

## **The strategic project TAKE IT SLOW on smart&green tourism was kicked off**

The kick-off meeting of the Italy-Croatia Programme-funded strategic project **TAKE IT SLOW - Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow** took place in videoconference on July 29 and 30, 2020. The **Abruzzo Region – Service of Territorial Cooperation IPA, coordinated by Ms. Paola Di Salvatore**, is one of the partners.

TAKE IT SLOW action is planned to establish, manage and promote the Adriatic region as a smart, integrated, sustainable and all-year-round accessible Mediterranean tourist destination, whose added value is its common natural and cultural heritage. TAKE IT SLOW will develop a cross-border partnership platform with the participation of a number of sectors e.g. scientific, public and private, and the involvement of at least 120 actors. The purpose is to elaborate a strategic framework, a methodology, a marketing and promotion system for tourist destinations that are common and shared. The project **will contribute to encouraging a more balanced seasonality in tourism demand in the natural and cultural heritage sites** across the project area, and will strengthen the role played by the latter as one of the key strengths for territorial sustainable development.

During the two-day online meeting, the partners discussed the project implementation steps and the next actions to be undertaken to start up the activities. The second project meeting envisaged in October will be held in videoconference, once again.