

PROJECT PARTNERS



CENTRAL ADRIATIC PORTS AUTHORITY
LEAD PARTNER 1



NORTH ADRIATIC SEA PORT AUTHORITY
PROJECT PARTNER 2



PORT OF RAVENNA AUTHORITY
PROJECT PARTNER 3



PORT NETWORK AUTHORITY OF THE EASTERN ADRIATIC SEA
PROJECT PARTNER 4



INTERMODAL TRANSPORT CLUSTER
PROJECT PARTNER 5



DUBROVNIK PORT AUTHORITY
PROJECT PARTNER 6



PORT OF ZADAR AUTHORITY
PROJECT PARTNER 7



PUBLIC INSTITUTION RERA SD FOR COORDINATION AND DEVELOPMENT OF SPLIT DALMATIA COUNTY
PROJECT PARTNER 8

ADRIJOROUTES scopes

Enhance Sustainability:
Reducing the ecological footprint of tourism.

Promote Cultural Assets:
Utilizing the historic and cultural heritage of Adriatic Italian and Croatian ports to foster more meaningful travel experiences.

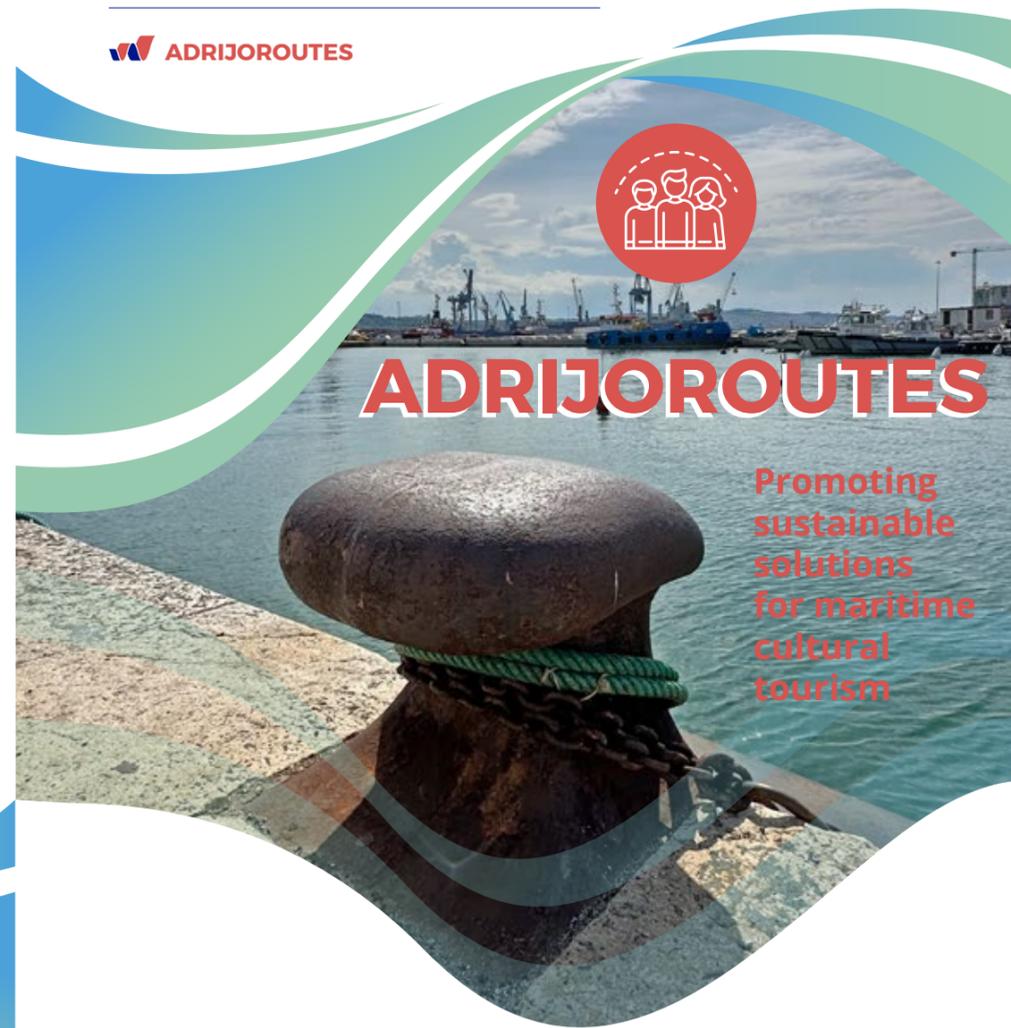
Ensure Social Inclusiveness:
Creating opportunities that benefit all community members.

Digital Innovation:
Leveraging technology to improve tourist engagement and accessibility.



www.italy-croatia.eu/web/adriyoroutes

Visit our website to learn more and get involved!



www.italy-croatia.eu/web/adriyoroutes

www.adrijo.eu



ADRIJOROUTES project overall objective is to boost the **sustainability**, social **inclusiveness** and **digitalization** of the touristic sector of the Adriatic area, by promoting sustainable touristic experiences based on cultural assets. The project aims to create a lasting impact that enriches both the visitor experience and local communities.



 **PROJECT DURATION**
01/02/2024 - 31/07/2026

 **ERDF**
2.130.148,32 €

 **TOTAL BUDGET**
2.662.685,40 €

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2.662.685,40 €

Where it all began

The ADRIJO platform serves as the digital backbone of ADRIJOROUTES, enhancing the cultural network established by the REMEMBER project (ITALY - CROATIA 2014 - 2020 programme). This innovative tool not only showcases the port cultural asset but also facilitates interactive and educational experiences that connect visitors with the Adriatic's rich history.



discover our
adrijo platform

start your
route here

ANCONA
ITALY

VENEZIA
ITALY

RAVENNA
ITALY

TRIESTE
ITALY

RIJEKA
CROATIA

DUBROVNIK
CROATIA

ZADAR
CROATIA

SPLIT
CROATIA



CROSS-BORDER STRATEGY and ACTION PLAN

The **Cross-Border Strategy** and the **Action Plan** set the objectives and the measures to make the Adriatic Italian and Croatian ports cultural heritage a joint, sustainable and inclusive touristic destination, valorizing cultural richness of local territories.

Through the **Cross-Border Strategy** and **Action Plan**, the ADRIJOROUTES partners promote the Adriatic Italian and Croatian ports as gateways to explore the regional territories with a sustainable approach.

No. 7 ADRIJOROUTES

The objective of ADRIJOROUTES is to co-develop seven distinct routes, each integrating **physical** and **digital experiences** across various Adriatic Italian and Croatian ports and regions. These routes showcase the Adriatic as a hub of diverse **cultures** and **destinations**, linked by shared origins.

Each route is designed with a focus on **sustainability**, **employing digital tools and green practices** to transform traditional tourist flows and enhance the attractiveness of the regional tourism industry.

CROSS-BORDER Living Museum

Developing an innovative "**Living Museum**" with universally **accessible cultural contents** is central to ADRIJOROUTES project.

Multimedia formats like video, audio, text, and advanced 3D, AR, and VR technologies will be realised to digitize cultural assets, making them available to a wide range of visitors and engage them remotely or onsite.