



**Speed Dating Event in Rome
Italy-Croatia-Finland**

GAL Costa dei Trabocchi

Rome, 4th of April 2019





Description of the territory



150.806 Inhabitants

492,50 sq.km Area

17 municipalities

7 protected areas

16 Trabocchi

50 km of cycling way along
a very heterogeneous coastline

33 hectares of specialized vineyard

5 economy Key sectors: agriculture, tourism,
manufacture, trade, accommodation and food services

Description of the strategy

Objective of the strategy

- Implement, create new opportunities for sustainable development, supply chains and local production systems and new forms of eco-sustainable tourism by using the potential of the **Via Verde of the Costa dei Trabocchi** (the Green Way), a highly innovative cycling and soft mobility project that exists in the areas of the past coastal rail route.

Themes

- **digital ecosystem:** organization, communication and promotion of the tourist offer through an integrated processing information
- **brand identity:** increase the visibility and positioning of the Costa dei Trabocchi at national and international level
- **Via Verde:** strengthening competitiveness of local companies through support actions aimed at creating innovative companies, the commercial development of products and services for a better use of the Via Verde; improve the governance of local initiatives linked to it
- **cultural and gastronomic heritage:** increase the identity, reputation and availability of traditional food and wine excellence of the territory

Description of LEADER cooperation

The aim of our cooperation strategy is:

- to organize, with the bordering territories (in particular with GAL Majella Verde), **a joint tourist offer on the Via Verde** creating a system which connects mountains and the sea and characterized by rural landscapes, quality agriculture and rich biodiversity, strong cultural and gastronomic traditions
- To explode the **ecotourism , cycling tourism and food and wine tourism** potential through the organization and improvement of services the territory can offer by intercepting the new demand for slow tourism

The cooperation project ideas we will participate in, as indicated in our PSL, are:

- 1 Promotion of a **products selection** representative of the territory
- 2 **Points of sale** on the Via Verde
- 3 **Events** of general interest

Contact details

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My LAG in pictures

