

# **EUSAIR Innovation Community 3rd event**

## **Innovations in Sustainable Tourism**

### **5.7. 2022, 10.00-14.00, Online**

**„Innovation is insight in action“**



# **Presentation of good practice:**

## **Sustainable tourism project financing**

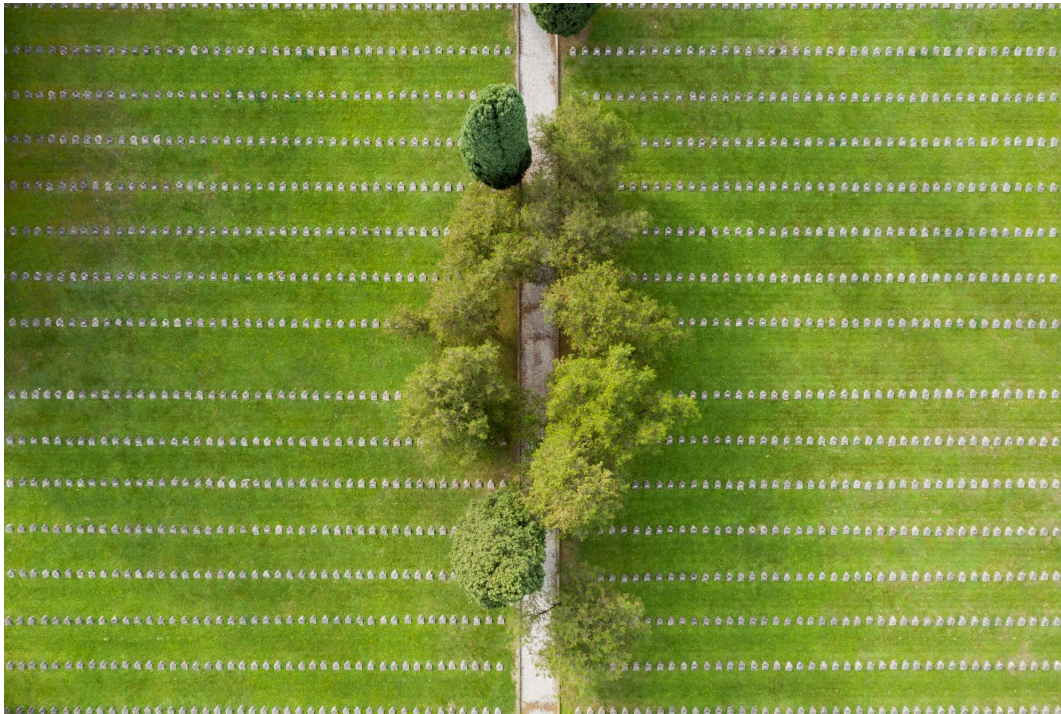


**WALK OF PEACE**

**ADRIATIC-IONAIN REGION (EUSAIR) S3 NETWORK A PUSH FOR STRENGTHENED  
INTERNATIONALISATION**

**Maša Klavara, Walk of Peace Foundation, Slovenia  
5th of July 2022**





**Big (authentic,  
transnational) idea:**

**Paths which were  
once divided by  
WWI frontlines  
(Kingdom of Italy  
and Austro-  
Hungarian  
Monarchy) shall  
bring us together  
today.**



**(prof. Walther  
Schaumann, 1973)**



**MISSION:**

**MUTUAL RESPECT**

**+**

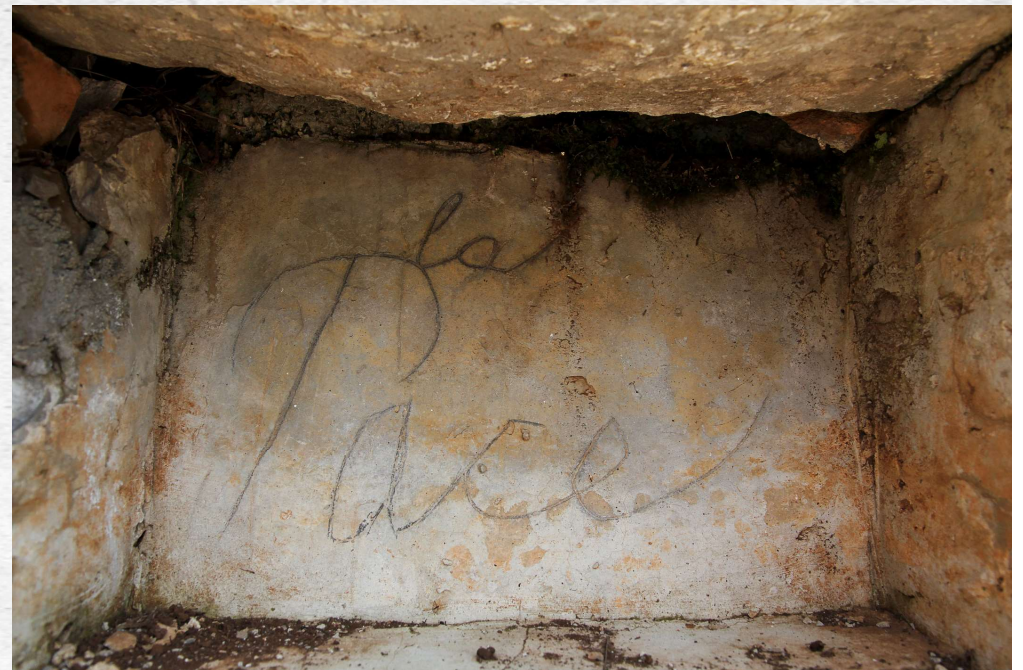
**COOPERATION**



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**VALUE:**

**PEACE**







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**VISION:**



UNESCO transnational  
serial nomination

+

CULTURAL ROUTE OF  
COUNCIL OF EUROPE

as an opportunity of  
sustainable  
development of WWI  
heritage and places





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**ACTIVITIES:**  
in the projects and as daily work

Research

Protection

Management

Common remembrance

Education

Creativity

Cultural tourism

Digitalisation

Sustainable development





from local paths **Weg des friedens (Austria), Le vie della pace/  
Sentieri di pace (Italy), Pot miru (Slovenia)** in the past --> to the  
crossborder trail and transnational idea **Walk of Peace (now)**







**Slovenian and Italian experience today –**  
**very good crossborder practice for other**  
**crossborder/transnational territories:**

### **Walk of Peace from the Alps to the Adriatic**

- 500 km cultural tourism crossborder  
 trail/product and points of interest out of  
 it

- WWI heritage and other top cultural  
 and natural monuments between

**Ljubljana and Venezia**

- Strategic project WALKofPEACE

**Interreg**

**V-A Italy Slovenia 2014-2020**

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

# Walk of Peace and international cooperation

**2013 - 2015**

Pot miru / Via di pace project (Interreg Italy-Slovenia), LP  
Province of Gorizia/Gorica (Italy), Foundation idea leader

**2017 - 2019**

NETWORLD project (Interreg Danube),  
LP Soča Regional Development Centre (Slovenia), Foundation idea leader: 14  
PPs and 10 APs from Slovenia, Austria, Bosnia and Herzegovina, Bulgaria,  
Croatia, Czech Republic, Hungary, Slovakia, Romania, Italy

Priority: Environment and culture responsible Danube Region

**2018 – 2020**

CON-FRONT project (Creative Europe),  
LP Le Grand Mix (France) and 3 PPs from Slovenia, Belgium and North  
Macedonia

Priority: Culture / European cooperation projects related to the European Year of Cultural  
Heritage 2018

**2020**

WALKofPEACE **best Interreg project** (Project Slam – 30 years of Interreg  
programs)



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**2019 - 2022**

WALKofPEACE strategic project (Interreg Slovenia - Italy),  
LP Soča Regional Development Centre (Slovenia), Foundation idea leader:  
10 PPs from Slovenia, Friuli Venezia Giulia and Veneto (Italy)

Priority: Protecting and promoting natural and cultural resources

+

LEADER/CLLD EU Programs (till now projects in Slovenia and Italy) –new  
opportunity for the future

**2022 – applied new upgraded project**

*EuWalkOfPeace project (Interreg Central Europe), LP Slovenian PPs and 10  
PPs and 22 APs from Italy, Austria, Hungary, Czech Republic, Slovakia,  
Poland, Germany, Belgium, France, Ukraine*

Priority: better cooperation governance

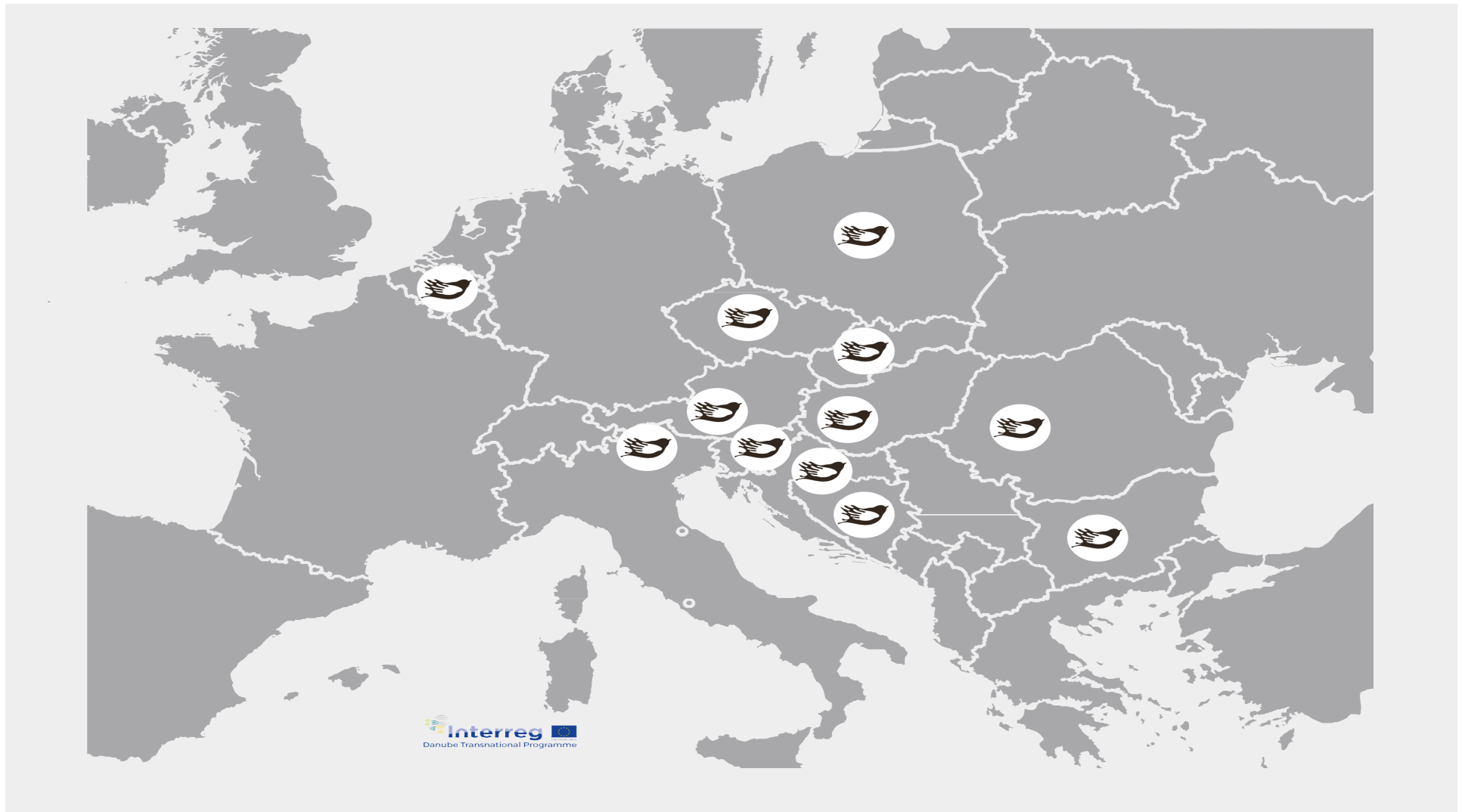
**WWI anniversaries 2014-2018 – good starting point for future transnational  
projects**

**UNESCO Tentative List: France&Belgium (2014) and Slovenia  
(2016)**



From crossborder idea, trail and product to the  
transnational idea and story

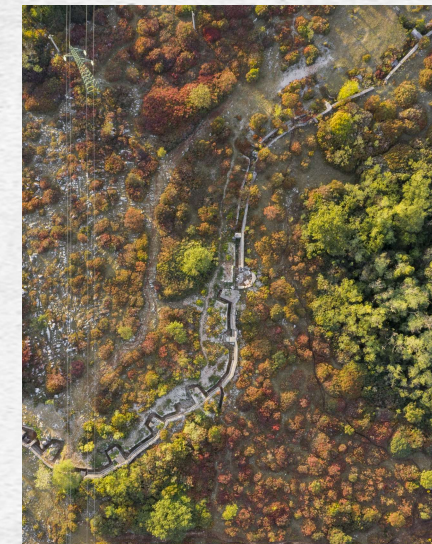
<http://ww1sites.eu/>





## From past dark to brighter future – Walk of Peace approaches

- Bottom - up and Step by step developed idea and partnership.
- Defined idea coordinator and very diverse partnership: research centres, institute for the protection the heritage, regional developmnet agencies, municipalities, regions, ministries, NGOs, museums, tourism boards, education institutions, marketing and communication agencies, .. From local to national level.
- Mutual communication and trust.
- Mutisectoral and multihorizontal interactions → Many transnational activities and results also among different thematic fields and needs.
- Diversiable co- financing (different EU Programs and other public support, as also PPs own resources).
- Exchange of experience and knowledge.
- Well defined short, middle and long term objectivec, achieved through diferrent cooperation.
- Many capitalisation and sinergies among EU projects and other initiatives and among different Program priorities.





**Remembering past for the future, together.**

**WWI heritage reuniting Europe.**

**Let's make European Walk of Peace.**

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



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