



“Stronger Together: Turning Cross-Border Synergies into Future Growth”

October 14th, 2025 – Brussels

Liaison Office of Friuli Venezia Giulia in Brussels
Rue du Commerce 49
10:00 AM – 12:00 AM

Participating Projects Overview



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Interreg
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4P

Project acronym: 4P

Programme: Interreg VI-A Italia-Slovenia 2021-2027

Project description, objectives and outputs related to the sustainable tourism and/or culture:

The "4P Crossborder routes discovering Pier Paolo Pasolini" project intends to enhance Pasolini's inestimable heritage by placing emphasis on the places where he lived: the Pordenone area in Friuli Venezia Giulia and Idrija in Slovenia, in locations located in rural and peri-urban areas not involved in traditional tourist flows.

Project objectives:

Promote the development of the cross-border area by enhancing the intellectual and multifaceted figure of P.P. Pasolini;

Strengthening the skills of cultural and creative industries to promote sustainable tourism linked to Pasolini's cultural heritage with innovative solutions.

Project outputs:

The project will: focus on cultural-scientific aspect, the diffusion and conservation of Pasolini's heritage in academic context; integrate dedicated tourist routes through the use of digital solutions, paying attention to intangible heritage; develop the skills of young people in the cultural and creative sector who will determine the use of tourist products linked to the work of P.P.P. more in line with the expectations of the current public.

How the project connects to the topic of the participatory lab tourism and/or culture:

The 4P project considers Culture as one of the main assets for the development of the cross-border area, both in terms of attracting tourists and enhancing community engagement. This perspective is informed by the experiences of the European and Italian Capitals of Culture (Nova Gorica 2025 and Pordenone 2027). For this reason, the project partnership aims to develop networks and collaborations with other organizations in order to further foster cultural policies.

Project website: <https://www.ita-slo.eu/4p>



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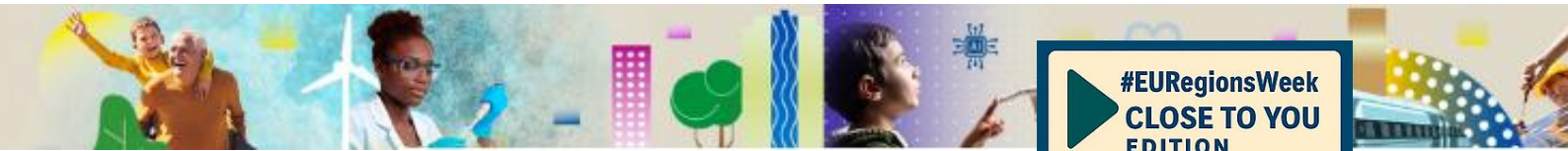
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REGIONE AUTONOMA
FRIULI VENEZIA GIULIA



Project acronym: ADRIONCYCLETOUR

Programme: Interreg VI-A Italia-Slovenia 2021-2027

Project description, objectives and outputs related to the sustainable tourism and/or culture:

ADRIONCYCLETOUR is one of three strategic projects in the Interreg Italy-Slovenia Programme. The project addresses the challenge of making the Programme area more attractive and accessible by promoting sustainable tourism linked to cycling mobility. The main objective is to help define the cycle route along the Adriatic coast in Italy (FVG and Veneto region) and Slovenia (coastal network), including the main cycle connections with the hinterland (internal network), and to contribute to the development, at EUSAIR level, of an innovative and attractive cross-border/transnational tourism product

Project objectives:

- The completion of some main cycle connections along the coastal cycle route and its hinterland, with the upgrading of the infrastructure;
- A network of cross-border and internal intermodal services along cycle paths to support cyclists and tourists;
- A diversified cross-border slow tourism offer along cycle routes of the area.

Project outputs:

- Pilot bike-train service on the Bohinj line;
- Seasonal bus line from Posočje to Cividale del Friuli;
- Pilot bike-ship service along the Slovenian coast
- Pilot bike-bus service Slovenian Istria-Karst;
- 3 infrastructure investments in FVG, Veneto and Slovenia;
- 3 public events for the promotion of investments
- 4 public events for the promotion of intermodal services
- 1 tool to support permanent cross-border dialogue;
- 1 public event on cross-border governance for sustainable tourism and mobility;

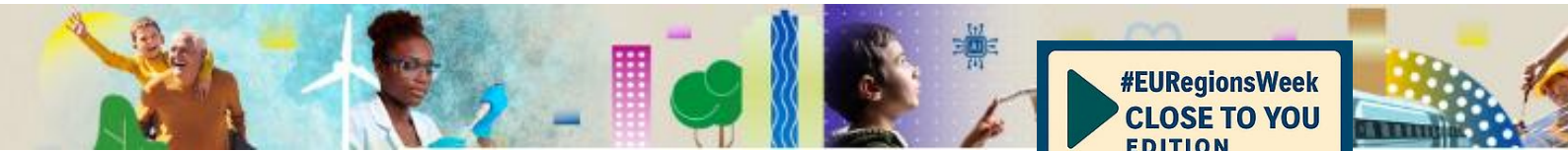
How the project connects to the topic of the participatory lab tourism and/or culture:

A sustainable tourism product will attract long-distance cycle tourists and supporting the tourism industry by increasing low-environmental-impacts (more bikes/less cars). The project will therefore contribute to the sustainable development of the territory on a cross-border scale, promoting both sustainable tourism and mobility and supporting the tourism industry, while fully respecting the environmental and cultural heritage of the area.

Project website:

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





Project acronym: BEST

Programme: Interreg VI-A Italia-Slovenia 2021-2027

Project description, objectives and outputs related to the sustainable tourism and/or culture:

Tourism, cultural and culinary operators in the cross-border area have limited ability to use creative, innovative and sustainable approaches, and show little inclination to develop cross-border offerings. As a result, the tourism offer is not always optimal/integrated on both sides of the border.

BEST will guide these operators through a growth process based on the "INNOVATION CATALYST METHOD": they will enhance their services by adopting innovation and art/creativity in their business. Also they will have at disposal a new cross-border path from Duino till Vipava valley.

Project objectives:

- Increase the capacity of local providers to develop an optimal touristic offer, based on innovative/digital tools, creativity/art and a sustainable approach
- Create a cross-border innovative destination that can offer visitors an innovative tourist and cultural experience: we're creating a route linking tourist and cultural facilities in the cross-border area, from Duino in Italy till Vipava Valley in Slovenia.

Project outputs:

- Workshops (how to apply innovation/sustainability and art for a better touristic offer)
- Education programmes (how to apply innovation/sustainability and art for a better touristic offer)
- A digital route linking tourist and cultural facilities in the cross-border area, from Duino in Italy till Vipava Valley in Slovenia: The route will contribute to the visibility of the area and its providers among local and international tourists.

How the project connects to the topic of the participatory lab tourism and/or culture: BEST is totally focused on how to improve sustainability and innovation in the cross border touristic offer: all what we are doing deals with this issue.

Project website: www.ita-slo.eu/best





Project' acronyms: Walk of Peace + and BeWoP

Programme: Interreg VI-A Italia-Slovenia 2021-2027

Project description, objectives and outputs related to the sustainable tourism and/or culture:

Both projects build on the results of previous cross-border projects and create synergies with transnational projects dedicated to the WWI heritage and Walk of Peace idea. A diverse partnership improves the accessibility and maintenance of heritage and routes, carries out various promotional activities, organizes events, educates different target groups, shares crossborder experience to other similar crossborder regions, prepares documentation for further development and management of Walk of Peace idea. Goal of projects: Walk of Peace from the Alps to the Adriatic becomes a unique cross-border cultural destination (slow tourism), and the European Walk of Peace becomes a transnational idea that connects different places and institutions across Europe --> to nominate it on the Cultural Routes of Council of Europe.

Project objectives:

- Mobile hiking application
- Bookguides
- Tourism leaflets
- Cultural events and international cultural festival
- Conceptual plan and investment&maintenance work on the important points on the Walk of Peace trail (Sabotin/Sabotino and Grmada/Hermada and Cerje)
- Memorandum of cooperation and Letters of agreement
- Action plan and strategies for future crossborder and transnational cooperation and governance
- Mobile info points
- Website upgrate
- Study tours for different target groups (youth, journalists, partners, stakeholders, tourism providers ..)
- Brandbook (connected also to the GO!2025)
- Film
- International cooperation

Project outputs:

- Action plan and strategy for further crossborder development and governance of the Walk of Peace trail and European Walk of Peace idea
- Solutions - pilots : mobile info points, crossborder investments/maintenance work, crossborder bookguide, film, mobile hiking app.
- Crossborder events: cultural events and festivals and bus tours

How the project connects to the topic of the participatory lab tourism and/or culture:

The projects with their results contribute to the further development of the Walk of Peace from the Alps to the Adriatic as a cross-border slow tourism and cultural destination, which also aligns with the mission of European Capital of Culture GO!2025 and regional, local and national strategies of development of cultural tourism. At the same time, projects enable many synergies and capitalization with other EU projects and initiatives.

Project' websites:

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

<https://www.ita-slo.eu/walk-of-peace>



Project acronym: CLIMED

Programme: Programme Interreg Next Italy-Tunisia

Project description, objectives and outputs related to the sustainable tourism and/or culture:

CLIMED addresses climate change impacts on endemic marine habitats in Mediterranean islands, focusing on Kerkennah (Tunisia) and Plemmirio Marine Protected Area in Siracusa (Italy). It promotes Nature-Based Solutions like artisanal fisheries and Posidonia meadows to enhance ecological and social resilience. By integrating scientific and local data, engaging communities and youth in citizen science, CLIMED aims to create a replicable model for sustainable marine ecosystem management.

Project objectives:

CLIMED aims to monitor Posidonia meadows, promote sustainable small-scale fisheries as Nature-Based Solutions, engage communities in marine conservation, and develop a learning hub for sharing best practices. It supports ecosystem resilience, improves data use, and fosters education, capacity building, and stakeholder involvement for long-term climate adaptation.

Project outputs:

CLIMED will deliver improved monitoring of Posidonia meadows, community-led conservation practices, and data-sharing tools. It will enhance marine biodiversity status, support sustainable fisheries, raise public awareness, and build capacity through education, training, and participatory approaches, contributing to long-term climate resilience.

How the project connects to the topic of the participatory lab tourism and/or culture:

CLIMED integrates participatory approaches by involving local communities, youth, and fishermen in marine conservation and citizen science. It promotes cultural heritage through traditional fishing methods like Charfia (UNESCO-listed), linking environmental sustainability with cultural tourism and community-led stewardship of marine ecosystems.

Project website: the website has not been developed yet.

Project acronym: CLUSTERATLAS4MED

Programme: Interreg Next Med

Project description, objectives and outputs related to the sustainable tourism and/or culture:

CLUSTERATLAS4Med is the Mediterranean meta-cluster for rural tourism. Following a hub-and-Spoke model, ATLAS4MED will boost the competitiveness of tourism SMEs in rural areas through better and bespoke services useful to address the challenges of the digital and green transition, fostering interconnections among the relevant stakeholders of the quadruple-helix in the Mediterranean area.

For Ancient Greeks, Atlas was a giant so strong to carry the weight of the world on his shoulders. In Berber culture, Atlas refers to the main mountain range of North Africa. In Latin, the Atlas has come to mean book of maps. Atlas can thus be associated with meanings such as "strength", "support" and "orientation", reflecting the ATLAS4Med meta-cluster's objective of developing a strategic approach to guide rural tourism actors across the NEXT MED area toward more sustainable growth.

The main novelty of our project will be the creation of a strategic trans-Mediterranean meta-cluster that will specifically support rural tourism, instead of tourism in general. Rural tourism can play a leading role for the sustainable growth of rural areas but it needs a different approach. Rural SMEs are, on average, less innovative and digitalised. This can prevent them from grasping the benefits of the global markets. Our trans-regional meta-cluster, closely aligned with the Eurocluster Rural Tourism funded under the Single Market Programme, will create synergies among the different actors and territories to sustain the long term growth of rural tourism while addressing the twin transition. The target groups to be involved are: R&D Organisations, VET providers, public administrations, Chambers of Commerce, Business organisations and rural associations.

8 full partners and 6 associated partners from 7 NextMED countries will work together to capitalise and share their experiences gained through other EU-funded projects and to create a new and durable trans-mediterranean cluster.

Project objectives:

- Development and promotion of the ATLAS4MED trans mediterranean cluster to foster new and more sustainable businesses and professional opportunities in rural tourism
- Promoting the digital transformation of rural tourism SMEs to enhance digital and data analysis skills and foster international networking capacities to promote innovation and competitiveness

Project outputs:

- Definition and launch of the ATLAS Meta-Cluster to Support the Mediterranean Rural Tourism through enhanced digital and international networking capacities.
- Launch of the joint developed ATLAS-Cluster Platform that will promote innovation and digitalisation of SMEs operating in rural tourism for a more competitive, inclusive and sustainable tourism development of the NEXT MED area.

How the project connects to the topic of the participatory lab tourism and/or culture:

EXO (the lead applicant) is a partner of the Heritage SmartLab EDIH, funded under the EU Digital Programme to support the digital transition of SMEs in the Creative and Cultural Sector. Another relevant experience that EXO will capitalise is the project Heritage Smart Lab, where it was responsible in the engagement of local stakeholders to map the main touristic resources of territory and developed two digital solutions: HE-MAIN platform, collecting data from different sensors for the maintenance of historical buildings, and Matera Analytics, a platform to monitor the tourism phenomenon in Matera.

Project website: the website has not been developed yet

Project acronym: Crosscare 2.0

Programme: Interreg VI-A Italia-Slovenia 2021-2027

Project description, objectives and outputs related to the sustainable tourism and/or culture:

Our new project idea builds on the achievements of CrossCare 2.0, which created a tested model of integrated care for older people and strong cross-border cooperation in social and healthcare services. The project now expands this approach by introducing sustainable and inclusive tourism as a new dimension, ensuring that seniors can travel safely, actively and meaningfully. The overall objective is to design and implement a cross-border strategy for senior-friendly tourism, which adapts tourism services to the abilities and needs of older people, promotes active ageing, and integrates preventive health, cognitive training and social activities into the tourism offer. Tourism providers will be supported with guidelines and checklists to adjust infrastructure, services and cultural programmes, ensuring accessibility and added value also for family members. Key outputs include: a cross-border strategy for adapted senior tourism; two pilot activities in Slovenia and Italy enriched with day care, wellness and preventive programmes; a transferable service model combining social care with holiday activities; a long-term cooperation platform based on a letter of intent signed by at least 10 stakeholders; and their active involvement in intergenerational pilots. Together, these outputs contribute to greater accessibility and quality of tourism for seniors, enhanced wellbeing, stronger social inclusion, innovative partnerships between social and tourism sectors, and a broader awareness of the importance of inclusive and sustainable tourism tailored to the needs of an ageing society.

Project objectives:

The main objective of **CrossCare 3** is to capitalise on the integrated care model developed within CrossCare 2.0 and extend it into the field of sustainable and inclusive tourism. The project seeks to design and implement a cross-border strategy for senior-friendly tourism that combines social and healthcare support with adapted travel services. Specific objectives are: to adapt tourism offers to the needs and abilities of seniors, ensuring accessibility and safety; to promote active ageing through physical exercise, cognitive training, preventive health programmes and social interaction; to pilot innovative tourism services that include day care and support for older travellers; to foster intergenerational cooperation by actively involving students in preparation and delivery of activities; and to establish a long-term cooperation platform linking social organisations, healthcare institutions and tourism providers. Together, these objectives aim to enhance quality of life, social inclusion and independence of older people, while simultaneously contributing to the development of sustainable and culturally inclusive tourism across borders.

Project outputs:

CrossCare 3 will deliver concrete and transferable results that directly connect social care and tourism. The main output is a **cross-border strategy for senior-friendly tourism**, providing guidelines and tools for adapting services, infrastructure and cultural programmes to the needs of older people and their families. To validate the strategy, the project will implement **two pilot activities** in Slovenia and Italy, enriched with day care, wellness, cognitive training and preventive health activities, each accompanied



by public events to engage communities and collect feedback. Based on these pilots, a **transferable service model** will be developed, offering tailored day support and activities for seniors on holidays, designed for replication in other regions. To ensure long-term sustainability, the project will establish a **cooperation platform** formalised through a letter of intent signed by at least 10 stakeholders, bringing together social organisations, tourism providers, healthcare institutions and local authorities. Finally, the project ensures **youth involvement and intergenerational exchange** by engaging at least 50 students in the preparation and delivery of pilots, strengthening skills, solidarity and cultural understanding. These outputs collectively improve accessibility and quality of tourism for seniors, foster innovative partnerships between social and tourism sectors, and create scalable solutions for inclusive and sustainable tourism across the programme area.

How the project connects to the topic of the participatory lab tourism and/or culture:

CrossCare 3 links social care and tourism by adapting services to seniors' needs and promoting accessible, inclusive travel. Through a cross-border strategy, pilots and a cooperation platform, it integrates wellbeing, prevention and intergenerational activities, showing how sustainable tourism can foster social inclusion and cultural participation.

Project website: <https://www.ita-slo.eu/crosscare-20>





Project acronym: DANTE

Programme: Interreg VI-A Italia-Slovenia 2021-2027

Project description, objectives and outputs related to the sustainable tourism and/or culture :

DANTE project develops a cross-border sustainable literary route inspired by poet Dante Alighieri, enhancing cultural and slow tourism in Italy and Slovenia. Its objective is to establish five interactive storytelling-based trails, three visitor centres and joint cultural events, connecting communities, creative industries, tourists as well as people with disabilities. The project fosters heritage valorisation, participatory governance and innovative cultural tourism, contributing to a socially responsible and resilient cultural sector.

Project objectives:

The project aims to create a cross-border, sustainable and resilient literary destination based on Dante's heritage. Objectives include establishing five interactive cultural routes, setting up visitor centres, organizing cross-border events, and developing participatory governance models. The project strengthens cultural heritage, promotes slow tourism and fosters inclusion of diverse communities.

Project outputs:

The main outputs are:

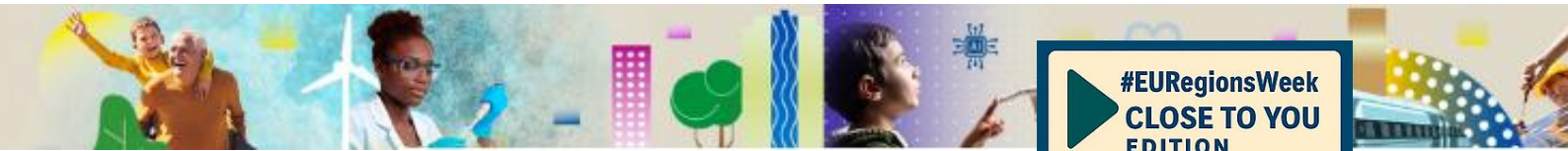
- The creation of a cross-border DANTE literary trail, based on 5 interactive interpretive cultural trails using the storytelling method, which will together form a whole;
- the establishment of visitor centres in Izola (SLO) and in Tolmin (SLO) and Ceggia (IT);
- joint organisation of cross-border events in Izola, Tolmin, Tolmezzo, Trieste, Region Friuli Venezia Giulia, the municipality of Ceggia in Veneto, including the major literary festivals PordenoneLegge and Vilenica, which will contribute to the creation of a more ethically oriented and socially responsible tourism sector.

How the project connects to the topic of the participatory lab tourism and/or culture:

The DANTE project connects to the participatory lab on tourism and culture by co-creating a cross-border literary trail inspired by Dante Alighieri. Through living-lab workshops with local residents, cultural and creative industries, and tourists, it develops inclusive, sustainable tourism models. Using storytelling, virtual reality and participatory design, the project valorises shared heritage while fostering slow, ethical and socially responsible tourism.

Project website: <https://www.ita-slo.eu/dante>





Project acronym: EdA-Z

Programme: Interreg Marittimo Italia-Francia 2021-2027

Project description, objectives and outputs related to the sustainable tourism and/or culture:

EdA-Z proposes a form of experiential tourism based on outdoor cultural and sports activities, carried out in groups and designed as **ADVENTURES** to promote the psychophysical well-being and social inclusion of Generation Z, who can benefit from physical activity and social interaction in open-air environments. The project involves six partners across Liguria, Sardinia (Cagliari), Tuscany (Province of Livorno), Corsica (Bastia), and Provence-Alpes-Côte d'Azur.

Project objectives:

Increase the supply and demand of tourism, including for new target groups, especially during the "ALT(R)A season" (spring and autumn). Enhance tourism, service, and hospitality skills by fostering regional and cross-border cooperation. Maintain and regenerate services for tourists and residents. Develop innovative tools for communication and sharing across territories.

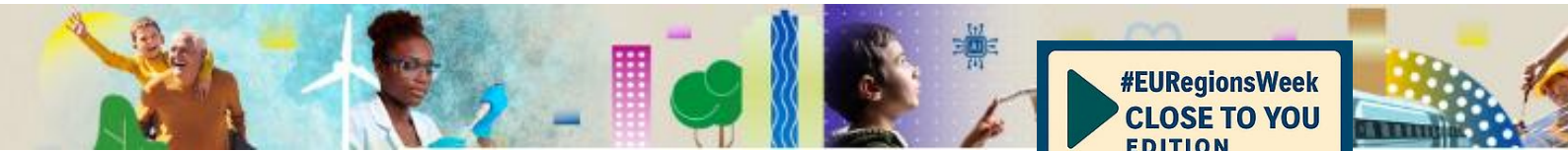
Project outputs:

Benefits in each territory in terms of human capital and natural environment. Positive impacts on Generation Z's psychophysical well-being. A cross-border circle of good practice sharing. The EdA-Z model is scalable to other territories and user groups.

How the project connects to the topic of the participatory lab tourism and/or culture:

EdA-Z is fully aligned with the participatory lab's focus: it is funded under Interreg Marittimo Priority 4.6, which promotes sustainable tourism, culture, and social innovation. The project engages young people in co-designing outdoor experiences with local operators, fostering inclusion, well-being, and cross-border cooperation through shared planning and cultural exchange.

Project website: <https://interreg-marittimo.eu/web/eda-z>



Project acronym: ΕΛ.ΟΙΝΩΝ ΠΙΖΕΣ

Programme: Interreg Greece-Cyprus

Project description, objectives and outputs related to the sustainable tourism and/or culture :

1. The exploitation of the common history and common cultural elements surrounding the olive tree and the vine with the aim of forming a strong pillar of tourism development based on the dissemination of knowledge and the history of the intervention areas as they are interconnected with the two crops.
2. Support through the production and dissemination of knowledge, for the formation of tourist awareness and culture that promotes sustainable tourism packages by exploiting the common wealth of the olive tree and vine culture.

Main target group: Local population, Tourists, Producers (vine growers, winegrowers, olive growers), restaurants, business and institutions tourism.

Secondary target groups: Policy makers, Local authorities, Tour Guides

Project objectives:

- Identification of intangible and tangible cultural resources for each intervention area as well as common traditions.
- Identification of the profile of tourists who are interested in olive oil tourism and winetourism
- Strengthening synergies in the promotion of cultural resources
- Creation of infrastructure and tools for the dissemination of knowledge and experience in olive and vine culture
- Implementation of pilot actions to promote tourism

Project outputs:

Achievement 1: Design of a common strategy concerning the development of sustainable tourism

Achievement 2: Digital identification of the location and history of ancient olive trees and visitable wineries in pilot areas

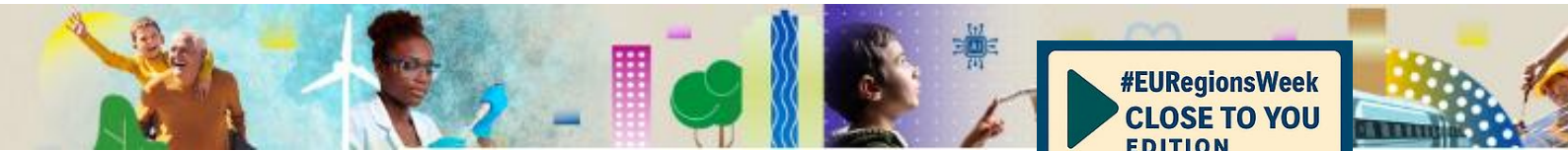
Achievement 3: Training Centre Equipment, Educational workshops, Exchange of good practices, olive and wine routes, artificial reef of wines

How the project connects to the topic of the participatory lab tourism and/or culture:

The project is focused on the promotion of sustainable tourism through the development of alternative form of tourism, which is based on the promotion of the most popular local agricultural products in the island of Crete and Cyprus, such as olive oil and wine and the development of related food tourism activities. The interconnection of primary (agriculture) and tertiary (tourism) sector through the inclusion of all the relative stakeholders for the development and promotion of sustainable tourism is of utmost importance.

Project website: the website has not been developed yet.





Project acronym: GOV4PeaCE

Programme: Interreg Central Europe

Project description, objectives and outputs related to the sustainable tourism and/or culture:

GOV4PeaCE addresses the CHALLENGES of i) cooperation and governance and ii) socio economic development, focusing on the territorial disparities and the heterogeneous governance frameworks which hinder integrated regional development within Central Europe. The partners set the World War I heritage in the centre of interest, together with its common identity, cohesion and socio-economic potential. WWI heritage is widely spread along former war fronts, which today encompass different countries, regions and communities in the border and remote rural territories between Italy, Slovenia and Austria, Poland and Slovakia, Hungary as well as beyond the programme area. In terms of WWI management, they represent trans-regional and cross-border functional territories which are facing demographic decline, brain drain, population ageing. In the desire to recognise the WWI heritage as a catalyst that can unlock the development potential across borders and sectors, 4 challenges were identified:

- Fragmented WWI heritage management and absence of structures that would enable cross territorial and multi-sectoral cooperation.
- Limited governance capacities to address the WWI heritage potential through integrated territorial development.
- Exploiting digitisation for multi-dimensional collaboration and green trends to promote holistic approach towards WWI heritage management.
- Taking the advantage of WWI global dimension for upscaling local potential, value, impact and visibility to the transnational level

Project objectives:

- Identifying and assessing key functional areas and their core heritage potential and governance characteristics and structures,
- Assessment of existing and best practice governance and cross-sectoral structures, development practices and tools,
- Engagement, awareness and capacity building of key stakeholders on the need for cross-territorial and multi-dimensional WWI governance, its potential and integrated development,
- Joint conceptualisation and implementation of an innovative strategic model for cross-territorial and multi-dimensional heritage governance

Project outputs:

- Strategy for introduction of an innovative multi-dimensional governance model for WWI heritage socio-economic activation within and between transnational functional territories
- Organizations cooperating across borders in the frame of the new governance model
- WWI heritage governance model pilots in functional territories of different maturity level
- WWI heritage governance solutions for activations its socio-economic potential in functional territories of different maturity level

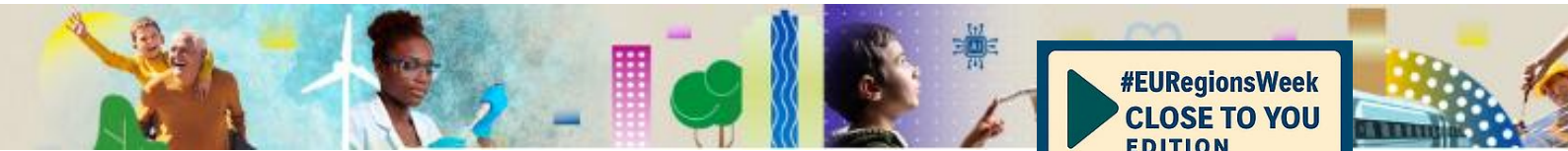


- Action plan for transnational CEWoP governance of WWI heritage socio-economic activation
- GOV4PeaCE digital governance support platform

How the project connects to the topic of the participatory lab tourism and/or culture:

The project enhances tourism and culture by revitalizing WWI heritage across Central Europe, transforming it into a driver of cross-border cooperation, cultural identity, and sustainable tourism. By linking remote and border regions through shared history, it fosters cultural cohesion and promotes socio-economic growth rooted in heritage.

Project website: <https://www.interreg-central.eu/projects/gov4peace/>



Project acronym: KAŠTellieri

Programme: Interreg VI-A Italia-Slovenia 2021-2027

Project description, objectives and outputs related to the sustainable tourism and/or culture:

The KAŠTellieri project builds on shared natural and cultural heritage from Kvarner through Istria, Čičarija, Brkini, the Karst, and into Veneto. Centered on prehistoric hillforts ("castellieri"), it seeks to revive and reinterpret this cross-border heritage, previously developed in the SI-HR Interreg project, and expand it to the IT-SI area. Through digitalization, creative industries, and sustainable tourism, the project promotes cultural valorisation while reducing tourism's carbon footprint and environmental impact.

Project objectives:

The project tackles coastal overcrowding and seasonality by redirecting visitors to rural border areas, boosting local economies and easing pressure on coastal cities. Its goal is to preserve and promote prehistoric hillforts through sustainable, cross-border tourism products, fostering cultural valorisation, social inclusion, and green initiatives.

Project outputs:

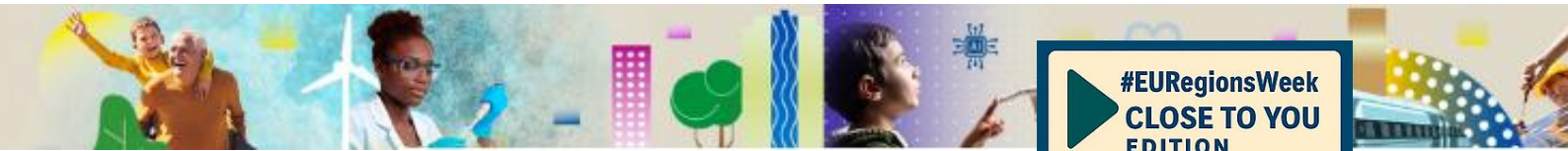
The project will develop a common strategy for sustainable cultural tourism and implement joint pilot initiatives, including a cross-border Archaeological Institute, an extended Hillforts/Castellieri Consortium, digital heritage tools (Aviko avatar, Kastelir.eu), 3D hillfort models, the "Kaštelirji Road" cycling route, and sustainable 5-star tourism experiences.

How the project connects to the topic of the participatory lab tourism and/or culture:

The project will implement joint training for tourist guides, hospitality staff, and people with special needs, plus archaeological workshops for children. Cross-border events include the "Day of Castellieri," festivals, training, and study tours. Partner networking ensures knowledge exchange, added value, and multiple synergistic effects across the project area.

Project website: <https://www.ita-slo.eu/kastellieri>





Project acronym: KRAS-CARSO II

Programme: Interreg VI-A Italy-Slovenia 2021-2027

Project description, objectives and outputs related to the sustainable tourism and/or culture:

KRAS-CARSO II builds on over 20 years of cross-border cooperation, with the main goal of establishing the European Group for Territorial Cooperation (EGTC) Kras-Carso for managing cross-border tourism and the Kras-Carso Geopark. The project promotes sustainable tourism, preserves cultural and natural heritage, develops innovative digital and interpretative tools, and supports cross-border sustainable mobility. Key outputs include a 140-km network of circular bike route, common quality standards, cross-border events, training for stakeholders, and pilot mobility measures, enhancing regional integration and tourism development.

Project objectives: The KRAS-CARSO II project aims to establish the EGTC Kras-Carso for joint management of cross-border tourism and the Kras-Carso Geopark. It promotes sustainable tourism, preserves cultural and natural heritage, develops innovative digital and interpretative tools, supports soft mobility, enhances local capacities, and fosters inclusive cross-border collaboration.

Project outputs: Key outputs of KRAS-CARSO II include the establishment of the EGTC Kras-Carso, an action plan for its operation, a common quality brand, cross-border training and events for stakeholders, a 140-km network of cycling and walking routes, pilot sustainable mobility measures, improved stakeholder cooperation, and initiatives to raise awareness of cultural, natural, and environmental heritage.

How the project connects to the topic of the participatory lab tourism and/or culture: KRAS-CARSO II turns two decades of Italy-Slovenia cooperation into a new cross-border structure: the EGTC Kras-Carso. The project links cultural heritage, geodiversity, and gastronomy with sustainable tourism and mobility. Through digital tools, joint trails, and stakeholder engagement, it showcases how participatory approaches can shape innovative tourism and cultural development.

Project website: www.ita-slo.eu/kras-carso-ii





Project acronym: POSEIDONE

Programme: Interreg VI-A Italia-Slovenia 2021-2027

Project description, objectives and outputs related to the sustainable tourism and/or culture:

The POSEIDONE project falls under Specific Objective SO 2.7 - Strengthening the protection and preservation of nature, biodiversity, and green infrastructure, including in urban areas, and reducing all forms of pollution.

The project will contribute to the sustainable development of the territory on a cross-border scale and promote the protection of biodiversity in natural and protected areas.

The main results of the project will be the improvement of biodiversity in the upper Adriatic coastal area through:

- the implementation and protection of green and blue infrastructure,
- the implementation of tools for sustainable tourism planning,
- promotion, awareness, and enhancement of the territories, and protection of the natural and agricultural landscape.

There are 12 partners and 7 associate partners.

The duration is 36 months + 6 months extension, starting in January 2023 and ending in June 2026.

The project has 3 WORK PACKAGES

- 1) Strategies for the protection and conservation of biodiversity
- 2) Green and blue infrastructure for biodiversity conservation and climate adaptation
- 3) Initiatives to promote sustainable agriculture

15 activities and

49 deliverables

The total budget is 4,375M€

Project objectives:

The project will contribute to the sustainable development of the territory on a cross-border scale and promote the protection of biodiversity in natural and protected areas.

The policy objective underlying the project is a greener, CO2-free Europe that takes into account the fight against climate change, including through the protection and implementation of biodiversity and green and blue infrastructure;

mitigating climate change in the management of protected areas and areas of high natural value;

improving and implementing biodiversity and green and blue infrastructure, also with a view to reducing air pollution and CO2 emissions;

protecting biodiversity will promote landscape diversity, including agricultural landscapes;

better governance of waste management on both sides of the border through awareness-raising and clean-up campaigns.

Project outputs:

The main results of the project will be the improvement of biodiversity in the upper Adriatic coastal area through:

- the implementation and protection of green and blue infrastructure,
- the implementation of tools for sustainable tourism planning,



- promotion, awareness, and enhancement of the territories, and protection of the natural and agricultural landscape.

The main results are the organization of joint cross-border actions such as the use of the Goletta Verde boat for Summer School activities;

the development of a shared calendar between Italian and Slovenian partners on the main awareness-raising and clean-up actions for the sea, coastline, rivers, and natural areas, through which awareness-raising and clean-up campaigns will be promoted with the involvement of local populations;

the development of a cross-border strategy for the identification and creation of new protected areas, aimed at developing a cross-border vision (methods and criteria) to identify measures that halt, slow down, or reverse biodiversity loss and, at the same time, mitigate the impacts of climate change.

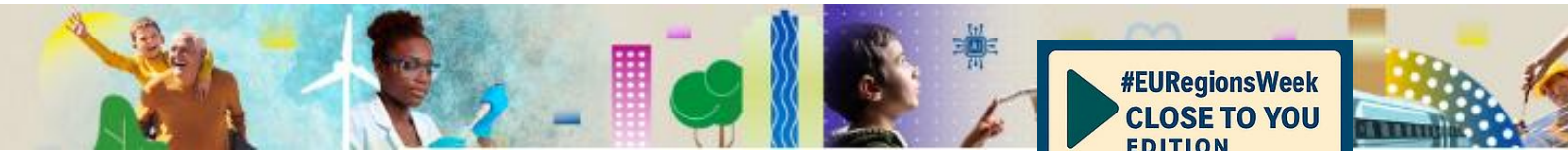
How the project connects to the topic of the participatory lab tourism and/or culture:

How does the project relate to the theme of the participatory workshop on tourism and/or culture?

The POSEIDONE project focuses on sustainable tourism, studying the carrying capacity of natural areas in relation to tourist pressure and the creation of small green and blue infrastructure for better protection and perception of natural values.

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





Project acronym: T4RAIL IT-SI

Programme: Interreg VI-A Italia-Slovenia 2021-2027

Project description, objectives and outputs related to the sustainable tourism and/or culture:

The project supports the removal of the interoperability barriers related to language differences for international train operations.

This is expected to promote sustainable transport and tourism, with a focus on international connections, and on train (the greenest transport mode) also potentially in connection to other public and active transport modes, such as public connections, as well as walking and cycling.

Project objectives:

- Promote the processes of technological innovation and digitalisation of the railway sector.
- Improve cross-border railway connections between Italy and Slovenia.
- Increase job opportunities and improve the competitiveness and sustainability of local companies.
- Guarantee greater accessibility to resident people.
- Reduce the environmental impact of transport and improve cross-border territorial cohesion.

Project outputs:

- Adaptation of the T4RAIL digitalization system to the local context and to the communication systems of the railway organizations involved.
- The training of on-board and ground staff.
- Risk assessments and experimentation of the T4RAIL tool in order to evaluate all possible scenarios, accompanied by continuous monitoring and evaluation of the results.
- Evaluate the impact of the digitalisation of railway procedures at the border on the Program Area from different socio-economic and environmental perspectives.

How the project connects to the topic of the participatory lab tourism and/or culture:

The train connects major cities in Italy, Slovenia and Europe, making the cultural heritage more exploitable and, most of all, accessible for everyone as train is a public transport mode which is inclusive. Train is widely used for tourism and allow to enjoy the journeys while lowering the carbon footprint of tourism – which is a widely discussed topic.

Project website: <https://www.ita-slo.eu/t4rail-it-si>

