

# The EGTC GO and the cross-border development of sustainable and slow tourism

Budapest, 13th November 2024

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## EGTC GO

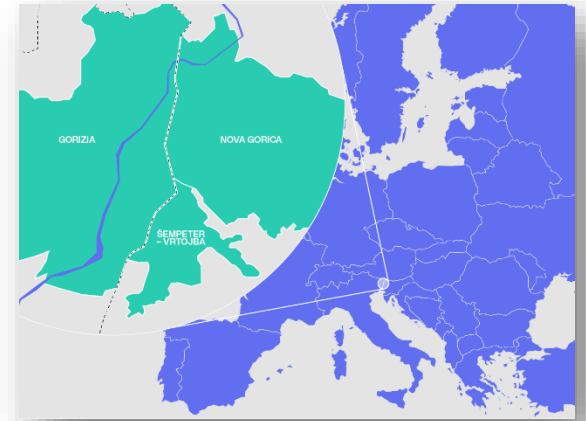
European grouping of territorial  
cooperation of the municipalities of  
Gorizia (IT), Nova Gorica (SI)  
and Šempeter-Vrtojba (SI)



# About us, aims and activities

The EGTC GO is an Italian public authority with legal personality, founded by the municipalities of Gorizia (IT), Nova Gorica (SI) and Šempeter-Vrtojba (SI) in line with Regulation (EC) no. 1082/2006 of the European Parliament and of the Council.

It's an entity having **jurisdiction over the territory of the three cities**: It may reach across the border and make plans and carry out actions for a single cross-border city, composed of three no longer separate municipalities, but a continuous territory with no divisions.



Population	
GORIZIA	34.300
NOVA GORICA	31.400
ŠEMPETER-VRTOJBA	6.200
<hr/>	
<b>Total</b>	<b>71.900</b>



# Our projects



Cross border sustainable and slow tourism

GO! 2025  
NOVA GORICA-GORIZIA

Interreg  
Italia-Slovenija



Co-funded by  
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BeWoP

Interreg  
Italia-Slovenija



Cofinanziato  
dall'Unione europea  
Sofinancira  
Evropska unija

Fondo per piccoli progetti GO! 2025  
Sklad za male projekte GO! 2025

GEOT GO  
EZTS GO



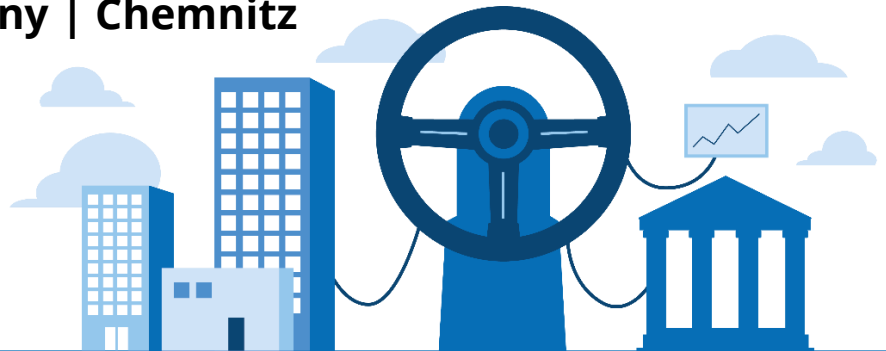
# GO! 2025

## NOVA GORICA - GORIZIA

In May of 2019 the Municipality of Nova Gorica and the Municipality of Gorizia signed the Collaboration Agreement for the candidacy for the European Capital of Culture 2025

The EGTC GO, was chosen to coordinate the application process and identified as the implementing body for the ECOC

In **2025**, two European cities will be ECOC:  
**Slovenia | Nova Gorica - Gorizia**  
**Germany | Chemnitz**



# GO! 2025

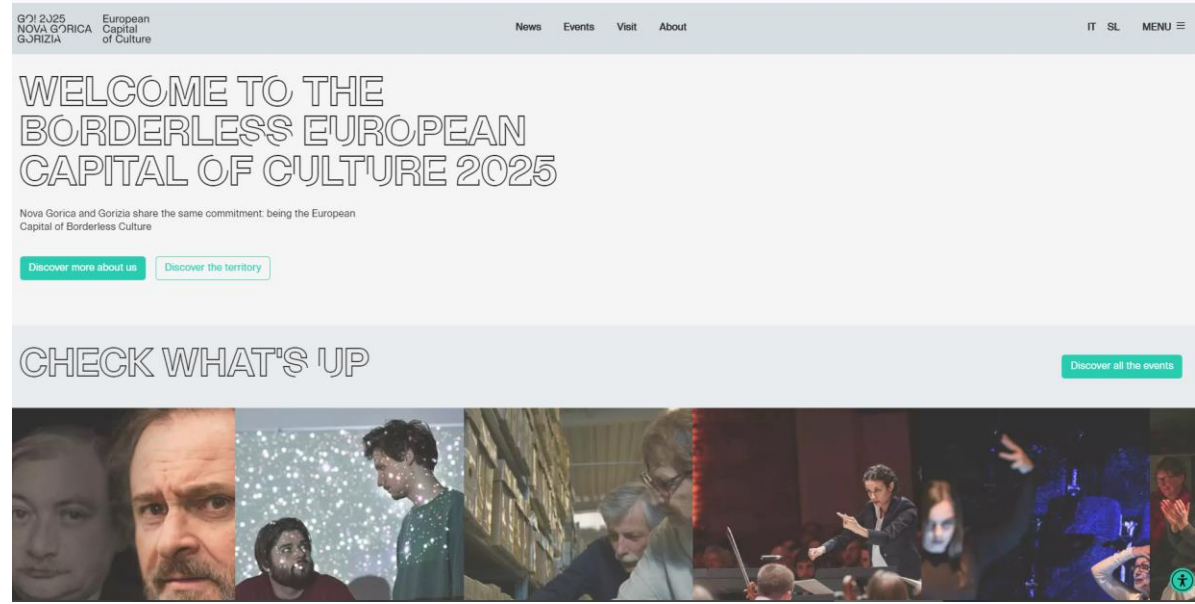
NOVA GORICA - GORIZIA

Participatory approach  
16 First Level Stakeholders (FLS)  
Borderless MAP

[www.go2025.eu](http://www.go2025.eu)

*GSTC (Global Sustainable  
Tourism Council) certification  
to become a Sustainable  
Touristic Destination*

 **GSTC**<sup>®</sup>  
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## Pilot 3:

Cross-border development  
of sustainable and  
slow tourism

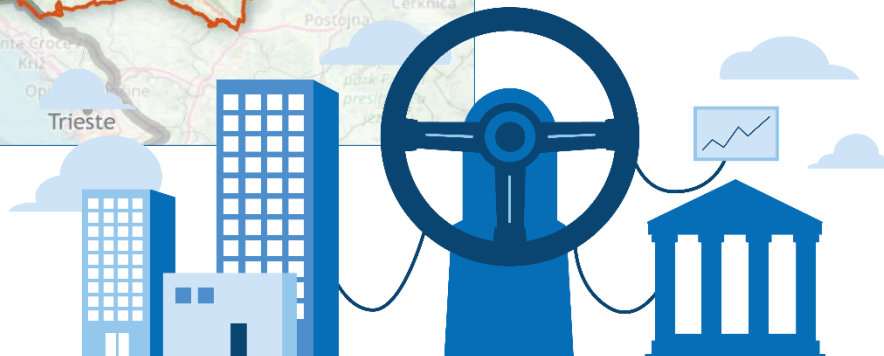
**Pilot territory:**  
Gorizia-Nova Gorica twin-city,  
27 Italian and 13 Slovenian  
municipalities

Source: Eurostat, Navteq database



GO! borderless  
Area

On the cross border territory of  
the twin cities of Gorizia-Nova  
Gorica and the whole GO!  
2025 area including 27 Italian and  
13 Slovenian municipalities



# Objectives:

- The aim of the pilot activity is to develop a **model on cross-border development of sustainable and slow tourism based on bike mobility**, integrating the peri-urban and surrounding neighbourhoods of Gorizia-Nova Gorica with the twin-city.
- The EGTC GO's strategic goal is to exploit the high visibility of the European Capital of Culture (ECoC) 2025 in order to become a **sustainable touristic destination**.



# Planned activities:

- Kick off event of the pilot in March 2025
- Draft model for cross-border development of sustainable and slow tourism based on accessible data and studying the existing strategies in Italy and Slovenia
- Installation of movable bike counters, collection of data and analyses - from May to October 2025 (6 months of data collection).
- Participatory stakeholder process, that will involve local and regional institutions as well as stakeholders and touristic operators
- Consolidated model for cross-border development of sustainable and slow tourism based on bike mobility



# Events:

- **March 2025:** Kick-off event of the PILOT
- **October 2025:** partner meeting in Gorizia - Nova Gorica
- **December 2025 - February 2026:** at least one regional workshop involving local and regional institutions as well as stakeholders and touristic operators
- **May 2026:** Presentation of the consolidated model for cross-border development of sustainable and slow tourism based on bike mobility



# Expected outcomes:

- **A draft model** for cross-border development of sustainable and slow tourism
- **Data** regarding the bike usage in the cities and on the main bike routes in the periurban area
- **One regional workshop** involving local and regional institutions as well as stakeholders and touristic operators
- **A consolidated model** for cross-border development of sustainable and slow tourism



**Interreg**  
CENTRAL EUROPE



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BorderLabs CE



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