



INTERREG ITALY-SLOVENIA OSI

ADRIONCYCLETOUR, KRAS-CARSO II, POSEIDONE



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."

70 MLN

ERDF CONTRIBUTION

139

PROJECT
BENEFICIARIES

28

PROJECTS

FINANCED SO FAR

3 MLN

POPULATION OF THE
PROGRAMME AREA



INTERREG ITALY-SLOVENIA OSI

10,5 MLN

ERDF CONTRIBUTION



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Annex 3

LIST OF PLANNED OSI



3

PROJECTS PLANNED
DIRECTLY BY THE
PROGRAMME



3,5 MLN

ERDF CONTRIBUTION
FOR EACH OSI



PROJECT CONTACT (MEMBER OF JS)
TRAININGS AND SEMINARS
UPDATE ON ACTIVITIES DURING EACH MC
OFFICIAL WEBSITE HOSTED ON THE PROGRAMME
SITE
COMMUNICATION MANAGER FOR EACH OSI



<https://www.ita-slo.eu/adrioncycletour>

- **Bike-train services**
- **Seasonal bus lines**
- **Bike-ship services**
- **Tools for permanent cross-border sustainable tourism and mobility**
- **Cross border public events**
- **3 infrastructure investment**

- LP** Regione autonoma Friuli Venezia Giulia
- PP2** GAL VENEZIA ORIENTALE
- PP3** PromoTurismoFVG
- PP4** BSC, poslovno podporni center, d.o.o., Kranj – Regionalna razvojna agencija Gorenjske
- PP5** Regionalni razvojni center Koper
- PP6** Posoški razvojni center
- PP7** Občina Kobarid



<https://www.ita-slo.eu/kras-carso-ii>

- **Kras-Carso EGTC establishment**
- **Common quality brand**
- **Sustainable mobility measures**
- **Cross border training courses**
- **Cross Cross border public events**
- **Infrastructure investment**
- **Tourism and Geopark**

- LP** ORA Območna razvojna agencija Krasa in Brkinov doo
- PP2** Občina Sežana
- PP3** Park Škocjanske jame, Slovenija
- PP4** ZRC SAZU - Znanstvenoraziskovalni center Slovenske akademije znanosti in umetnosti
- PP5** Zavod Republike Slovenije za varstvo narave - ZRSVN-IRSNC NG
- PP6** Univerza na Primorskem - Università del Litorale
- PP7** Geološki zavod Slovenije
- PP8** Regione autonoma Friuli Venezia Giulia
- PP9** GAL Carso - LAS Kras
- PP10** PromoTurismoFVG
- PP11** Università degli Studi di Trieste
- PP12** Università degli Studi di Padova



<https://www.ita-slo.eu/poseidone>

- **High training days for offshore monitoring and data collection**
- **Crating of new protected areas**
- **Pilot actions for floating platforms**
- **Management strategies for water and beach quality**
- **Sustainable tourism and mobility**

- LP** VeGAL - GAL Venezia Orientale
- PP2** Regione del Veneto
- PP3** Consorzio di Bonifica Veneto Orientale
- PP4** CORILA – Consorzio per il coordinamento delle ricerche inerenti al sistema lagunare di Venezia
- PP5** Comune di Staranzano – Organo Gestore Riserva Naturale Foce Isonzo
- PP6** Fondazione WWF Italia
- PP7** Regionalni razvojni center Koper
- PP8** Javni zavod Krajinski park Strunjan
- PP9** DOPPS - Društvo za opazovanje in proučevanje ptic Slovenije
- PP10** Občina Ankaran - comune Ancarano
- PP11** ZRS - Znanstveno-raziskovalno središče Koper
- PP12** Kmetijsko gozdarska zbornica Slovenije Kmetijsko gozdarski zavod Nova Gorica

3 PROJECTS WITH ONE GOAL:

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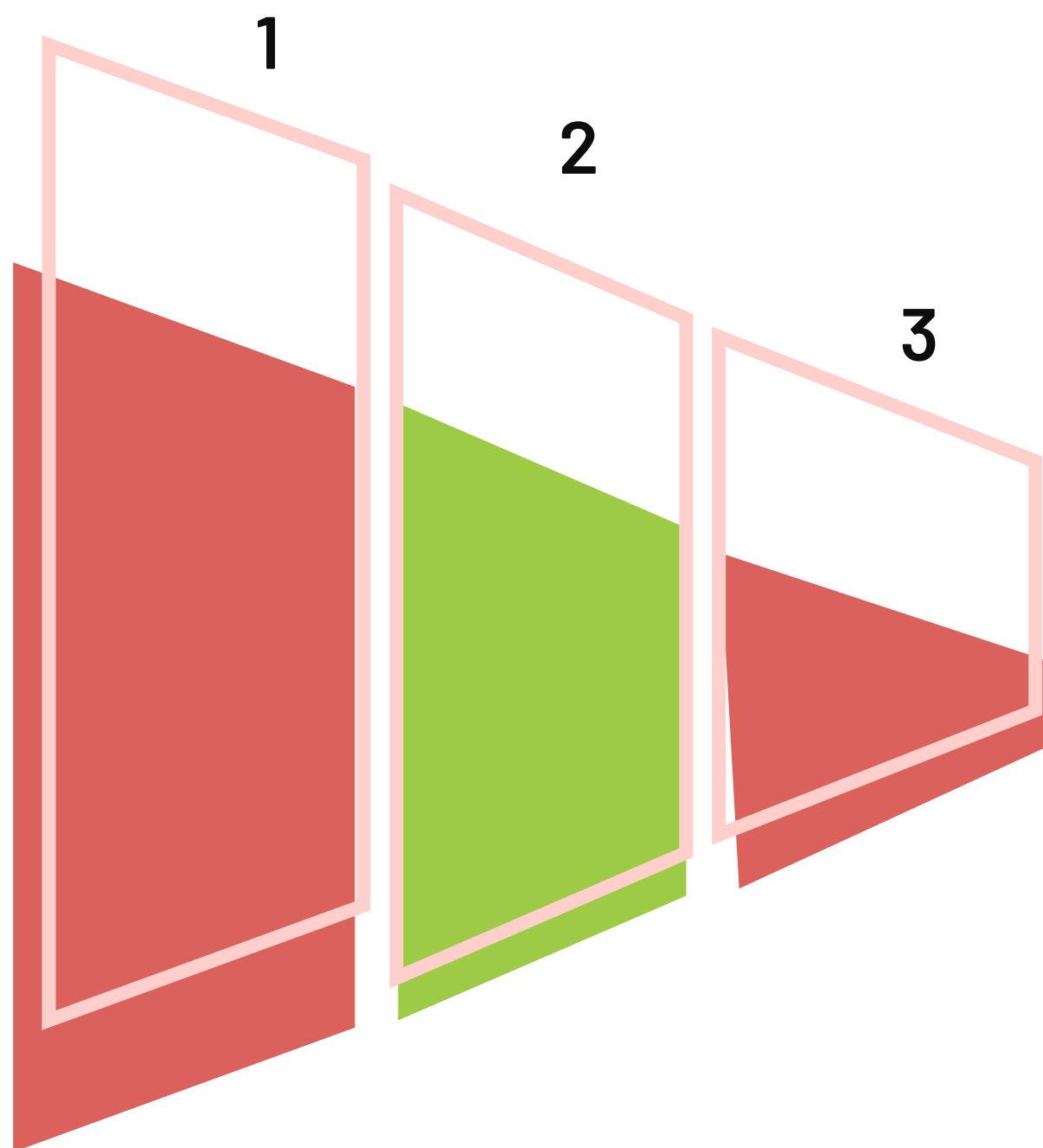
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THE CREATION OF A
JOINT CROSS-BORDER
TOURISM PRODUCT



#movingITASLOWly

Be green - live sustainable



TOURISM



**JOINT
ACHIEVEMENT**



SCIENCE



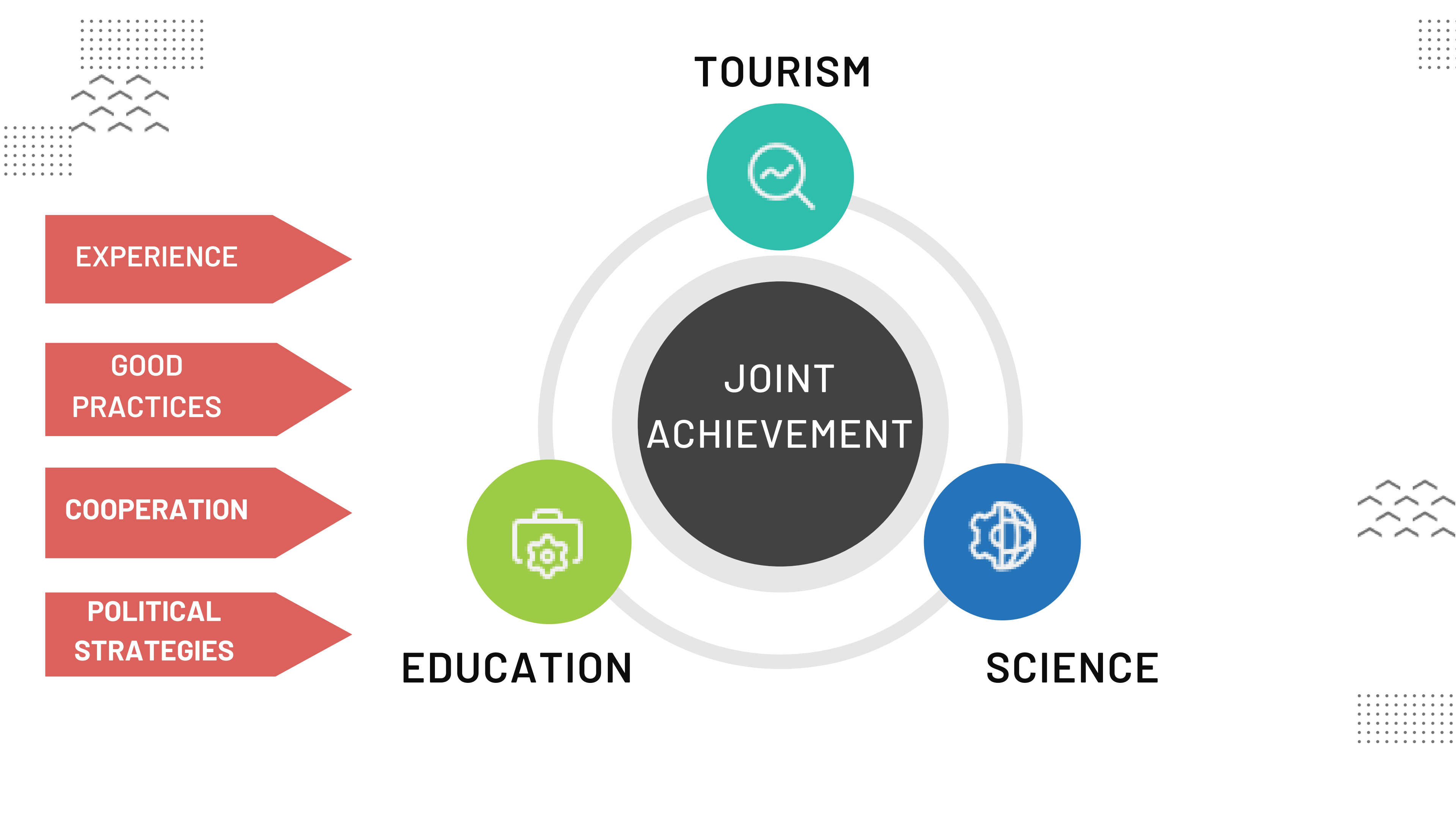
EDUCATION

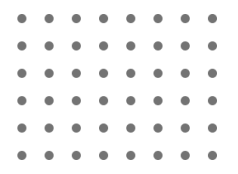
EXPERIENCE

**GOOD
PRACTICES**

COOPERATION

**POLITICAL
STRATEGIES**





BORDER EVOLUTION



THEN



NOW

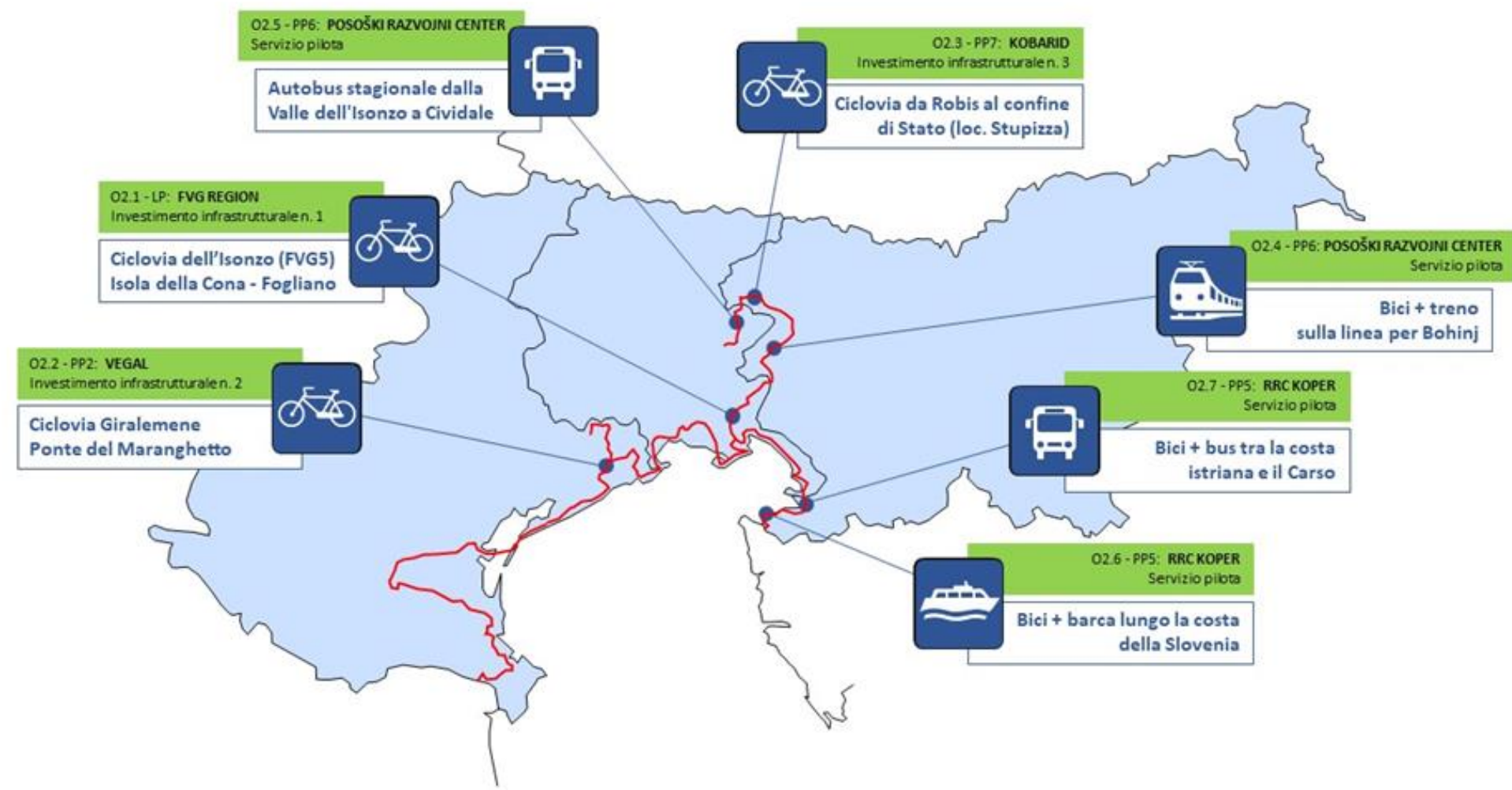




SLOW MOBILITY EVOLUTION



THEN



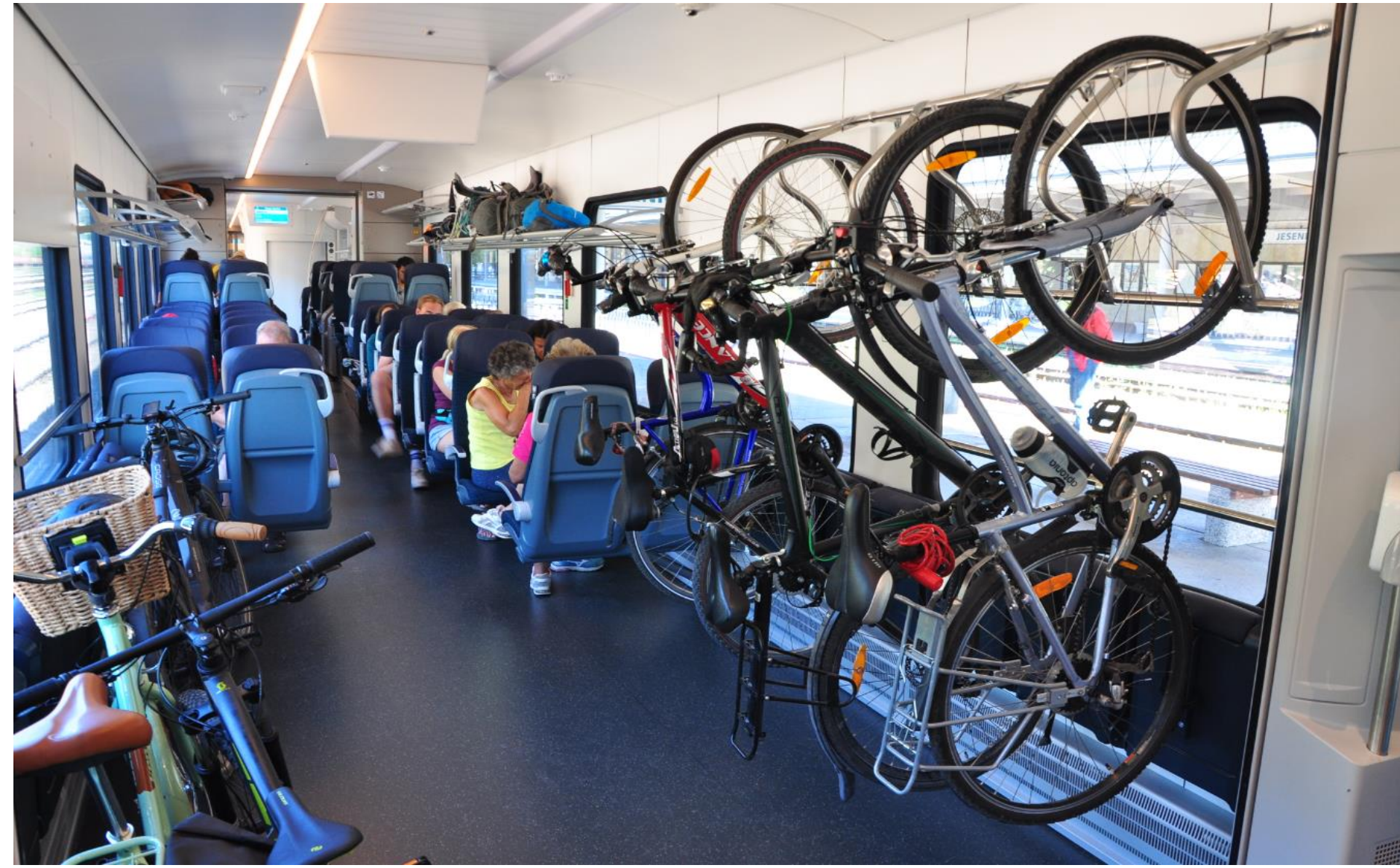
NOW





More bikes, less cars





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

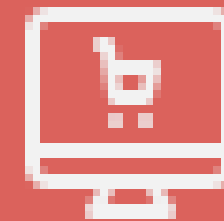
01



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



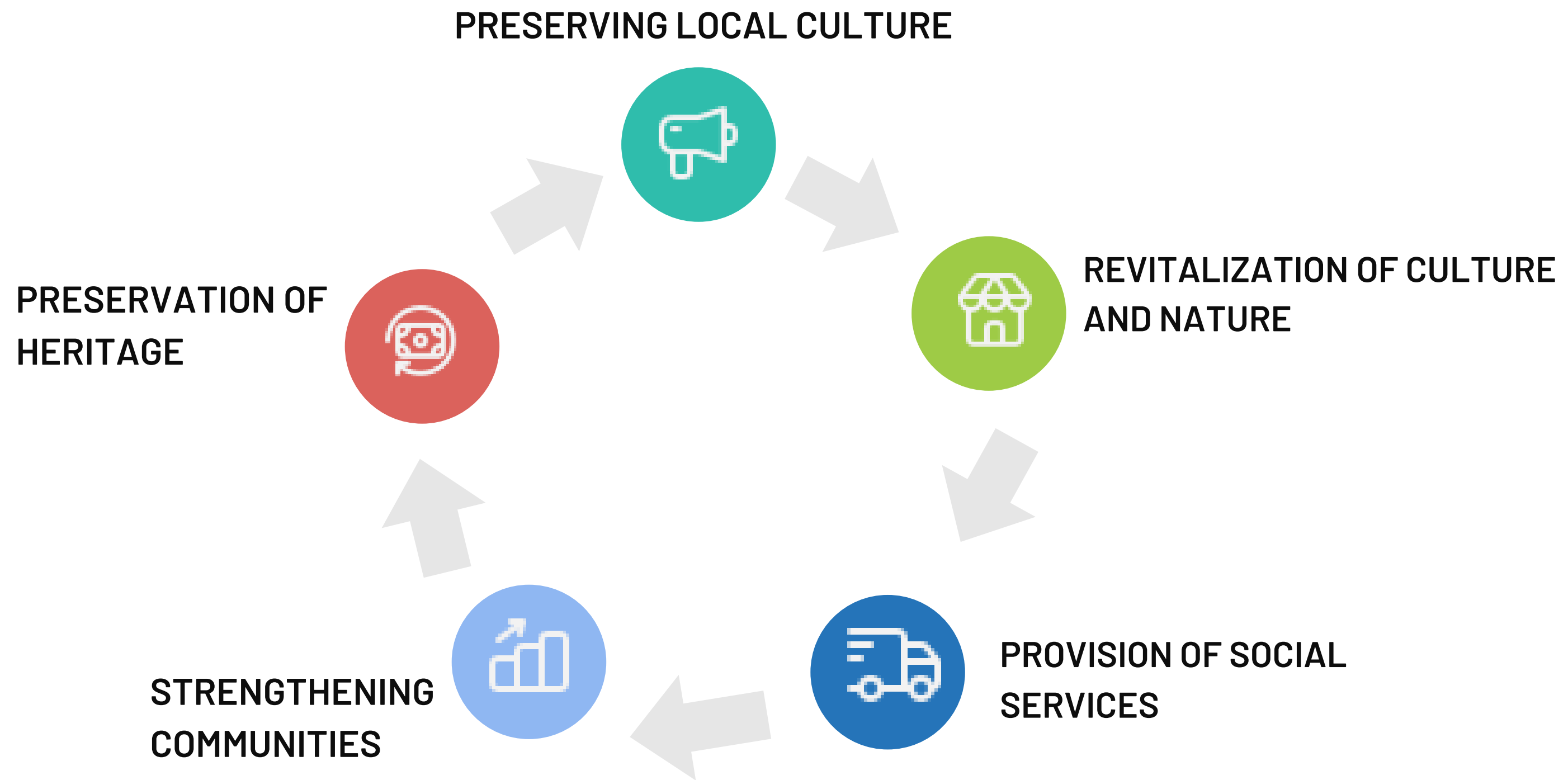
FINAL GOAL

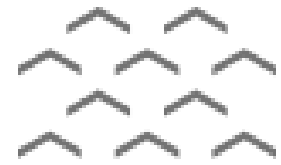
the creation of a JOINT - CROSS-BORDER - SUSTAINABLE TOURISM PRODUCT, able to attract a "NEW GENERATION" of long distance cycling travellers

04




INTERREG ITA-SLO BRANDING STRATEGY





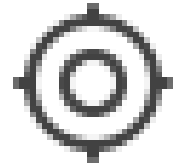
What is the **CROSS-BORDER TOURISM PRODUCT**?

*“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.”*





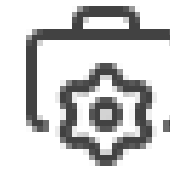
VISION



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



MISSION



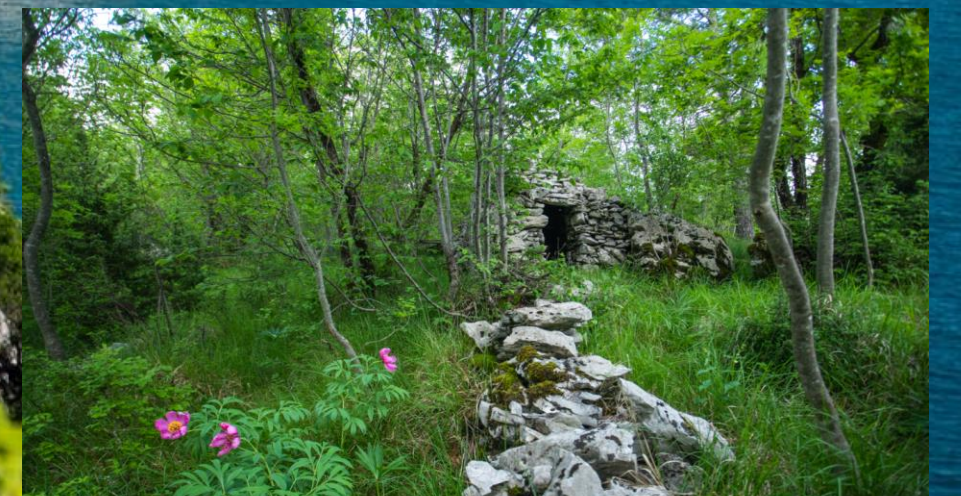
Overcoming the competitiveness of the cross-border destination, working on the idea of a common tourism heritage to exploit.

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CONCRETE ACTIONS



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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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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.







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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THANK YOU!

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