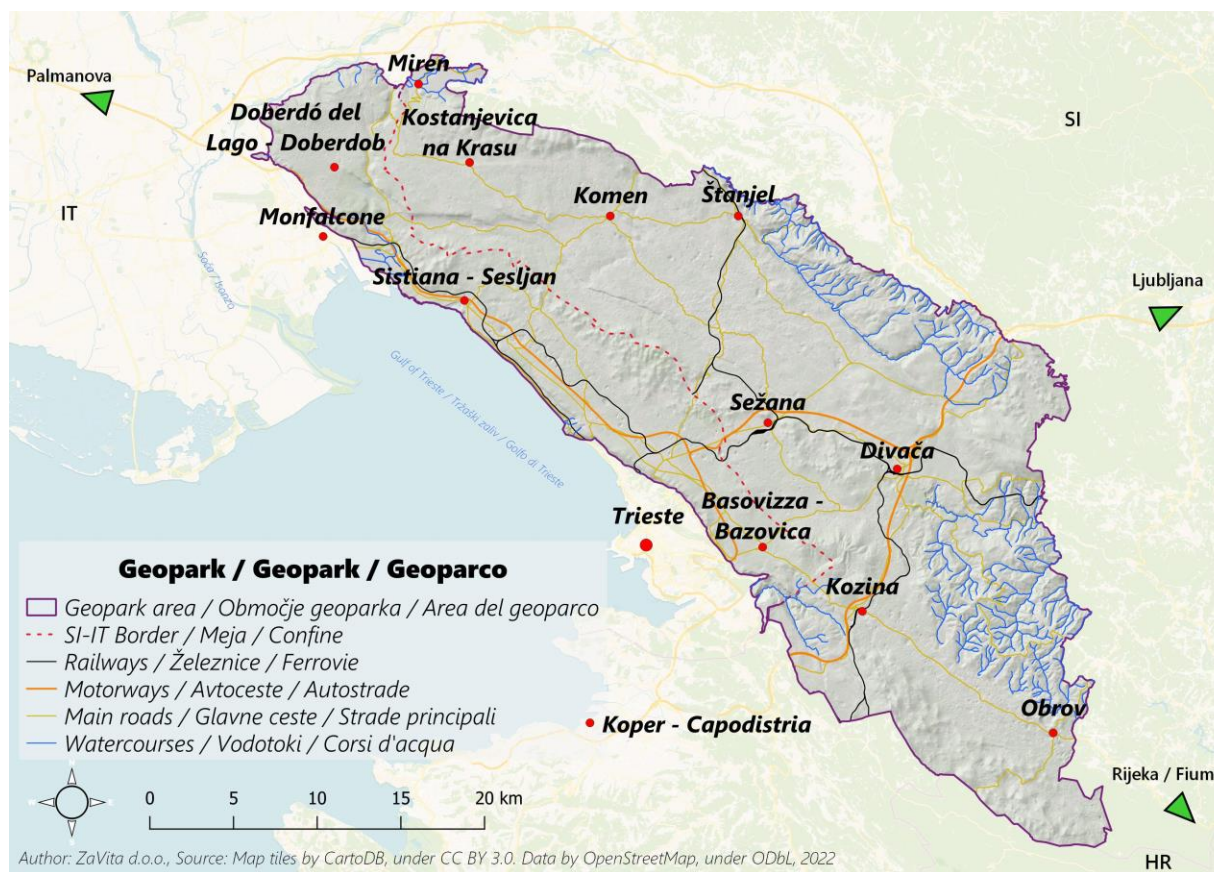
AGROTUR+

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KARST REGION



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KARST REGION



Škocjan caves

Lipica Stud
Farm



Duino-Devin
cliff



wine Teran, dry-cured ham
"kraški pršut"



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Rosandra-Glinščica
Valley

KRAS-CARSO II strategic project the main goal is the establishment of the European Group for Territorial Cooperation - EGTC for the management of cross-border tourism as well as the financing and management of the Kras-Carso Geopark - focusing on the sustainable development and promotion of the whole destination. The project uses new, digital technologies, works on mobility to support tourism in the area.

20 years of efforts to integrate the cross-border functional area.

Capitalisation on the previously implemented Interreg projects: strategic

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AGROTUR+ promotes agriculture & tourism in the cross-border Karst area by improving the quality of local products through activities in sustainable viticulture, technological improvements, knowledge transfer and promotion already in 2011.

The focus has always been on traditional local products (wine Teran, dry-cured ham "kraški pršut"), nature (sustainable agriculture that preserves nature) and agrotourism with the promotion of cultural heritage.



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AGROTUR+ & KRAS-CARSO II

- Creation and content of the Digital Museum of Teran
- Teran Academy within the St. Martin's Festival
- Organisation of promotional events
- Co-use of e-van for sustainable mobility
- Accessibility of tourist infrastructure for people with reduced mobility
- Upgrading the destination website



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How to build synergies?

- Complementary objectives
- Networking
- Organising joint events
- Exchange knowledge to improve innovations
- Sharing resources for cost efficiency

