

TAKE IT SLOW

Best practices showcase of sustainable,
slow and smart products and services in tourism



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ECOTOURISM

Ecotourism is a type of nature-based tourism activity in which the visitor's essential motivation is to observe, learn, discover, experience and appreciate biological and cultural diversity with a responsible attitude to protect the integrity of the ecosystem and enhance the well-being of the local community.

Ecotourism increases awareness towards the conservation of biodiversity, natural environment and cultural assets both among locals and the visitors and requires special management processes to minimize the negative impact on the ecosystem.

DUBROVNIK NERETVA REGION

Križ Winery: Natural, traditional and ecological approach to wine making

Križ Winery is located on Pelješac peninsula, the homeland of the Plavac mali grape variety, and presents a unity of tradition and modernity. Family-owned winery is farming 2 hectares of organic vineyards on rocky terrain with south exposure. Handmade terraces supported by dry stone walls present unique coexistence of man and nature. The soil and vine are treated by hand, without the use of harmful chemicals. The cultivation of the vineyards and crops is 100% natural, traditional and ecological. Križ Winery has been engaged in organic viticulture since 2008, making them the first certificate organic grape growers in Dubrovnik Neretva Region. They are also a member of Dubrovnik Slow Food Convivium. Winery is opened for visitors who are interested to learn more about authentic life style and organic wine production. Križ Winery is an active member of numerous festivals, domestic and international presentations and wine fairs with aim to promote Plavac mali and peninsula Pelješac.

Križ Winery - Enterprises - private sector - Potomje Croatia
+385 91 211 6974 - vinarija.kriz@gmail.com - www.vinarijakriz.com

RDA RERA

Olive paths Mirca

The Olive paths walking trail starts in a small and picturesque village Mirca which is since always a homeland of olive growing in the island of Brač. This circular walking trail approximately 6 km long will take you to a walk along olive groves over the village to Prihod - the old irrigation system, introduce you to tradition of producing olive oil, olive species growing on Brač and value of the olive oil in everyday use.

TZ SUPETAR - Public/government sector - Supetar Croatia
386 21 630 900 - administracija@supetar.hr - www.supetar.hr

ISTRIA REGION

Eco domus

Eco Domus project is enforcing sustainability of private accommodation in Istria, by managing resources in such a way that economic, social and environmental needs are met while supporting cultural integrity, environment and biodiversity. Eco Domus has 50 criteria in 12 categories: management and communication on Eco Domus rules; valorisation and promotion of cultural and natural heritage and traditional life; promotion of local producers and cuisine; reduction of water consumption up to 70%; use of eco certified products for personal hygiene and during cleaning and disinfection of facilities; use of natural materials, separate collection and recycling of waste; use of energy-saving lamps in at least 80% of luminaires, while at least one device must be of A or higher energy class; when sightseeing use of public transport, bicycles or hiking; use of natural or eco certified materials in interior and exterior; lowering noise and light pollution; social engagement in the local community.

Region of Istria, Administrative Department for Tourism - Cultural and natural heritage management body - Poreč Croatia
+ 385 (0)52 351 601 - turizam@istra-istria.hr - www.istra-istria.hr

EMILIA ROMAGNA REGION

D'là dé Foss Cultural association for the promotion of the territory.

The Association aims to promote a lifestyle that respects the environment and the person, to raise awareness among citizens and institutions on environmental issues of protection and enhancement of the territory, to seek a harmonious relationship with nature, to inform on the state of the environment and the territory and on all projects that could modify it, to support environmental policies that aim at the ecological conversion of the economy and society.

Among the activities worth mentioning there are the thematic walks (for example Dante's path in Casteldelci) which can also take place in the evening, along local paths and collaborating for the reopening of the ancient communication routes, maintenance of the paths, re-enactment of activities linked to tradition (sowing, hay mowing, wheat harvesting, etc.) conferences and other activities to promote the area.

Luigi Cappella, president - Associations - Pennabilli (RN) Italy
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EMILIA ROMAGNA REGION

Via Romagna - The regional bicycle route

The first permanent Italian regional cycle route is set to officially open in a few weeks. It will be an ideal journey through the historical villages of Emilia Romagna amidst art, culture and nature. "Via Romagna" will be a protected and mapped 512-km route that will ideally unite the most fascinating and traditionally rich areas of the region: from the valleys of the Po river Delta (starting from Comacchio), to the Apennines on the border with Tuscany, from the most beautiful hills of the Romagna hinterland to the border with the Marecchia Valley, the Conca Valley and the Marche region. This itinerary between the sea and the hills will soon become a cycling tourism product that will be promoted on foreign markets by the Terrabici Consortium of specialised bike hotels. The declared objective of the project is to attract Italian and foreign cyclists all year round along the route, for them to discover the best features of the area they will be cycling through.

The following entities will be involved:

5 provinces - 42 municipalities - 17 fortresses/castles - 21 historic villages - 1 regional wine shop - more than 200 holiday farms.

Chiara Paviani, Terrabici - Public/government sector - Rimini Italy
+39 392 3848054 - info@terrabici.com - www.terrabici.com

EMILIA ROMAGNA REGION Trekking Emozionale

Emotional itineraries in Montefiore Conca.

Orietta Binotti, the owner of the "La Galleria del Viaggiatore" travel agency, designs hiking itineraries for those who want to get to know the Conca Valley with the help of Compagnia dei Sentieri Emozionali, a group of enthusiasts and experts familiar with the Montefiore Conca area. Following the Covid crisis, Orietta integrated her activity as a travel consultant with the promotion of the hinterland, focusing on emotional events aimed at enhancing the landscape, artistic, cultural, culinary and popular qualities of the Montefiore area, with a view to involving all the area's tourism operators. There are several aspects of the Montefiore area that deserve recognition, such as the history of major events and popular events and the vegetation and fauna typical of the area's natural landscapes. The promotion of all this has often required the retracing of ancient paths by means of old maps and the memory of locals. Over the course of 2020, "La Galleria del Viaggiatore" organised "11 emotional itineraries" that did not only present historical and naturalistic aspects, but also highlighted Montefiore's catering and food production activities."

La galleria del Viaggiatore - Enterprises - private sector - Morciano di Romagna (RN) Italy
+39345 982 5417 - orietta.binotti@lagalleriadelviaggiatore.it

EMILIA ROMAGNA REGION Spin Bike

This summer, the Ristobar Spiaggia Rimini Consortium will place 5 eco-compactors on the beach of 5 locations (Viserba, Bellariva, Marebello, Rivazzurra and Miramare) in the municipality of Rimini. The machinery, called "Spin Bike" will be available to tourists. The Spin Bike eco-compactor is a PET (polyethylene terephthalate) plastic bottle collector. The use is very simple: just get on the Spin Bike, which is connected to the compactor, and start pedaling. As soon as the minimum level of self-sufficiency is reached, the machine activates the green light and unlocks the door for the introduction of the bottle. Keeping a constant pedal stroke, the bottles can be introduced, one at a time, until the compaction process is completed. So...pedaling and recycling. It is worth remembering that a decree of the Emilia Romagna Region (# Plastic-freeER strategy) made it mandatory to replace single-use plastic objects in beach restaurants and bars (no more plastic glasses, plastic cutlery, plastic plates, etc)

Consortium of bar and restaurant managers operating on the beach - Enterprises - private sector - Via Clementini, 31 - Rimini Italy
+39054152121 - p.righini@confesercentirimini.it

SVEM - SVILUPPO EUROPA MARCHE Country House Ca' Virginia - Wellness & Bike Resort

The Ca' Virginia Country House is an example of best practice in the sector of eco-friendly hotel. The village hotel is located in the North of Marche Region, in the Montefeltro hills, about twenty kilometers from the Adriatic sea coast, and it represents a greenhouse designed with the aim to enhance the natural identity of the site with a point of view of sustainable and green tourism. Hence the choice to minimise environmental impact through the use of geothermal energy combined with photovoltaic and solar energies.

Ca' Virginia & C.snc - Enterprises - private sector - Borgo Massano (PU) Italy
+39 0722 580781 - locanda@cavirginia.it - www.cavirginia.it

MOLISE REGION Walk in the woods

Promote slow and sustainable tourism in the green and wooded areas of the territory.

Comune di Acquaviva Collecroce - Public/government sector - Acquaviva Collecroce - Molise/Italy
+39 0875970128 - comune.acquavivacollecroce@gmail.com - www.comune.acquavivacollecroce.cb.it

MOLISE REGION Pedestrian and cycle trails

Promote the excursions of the footpaths and cycle paths connecting the Trigno and Biferno rivers.

Comune di Castelmauro ente capofila di più Comuni - Public/government sector - Comune di Castelmauro - Molise/Italy
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