

22nd EUROPEAN WEEK of REGIONS and CITIES

Empowering Communities

Interreg
Italia-Slovenija



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#EURegionsWeek

22nd European Week of Regions and Cities 2024

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#CROssingITA-SLOWly

2 Interreg programmes, 1 goal



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

Empowering Communities
7-10 October 2024



Barbara Zilli;

**Councillor for Finance of the
Autonomous Region Friuli
Venezia Giulia;**

**With responsibility for the Programme
INTERREG between Italy and Slovenia and
for the ERDF Regional Programme.**

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my name is Barbara Zilli, Councillor for Finance of the autonomous Region Friuli Venezia Giulia, with responsibility for the Programme INTERREG between Italy and Slovenia and for the ERDF Regional Programme.



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This year we have the pleasure to host you at our Friuli Venezia Giulia autonomous Region Brussels Office, which cooperates and effectively supports our delocalized activities in Brussels.



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I would like to emphasise the innovative concept of this Workshop, which is the result of the willingness of both programmes INTERREG Italy-Slovenia and Italy-Croatia to create new forms of cooperation and synergies drawing inspiration from a successful experience: the cross-border tourism product developed together by the strategic projects of the INTERREG with Slovenia (#movingITA-SLOWly), which was launched here in Brussels during our previous workshop in the framework of the EWRC 2023.



October 9th, 2024

22nd

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Today's number of participants and the qualified actors involved are a clear evidence that for achieving great results we need: the willingness to set new ambitions, the right soft skills - such as competencies and a method - and some wilfulness, too.



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With every INTERREG Italy-Slovenia Programme we have seen and experienced the results that such cross-border projects can bring.

We have also understood that cooperation between neighbouring States is crucial. Our Region and all of us are committed to transcending the States' barriers and embracing the European cooperation, as well as continuing the collaboration with our friends from the Republic of Slovenia and from the Veneto Region.



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It's one of my wishes that in the future, even post the 2027, also such ways of collaboration in and between Programmes and projects can find their proper place to create new and wider networks of cooperation and enhance the importance of cross-border cooperation, which is a strategic feature for supporting and promoting European cohesion, its development and harmonic growth.



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In all, I would also like to thank everybody that contributed to the implementation of this special event, and for the supervision and support I would especially like to thank the Managing Authority and the Joint Secretariat of the Programme INTERREG Italy-Slovenia, who always ensure maximum visibility for the financed projects and share their best practices with all Europe.



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October 9th, 2024

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Enjoy the Workshop !



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2 Interreg programmes, 1 goal



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**Roberto Ciambetti - President of the
Veneto Region Council**

#EURegionsWeek



Good morning to all from myself and from the Veneto Region, which I represent and which hosts the Managing Authority and the Joint Secretariat of the Interreg Italy-Croatia Programme.

I begin first of all by thanking the **Friuli-Venezia Giulia Region**, which is hosting us here today, and with which we have a long history of institutional cooperation, certainly facilitated by the proximity of our territories. Let me also thank Director Sławomir Tokarski of the **European Commission**, for his participation and for the continuous support that his structure ensures to our territorial cooperation Programmes.

In this speech, I would like to talk to you about **three aspects**: the first concerns the **added value of Interreg** and the importance of supporting this instrument in the discussions on the future of cohesion policy; the second is related to the importance of **collaboration and synergies between funds**, and the case of the joint efforts between these two Interreg Programmes is a positive example of this collaboration; finally, the third is related to the theme that links the projects that are present today and which I feel very close for several reasons, namely **slow and sustainable tourism**.

Let me highlight how the current international situation and the challenges that the new European Commission will have to face force us to reflect on the importance and **centrality of Cohesion Policy**, which sees **European Territorial Cooperation** as one of its two objectives aiming at reducing disparities in the development between European regions, as set out in the Treaty. In view of the growing disparities between regions, and also within states themselves, also highlighted by the 9th Cohesion Policy Report, it is essential to continue investing in the harmonious development of territories and in the strategic orientation of investments starting from the real needs of each region.

Interreg is definitely the instrument that brings added value to cohesion, given by the cooperation between the organisations implementing the projects, by the challenges that institutions are able to face with joint answers to common problems, by the skills strengthened through the development of common projects, and by the ability of our territories to alleviate the administrative barriers and obstacles to cooperation that still persist.

As Veneto Region, we strongly believe in the added value of Interreg and, not only do we invest a lot in the active participation in all the 8 Programmes in which Veneto is involved but, as mentioned, we are in the forefront in the implementation of the Italy-Croatia Programme, with the role of Managing Authority.

As it is well known, the European Commission is expected to present its proposals for the **period 2028-2035** in the spring of 2025, thus opening up the three-year negotiation period in which, in addition to the current political challenges, the new features introduced with the 'Next Generation EU' plan will probably have to be taken into account. Also relevant in this context are the new priorities, such as the strengthening of European defence and the enlargement of the EU to the East, which are part of the recurring debate between competitiveness and solidarity within the EU.

With respect to Interreg and the **Post-2027 perspective**, as Veneto Region we firmly believe in the importance of ensuring the continuity of Interreg Programmes for the added value of relations, exchange and innovation that they bring to the territories, as well as for the relevance of the results achieved by the partner organisations involved and the interest to continue the collaboration with other countries demonstrated by the beneficiaries.

It will therefore be our endeavour to convey the relevance of Interreg to consolidate cohesion between the Union's territories through cooperation Programmes and the need for these Programmes to be maintained, if not strengthened, in the 2028-35 programming period.

Then, with respect to the advantages of **multi-level cooperation** (between the beneficiaries of the projects financed but also between the Managing Authorities and the Joint Secretariats of different Programmes), I believe that investing in synergies and complementarities between funds is a further element that increases the added value and impact of each Programme operating in neighbouring geographical areas. Today's meeting is a relevant example of synergies at different levels; likewise, the joint commitment of the Regional Administrations present here today to support the European Commission in the organisation of the Gorizia/Nova Gorica 'Interreg GO' event next year goes in the same direction. Let me also mention a further example of synergies on a subject that I feel is very close to me. The two Interreg programmes have selected and financed **two projects 'Adrioncycletour' and 'CYROS'**: both contribute to the realisation of an EUSAIR flagship initiative aimed at developing the ADRIATIC-IONIC CYCLE ROAD that runs along the coast of all the EUSAIR countries from Italy to Greece and the cycle connections with the inland areas of these countries. Sharing an objective, in line with the Adriatic-Ionian macro-regional Strategy, I believe it is a very concrete and effective way to achieve tangible and visible results on the territory and only territorial cooperation can help us build initiatives such as this.

Finally, I would like to close with a brief reflection on the theme that unites the projects financed by the two Programmes and whose representatives are with us today. **Sustainable tourism and the preservation of our cultural and natural heritage** are central aspects in the definition of effective policies by our regions. It is indeed essential to balance the needs of local communities, businesses and travellers in order to allow everyone to experience tourist destinations and cities of artistic interest, avoiding their depopulation and at the same time promoting the rediscovery of rural communities and the deseasonalisation of tourist flows.

If, as proposed by the two projects referred to above, we succeed in promoting sustainable tourism through slow and green mobility itineraries and products, I think everyone can gain a real advantage and contribute to the development of our regions, safeguarding the environment, health and enhancing the wealth of the territories.

A great writer from my land, **Mario Rigoni Stern**, used to say that *‘it would be enough to take a walk in the midst of nature, to stop for a moment and listen, to strip oneself of the superfluous and realise that not much is needed to live well’*. I believe that we can offer this type of experience, in which our guests can regenerate not only their bodies but also their spirits, thanks to the beauty of our territory and the genuineness of our people, the healthy food and courteous hospitality that we can provide, to offer a profound experience to the modern visitor, an experience that enriches them without jeopardising the quality of life in our communities and our environment.

I wish everyone good work and good continuation, and I thank once again the Friuli-Venezia Giulia Region for the hospitality.

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Slawomir TOKARSKI - European
Territorial Cooperation, Macro-
regions, Interreg and Programme
Implementation

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Laura Comelli

Interreg

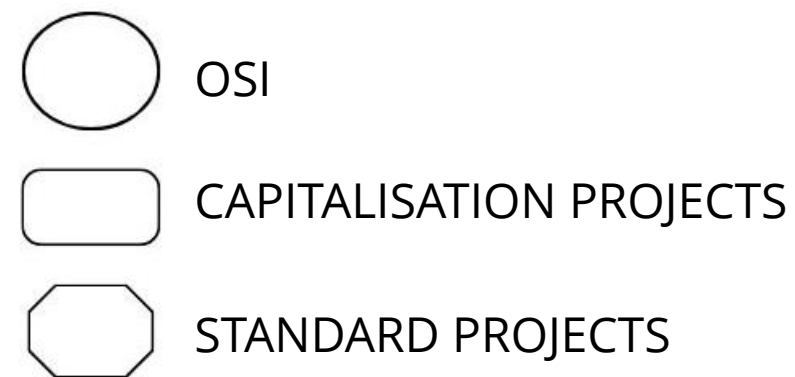
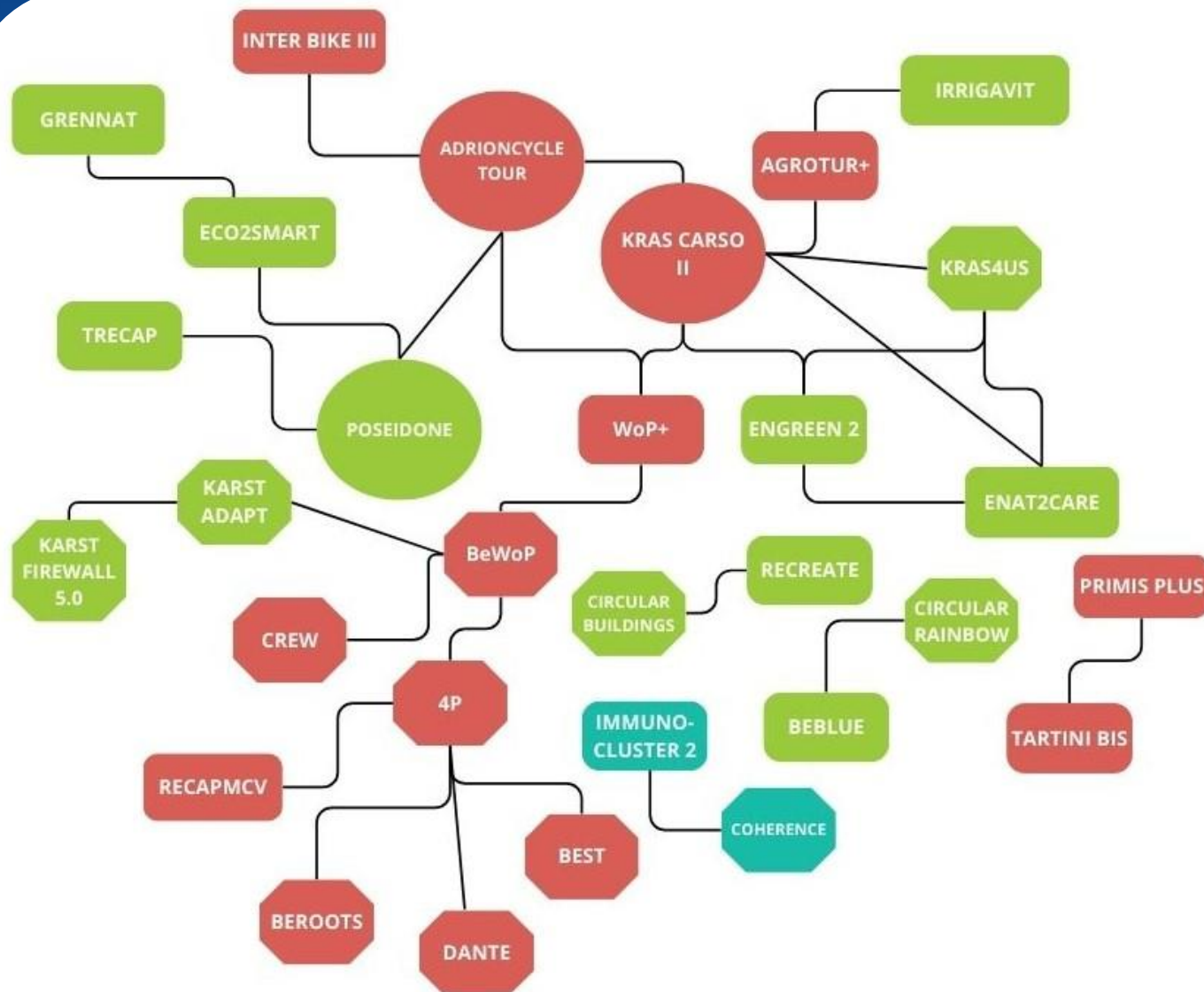


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Eugenia Vianello

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KRAS-CARSO II
POSEIDONE
ADRIONCYCLETOUR
INTER BIKE III
BeWoP
Walk of Peace +
KAŠTellieri
TARTINI BIS
AGROTUR+
ENGREEN 2

Interreg



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ARCHAEODIGIT
ETHNIC
REEL
SITE
VALUE Plus
CReAIT
ADRINCLUSIVE

SUSTAINABLE MOBILITY

NATURAL HERITAGE

CULTURAL HERITAGE

ACCESSIBLE and INCLUSIVE TOURISM



NATURAL HERITAGE

ENGREEN 2 AGROTUR+ KRAS-CARSO II ETHNIC

SUSTAINABLE MOBILITY

ADRIONCYCLETOUR INTER BIKE III POSEIDONE VALUE Plus



CULTURAL HERITAGE

BeWoP
Walk of Peace +
KAŠTelleri
TARTINI BIS
REEL
ARCHAEODIGIT

ACCESSIBLE and INCLUSIVE TOURISM

**SITE
CReAIT
ADRINCLUSIVE**

NATURAL HERITAGE

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AGROTUR+
KRAS-CARSO II
ETHNIC
CReAIT

SUSTAINABLE MOBILITY

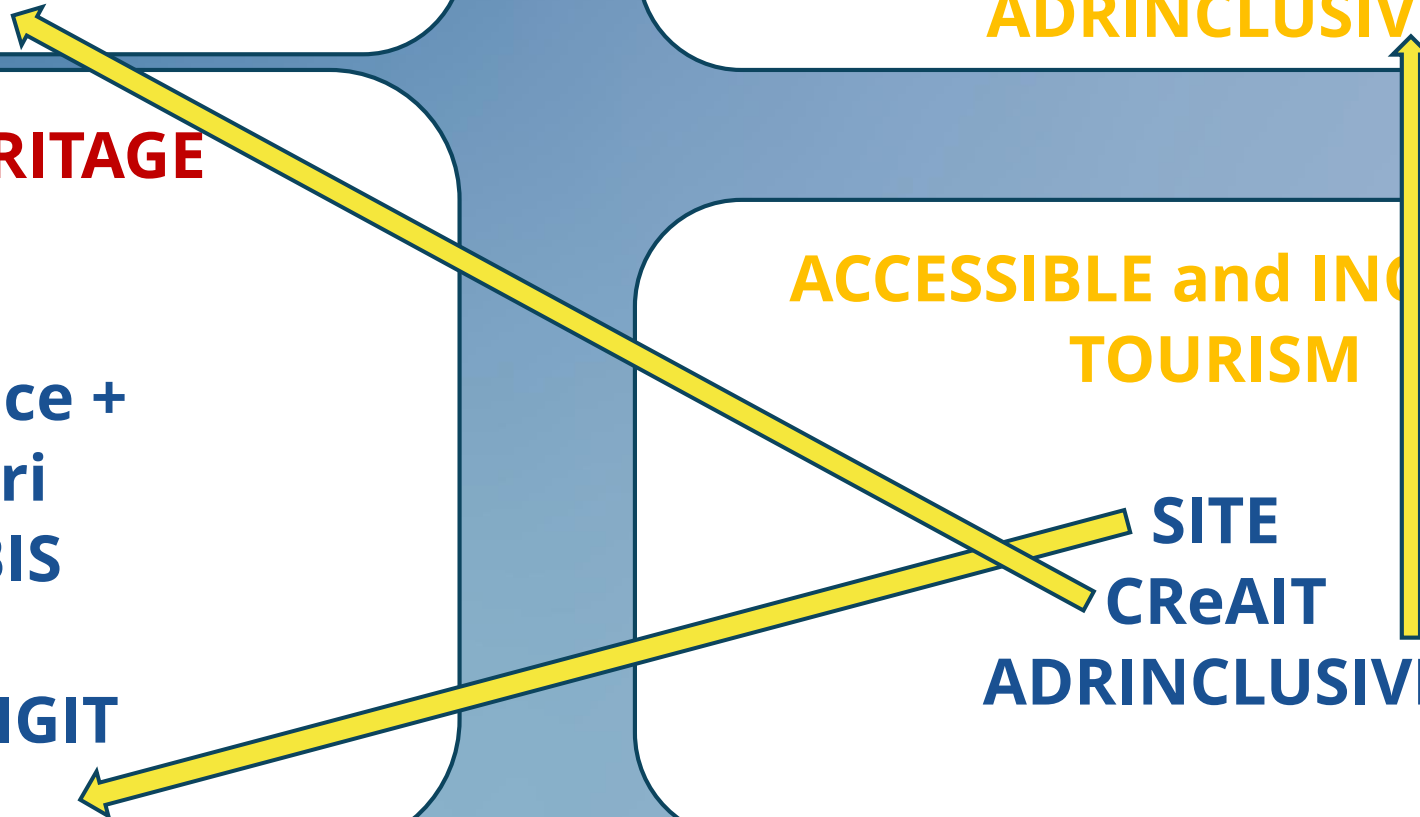
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ETHNIC
CReAIT

Nastja

SUSTAINABLE MOBILITY

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Francesca

CULTURAL HERITAGE

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Walk of Peace +
KAŠTellieri
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ARCHAEODIGIT
SITE

Andreja



SUSTAINABLE MOBILITY

NATURAL HERITAGE

CULTURAL HERITAGE

ACCESSIBLE and INCLUSIVE TOURISM





Larisa Kunst

ADRIONCYCLETOUR

The project aims to define a cycling route along the Adriatic coast through Italy and Slovenia, its hinterland connections and to develop an attractive cross-border tourism product.



Tanja Krapež

Inter Bike III

The project promotes the development of cycling tourism in the cross-border area along the cycling routes Adriabike (Kranjska Gora-Ravenna), D7 - Robič-Jelšane and FVG3 - Ciclovia Pedemontana.



Giovanni Manisi

POSEIDONE

Strengthen institutional technical expertise, and transfer it to implement environmentally sustainable strategies, collaborate against coastal erosion and to improve outflows, and monitor the biodiversity of coastal habitats.



Elisa Ulazzi

VALUE Plus

Value plus to cultural districts for the tourist enhancement of the cross-border area: implementation of a cross-border Meta-District strategy integrating cultural chain and tourism fostering delocalization of tourist flows, innovation and greater accessibility of the tourist offer.

SUSTAINABLE MOBILITY

NATURAL HERITAGE

CULTURAL HERITAGE

ACCESSIBLE and INCLUSIVE TOURISM





Nina Štrekelj

ENGREEN 2

The project aims to protect, conserve and raise awareness about biodiversity and natural ecosystems through the restoration of different types of green infrastructure, which is an important element for sustainable spatial development.

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Klemen Lisjak

AGROTUR+

We promote agriculture & tourism in the cross-border Karst area by improving the quality of local products (wine Teran, dry-cured ham “kraški pršut”) through activities in sustainable viticulture, technological improvements, knowledge transfer and promotion of traditional local products.

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Ana Hrast

KRAS-CARSO II

The main goal of the KRAS-CARSO II project is the establishment of the European Group for Territorial Cooperation - EGTC Kras-Carso for the management of cross-border tourism as well as the financing and management of the Kras-Carso Geopark.



Maria Celeste Clarembaux

ETHNIC

The project enhances small-inland communities in the coasts of Italy and Croatia starting from their rich cultural and natural heritage, by creating new tourist destinations based on sustainable eco-cultural tourism, social inclusion, slow mobility, and smart villages.





Ezio Benedetti

BeWoP

The BeWoP project addresses the challenge of developing an integrated cultural touristic offer on the border between Slovenia and Italy, also in view of the increase in tourist flows.



Maša Klavora

Walk of Peace+

The 500 km long Walk of Peace from the Alps to the Adriatic is becoming a true cross-border cultural-tourist product. New tourist brochures, a hiking map, 4 cross-border cycling programs, a cross-border club of providers, an outdoor museum and a hiking mobile application will be made.

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Maša Saccara

KAŠTellieri

Creating a sustainable cultural-tourist destination in the cross-border region of the Upper Adriatic by preserving, evaluating, and protecting Castellieri's cultural heritage, with a focus on digitalization.

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KAŠTellieri



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Kris Dassena

TARTINI BIS

The project aims to improve the identification, valorization, and promotion of the heritage of violinist and composer Giuseppe Tartini and his era, thus enhancing the cultural tourist offer in the Program Area while embracing the concept of sustainable tourism.



Cristina Piscitelli

REEL

REEL addresses the common challenge of diversification and delocalization of touristic flows in Italy and Croatia through investing in alternative routes, that is film destinations.

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Ilaria Ribichini

ARCHAEODIGIT

The ARCHAEO DIGIT project aims to revolutionize archaeological sites in Italy and Croatia through digital technologies, creating immersive experiences and ensuring more accessible and sustainable tourism

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7-10 October 2024

Marjan Dumanić

ADRINCLUSIVE

The project aims to promote innovative, sustainable and inclusive tourism in the Adriatic region for people with dementia and cognitive decline by leveraging innovation and technology transfer, developing customized services and solutions, establishing a network of tourism and welfare institutions.



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Giulia Mercuri

CReAIT

Starting with training and awareness raising on Accessible and Inclusive tourism, CReAIT brings together tourism operators, tourists with special needs, NGOs and local communities in co-design and co-implementation of micro-initiatives of accessible tourism in the cities of Fermo and Trogir .

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 **CReAIT**





Lorenzo Castelli

SITE

The SITE project promotes year-round inclusive tourism through Universal Design principles and ICT solutions to reduce barriers for all travellers, including those with disabilities and special needs.

October 9th, 2024

PARTICIPATORY LAB

#CROSSing-ITA-SLOWly

Best Practices in Sustainable Tourism

Kras-Carso II – AGROTUR+

ADRIONCYCLETour – POSEIDONE – Kras-Carso II – INTER BIKE III



NATURAL HERITAGE

ENGREEN 2
AGROTUR+
KRAS-CARSO II
ETHNIC
CR eAIT

Nastja

SUSTAINABLE MOBILITY

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CULTURAL HERITAGE

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Walk of Peace +
KAŠTellieri
TARTINI BIS
REEL
ARCHAEODIGIT
SITE

Andreja



PROJECT ACRONIM AND PROGRAMME (IT- SI;IT-HR)	
ACTIVITY	
DESCRIPTION	
ROLE OF EACH PROJECT IN THE ACTIVITY IMPLEMENTATION	
RECOURCES	
TIMEFRAME	
RESPONSABLE FOR THE ACTIVITY	