



Slovenian  
Presidency  
20-21

## 6<sup>th</sup> Forum

of the EU Strategy for the Adriatic and Ionian Region  
**Along the coasts of the shared sea**  
Izola, 11-12 May 2021



## Walk of Peace – WWI heritage reuniting Europe

Best Interreg project idea, Project Slam 2020, Interreg 30 Years



WALK OF PEACE

Walk of Peace Foundation, Slovenia

## Walk of Peace – WWI heritage reuniting Europe

### IDEA:

Paths which were once divided by WWI frontlines shall bring us together today!

### VALUE:

Peace = Respect + Partnership

### MISSION:

Remembrance, Preservation, Research, Promotion, Education, Sustainable cultural tourism,  
Creativity

### VISION:

European Walk of Peace – Cultural Route of Council of Europe

Unesco World Heritage site (now Unesco Tentative List)

## Walk of Peace – WWI heritage reuniting Europe

**where everyone, all nations and religions find peace**





## Walk of Peace – WWI heritage reuniting Europe

from past dark to bright future



## Walk of Peace – WWI heritage reuniting Europe

### bottom – up approach and step by step

in 70's: Walk of Peace as WEG DES FRIEDENS **local** idea born in Austria

from 1980 till 2000: developed in **local** territories in Italy and Slovenia

2013 – 2015: first **crossborder** activities in the POT MIRU-VIA DI PACE **standard project (Interreg Program Italy-Slovenia)**, LP= Province of Gorizia (IT)

2016: **UNESCO Tentative List**

2017 – 2019: first **transnational** activities in the NETWORLD project **(Interreg Danube Program)**, LP = Soča Regional Development Centre (SI)

2018 – 2021: **upgraded crossborder** activities in WALK of PEACE **strategic project (Interreg Italy-Slovenia)**, LP = Soča Regional Development Centre (SI)

2020: WALK OF PEACE project idea selected as **BEST EU Interreg project** (Project Slam – Interreg 30 Years)

## **Walk of Peace – WWI heritage reuniting Europe** **from cross-border cultural tourism product to transnational idea**

**500 km long cultural and hiking trail between Slovenia and Italy - Walk of Peace from the Alps to the Adriatic see :**

- Common brand and communication
- WWI heritage valorisation and protection: database of 430 registered WWI monuments
- Study-research activities: database of fallen Italian and Austro-Hungarian soldiers, conferences, exhibitions
- Educational activities: study trips for pupils, students, research centres, tourism guides, local inhabitants, tourism providers, visitors
- Common Remembrance events and commemorations

## **Walk of Peace – WWI heritage reuniting Europe** **from cross-border cultural tourism product to transnational idea**

- Promotion: infoboards, tourism brochures, bookguides, maps
- Digitalisation: [www.thewalkofpeace.com](http://www.thewalkofpeace.com) , promo films, photos, aerial photos
- VR and AR: mobile application of Kobarid and Russian Chappel, 3D glasses in Multimedia museum in San Michele
- Creativity: audio-visual performance
- Development of quality tourism products: (self) guided tours with local guides and providers, Slovenia Unique experience
- Management and marketing plan

**European Walk of Peace idea:** database of 240 sites in 9 countries <http://ww1sites.eu>



## **Walk of Peace – WWI heritage reuniting Europe** **partnership – step by step developed**

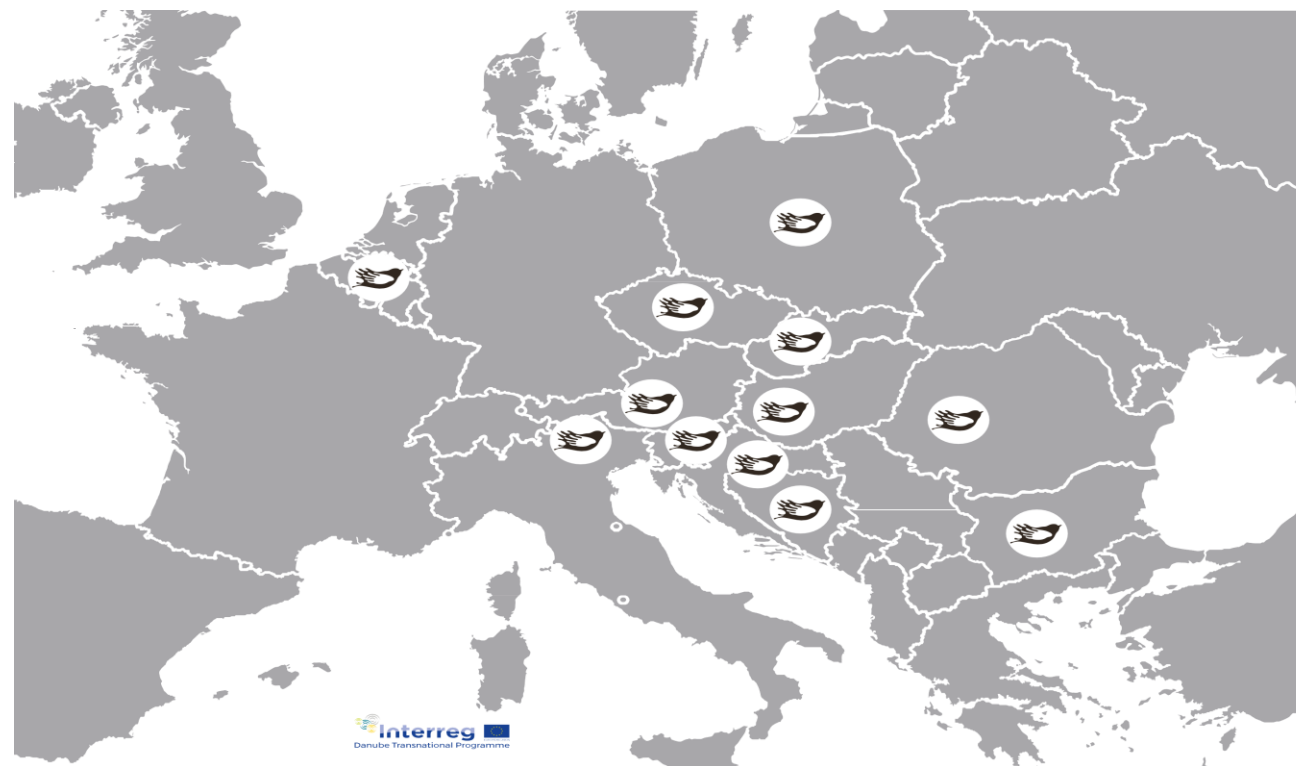
### **Crossborder (Slovenian – Italian initiative):**

- Local inhabitants and NGOs
- Museums
- Walk of Peace Foundation – idea coordinator
- Study-research centres (Slovenian Academy of Art and Science, ..)
- 38 municipalities in Slovenia and Italy
- Heritage institutions
- Regional Development Agencies (Posoški razvojni center, ..)
- Tourism Destinations on local, regional, national level (PromoTurismo FVG, ...)
- Ministries, Regions

**Transnational idea:** already supported by 25 different institutions, also from Austria, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Germany, Hungary, Poland, Romania, Serbia, Slovakia, Ukraine, ...



## Walk of Peace – WWI heritage reuniting Europe from cross-border cultural tourism trail/product to transnational idea



WALK OF PEACE

## Walk of Peace – WWI heritage reuniting Europe

**You are welcome to join us!**



WALK OF PEACE

[www.thewalkofpeace.com](http://www.thewalkofpeace.com)

FB: Pot miru/Walk of Peace

Youtube: [Walk of Peace – YouTube](https://www.youtube.com/watch?v=...)



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