

## TAKE IT SLOW

### Smart and sustainable tourism supporting Adriatic heritage for tomorrow

Thanks to cross-border cooperation, the Take it Slow project - funded by the Interreg Italy-Croatia Programme, with a duration of 31 months (1.6.2020 - 31.12.2022) - aims to foster the sustainable tourism offer, in a joint challenge that combines complex strategic actions and new more inclusive and responsible awareness-raising, to meet the needs of travellers and host territories.

5 Croatian partners and 8 Italian partners, with a budget amounting to over 3.7 million Euros, have the common goal to boost and promote slow and sustainable tourism linked to the natural and cultural heritage in the Adriatic region as a lever for a more balanced territorial development.

#### Sustainable tourism development: the 3 key concepts

- Fair use of environmental resources (biodiversity, natural heritage)
- Protection of the genuine sociocultural identity of the host communities (tangible and intangible heritage, interculturality)
- Strategies to ensure equity of socioeconomic benefits (employment, social services, accessibility)

#### What is the purpose of Take it Slow?

- Promoting the tangible and intangible cultural and natural heritage in the Adriatic region
- Involving and training operators and stakeholders in tourism and cultural promotion actions at transnational and local level
- Encouraging and improving the inclusiveness and accessibility of tourism destinations
- Supporting the release of green certifications
- Involving and actively training students and local communities

Along the beautiful Italian and Croatian Adriatic coastline, as well as in inland areas, each partner is engaged in initiatives at cross-border and local level aiming at meeting the needs of their territory, in accordance with the common strategic objectives.

#### The pilot action of the Abruzzo Region

In the scope of the project, the Abruzzo Region will carry out a pilot action focusing on improving the road signs of the 88Km long cycle path along the abandoned railroad across the Costa dei Trabocchi - which is about to be completed - being this the best slow tourism solution to apply across the territory.

The goal of the Region is to identify and obtain an ad-hoc “green” certification for the services provided by the pilot area of the Costa dei Trabocchi, which respond to extremely high-quality standards.

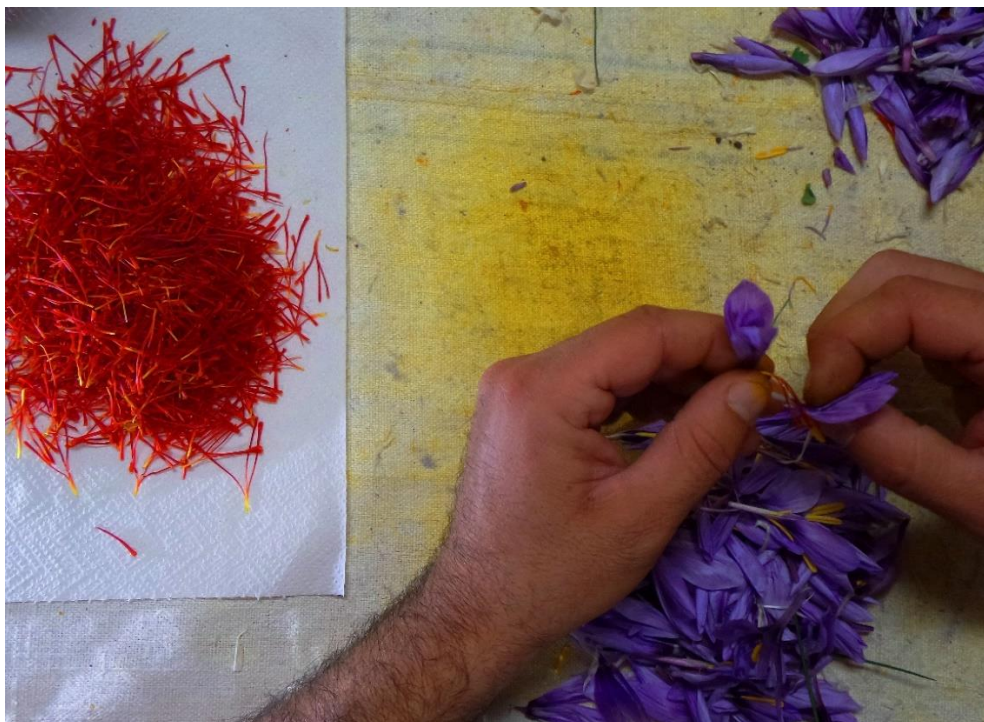


*Scanno (AQ) (photograph by Archivio fotografico della Regione Abruzzo)*

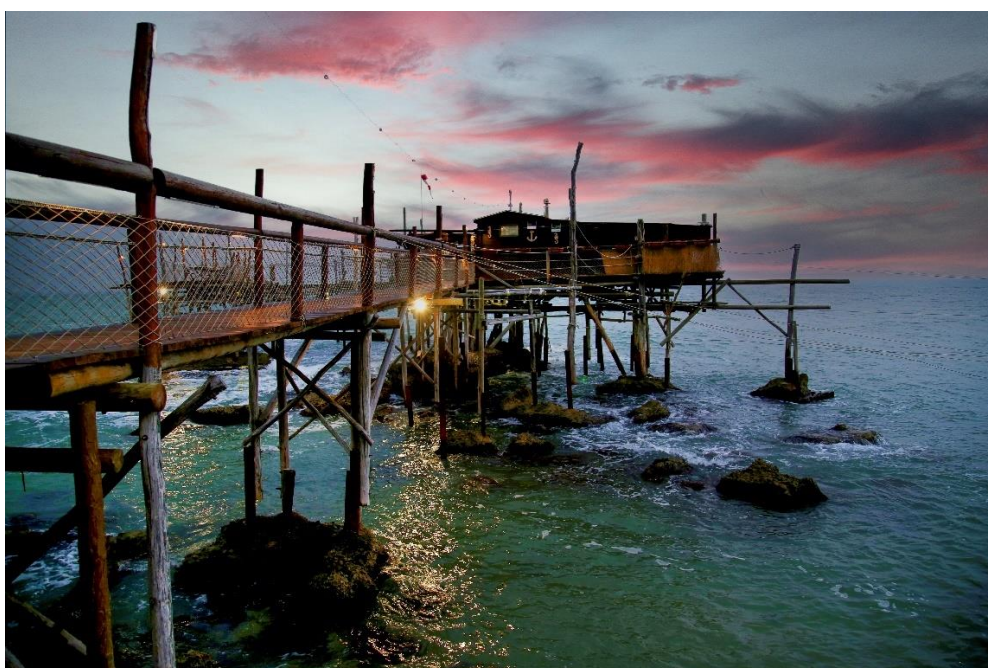


*Transhumance, Intangible Heritage of UNESCO (photograph by Antonio Corrado, Abruzzo Avventure)*

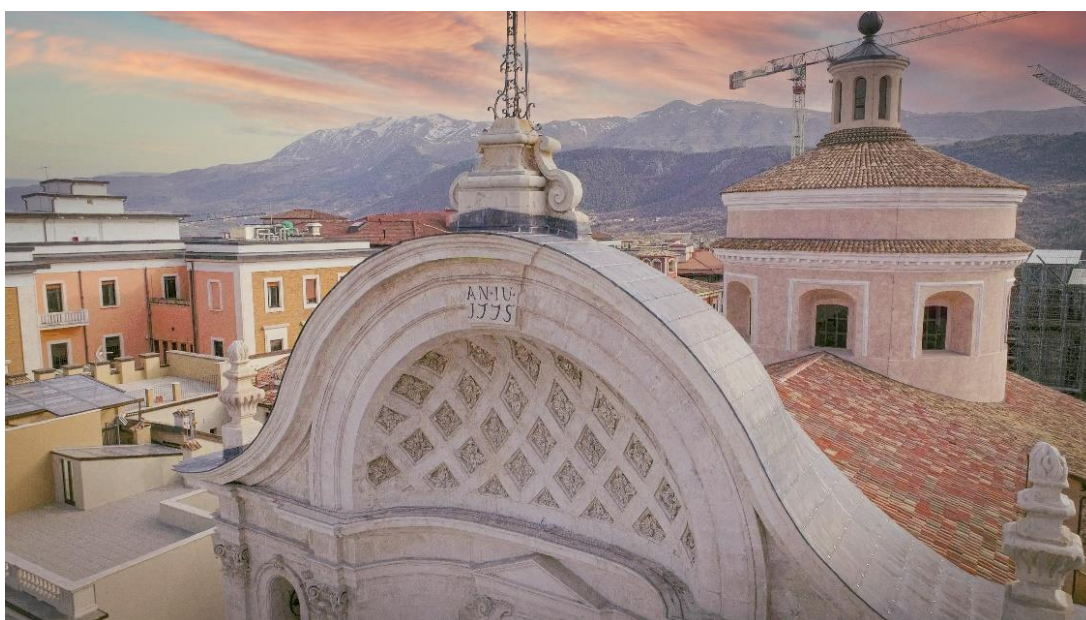




*Piana dei Navelli - Saffron (photograph by Antonio Corrado, Abruzzo Avventure)*



*A "Trabocco" (photograph by Archivio fotografico della Regione Abruzzo)*



*L'Aquila – Church of the Holy Souls (photograph by Archivio fotografico della Regione Abruzzo)*

## Contacts

Take it Slow in the Abruzzo Regione - Partner PP9

Project Coordinator: Paola Di Salvatore

SOTPE – Temporary Organisational Structure EU Projects

Via Salaria Antica EST 27

67100 L'AQUILA (Italy)

Official project web site <https://www.italy-croatia.eu/web/take-it-slow>

Dedicated page-Abruzzo <https://www.regione.abruzzo.it/content/interreg-italy-croatia-take-it-slow-0>

For info, please contact

Laura Rosella – Communication Manager TAKE IT SLOW

[laura.rosella@euprojects.it](mailto:laura.rosella@euprojects.it)