



PROJECT APPROACH

The AltRoute approach will foster sustainable tourism in peripheral regions by developing alternative tourism experiences, promoting slow mobility, and designing unique routes that highlight local heritage of Italian and Croatian enogastronomy based on circular economy principles.

PARTNERSHIP

Lead Partner

Municipality of Saint Peter in The Forest

Project Partners

PP2: CIVIFORM

PP3: Tourist Board of Jasenice County

PP4: San Leonardo Municipality

AltRoute

ALTERNATIVE TOURISM PATHS



**Italy – Croatia**



The AltRoute project (Alternative Tourism Paths based on traditional local habits in small communities of the Adriatic cross-border area) was approved for funding under the Third Call for Proposals of the Cross-border Cooperation Programme Interreg Italy – Croatia 2021. – 2027.

The Adriatic cross-border area has many similarities in traditional enogastronomy as well as in the tourism sector, which forms the basis for connecting Croatian and Italian partners in creating alternative tourism offerings.

The project's objective is to promote sustainable tourism in peripheral regions by developing alternative tourism experiences, encouraging slow mobility, and designing unique routes that highlight local heritage in enogastronomy based on circular economy principles.

The project specifically involves young and senior residents in the creation of alternative tourism products and engages them in decision-making and local workshops, using a design-thinking methodology that ensures equal contribution from all participants. The project also emphasizes the importance of cross-border cooperation between Italian and Croatian partners to enhance visibility, knowledge exchange, shared implementation of activities, and financial distribution, while promoting the "Adriatic way of life", with traditional enogastronomy as its key element.

The project's innovation lies in its focus on specific alternative routes for each small community and the active involvement of local youth, ensuring long-term impact and strengthening sustainable small communities.





Cross-border development of Italy and Croatia

AltRoute

| | |
|--------------------------------|---|
| PROGRAMME | Interreg Italy-Croatia, 2021-2027 |
| PROGRAMME PRIORITY | Culture and tourism for sustainable development |
| SPECIFIC OBJECTIVE 4.1. | Enhancing the role of culture and sustainable tourism in economic development, social inclusion and social innovation |
| PROJECT DURATION | 01/01/2026 – 30/06/2027 18 months |
| TOTAL BUDGET | 311.634,00 EUR |





**17th
February
2026**

KICK-OFF MEETING AGENDA – 1st day

The First Croatian Sausage House,
Dajčići 99, 52404 Saint Peter in The Forest

| | |
|---------------|--|
| 10:30 – 11:00 | Registration |
| 11:00 – 11:15 | Welcome address Mario Bratulić, Mayor of Municipality of Saint Peter in The Forest |
| 11:15 – 11:30 | Presentation of partners - CIVIFORM |
| 11:30 – 11:45 | Presentation of partners - Tourist Board of Jasenice County |
| 11:45 – 12:00 | Presentation of partners - San Leonardo Municipality |
| 12:00 – 13:00 | Project implementation and coordination presentation (Municipality of Saint Peter in The Forest) <ul style="list-style-type: none">- Project & financial management- Communication & dissemination activities- Evaluation & monitoring |
| 13:00 – 14:00 | Lunch Tasting of traditional products from local producers |
| 14:00 – 14:30 | Key elements for the successful implementation of the project Natalija Azdić, JS project Manager |
| 14:30 – 16:30 | Round table: questions and discussion |
| 16:30 – 18:30 | Daytime Break |
| 18:30 – 19:30 | Visit to the In Sylvis winery and wine tasting |
| 20:00 | Joint dinner |





**18th
February
2026**

KICK-OFF MEETING AGENDA – 2nd day

Municipality of Saint Peter in The Forest
Saint Peter in The Forest 6, 52404 Saint Peter in The Forest

09:00 – 09:15

Meeting in the Mayor's Office

09:15 – 10:00

Municipality of Saint Peter in The Forest

10:00 – 11:45

Appointment of the AltRoute Steering Committee

12:00

Planning of coming activities, wrap-up session

Joint lunch

