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# *INTERREG ITALY-CROATIA PROGRAMME 2021-2027*

*D.3.1.1*

*Round tables on sustainable  
mobility and tourism*



## CYROS

*Implementation, in the Programme area, of the EUSAIR flagship and crosspillar project idea Adriatic Ionian CYcle ROute for Sustainable tourism*

<b>WP3</b>	<i>Establishing cross-border strategies and governance</i>
<b>Activity 3.1</b>	<i>Developing cross-border strategies for sustainable mobility &amp; tourism and for improving cross-border maritime passenger transport</i>
<b>Deliverable 3.1.1</b>	<i>Round tables on sustainable mobility and tourism</i>
<b>PP in charge</b>	<i>PP6</i>
<b>Version</b>	<i>Final Version</i>
<b>Date</b>	<i>March 2026</i>
<b>Availability</b>	<i>Confidential</i>
<b>PP contributors</b>	<i>all</i>



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*Index*

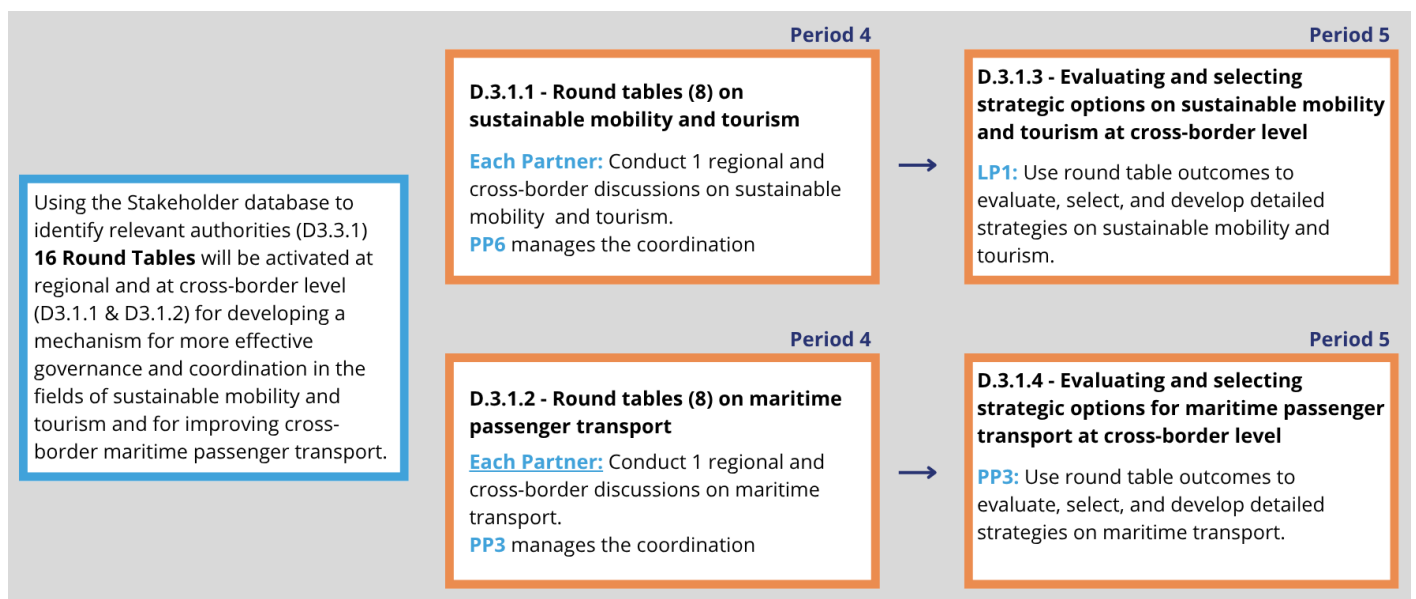
<b>1. Introduction .....</b>	<b>4</b>
<b>2. Deliverable 3.1.1 Round tables on sustainable mobility and tourism .....</b>	<b>6</b>
<b>3. Round Tables Minutes (annexes) .....</b>	<b>7</b>

## 1. Introduction

Activity 3.1 of the CYROS project is implemented within the framework of WP3 aimed at developing cross-border strategies for sustainable mobility, tourism, and maritime passenger transport in the Italy-Croatia cooperation area. In line with the Interreg Programme approach, this activity adopts a participatory and result-oriented methodology, based on the active involvement of relevant stakeholders at both local and cross-border levels.

In this context, deliverables **D3.1.1** and **D3.1.2** represent the preliminary and foundational phase of the strategic development process, through the organisation and implementation of local Round Tables by each project partner. In particular, two types of meetings were organised:

- Round Tables dedicated to **sustainable mobility and tourism** (D3.1.1);
- Round Tables focused on **maritime passenger transport** (D3.1.2).



As defined in the common methodological framework shared among partners, each partner organised at least one Round Table for each thematic area, contributing to a total of 16 meetings at project level. The Round Tables aimed to:

- collect qualitative inputs from institutional stakeholders, sector operators, experts and other relevant actors;
- identify needs, challenges and opportunities within the respective territories;

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- foster discussion on possible solutions and strategic options at both local and cross-border levels;
- strengthen governance mechanisms and coordination among different institutional levels.

The documents include the minutes and the main outcomes of the Round Tables organised by the partners, providing a structured overview of the evidence gathered through the participatory process. In line with the intervention logic of the CYROS project and the Programme, the results of this activity constitute the knowledge and analytical basis for the subsequent phases of evaluation and selection of strategic options. In particular, the content presented here will directly feed into the development of the following deliverables as foreseen in the sequential process of Activity 3.1:

- **D3.1.3 – Cross-border strategy on sustainable mobility and tourism;**
- **D3.1.4 – Cross-border strategy on maritime passenger transport,**

	Deliverable & Lead Partner	Scope	Deadline
<b>D3.1.1</b>	Round tables on sustainable mobility & tourism – <b>PP6</b>	8 regional round tables + minutes	Period 4 (February 2026)
<b>D3.1.2</b>	Round tables on maritime passenger transport – <b>PP3</b>	8 regional round tables + minutes	Period 4 (February 2026)
<b>D3.1.3</b>	Evaluation of the strategic options in detail and the selection of the ones to pursue for developing a cross-border mobility & tourism strategy – <b>LP1</b>	1 cross-border strategy	Period 5 (August 2026)
<b>D3.1.4</b>	Evaluation of the strategic options in detail and the selection of the ones to pursue for developing a cross-border maritime transport strategy – <b>PP3</b>	1 cross-border strategy	Period 5 (August 2026)

*This approach ensures coherence between territorial analysis, stakeholder engagement and strategy development, in line with the principles of cooperation, capitalisation and result orientation promoted by the Interreg Italy–Croatia Programme .*

## 2. Deliverable 3.1.1 Round tables on sustainable mobility and tourism

*This document presents the outcomes of the Round Tables organised within Activity 3.1, specifically focusing on sustainable mobility and tourism. The initiative aimed at engaging key local and regional stakeholders in a structured dialogue to identify needs, challenges and opportunities related to the development of sustainable and multimodal mobility solutions, including their integration with tourism flows. The collected inputs provide a shared knowledge base supporting the definition of a cross-border strategic approach in the field of sustainable mobility and tourism.*

<i>Project Partner</i>	<i>Round Table data</i>	<i>Stakeholder reached (individuals)</i>
LP	January 15 <sup>th</sup> 2026	17
PP2	February 24 <sup>th</sup> 2026	14
PP3	February 17 <sup>th</sup> 2026	88
PP4	February 26 <sup>th</sup> 2026	8
PP5	February 10 <sup>th</sup> 2026	7
PP6	September 18 <sup>th</sup> 2025	31
PP7	November 25 <sup>th</sup> 2025	32
PP8	October 17 <sup>th</sup> 2025	49

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### *3. Round Tables Minutes (annexes)*



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# *INTERREG ITALY-CROATIA PROGRAMME 2021-2027*

*D.3.1.1*

*Round tables on sustainable  
mobility and tourism*



## CYROS

*Implementation, in the Programme area, of the EUSAIR flagship and crosspillar project idea Adriatic Ionian CYcle ROute for Sustainable tourism*

<b>WP3</b>	<i>Establishing cross-border strategies and governance</i>
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<b>PP in charge</b>	<i>LP</i>
<b>Version</b>	<i>Final Version</i>
<b>Date</b>	<i>January 15th 2026</i>
<b>Availability</b>	<i>Confidential</i>
<b>PP contributors</b>	<i>LP</i>



**Italy – Croatia**

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*Index*

<b>1. Introduction</b> .....	<b>4</b>
<b>2. Round Tables Minutes</b> .....	<b>5</b>

## 1. Introduction

*Activity 3.1 of the CYROS project is implemented within the framework of WP3 aimed at developing cross-border strategies for sustainable mobility, tourism, and maritime passenger transport in the Italy-Croatia cooperation area. In line with the Interreg Programme approach, this activity adopts a participatory and result-oriented methodology, based on the active involvement of relevant stakeholders at both local and cross-border levels.*

*In this context, deliverable **D3.1.1** represents the preliminary and foundational phase of the strategic development process, through the organisation and implementation of local Round Tables focused on **on sustainable mobility and tourism**.*

*As defined in the common methodological framework shared among partners, each partner organised at least one Round Table. The Round Tables aimed to:*

- collect qualitative inputs from institutional stakeholders, sector operators, experts and other relevant actors;*
- identify needs, challenges and opportunities within the respective territories;*
- foster discussion on possible solutions and strategic options at both local and cross-border levels;*
- strengthen governance mechanisms and coordination among different institutional levels.*

*The documents include the minutes and the main outcomes of the Round Table organised by the Lead Partner FVG Region, providing a structured overview of the evidence gathered through the participatory process.*



## 2. Round Tables Minutes

### ***Minute of the Round Table – D.3.1.1: Sustainable Mobility and Cycle Tourism CYROS – Interreg VI-A Italy-Croatia 2021–2027***

#### ***Date and Venue***

*Microsoft Teams – January 15th 2026*

#### ***Objective of the Round Table***

*The round table was organized within the framework of the CYROS Project with the aim of gathering contributions, observations, and recommendations from key stakeholders regarding:*

- *sustainable mobility and multimodality along the Adriatic–Ionian cycle route;*
- *services for cycle tourism;*
- *CYROS pilot actions and long-term perspectives;*
- *local and regional governance models;*
- *cross-border cooperation and EU-level integration.*

#### ***Participants***

##### ***Service for Organization, Planning and European Projects (Autonomous Region of Friuli Venezia Giulia)***

- *Irene Cermeli*
- *Giorgia De Marchi*
- *Viviane Basso*
- *Massimiliano Tremul*

##### ***Public Transport, Mobility and Logistics Service (Autonomous Region of Friuli Venezia Giulia)***

## Italy – Croatia

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- *Chiara Di Marco*
- *Simone Stanic*

### **PromoTurismoFVG**

- *Renata Liut*

### **Tour Operators**

- *Mayr Freddy – Funactive Tours (Trieste)*
- *Stefanel Carlo – BikeandGO Travel (Grado, Lignano, Bibione, Caorle)*

### **Bike Rental Providers**

- *Presot Michele – GoBikeTour (Monfalcone)  
(colleague Giovanni also attended)*
- *Bergamo Paola – Sognando in bici (Marano Lagunare)*

### **Tourist and Nature Guides**

- *Sairu Anna – Tourist guide and tour leader (Aquileia)*
- *Minen Giorgia – Nature guide and tour leader TS-VE and Parenzana (Trieste)*
- *Santellani Anna – Tourist guide and tour leader VE-TS (Trieste)*
- *Moro Fabio – Environmental hiking guide and tour leader (Lignano)*

### **Associations**

- *FIAB Trieste Ulisse*
- *FIAB Isontino e Basso Friuli – Bisiachinbici APS*

## **1. Introduction and Context of the Meeting**

*The round table was held within the CYROS Project framework with the aim of initiating a structured dialogue among public administrations, tourism operators, associations, guides, and professionals active in the field of sustainable mobility and cycle tourism.*



*The meeting represented an important opportunity to:*

- *gather concrete experiences from the territory;*
- *identify strengths and critical issues of the Adriatic–Ionian cycle route;*
- *share operational proposals aimed at improving services and CYROS pilot actions;*
- *strengthen coordination among local, regional, and cross-border levels.*

## **2. Sustainable Mobility and Multimodality along the Adriatic–Ionian Cycle Route**

*The discussion highlighted multimodality as a key element in making cycle tourism more accessible, sustainable, and attractive.*

*Several stakeholders emphasized the presence of already well-established good practices, such as the river ferry crossing over the Tagliamento River, which records approximately 120,000 crossings per year, and integrated rail services, including MICOTRA. These examples demonstrate how the integration of bicycles, public transport, and waterborne services can represent significant added value for the territory.*

*The presence, in certain areas, of recognizable and unified signage was also appreciated, as it facilitates orientation for cycle tourists and enhances the perception of route continuity. Some municipalities have also adopted horizontal road markings, considered particularly useful in small towns.*

*With regard to supporting infrastructure, the following were positively noted:*

- *rest areas equipped with bike racks and green spaces;*
- *the installation of maintenance stations at strategic points;*
- *cyclist flow monitoring projects, such as automatic counters.*

*Alongside these positive elements, several critical issues emerged. In particular:*

- *certain bike-boat services, once considered effective (e.g., Delfino Blu), have lost attractiveness and require structural reconsideration;*



- *the Monfalcone–Trieste section was identified as one of the most problematic, due to both the lack of cycling continuity and difficulties in accessing railway stations;*
- *bicycle transport costs and the complexity of booking systems still represent a deterrent for many cycle tourists;*
- *limited operating hours of the regional bike-bus service, especially in the afternoon, reduce travel flexibility;*
- *signage is in some cases poorly visible or discontinuous;*
- *essential services remain insufficient (short-stay bike racks, charging points, emergency assistance on public holidays).*

*Overall, while intermodality represents a potential strength, it is often undermined by infrastructural discontinuity and governance that is not always effectively coordinated.*

### **3. Cycle Tourism and Related Services along the Route**

*The second part of the discussion focused on the cycle tourist experience and supporting services.*

*Stakeholders acknowledged the growing importance of digital tools, such as Google Maps, navigation applications, and social media, for route planning and destination promotion. The relevance of updated institutional platforms, such as PromoTurismoFVG, was also highlighted, together with the possibility of integrating information through physical information totems along the routes.*

*However, the need for a more structured and continuous management of information emerged, ensuring that data on routes, services, temporary disruptions, and detours are always reliable and easily accessible.*

*Among the main critical issues identified:*

- *a shortage of genuinely bike-friendly accommodation facilities;*
- *responses not always fully aligned with the specific needs of cycle tourists (repairs, luggage transport, support services);*
- *the need to further involve local businesses (hotels, restaurants, shops) in building a coordinated offer.*



#### 4. CYROS Pilot Actions

*Considerable attention was devoted to the analysis of the CYROS pilot actions, particularly the cross-border Trieste–Poreč service.*

*The service was positively assessed for:*

- *the presence of intermediate stops;*
- *the availability of approximately 30 bike spaces;*
- *a good level of usage (984 users);*
- *users' demonstrated interest and willingness to pay.*

*The introduction of feedback tools, such as QR codes, and the intention to ensure service continuity in 2026 were also appreciated.*

*The main critical issues concerned:*

- *overbooking problems linked to the booking system;*
- *the service being free of charge, which encouraged bookings that were not actually used;*
- *still limited awareness of the service among some operators.*

*There was general agreement on the opportunity to introduce a minimum fare in order to improve booking reliability and service sustainability.*

#### 5. Governance Schemes and Cooperation

*Contributions highlighted participatory working tables as an essential tool for improving cycling mobility governance.*

*The importance of the following was emphasized:*

- *continuous dialogue between institutions and stakeholders;*
- *stronger on-the-ground presence to better understand real critical issues;*



- *exchange of good practices at national and European levels.*

*One of the main challenges identified concerns synthesizing the numerous proposals that emerged and harmonizing them into coherent strategies. The need to further involve citizens was also highlighted, including through civic education initiatives, in order to foster acceptance and integration of cycle tourism within local contexts.*

## **6. Cross-Border Perspectives**

*The discussion brought to light several positive experiences of cross-border cooperation, such as those developed within the framework of the GECT GO and Interreg projects with Slovenia.*

*Participation in European networks and trade fairs (Utrecht, Ghent) was identified as an important tool for growth, exchange, and integrated promotion of the cycle tourism product.*

*Among the critical issues, the need for more concrete operational support for operators, particularly during the initial service start-up phases, was highlighted.*

## **7. Forward-Looking Recommendations**

*Based on the contributions collected, stakeholders formulated the following key recommendations:*

- *strengthen and ensure continuity of cycling infrastructure;*
- *adopt homogeneous and coordinated signage;*
- *improve rest areas and services dedicated to cycle tourists;*
- *enhance bike-boat and bike-bus services, making them more reliable and accessible;*
- *continue active stakeholder involvement through working tables and on-the-ground activities.*

# INTERREG ITALY-CROATIA PROGRAMME 2021–2027

(D.3.1.1  
Round table on  
sustainable mobility and  
tourism)

(Version 1- 14/04/2026)



## CYROS

Implementation, in the Programme area, of the EUSAIR flagship and crosspillar project idea Adriatic Ionian CYcle ROute for Sustainable tourism

<b>WP number</b>	<b>WP 3</b>
<b>Activity number</b>	<b>Activity 3.1</b>
<b>Deliverable number</b>	<b>D.3.1.1</b> <b>Round tables on sustainable mobility and tourism</b>
<b>PP in charge</b>	<b>PP2 Puglia Region</b>
<b>Version</b>	<b>1</b>
<b>Date</b>	<b>14/04/2026</b>
<b>Availability</b>	<b>Public</b>





## Summary

<b>1. Overview</b> .....	1
<b>2. Stakeholders involved</b> .....	1
<b>3. Contextual information</b> .....	3
3.1 General presentation .....	3
3.2 Thematic presentation.....	3
<b>4. Contributions and debate</b> .....	4
4.1 Conceptual preface .....	4
4.2 Speaker contributions.....	4
4.3 Strengths and critical issues .....	10
<b>5. Future recommendations</b> .....	13
<b>6. Documentation</b> .....	16



## 1. Overview

This document summarizes the main contributions gathered from stakeholders during the CYROS WP3 round table dedicated to sustainable mobility and cycle tourism, held online on February 24, 2026, and organized by the Puglia Region.

The session addressed the challenges and opportunities of cycle tourism in Puglia within the context of the Adriatic-Ionian Cycle Route, with a focus on bike-train-bus intermodality, the governance of tourist cycle routes, the integration of private services, and the pilot action planned by the CYROS project.

The debate involved representatives from the Puglia Region (sections for sustainable mobility, tourism and internationalization, local public transport), the University of Bari, FIAB (Italian Environment and Bicycle Federation), the Puglia Promozione Strategic Agency (ARET), the regional agency ASSET, the South East Barese GAL (Local Action Group), sustainable mobility associations, transport economics consultants, and cycle tourism operators.

The discussion developed around four major themes:

1. Main mobility challenges for cycle tourism in Puglia.
2. Actions to promote eco-friendly transport options.
3. The role of commercial activities and the private sector.
4. Existing good practices and cross-border experiences.

## 2. Stakeholders involved

**Date: February 24, 2026**

**Method: Online Session**

The key objective of the project was outlined during the round table: to develop an integrated system capable of connecting tourist flows carried by the Adriatic-Ionian cycling network with multimodal transport (bike-train-bus-ship).

CYROS promotes a cross-border vision of sustainable mobility, oriented towards models capable of improving transport efficiency, service quality, territorial accessibility, and multi-level governance.

The detailed list of participants, including names, institutions, roles, and territorial levels of



reference, is shown in the following table.

Name and surname	Institution	Role	Territorial level
Andrea Rollo	Puglia Region – Department of Mobility	Officer	Puglia
Marinella Murgolo	Puglia Region – Department of Tourism	Responsible for Transport & Infrastructure	Puglia
Stefania Sylos Labini	University of Bari	Professor / Researcher	Puglia
Celeste Boccuzzi	University of Bari	Coordinator of Course in Planning and Management of Cultural Systems	Puglia
Francesco Venezia	FIAB Puglia & Basilicata	Regional Coordinator	Puglia
Antonio Venza	FIAB Villa Castelli	President / Vice Coordinator	Puglia
Nica Mastronardi	Puglia Promozione – ARET	Transport & Training Manager	Puglia
Cosimo Chiffi	Consultant	Transport Economist	National
Angelo Cirone	GAL Sud Est Barese	GAL Representative	Puglia
Angelofabio Attolico	Puglia Promozione	Technical Coordinator of cycle tourism itineraries	Puglia
Fulvio Morgese	ASSET	Technical Collaborator	Puglia
Carmela Cipriani	PRO LOCO Triggiano	Participant / Tourism Operator	Puglia
Maurizio Melito	Ruotando Association	President / Bikesharing Manager	Puglia
Roccaldo Tinelli	FIAB	Representative	Puglia



## 3. Contextual information

### 3.1 General presentation

Before the start of the debate, the Puglia Region presented the CYROS project to stakeholders, placing it within Priority 3 of the Interreg Italy-Croatia 2021-2027 program – dedicated to sustainable and multimodal maritime transport (OS3.1) – and in the broader EUSAIR strategy, of which CYROS represents a flagship and transversal project.

The project budget amounts to approximately 3 million euros, co-financed 80% with ERDF resources and 20% by the rotation fund.

The project involves eight partners – five Italian regions (Friuli Venezia Giulia as lead partner, Puglia, Abruzzo, Marche, and Emilia-Romagna) and three Croatian regions (Dubrovnik-Neretva, Primorje-Gorski Kotar, and Istria) – for a duration of 30 months, from March 1, 2024, to August 31, 2026. The general objective is to define and develop the Adriatic-Ionian Cycle Route, promoting sustainable mobility and cycle tourism through systematic route planning, mapping, enhancement, and strengthening of multimodality at national, regional, and local levels.

### 3.2 Thematic presentation

The Puglia Region illustrated the specific activities assigned to the Apulian partner within the project: complete mapping of the section of the Adriatic Cycle Route crossing the Apulian territory ; drafting of a Technical-Economic Feasibility Project for approximately 30 km of the route in the province of Lecce (Frigole-Otranto section) ; organization of events and training courses; and the realization of round tables with stakeholders, the results of which will flow into a memorandum between the project partners.

The discussion was structured around four main thematic areas, which guided the comparison, as shown in the table below.



<p><b>Theme 1 - Mobility challenges for cycle tourism in Puglia</b></p> <p>Infrastructural gaps, poor bike-train-bus intermodality, inadequate signage, discontinuity of routes and governance problems.</p>	<p><b>Theme 2 - Actions to promote ecological mobility</b></p> <p>Tools that the region and local authorities can implement to promote greener transport for tourists and residents.</p>
<p><b>Theme 3 - Role of the private sector and commercial services</b></p> <p>How commercial activities (catering, accommodation, bike rental, services) can improve cycling and the attractiveness of the territory.</p>	<p><b>Theme 4 - Good practices and cycling multimodality</b></p> <p>Existing experiences in Puglia and at a cross-border level that can be replicated or taken as a model for the CYROS project.</p>

## 4. Contributions and debate

### 4.1 Conceptual preface

This section presents the main contributions provided by stakeholders during the round table. The contributions are organized by speaker and by theme addressed. Strengths and critical issues have been identified to provide a balanced and representative picture of the perspectives that emerged on sustainable cycling mobility and cycle tourism in Puglia.

### 4.2 Speaker contributions

<p><b>Celeste Boccuzzi</b>  <i>University of Bari          Coordinator of Course</i></p>	<p>Offered an academic perspective on the challenges of cycle tourism in Puglia, identifying infrastructural shortages as the main knot: the increase of bike spaces</p>
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*in Planning and  
Management of  
Cultural Systems*

on regional trains (especially in summer months), signage – citing France as a virtuous example – and the continuity of cycle paths are the priorities. She emphasized the role of the university as a bridge between training and practice, inviting cycle tourism experts to collaborate with the department to train future tourism managers, and proposed creating synergies between universities and local authorities as leverage for sector development

**Fulvio Morgese**  
*Technical Collaborator  
ASSET*

Presented the mapping work of cycle tourism routes conducted with ASSET, emphasizing that Puglia already has a network of roads usable without the need for large infrastructural interventions. The priority is to complete and continuously update the mapping, pairing it with physical signage integrated with a digital system: it is unthinkable, he emphasized, not to have updated digital support for both tourists and administrators. He highlighted the importance of having a precise state of the art not only on the tracks but also on their practicability conditions, as a basis for effective planning of interventions.

**Cosimo Chiffi**  
*Transport Economist*

Identified the fragmented management of routes as the main challenge: lack of routine maintenance practices, signage, and coordinated direction. He put forward a concrete and priority proposal: allow the transport of bicycles on extra-urban buses, to be included in the basin plans and in the TPL award tenders, providing luggage racks or bike racks on the back of interurban buses. He also proposed a



continuous monitoring system of the state of practicability of the routes, with real-time alerts on digital platforms for temporarily impracticable or unmarked sections. He suggested a central role for the provinces as coordinating subjects for maintenance, with regional supervision.

**Carmela Cipriani**

*PRO LOCO and  
Tourism Operator*

Introduced the vision of a 'system bike friendly destination', overcoming the logic of single cycling stretches: what is needed is to build trust in the entire system. She identified three pillars: trust in perceived safety, trust in available services, trust in information (simple, homogeneous, available in a single digital container). She emphasized the strategic role of the Adriatic corridor, with existing stations and transport hubs as bases for 'loop' cycle tourism that allows tourists to stay in a hub and take day trips returning by train. She shared the experience of the SoftMobility Interreg Project, which allowed mapping the cycling network from Ignazia to Monopoli, detecting gaps in signage and continuity.

**Angelofabio Attolico**

*Puglia Promozione  
Technical Coordinator  
of cycle tourism  
itineraries*

Clearly distinguished between cycling mobility and tourist cycle routes: the latter are a real tourism product that requires, beyond infrastructure, a service network (accommodation, catering, guides, luggage transport), coordinated promotion, and a management body. He presented the Atlas of Apulian tourist cycle routes as a reference tool, emphasizing that management fragmentation is the main obstacle to offering an organic and coherent product to



international markets. He highlighted the need to involve specialized private individuals – not general tourism operators – to bridge the gap in services targeted for the outdoors, with particular attention to inland areas (Monti Dauni, Gargano, Terra delle Gravine, Salento).

**Francesco Venezia**

*FIAB Puglia & Basilicata  
Regional Coordinator*

Brought the perspective of FIAB, which has been following the Adriatic Cycle Route for years with the goal of including it in the EuroVelo circuit. He highlighted that the northern part of Puglia is the most critical for entering the region (from Termoli): mapping revealed that the planned entry is not practicable and must be rethought. He emphasized that the railway and main cycling path must run in parallel, with particular attention to connections with provincial capitals. He invited to focus on clear priorities rather than on spotty interventions: carrying out one cycle route well, with all the requirements, is the best way to generate replicable good practices. He recalled that 70% of the network is already cyclable, but little known even by local authorities.

**Antonio Venza**

*FIAB Villa Castelli  
President / Vice  
Coordinator*

Emphasized the variety of cycle tourist profiles – families, amateur groups, long-distance cyclists – and the need to adapt the service offer to this heterogeneity. The territory must enable every type of user to find the right routes, the necessary services along them, and the possibility of returning comfortably. He agreed on the importance of training commercial operators to guarantee hospitality



standards suited to the cycle tourism culture, which is different from traditional tourism.

**Nica Mastronardi**

*Puglia Promozione –  
ARET*

*Transport & Training  
Manager*

Emphasized the value of involving the local community and private economic operators, not only as service providers but as active partners through co-marketing: transforming a cost into an investment allows operators to feel part of a recognized and valued chain. She proposed making the information portal mobile-friendly first and foremost and replicating the university-institution-private laboratory model already tested with the University of Bari, applying it to cycle tourism. She highlighted the role of the private sector in solving the last-mile problem, for example with free bike rentals managed in concert between public and private.

**Marinella Murgolo**

*Puglia Region –  
Department of Tourism  
Responsible for  
Transport &  
Infrastructure*

Emphasized the need for an integrated portal that allows the cycle tourist to plan the entire trip: tracks, rest areas, links to transport services, possibility of booking and checking if vehicles carry bikes. She presented ongoing work on a tender for rest areas, in response to the need for shaded areas and water supply points, explicitly requested by international demand. She cited as a good practice the pilot project conducted in the past with the sustainable mobility section for the creation of a site that collected bike-friendly business activities (accommodation facilities, restaurants with bike workshop or repair kit), suggesting it be resumed and updated.



**Andrea Rollo**

*Puglia Region –  
Department of Mobility  
Officer*

Emphasized the importance of integrated, multilingual and digitalized communication that promotes cycle routes not only as a tourism product but also as a mobility tool for Apulian citizens. He proposed local incentives (discounts in local activities for those who use bikes, 30 zones, LTZ, interchange parking) as complementary tools to direct residents toward sustainable mobility. He shared the proposal to allow the transport of bikes on extra-urban buses and emphasized the role of the provinces in the maintenance and securing of cycle routes, integrated with the action of municipalities on urban cycle paths.

**Angelo Cirone**

*GAL Sud Est Barese  
Representative*

Presented the upcoming tenders of his GAL (and of all 23 Apulian GALs) to fund start-ups of non-agricultural activities, including bike rental, bike workshops, typical craftsmanship, catering, and educational farms open to tourism. He emphasized that these resources – capable of funding about 50 new businesses in the GAL Sud Est Barese alone – must be organized into a system by a higher body, otherwise they risk remaining local experiences not integrated into the regional cycle tourism circuit.

**Maurizio Melito**

*Ruotando Association  
President / Bikesharing  
Manager*

Brought the operational experience of a private subject already active in the sector: management of the municipal bikesharing of Lecce, luggage transport for international tour operators to and from the historic center, zero-emission couriers. He highlighted how the



involvement of specialized cooperatives can concretely solve last-mile problems and services dedicated to cycle tourists, representing a scalable model for other Apulian contexts.

### 4.3 Strengths and critical issues

This section reports the main feedback collected from stakeholders during the round table, structured into strengths and critical issues for each consultation theme.

#### Theme 1 – Mobility challenges for cycle tourism in Puglia

Strengths	Critical issues / Weaknesses
<ul style="list-style-type: none"> <li>✓ Puglia already has about 70% of a cyclable network (secondary roads, country roads), without the need for large infrastructural interventions.</li> <li>✓ The Foggia-Lecce railway section is an excellence: new trains, good level service, already appreciated by external tourists.</li> <li>✓ Highly attractive existing routes: Apulian Aqueduct Cycle Route, GAL routes, Adriatic Route.</li> <li>✓ Growth of cycle tourism flow recorded in recent years, confirmed by Puglia Promozione data.</li> <li>✓ Presence of a Regional Cycling Mobility Plan and an Atlas of tourist</li> </ul>	<ul style="list-style-type: none"> <li>X Low availability of bike spaces on regional trains, especially in summer months.</li> <li>X Transport of bikes on extra-urban buses not allowed in Puglia, not even for folding bikes.</li> <li>X Insufficient, discontinuous signage not integrated with digital systems.</li> <li>X Discontinuity of cycle paths: interrupted sections, non-cyclable areas, access to closed private properties.</li> <li>X Entry into Puglia from the north (Termoli) not practicable as planned: need for redesign.</li> <li>X Fragmented governance: absence of a supra-municipal management body for tourist cycle routes.</li> </ul>



<p>cycle routes as reference tools.</p> <ul style="list-style-type: none"> <li>✓ Availability of GAL funds to finance cycle tourism services and start-ups (23 GALs, about 50 businesses per GAL).</li> </ul>	<ul style="list-style-type: none"> <li>X Poor routine maintenance of routes; monitoring of practicability status almost absent.</li> <li>X Inadequate climatic comfort: few shaded rest areas and water supply points along the routes.</li> </ul>
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## Theme 2 - Actions to promote ecological mobility

Strengths	Critical issues / Weaknesses
<ul style="list-style-type: none"> <li>✓ Priority-based approach (FIAB): concentrate resources on one cycle route at a time, realize it well with all requirements, to generate replicable good practices.</li> <li>✓ Provinces as coordinating subjects for maintenance and securing, with regional supervision.</li> <li>✓ Local incentives in municipalities (discounts in local activities for cyclists, 30 zones, LTZ, interchange parking) as complementary policy tools.</li> <li>✓ Continuous digital monitoring of route status: real-time alerts on apps and portals.</li> <li>✓ Regional tenders for equipped rest areas (shade, water supply) along cycle routes.</li> </ul>	<ul style="list-style-type: none"> <li>X Absence of a strict regional coordination for the advancement of the cycling network.</li> <li>X Resources dispersed in non-coordinated point interventions, without a system vision.</li> <li>X Failure to integrate cycling mobility in LPT basin plans (award tenders, bus purchase).</li> <li>X Fragmented control among municipalities: difficult to guarantee uniformity of interventions and standards.</li> <li>X Little attention to the cleaning and order of some naturalistic sections (illegal waste, state of country roads).</li> </ul>



### Theme 3 – Role of the private sector and commercial services

Strengths	Critical issues / Weaknesses
<ul style="list-style-type: none"> <li>✓ GAL tenders to fund cycle tourism start-ups (bike rental, bike workshops, catering, educational farms): concrete and immediate opportunity.</li> <li>✓ Ruotando cooperative model (Lecce): bikesharing, zero-emission couriers, luggage transport for international tour operators – scalable model.</li> <li>✓ Public-private co-marketing: transforms a cost into investment for operators and integrates them into the Puglia brand.</li> <li>✓ University-institutions-private sector experimentation (Puglia Promozione + Uniba): lab model already tested, to be replicated for cycle tourism.</li> <li>✓ Pilot project 'bike friendly activity' site: previous experience to be relaunched with updates and standards (bike friendly stars).</li> </ul>	<ul style="list-style-type: none"> <li>X Few specialized operators in outdoor and cycle tourism: the market is still dominated by generalist operators.</li> <li>X Insufficient training of private operators: cycling hospitality culture is different from traditional tourism.</li> <li>X Poor involvement of hotels, restaurants and shops along the routes as providers of integrated cycle tourism services.</li> <li>X GAL tenders risk generating local experiences not integrated into the regional system without superior direction.</li> <li>X Absence of a certified circuit of bike-friendly structures recognizable by international tourists.</li> </ul>



## Theme 4 – Good practices and cycling multimodality

Strengths	Critical issues / Weaknesses
<ul style="list-style-type: none"> <li>✓ Interreg SoftMobility Project (Triggiano/Croatia/Albania-Montenegro): operational mapping of the network with on-site verification, action plan with replicable pilot actions.</li> <li>✓ On-demand TPL project (South Salento, Arneo GAL): flexible minibuses with focus on bike intermodality, digital platform for route monitoring.</li> <li>✓ Lecce Biciplan: tool for integrated urban cycling planning.</li> <li>✓ FIAB relationship network with EuroVelo: experience and credentials for the inclusion of the Adriatic Cycle Route in the European circuit.</li> <li>✓ Geographic position of Puglia: strategic as the closest point to Croatia, with two main ports (Bari and Brindisi).</li> </ul>	<ul style="list-style-type: none"> <li>X Absence of consolidated good practices of bike-bus multimodality in Puglia: zero bike transport on extra-urban buses.</li> <li>X CYROS pilot action (Frigole-Otranto section) still in initial phase: recent mapping detected many discrepancies with what is on record.</li> <li>X Poor communication between project partner regions: need for greater inter-regional coordination (Puglia, Abruzzo, Marche, Emilia-Romagna, Friuli).</li> <li>X Cross-border experiences (SoftMobility) not yet systematized as best practices to be transferred to CYROS.</li> <li>X International tourists already informed and equipped; it is the Apulian internal demand that is most neglected and with the greatest potential to be activated.</li> </ul>

## 5. Future recommendations

Based on the feedback collected during the round table and the consultation process with Apulian stakeholders, the following recommendations summarize the priorities for the



development of sustainable cycling mobility and cycle tourism in Puglia within the CYROS project:

N°	Key Recommendations
1	<p><b>Completion of mapping and integrated portal</b></p> <p>Complete and continuously update the mapping of Apulian cycle routes (ASSET + FIAB + local authorities), detecting not only tracks but real practicability conditions. Develop a mobile-first integrated portal allowing cycle tourists to plan the entire trip: tracks, rest areas, transport means, booking and verification of bike space availability. Integrate real-time alerts on route status.</p>
2	<p><b>Bike-bus and bike-train intermodality</b></p> <p>Include the transport of bicycles on extra-urban buses in the TPL basin plans and in award tenders, providing luggage racks or bike racks on the back of interurban buses. Improve bike space availability on regional trains in summer months. Guarantee consistency between cycle track evolution and railway service, especially in the north section (Foggia-Termoli) and entry into Puglia from Termoli, which requires redesign.</p>
3	<p><b>Integrated physical and digital signage</b></p> <p>Develop a uniform physical signage system along all main Apulian cycle tourism routes, integrated with QR codes and with the regional digital platform. Take European experiences like the French 'parcimage' as a reference. Ensure signage is multilingual and consistent across the entire Adriatic corridor, from the northern border to Salento.</p>
4	<p><b>Integrated governance and management body of cycle routes</b></p> <p>Establish an integrated governance for tourist cycle routes including region, provinces, municipalities, park authorities and private entities. Define a supra-municipal management body for main tourist cycle routes, on the model of European experiences, with tasks of coordinating services, unitary communication and routine maintenance. Enhance the</p>



role of provinces as maintenance and safety subjects, with regional supervision.

<b>5</b>	<p><b>Development of private services and operator training</b></p> <p>Systematize resources of GAL tenders to fund cycle tourism start-ups (bike rental, bike workshops, educational farms, catering), avoiding local dispersion and integrating them into the regional circuit. Relaunch the pilot 'bike friendly' structure certification project with defined standards (bike friendly stars), communicated to international tourists. Activate specific training paths for accommodation and catering sector operators on the culture of cycling hospitality, in synergy with the University of Bari.</p>
<b>6</b>	<p><b>CYROS pilot action and cross-border replicability</b></p> <p>Develop the pilot action on the Frigole-Otranto section as a replicable intervention model along the entire Adriatic Cycle Route, including on-site operational mapping, signage, rest points and intermodal connections. Valorize the experience of the SoftMobility Interreg Project as a reference methodology for field verification of routes and identification of gaps. Position Puglia as a strategic hub of the Italy-Croatia cross-border corridor, exploiting the privileged geographical position and the two main ports of Bari and Brindisi.</p>

The round table confirmed that while Puglia has the "raw material" (roads and landscape), the CYROS project must focus on:

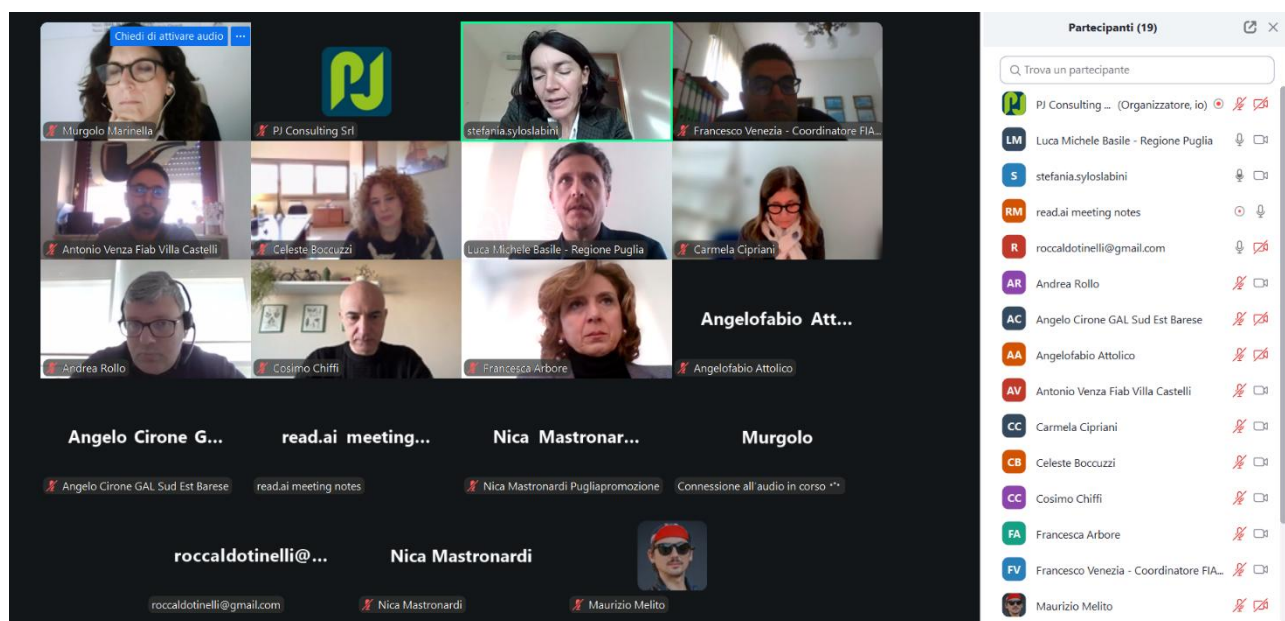
- Bridging the gap in intermodality (enabling bikes on buses and more spots on trains).
- Implementing physical signage (the lack of which was the most cited complaint).
- Engaging AQP and local associations to provide the technical materials and workforce needed to finalize the communication and service infrastructure for the upcoming events.



## 6. Documentation

In compliance with reporting requirements, the following documentation is provided as evidence of the stakeholder consultation process:

- Full transcript of the telematic session of February 24, 2026 – (Round Table on Sustainable Mobility and Tourism);
- List of participants with respective institution and role;
- Screenshots of the online session.





**Partecipanti (18)**

- PJ Consulting ... (Organizzatore, io)
- CC Carmela Cipriani
- CC Cosimo Chiffi
- FV Francesco Venezia - Coordinatore FIA...
- RM read.ai meeting notes
- AR Andrea Rollo
- AC Angelo Cirone GAL Sud Est Barese
- AA Angelofabio Attolico
- AV Antonio Venza Fiab Villa Castelli
- CB Celeste Bocuzzi
- FA Francesca Arbore
- FM Fulvio Morgese - ASSET
- LM Luca Michele Basile - Regione Puglia
- M Maurizio Melito
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- FM Fulvio Morgese - ASSET
- LM Luca Michele Basile - Regione Puglia
- M Maurizio Melito



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# INTERREG ITALY-CROATIA PROGRAMME 2021–2027

## **D.3.1.2.**

### **Round Table on sustainable mobility and tourism**



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## CYROS

Implementation, in the Programme area, of the EUSAIR flagship and crosspillar project idea Adriatic Ionian CYcle ROute for Sustainable tourism

<b>WP number</b>	<b>WP3</b>
<b>Activity number</b>	<b>Activity 3.1</b>
<b>Deliverable number</b>	<b>D.3.1.2. Round tables on sustainable mobility and tourism</b>
<b>PP in charge</b>	<b>PP3-Abruzzo Region</b>
<b>Version</b>	<b>1</b>
<b>Date</b>	<b>17/02/2026</b>
<b>Availability</b>	<b>Public</b>





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## Summary

<b>1. Overview</b>	<b>1</b>
<b>2. Involved stakeholders</b>	<b>3</b>
<b>3. Input information provided to stakeholders</b>	<b>13</b>
3.1. General presentation	13
3.2 Thematic presentation	14
<b>4. Contributions and Debate</b>	<b>17</b>
4.1 Conceptual preface for key stakeholder feedback	17
4.2 Contributions	17
4.3 Strengths and weaknesses	26
<b>5. Future-oriented recommendations</b>	<b>32</b>
<b>6. Signature sheet, online form answers and press release</b>	<b>36</b>





## 1. Overview

This document summarizes the main contributions gathered from stakeholders during the CYROS WP3 roundtable held on February 17, 2026, in the Sala Europa of the former Aurum in Pescara. Organized by the Abruzzo Region, the session began with the presentation by ITID of the study conducted on behalf of the Region, which analyzed the region's complex urban and tourism relations. It was a key moment in the project's territorial consultation process, ensuring the collection of specific perspectives on the Abruzzo region as part of the broader participatory process conducted across all CYROS partner regions.

In this context, the thematic session on February 17 was dedicated to sustainable mobility and cycle tourism, addressing the role of the Adriatic-Ionian cycle network as a key infrastructure for an integrated soft mobility system, the connection between the coastal strip and inland areas of Abruzzo, and the tourism and territorial development opportunities associated with the multimodal integration of bike, train, and bus.

The consultation was structured into two complementary days:

- In-person roundtable discussion—with the participation of institutional representatives, industry professionals, experts, and stakeholders from local authorities, universities, trade associations, local government agencies, and tourism operators—on the topic of sustainable mobility and cycle tourism;
- In-person and online consultation phase, including the Marche region—through which additional stakeholders provided structured feedback via questionnaire, broadening participation and ensuring a more comprehensive and regionally representative input on the topic of cross-border maritime transport.

The discussion focused on strengthening sustainable cycling mobility as a key component of Abruzzo's tourism and regional system, with particular attention to completing the coastal cycling network, developing structured connections with inland areas through the main valley routes, multimodal integration of bike, train, and bus, the spread of electric mobility



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as a potential user multiplier, and the need for coordinated regional governance and a unified planning tool.

The subsequent consultation phase integrated the roundtable's contributions, allowing additional stakeholders to provide structured feedback and ensuring that the results presented in this document reflect a balanced and regionally representative view of the perspectives on sustainable mobility and cycling tourism within the CYROS project.





## 2. Involved stakeholders

**Date: February 17<sup>th</sup>, 2026**

**Place: ex Aurum, sala Europa**

During the roundtable discussions scheduled as part of CYROS WP3 activities, the project's key objective was outlined: to develop an integrated system capable of connecting tourist flows carried by cycle paths in the Adriatic-Ionian area, both through sustainable mobility systems and with maritime passenger transport through intermodal systems.

CYROS promotes a cross-border vision of the region as a coordinated and functionally interconnected port system, oriented toward sustainable mobility models capable of improving transport efficiency, service quality, territorial accessibility, and multi-level governance.

The stakeholders involved were invited to actively contribute to the discussion, sharing their knowledge of local needs, highlighting critical issues and development opportunities, and co-designing solutions for cycle tourism mobility in relation to maritime transport. Particular attention was paid to multimodal integration of sea-rail-bus-bike, accessibility for cyclists, seasonal capacity management, and coordinated governance at the local, regional, national, and cross-border levels.

The consultation process was structured over two in-person days: a roundtable meeting held on February 17, 2026, in the Sala Europa of the former Aurum in Pescara, and another on February 18, 2026, focused on port systems. This two-day event—intended to involve nearly 100 stakeholders—ensured broad regional representation and comprehensive participation at all levels: European, national, regional, local, private sector, and civil society. The event was part of the two-day event in Abruzzo, which brought together all the partners of the CYROS project—an acronym for Adriatic Ionian Cycle Route for Sustainable Tourism—funded under the Interreg Italy-Croatia program. The project involves five Italian regions (Friuli Venezia Giulia, Emilia-Romagna, Marche, Abruzzo, and Puglia) and three Croatian regions (Istria, Primorje, and Dubrovnik-Neretva), with the goal of developing a cycling network along the Adriatic-Ionian axis, integrated with public transportation—train, bus, and maritime connections—to strengthen intermodality, improve regional accessibility, and enhance natural and cultural heritage, with particular attention to the Trabocchi Coast and the connection between the coastal strip and inland areas.





The working groups provided an important opportunity for technical and institutional discussion to define shared strategies and build a stable governance model between Italy and Croatia, with the participation of local authorities, universities, Local Action Groups (LAGs), port authorities, tourism operators, trade associations, businesses, research institutions, and stakeholders involved in mobility infrastructure planning. The detailed list of participants, including names, institutions, roles, and territorial levels of reference, is shown in the attached table.

Name and Surname	Institution	Role in the Institution	Territorial Level
<b>Cipollone Carmine (Dirigente)</b>	SERVIZIO AUTORITÀ DI GESTIONE UNICA FESR-FSE - DPA011	National, regional and local government	Abruzzo
<b>Di Giuseppantonio Enrico (Major)</b>	COMUNE DI FOSSACESIA	National, regional and local government	Abruzzo
<b>Bozzelli Emiliano (Major)</b>	COMUNE DI SAN VITO CHIETINO	National, regional and local government	Abruzzo
<b>Luisa Russo</b>	COMUNE DI FRANCAVILLA AL MARE	National, regional and local government	Abruzzo
<b>Caravaggio Fabio</b>	COMUNE DI ROCCA SAN GIOVANNI	National, regional and local government	Abruzzo
<b>Tonino di Fonso (Major)</b>	COMUNE DI TORINO DI SANGRO	National, regional and local government	Abruzzo
<b>Marinucci Filippo (Major)</b>	COMUNE DI CASALBORDINO	National, regional and local government	Abruzzo
<b>Angelo Di Nardo</b>	COMUNE DI ORTONA	National, regional and local government	Abruzzo
<b>Emanuela De Nicolis</b>	COMUNE DI SAN SALVO	National, regional and local government	Abruzzo





<b>Giovanni Mastrogiovanni</b>	COMUNE DI SCANNO	National, regional and local government	Abruzzo
<b>Paraninfi Antonio</b>	COMUNE DI ORICOLA	National, regional and local government	Abruzzo
<b>Catiuscia Cacciatore</b>	COMUNE DI ARSITA	National, regional and local government	Abruzzo
<b>Fabio Altitonante</b>	COMUNE DI MONTORIO al Vomano	National, regional and local government	Abruzzo
<b>Augusto Barile</b>	COMUNE DI LECCE NEI MARSII	National, regional and local government	Abruzzo
<b>Luigi Fasciani</b>	COMUNE DI MOLINA ATERNO	National, regional and local government	Abruzzo
<b>Giuseppe Finamore</b>	COMUNE DI VILLA SANTA MARIA	National, regional and local government	Abruzzo
<b>Giovanni Di Pangrazio</b>	COMUNE DI AVEZZANO	National, regional and local government	Abruzzo
<b>Pietro Diego Ferrara</b>	COMUNE DI CHIETI	National, regional and local government	Abruzzo
<b>Filippo Paolini</b>	COMUNE DI LANCIANO	National, regional and local government	Abruzzo
<b>Pierluigi Biondi</b>	COMUNE DI L'AQUILA	National, regional and local government	Abruzzo
<b>Carlo Masci   Luca Saraceni</b>	COMUNE DI PESCARA	National, regional and local government	Abruzzo
<b>Luca Tirabassi</b>	COMUNE DI SULMONA	National, regional and local government	Abruzzo
<b>Gianguido D'Alberto</b>	COMUNE DI TERAMO	National, regional and local government	Abruzzo





<b>Jwan Costantini</b>	COMUNE DI GIULIANOVA	National, regional and local government	Abruzzo
<b>Francesco Menna</b>	COMUNE DI VASTO	National, regional and local government	Abruzzo
<b>Ballone Antonella (Presidente); Salvatore Florimbi</b> (Dirigente Area Promozione Economica e Regolazione del Mercato)	CC.I.AA. di GRAN SASSO D'ITALIA	Chambers of Commerce	Abruzzo
<b>Gennaro Strever (Presidente) Tosca Chersich</b> (Dirigente Area Promozione e Sviluppo del Territorio)	CC.I.AA. di CHIETI PESCARA	Chambers of Commerce	Abruzzo
<b>Presidente: Fabiano Aretusi - Direttore: Stanislao D'Argenio</b>	AREA MARINA PROTETTA TORRE DEL CERRANO	Public management authorities	Abruzzo
<b>Presidente: Francesco D'Amore   Direttore del Parco: Dott. Iginio Chiuchiarelli</b>	PARCO REGIONALE SIRENTE - VELINO	Public management authorities	Abruzzo
<b>Presidente: Dott. Giovanni Cannata - Direttore: Dott. Luciano Sammarone</b>	PARCO NAZIONALE D'ABRUZZO, LAZIO E MOLISE	Public management authorities	Abruzzo
<b>Presidente: Prof. Lucio Zazzara   Direttore: Dott. Luciano Di Martino</b>	PARCO NAZIONALE DELLA MAJELLA	Public management authorities	Abruzzo
<b>Presidente: Tommaso Navarra - Direttore Avv. Elsa Olivieri</b>	PARCO NAZIONALE DEL GRAN SASSO E MONTI DELLA LAGA	Public management authorities	Abruzzo
<b>Presidente: Dario Colecchi - Direttore: Marcello Squicciarini</b>	PMC CONSORZIO ABRUZZO INNOVATUR INNOVAZIONE TURISMO	Incoming tourism agencies and tour operators	Abruzzo





<b><i>Institutional contact   No direct name</i></b>	CONSORZIO RIVIERA DEL SOLE SCARL	Territorial associations and confederations [for tourism and land promotion]	Abruzzo
<b>Luigi Amorosi</b>	CONSORZIO ABRUZZOTRAVELLING	Incoming tourism agencies and tour operators	Abruzzo
<b><i>Institutional contact   No direct name</i></b>	DMC GRAN SASSO D'ITALIA, L'AQUILA E TERRE VESTINE	Territorial associations and confederations [for tourism and land promotion]	Abruzzo
<b><i>Institutional contact   No direct name</i></b>	DMC GRAN SASSO LAGA SCARL	Territorial associations and confederations [for tourism and land promotion]	Abruzzo
<b><i>Institutional contact   No direct name</i></b>	DMC CUORE DELL'APPENNINO – TERRE D'AMORE IN ABRUZZO SCARL	Territorial associations and confederations [for tourism and land promotion]	Abruzzo
<b><i>Institutional contact   No direct name</i></b>	DMC TERRE DEL SANGRO AVENTINO	Territorial associations and confederations [for tourism and land promotion]	Abruzzo
<b><i>Institutional contact   No direct name</i></b>	DMC TERRE PESCARESI	Territorial associations and confederations [for tourism and land promotion]	Abruzzo
<b><i>Institutional contact   No direct name</i></b>	DMC RIVIERA DEI BORGHI ACQUAVIVA SCARL	Territorial associations and confederations [for tourism and land promotion]	Abruzzo
<b>Giovannelli Giammarco</b>	DMC HADRIATICA SCARL	Territorial associations and confederations [for tourism and land promotion]	Abruzzo
<b>Giuseppe Di Marco</b>	DMC COSTA DEI TRABOCCHI SCARL	Territorial associations and confederations [for tourism and land promotion]	Abruzzo





<b><i>Institutional contact   No direct name</i></b>	DMC ALTO SANGRO TURISMO	Territorial associations and confederations [for tourism and land promotion]	Abruzzo
<b><i>Institutional contact   No direct name</i></b>	DMC ABRUZZO QUALITÀ	Territorial associations and confederations [for tourism and land promotion]	Abruzzo
<b><i>Institutional contact   No direct name</i></b>	DMC MARSICA SCARL	Territorial associations and confederations [for tourism and land promotion]	Abruzzo
<b>Presidente: Gianluca Buccella - Direttore: Domenico Francimano</b>	GAL Terre Pescaresi	Territorial associations and confederations [for tourism and land promotion]	Abruzzo
<b>Direttore: Carlo Ricci</b>	GAL Costa dei Trabocchi Scarl	Territorial associations and confederations [for tourism and land promotion]	Abruzzo
<b>Presidente: Pasquale Cantoro - Direttore: Dott.ssa Rosalia Montefusco</b>	GAL Terre verdi Teramane Scarl	Territorial associations and confederations [for tourism and land promotion]	Abruzzo
<b>D'Andrea Donatella</b>	GRUPPO AZIONE LOCALE PESCA ABRUZZO S.c. a r.l.	Territorial associations and confederations [for tourism and land promotion]	Abruzzo
<b>Presidente e delegato nazionale: Giuseppe Delli Compagni - Direttore Regionale: Catia Soardi</b>	FAITA FEDERCAMPING Abruzzo	Territorial associations and confederations [for tourism and land promotion]	Abruzzo
<b>Presidente: Antonio Marascia - Direttore: Filippo Turi - Coordinatore FedAgriPesca: Angela Colangelo</b>	CONFCOOPERATIVE ABRUZZO	Territorial associations and confederations [for tourism and land promotion]	Abruzzo





<b><i>Institutional contact   No direct name</i></b>	CNA ABRUZZO	Territorial associations and confederations [for tourism and land promotion]	Abruzzo
<b>Referente Regionale Federturismo Abruzzo - Dott.ssa Emanuela Pagnani - (referente regionale turismo)</b>	CONFINDUSTRIA ABRUZZO	Territorial associations and confederations [for tourism and land promotion]	Abruzzo
<b>Referente turismo Chieti: Dott. Teodoro Ivano Calabrese   Referente turismo Pescara: Dott.ssa Laura Federicis</b>	CONFINDUSTRIA Chieti_Pescara	Territorial associations and confederations [for tourism and land promotion]	Abruzzo
<b>Referente turismo Chieti: Dott. Renzo Cipollini</b>	CONFINDUSTRIA Teramo	Territorial associations and confederations [for tourism and land promotion]	Abruzzo
<b>Lido Legnini</b>	CONFESERCENTI ABRUZZO	Territorial associations and confederations [for tourism and land promotion]	Abruzzo
<b>Annalisa De Luca</b>	CONFCOMMERCIO FIAVET ABRUZZO MOLISE	Territorial associations and confederations [for tourism and land promotion]	Abruzzo
<b>Giammarco Giovannelli</b>	CONFCOMMERCIO - FEDERALBERGHI ABRUZZO	Territorial associations and confederations [for tourism and land promotion]	Abruzzo
<b>Direttore dell'Agenzia: Francesca Bocchi - Presidente: Mara Quaianni - Referente Centro Studi: Matilde Fiocco</b>	CRESA / AGENZIA PER LO SVILUPPO	Research and statistics institutes	Abruzzo
<b>Antonino Zecca</b>	Enel - Responsabile Area Abruzzo, Marche, Molise	Energy management companies	Italy





<b>Giuseppe Iadicola</b>	Edison Spa - Responsabile sviluppo eolico/fotovoltaico	Energy management companies	Italy
<b>Lavinia Bellioni</b>	Edison Spa - Responsabile Affari Istituzionali Territoriali	Energy management companies	Italy
<b>Presidente: Nicola Dell'Acqua - Componenti: Clara Poletti, Stefano Saglia, Andrea Guerrini   Altri contatti: Sabrina di Giuseppe</b>	Arera   Presidente e componenti	Public management authorities	Abruzzo
<b>Raimondo Castellucci - CEO / Managing Director di BluHub</b>	Zecca   BluHub	Energy management companies	Abruzzo
<b><i>Institutional contact   No direct name</i></b>	Iren - IrenGO	Energy management companies	Italy
<b>Amministratore Delegato: Silvio Bartolotti</b>	Micoperi spa	Port management companies	Abruzzo- Emilia Romagna
<b>Manuela Baudana: referente per mobilità sostenibile e iniziative ESG</b>	A2A	Energy management companies	Italy
<b>Giuseppe Ranalli</b>	Agenzia Marittima Ranalli	Port management companies	Abruzzo
<b><i>Institutional contact   No direct name</i></b>	Charter Abruzzo	Territorial associations and confederations [for tourism and land promotion]	Abruzzo
<b>Giuseppe Di Marco</b>	Legambiente Abruzzo	Port management companies	Abruzzo
<b>Roberto Gabrielli</b>	Banca Intesa San Paolo	Credit Institutions - Banking Foundations	Italy





<b>Giuseppe Marco Litta</b>	BPER	Credit Institutions - Banking Foundations	Italy
<b>Vincenzo Pachioli - Direttore Generale: Fabrizio Di Marco</b>	Banca di Credito Cooperativo Abruzzi e Molise - Soc. Coop.	Credit Institutions - Banking Foundations	Abruzzo
<b><i>Institutional contact   No direct name</i></b>	Banca Etica	Credit Institutions - Banking Foundations	Italy
<b>Presidente: Savini Alfredo - Direttore Generale: Di Giampaolo Simone</b>	BCC di Castiglione Messer Raimondo e Pianella	Credit Institutions - Banking Foundations	Abruzzo
<b>Nicola Mattoscio</b>	Fondazione Pescara Abruzzo	Private Foundations	Abruzzo
<b>Roberto Di Vincenzo - Simone D'Alessandro - Oscar Buonamano</b>	Fondazione Hubruzzo	Private Foundations	Abruzzo
<b>Alberto Amoroso</b>	Sangritana	Bus passenger transport companies	Abruzzo
<b>Gabriele De Angelis - Maxmilian Di Pasquale</b>	TUA	Bus passenger transport companies	Abruzzo
<b>Alfonso Di Fonzo</b>	Di Fonzo	Bus passenger transport companies	Abruzzo
<b>Sandro Di Carlo</b>	Di Carlo	Bus passenger transport companies	Abruzzo
<b>Franco Chiacchiaretta</b>	Satam	Bus passenger transport companies	Abruzzo
<b>Arch. Alessandra Ferrari   V.Presidente</b>	CNAPPC   Consiglio Nazionale Architetti Paesaggisti Pianificatori Conservatori	National and local Orders of Architects and Engineers	Italy
<b>Prof. Paolo Fusero</b>	Università di Chieti Pescara - Dipartimento Architettura, Urbanistica, Paesaggio, trasformazioni territoriali	Universities, Schools and school departments	Abruzzo
<b>Prof. Gino D'Ovidio</b>	Centro Interdipartimentale Trasporti e Mobilità Sostenibile (CITraMS) L'Aquila	Universities, Schools and school departments	Abruzzo





<b>Arch. Dante Pallotta</b>	Ordine Architetti Pescara	National and local Orders of Architects and Engineers	Pescara
<b>Arch. Maria Cicchitti</b>	Ordine Architetti Chieti	National and local Orders of Architects and Engineers	Chieti
<b>Ing. Maurizio Vicaretti</b>	Ordine Ingegneri Pescara	National and local Orders of Architects and Engineers	Pescara
<b>Ing. Massimo Staniscia</b>	Ordine Ingegneri Chieti	National and local Orders of Architects and Engineers	Chieti
<b>Filippo Catania - Coordinatore FIAB Abruzzo-Molise</b>	FIAB Abruzzo	Cycling associations	Italy - Abruzzo
<b><i>Institutional contact   No direct name</i></b>	Abruzzo Bike	Cycling associations	Abruzzo
<b>Stefano Antonio Donnarumma</b>	Trenitalia	Railway systems companies	Italy
<b>Giorgio Fraccastoro</b>	SAGA Società Abruzzese Gestione Aeroporto S.p.A.	Airports	Abruzzo
<b>Vincenzo Garofalo, Salvatore Minervino</b>	<u>Autorità di Sistema Portuale del Mare Adriatico Centrale</u>	Public management authorities	Marche - Abruzzo
<b>Carla Tiboni</b>	Fondazione Edoardo Tiboni - Associazione Flaiano - Mediateca   Premio Flaiano	Territorial associations and confederations [for tourism and land promotion]	Abruzzo - Italia
<b>Carlo Toto - Consigliere di Toto Holding S.p.A. Mattia Toto - Consigliere Toto Holding / Giuseppe Scopa - Relazioni esterne</b>	Toto Holding Spa	Energy management companies	Abruzzo - Italia





### 3. Input information provided to stakeholders

#### 3.1. General presentation

Before the thematic roundtables began, the Abruzzo Region presented the CYROS project to the stakeholders involved in the consultation process. General information about the project was provided, placing it within Priority 3 of the Interreg Italy-Croatia program—dedicated to sustainable maritime and multimodal transport (OS3.1)—and within the broader EUSAIR strategy, of which CYROS is a flagship and cross-pillar project. It was highlighted that the proposed route partially overlaps with other ongoing regional and local initiatives, including the Summa project, while ensuring full compatibility and leveraging shared approaches.

The overall objective of CYROS is to define and develop the Adriatic-Ionian Cycle Path along the Adriatic coast of Italy and Croatia, promoting sustainable mobility and cycling tourism through systematic route planning, mapping, and enhancement, while strengthening multimodality at the national, regional, and local levels. The project involves a total of eight partners — five Italian regions (Friuli Venezia Giulia as Lead Partner, Puglia, Abruzzo, Marche and Emilia-Romagna as Associate Partners) and three Croatian regions (Dubrovnik-Neretva, Primorje-Gorski Kotar and Istria) — with a duration of 30 months, from 1 March 2024 to 31 August 2026.

It was also emphasized that the project goes beyond defining the main alignment of the route, but also includes detailed mapping of points of interest (POIs), the development of intermodal hubs, and the integration of public transport information along the route—train, bus, and maritime connections—with the aim of increasing accessibility, safety, and functionality for end users. From this perspective, CYROS's activities are divided into three Work Packages: WP1, dedicated to designing the cycle network and improving services; WP2, focused on data, ICT tools, and training; and WP3, aimed at developing cross-border governance strategies and models, which includes roundtable discussions with regional stakeholders on sustainable mobility, tourism, and maritime passenger transport.

Finally, stakeholders were informed of their specific roles within the project framework. The responsibilities assigned to each stakeholder include participation in the planning and validation processes, providing relevant data within their respective institutional areas of expertise, coordinating with the relevant authorities, and supporting the implementation and promotion of project activities. Their active engagement was identified as essential to





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ensuring the achievement of CYROS's objectives efficiently, sustainably, and in full compliance with the relevant regulatory framework.



### 3.2 Thematic presentation

The thematic areas were addressed through a structured round table discussion, focusing on the current situation in the Abruzzo region and the role of sustainable cycling mobility within a broader framework of multimodal coastal-hinterland integration and Adriatic cross-border cooperation.





## Abruzzo's cycling network and electric mobility

1. The strategic role of the Costa dei Trabocchi cycle path as a backbone of the regional cycling tourism system and a key infrastructure for the entire Adriatic-Ionian corridor.
2. The remaining 41 kilometers of path need to be completed to make the entire 131-kilometer axis from the Marche to Molise border continuous and accessible.
3. The importance of expanding electric mobility (e-bikes) as a potential user multiplier, resulting in the need to provide the routes with a comprehensive network of charging stations, secure storage facilities, and technical assistance services.
4. The opportunity to develop integrated thematic itineraries—nature, culture, food and wine, historical heritage—connecting the coastal strip with the villages and protected natural areas of the hinterland through the main river valleys (Val Pescara, Val Sangro, Val Trigno).

## Coast-inland area connection and intermodal bike-train-bus system

1. The Abruzzo axis' strategic position within the Adriatic-Ionian cross-border cycling tourism network, with a potential of 480,000 additional annual users, rising to 620,000 when inland areas are included.
2. The role of coastal and valley-level railway stations as privileged intermodal hubs for bike-train connections, with the need to ensure bicycle transport on regional services according to standardized rules and integrated fares.
3. The importance of the new intermodal connection planned by CYROS to allow cyclists to load their bikes onto vehicles connecting the main train and bus stations to the Costa dei Trabocchi.
4. The need for safe and continuous cycling infrastructure in the connections between the coastal path, train stations, and access points to the inland valleys, with particular attention to addressing the "last mile" sections that currently interrupt the continuity of routes.





## Local and regional governance and cooperation

1. The need to establish a stable regional coordination body for the integrated development of cycling infrastructure and sustainable mobility services, involving all six stakeholder sectors identified by the project: regulatory and administrative, economic, infrastructure and transport, energy and technology, culture and local heritage, and tourism.
2. The role of Cohesion Pacts as an institutional tool for the active involvement of inland communities, recognizing their role not only as a tourist destination but also as a key player in territorial development.
3. Presentation of the Municipality of Pescara's SUMMA project as a best practice for fare integration and multimodal mobility governance in the Functional Urban Area, illustrating how a single intermodal ticket system can simplify access to transport services for residents and tourists.

## Cross-border perspectives and integrated services

1. Strengthening the multimodal bike+train+bus networks along the Adriatic-Ionian corridor, with the Abruzzo ports of Giulianova, Pescara, Ortona, and San Salvo-Vasto serving as tourism interconnection hubs within a widespread port system.
2. Improving cross-border cooperation frameworks between Italy and Croatia and digitally integrating passenger information through the WebGIS platform and ICT tools envisioned in CYROS WP2.
3. Long-term investment in safe cycling infrastructure connecting inland routes with rail hubs and coastal ports, with the aim of deseasonalizing tourist flows and generating an estimated annual economic impact of approximately €910 million for the entire regional system.
4. These key points provided the framework for subsequent stakeholder input and the development of forward-looking recommendations.





## 4. Contributions and Debate

### 4.1 Conceptual preface for key stakeholder feedback

In this section, the main feedback provided by stakeholders is presented. The various contributions are organized into strengths and weaknesses for each topic discussed during the study presented by ITID srl. The strengths refer to the aspects that stakeholders appreciated and considered valuable for each consultation topic. The weaknesses concern the aspects that stakeholders identified as gaps or areas requiring improvement.

### 4.2 Contributions

The in-person roundtable was attended, among others, by the following qualified contributors:

**Alfredo Padovano**, *ITID - Consultant Abruzzo Region Project Interreg Cyros*  
Conceptual map and urban, cultural and infrastructural development.

**Andrea Padovani**, *ITID - Project consultant for urban and tourism analysis*  
Political perspectives on the relationship with the internal areas of the cycle paths

**Luca Saraceni** - *Municipality of Pescara - Head of European Projects*  
The SUMMA project and integrated mobility in the Pescara Functional Urban Area

**Pasquale Pantalone** - *Legal Expert Comune di Pescara*  
Presentation of the legal framework for multimodal integration: the Single Ticket System (SUMMA project)

**Michela Portacci** – **Abruzzo Region**  
The Adriatic Cycle Path - Route, Implementation, and Merger of State and European Resources

### ***Debate with all stakeholders, and specific interventions***

**Gino D'Ovidio** – *L'Aquila University CITRAMS | Interdepartmental Center for Transport and Sustainable Mobility*

**Alfonso Di Fonso** – *Presidente di Trasporti Di Fonso*

**Carlo Ricci** – *Costa dei Trabocchi GAL Local Action Group*

**Giancarlo Odoardi** – *FIAB - Italian Federation for the Environment and Cycling*

**Matteo Di Venosa** – *University of Pescara*





**Pasquale Grilli** – *Atlantide | Biblioteca dal Mare, Territorial Cultural System Widespread Library*

**Fabio Palermo** - *Municipality of Ortona*

**Enrico Di Giuseppantonio** - *Municipality of Fossacesia*

**Sara Perinetti**, *Saga Pescara Abruzzo Airport*

**Sladan Tupozovic** – *Chieti-Pescara Chamber of Commerce*

Below are some interventions that clearly highlight the relationship between the topic discussed and the stakeholder category.

#### 1. **Daniele D’Amario - Abruzzo Region, Undersecretary**

The meeting was opened by the regional Undersecretary for Tourism, Daniele D’Amario, who offered a political and institutional interpretation of the project’s strategic value for the Abruzzo region. The very large turnout over the two days was seen as a concrete sign of the importance perceived by local stakeholders, confirming that CYROS is considered a strategic initiative for the region’s future. The Undersecretary emphasized that sustainable mobility, cycle tourism, and integration between the coastal strip and inland areas are priority areas of regional planning, for which CYROS represents a particularly coherent and useful operational tool. The value of the project’s cross-border dimension was also highlighted, which strengthens cooperation with Croatia and contributes to the construction of a territorial development model capable of generating economic and employment benefits, leveraging local resources with a view to environmental sustainability.

#### 2. **Alfredo Padovano - ITID - Consultant Abruzzo Region Project Interreg Cyros**

The heart of the proposal lies in the conceptual map of urban and territorial development, which redefines the relationship between coastal nodes and inland areas. We no longer view the region as a series of isolated points, but as an integrated system where maritime transport and the cycling network form a single logistical network. The map identifies three fundamental operational pillars for this integration:

- Strategies and Governance: To align the objectives of maritime and land stakeholders.
- Data and ICT Tools: To monitor flows and provide real-time information.





- Network Design: To physically improve services and connection infrastructure.

The innovative element of the model presented is its analysis based on isochrony. In a complex region like Abruzzo, distance in kilometers is misleading; what matters for cycle tourists and residents is travel time and its quality.

The goal is to create a system where isochrony between coastal ports and inland hubs is reduced and optimized through:

Fluid Intermodality: Reduce waiting and transfer times between ship, train, and bicycle.

Eliminate infrastructural disruptions that increase perceived and actual travel times, making the transition from the maritime terminal to the cycle network immediate and safe.

Using the concept map, routes were drawn that are not just routes, but actual "time corridors" connecting the sea axis with the peaks of the Apennines.

The sea-mountain connections are analyzed not as simple roads, but as experiential journeys where the quality of service and the availability of ICT data allow travelers to intelligently plan their isochrony, transforming the journey from "undergoing movement" to "lived experience."

### 3. **Andrea Padovani.** *ITID - Project consultant for urban and tourism analysis*

An integrated model for the SNAI Gran Sasso – Valle Subequana in dialogue with the CYROS Interreg project

Italy's inland areas represent one of the country's most complex and strategic structural nodes. They comprise approximately 4,000 municipalities, home to over 13 million people, and are characterized by distance from essential services—education, healthcare, and transportation—and a progressive demographic decline, particularly among young people. Infrastructural fragility often translates into economic and social marginalization, fueling a vicious cycle of depopulation and reduced services.

The National Strategy for Inland Areas (SNAI) fits within this framework, identifying the quality of services and sustainable local development as the levers for reversing this decline. However, among all the critical factors, mobility represents the fundamental enabling condition: without accessibility, there is no development, no tourism, no permanence.





In inland areas, mobility cannot be thought of solely as a functional connection network. It must become a relational infrastructure, capable of connecting people, economies, and local identities.

In this sense, tourism—especially slow, experiential, and environmental tourism—represents an extraordinary opportunity. Cycling tourism, in particular, perfectly matches the characteristics of mountainous and hilly areas: it enhances the landscape, distributes traffic, generates widespread economies, and reduces environmental impact.

The project proposes the creation of a mobility service for inland areas based on cycle tourism, through a smart, inclusive and sustainable model.

#### 4. **Luca Saraceni**, European Projects Manager – Municipality of Pescara: the SUMMA project and integrated mobility in the Pescara Functional Urban Area

During the meeting, Luca Saraceni, European Projects Manager for the Municipality of Pescara, presented the SUMMA (Sustainable Multimodal Mobility in Adriatic Coastal and Hinterland Areas) project, funded under the Interreg Italy-Croatia 2021-2027 program. He highlighted the strong synergies with CYROS and their complementary role in building a sustainable and integrated mobility system in the Adriatic area.

The Pescara Functional Urban Area extends along the Adriatic coast, branching out into a hinterland rich in natural and cultural resources, creating a system of significant tourist attraction subject to increasing seasonal pressure. SUMMA responds to this challenge by promoting a single intermodal ticket system—the One Ticket—that combines train and bus travel on a single ticket, lowering costs and barriers to accessing public transport for residents and tourists. It also improves connectivity between the coast and the hinterland, including through the cycling network, with particular emphasis on the Bike to Coast network and the bike-train connection with urban and suburban stations.

The intervention emphasized the structural complementarity between the two projects: SUMMA focuses on local governance and fare integration within the Pescara AUF, while CYROS focuses on planning the Adriatic-Ionian cycling route and the Italy-Croatia cross-border strategy. The Municipality of Pescara's participation in memoranda of understanding for maritime connections between Abruzzo and Croatia further strengthens this convergence, outlining an integrated and replicable





model of coastal-hinterland mobility capable of combining environmental sustainability, economic accessibility, sea-land intermodality, and territorial enhancement with a view to cross-border tourism development.

##### 5. **Pasquale Pantalone** Legal Expert, Municipality of Pescara

Presentation of the Legal Framework for Multimodal Integration: The Single Ticket System (SUMMA Project)

During the meeting, the technical and legal contribution developed within the SUMMA project by Legal Expert of the Municipality of Pescara, Pasquale Pantalone, was presented. The contribution focused on the study of the regulatory and administrative framework required for the introduction of a single intermodal ticket system. The presentation highlighted how the topic of intermodal mobility lies at the intersection of multiple regulatory sectors and levels of jurisdiction—European, national, and regional—making its precise legal definition complex. At the national level, particular reference was made to Ministerial Decree 255/2016, which provides guidelines for the implementation of interoperable electronic ticketing systems, while at the local administrative level, a key role is attributed to planning tools such as the Integrated Regional Transport Plan (PRIT) and Sustainable Urban Mobility Plans (PUMS).

The analysis identified the main legal issues related to the introduction of a single ticket system, including the definition of service providers' obligations and responsibilities, the protection of user rights, accessibility, the regulation of relationships between public and private entities, personal data protection, technological interoperability, and competition protection. From the organizational perspective, three possible approaches were examined: a consortium of local public transport companies with integrated fare management, a public agency model, and the model of outsourcing to one or more operators.

Given the local context, the intervention formulated several non-binding recommendations, including the establishment of a single ticket as a public service obligation, the development of public-public and public-private partnerships, including pursuant to Legislative Decree 36/2023, the integration of the system into urban planning (PUMS and PGTU), the establishment of a single entity for the governance of intermodal local public transport, and the creation of a regional clearinghouse to monitor revenue and data flows on services and ridership. This





contribution provided a useful framework for guiding subsequent discussions on governance and modal integration within the CYROS project.

## 6. Michela Portacci – Abruzzo Region

Adriatic Cycle Path: Sections to be Completed, and the Convergence of State and European Funds

Michela Portacci provided a detailed review of the progress of the Abruzzo coastal cycle path network (available at the following link), highlighting the remaining critical issues and the strategies underway to address them. While the Costa dei Trabocchi represents a nationally recognized excellence, there remain interrupted or unsafe sections that limit the continuity of the route and its accessibility to a wider public. Particular attention was paid to interference with the nature reserves along the route, where the need for environmental protection clashes with the need for cycling accessibility, requiring careful design solutions shared with the management bodies. The problem of the remaining vehicular sections along the route was also highlighted, which pose a risk and disrupt the experience for cyclists. In this context, the strategic importance of channeling available state resources—starting with funds from the National Plan for Cycling Mobility—was emphasized to accelerate the completion of the route and ensure consistent quality standards along the entire route, in line with the objectives of CYROS.

## 7. Alfonso Di Fonso – President of Trasporti Di Fonso

MaaS, a Single Ticket, and Inward-Looping Routes

Alfonso Di Fonso's presentation focused on the digitalization of transport services as a strategic lever for building an integrated mobility system truly accessible to cycle tourists. It was emphasized that the MaaS (Mobility as a Service) model currently represents the most advanced frontier for multimodal integration, allowing users to plan, book, and pay for their entire journey—bike, train, bus, and ancillary services—through a single digital platform and a single ticket. The digitalization of transport services was highlighted not only as a tool for simplifying the experience for end users, but also as an enabling factor for system governance, as it allows for real-time monitoring of flows, capacity management, and dynamic pricing. Of particular interest was the proposal to develop "comb-shaped" routes that, starting from the coastal axis, penetrate inland areas along the main river valleys, connecting public





transport services with inland cycling hubs and creating a widespread network of access to the territory that goes beyond the logic of a linear coastal corridor.

#### 8. Carlo Ricci – GAL Costa dei Trabocchi

From the seaside model to cycle tourism as a resource for territorial development Carlo Ricci offered a perspective on the tourism paradigm shift underway in the Costa dei Trabocchi area, emphasizing the urgent need to move beyond the traditional seaside model—highly seasonal and low in added value—in favor of a modern, non-seasonal, and experience-oriented cycle tourism offering. Pedal-assisted bicycles and related services—rentals, technical assistance, and equipped rest areas—were identified as key elements for expanding the cycling tourism audience and increasing the average length of stay in the area. The crucial role of quality signage and QR codes as tools for orientation and enhancing local heritage was emphasized, capable of transforming every point along the route into an opportunity for cultural and environmental discovery. Intermodality—defined as the seamless integration of bicycles, trains, buses, and tourist services—was identified as the key to making the area truly accessible and competitive on a national and international scale. Finally, Ricci emphasized the need to actively involve local associations as co-protagonists of cycle tourism development, leveraging the skills and territorial networks already existing within the GAL

#### 9. Giancarlo Odoardi – FIAB

FIAB's intervention introduced a critical note of great systemic relevance, which significantly fueled the debate. Drawing on his experience with the EuroVelo routes and European-wide cycling mobility projects, Odoardi highlighted how Abruzzo is witnessing a proliferation of cycling projects that operate on the same routes without adequate coordination, resulting in overlaps, duplications, and a waste of resources. The most critical point raised concerns the lack of a Regional Cycling Plan that serves as a governance tool and strategic direction for the entire system: without this framework, individual projects—though worthy in their intentions—risk being unplanned, poorly managed, and lacking continuity beyond the funding stage. It was strongly hoped that CYROS would provide an opportunity to fill this gap by promoting the adoption of a Regional Cycling Plan that integrates and coordinates all ongoing and planned interventions, ensuring consistent routes, uniform quality standards, and stable governance over time.





## 10. Matteo Di Venosa – University of Pescara

### *Territorial Vulnerability and the Regional Cycling Plan as a Strategy*

Matteo Di Venosa's contribution enriched the discussion with an academic and urban planning perspective, focusing on the vulnerability of the Abruzzo region to the challenges of sustainable mobility. He highlighted how the fragile hydrogeology, complex morphology, and human pressure on the coastal areas necessitate a design approach that focuses on infrastructural resilience, one that goes beyond simply mapping out routes and addresses the risks associated with climate change and land management in an integrated manner. Fully in line with the FIAB's position, Di Venosa forcefully reiterated the need for the Abruzzo Region to develop a Regional Cycling Plan, intended not as a mere list of interventions but as a true long-term territorial strategy. The Plan was described as the tool through which the CYROS objectives can be concretely implemented across the region, defining investment priorities, quality standards, governance methods, and monitoring mechanisms capable of ensuring the system's sustainability over time.

## 11. Fabio Palermo - Municipality of Ortona

### *The critical issues of the sector operators*

Fabio Palermo's presentation brought the voices of industry professionals into the discussion, highlighting the concrete challenges currently limiting private sector participation in the development of the integrated cycle tourism system. Difficulties related to regulatory uncertainty and the fragmentation of operational rules—regarding bicycle transport on public transport, access to ports, and use of infrastructure—were highlighted, making it difficult to plan a structured and reliable tourism offering. He emphasized the need for a clear and stable regulatory framework that allows operators to confidently invest in services and infrastructure supporting cycle tourism, as well as an adequate system of public incentives to support the transition to more sustainable and integrated offering models.

## 12. Pasquale Grilli - Atlantide | Biblioteca dal Mare - Territorial Cultural System Widespread Library

Cultural heritage as a territorial connection network.

Pasquale Grilli proposed a vision of the territory that places cultural heritage—historic villages, archaeological sites, local traditions, and distinctive landscapes—at





the center of the cycle tourism development strategy, as an element of differentiation and depth to the travel experience. Cultural contexts were described not as isolated destinations to be reached, but as nodes in a territorial connection network that gives meaning and continuity to the cycling route, transforming the journey into a journey of discovery and encounter with the identity of places. From this perspective, he assigned a fundamental symbolic role to the Atlantide, Biblioteca dal Mare, Territorial Cultural System Widespread Library project, capable of attracting a motivated audience willing to stay longer and a vision that places culture at the center of these processes.

### 13. **Guido D'Ovidio** – *L'Aquila University CITRAMS | Interdepartmental Center for Transport and Sustainable Mobility*

*Strategic planning, system vision and technological assumptions*

Guido D'Ovidio of the Interuniversity Center for Transport and Sustainable Mobility (CITRAMS) offered a broad reflection on strategic mobility planning, emphasizing that technology—while a powerful and necessary tool—cannot be the starting point but must be the response to a predefined systemic vision. He highlighted how the primary risk in mobility innovation processes lies in investing in advanced technological solutions—digital platforms, MaaS systems, smart infrastructure—without first establishing the institutional, regulatory, and organizational frameworks necessary for their operation. Strategic planning was therefore identified as the enabling condition for any process of digitalization and technological integration, and CYROS was identified as a concrete opportunity to build this systemic vision at the regional and cross-border scale, starting with solid governance and clear objectives shared by all regional stakeholders.

### 14. **Sladan Tupozovic** – **Chieti-Pescara Chamber of Commerce**

*Connecting with Europe and the East: Beyond the Concept of Cross-Border*

Sladan Tupozovic's presentation broadened the discussion to a broader geopolitical and economic dimension, proposing to move beyond the traditional concept of cross-border cooperation—understood as a bilateral relationship between two neighboring countries—in favor of a vision of systemic connection between Abruzzo, Central Europe, and the Balkans. Abruzzo's geographical position as a hinge between the Mediterranean and Eastern Europe was highlighted as a strategic asset, still





largely undervalued, which the CYROS project could help leverage by positioning the region as a hub for a continental-wide cycling and cultural corridor. From this perspective, the Italy-Croatia relationship should be viewed not as a point of arrival but as a first step toward building an integrated Adriatic-Ionian network that, through Abruzzo's ports and cross-border cycling routes, physically and symbolically connects the shores of the Adriatic Sea in a shared development project founded on the values of cooperation, sustainability, and Mediterranean identity.

It's not simply a matter of designing cycling routes, but of building an integrated ecosystem structured on three levels:

The Goriano Sicoli and Molina Aterno stations become intermodal hubs and transform into territorial gateways. Each touchpoint becomes an interface between mobility, culture, and the local community.

The project integrates with the strategic guidelines of the Interreg Europe program, and in particular with the CYROS initiative, which focuses on sustainable and resilient mobility in peripheral and rural areas. Integration takes place through transnational cooperation and can engage with other European territories involved in CYROS, sharing various objectives, including the cycling tourism mobility project in the SNAI Gran Sasso – Valle Subequana area. This project, integrated with the strategies of the CYROS Interreg project, proposes a paradigm shift: mobility not as an isolated service, but as a complex territorial device. Through rail hubs, widespread touchpoints, and an integrated digital platform, the territory can transform its marginality into competitive value.

### 4.3 Strengths and weaknesses

This section reports the main feedback gathered from stakeholders during the roundtable discussion. The contributions are structured into strengths and weaknesses for each consultation topic. Strengths refer to the aspects that stakeholders deemed most significant and worthy of development within the CYROS project. Weaknesses relate to the gaps and structural criticalities identified, which require priority intervention.





- The aim of this section is to gather information on the following topics:
- How can the maritime passenger transport system be made more efficient, convenient, and integrated for cycle tourists?
- What role should local authorities play in promoting sustainable transport options for cyclists?
- What are your area's main strengths in promoting cycling in port areas?
- What weaknesses or barriers currently affect the integration of cycling, trains, buses, and maritime transport?
- What multimodal solutions and best practices are already in place (projects, services, digital tools, etc.)? What operational proposals would you suggest to improve sustainable mobility?

In this section, key stakeholder feedback is structured into identified strengths and weaknesses, followed by an overview of key challenges and current multimodal experiences in the region.

1. Maritime passenger transport system and sustainable, multimodal mobility along the Adriatic-Ionian cycle path	
<p><b>Feedback - Identified strengths:</b></p> <ul style="list-style-type: none"> <li>• <b>Abruzzo's geographic positioning: a linear and accessible coastline, with potential for rail and cycle/pedestrian connections to the hinterland (Majella, Gran Sasso).</b></li> <li>• <b>Coastal rail network: the Adriatic line connects Pescara to Bari, providing a backbone for train-bike-bus integration.</b></li> <li>• <b>Potential for autonomous development: Abruzzo has the basic infrastructure to create its own cycle tourism system without relying on external hubs.</b></li> </ul>	<p><b>Feedback - Identified weaknesses:</b></p> <ul style="list-style-type: none"> <li>• <b>Lack of direct connections between Abruzzo and Croatia: the Abruzzo cycle path network converges towards Ancona (150 km north, in another region), resulting in dependence on external infrastructure and high logistics costs; this reduces the appeal for international cycle tourists who could reach Croatia directly.</b></li> <li>• <b>Extreme seasonality: maritime services concentrated between June and September; insufficient for shoulder-season cycle tourism.</b></li> </ul>





	<ul style="list-style-type: none"> <li>• <b>Non-standardized bicycle capacity:</b> regional railways (Trenitalia) and local buses do not have uniform regulations for bicycle transport.</li> <li>• <b>Operational fragmentation:</b> Trenitalia, regional bus operators (TUA), and port operators operate with little coordination regarding fares.</li> </ul>
<p><b>2. How can we transform the Costa dei Trabocchi from a fragmented national landmark into a continuous and safe cycling route, integrating national and European funds (CYROS) into a unified completion strategy?</b></p>	

<p><b>Feedback - Identified strengths:</b></p> <p><b>Excellence recognized as a starting asset</b></p> <ul style="list-style-type: none"> <li>• Trabocchi Coast</li> <li>• Strategic Route</li> <li>• Landscape Value</li> </ul> <p><b>Design strategy consistent with CYROS</b></p> <ul style="list-style-type: none"> <li>• Alignment with the Adriatic-Ionian Cycle Route</li> <li>• Integrated vision</li> <li>• Identification of critical sections.</li> </ul> <p><b>Availability of structured financing</b></p> <ul style="list-style-type: none"> <li>• National Cycling Mobility Plan (PNMC)</li> <li>• CYROS Resources</li> <li>• Dual funding sources</li> </ul> <p><b>Integrated environmental awareness</b></p> <ul style="list-style-type: none"> <li>• Dialogue with conservation organizations</li> <li>• Environmental compatibility</li> <li>• Environmental education opportunities</li> </ul>	<p><b>Feedback - Identified weaknesses:</b></p> <p><b>Network fragmentation still critical</b></p> <ul style="list-style-type: none"> <li>• Interrupted sections</li> <li>• Localized unsafety</li> <li>• Discontinuity of experience</li> </ul> <p><b>Interference with unresolved nature reserves</b></p> <ul style="list-style-type: none"> <li>• Project solutions still under negotiation</li> <li>• Risk of procedural blockage</li> </ul> <p><b>Persistence of critical driveways</b></p> <ul style="list-style-type: none"> <li>• Incompatibility with cycle tourism</li> <li>• Non-compliance with European standards</li> <li>• Lack of roadmap</li> </ul> <p><b>Weak coordination between national and European funds</b></p>
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<p><b>Potential territorial continuity</b></p> <ul style="list-style-type: none"> <li>• Coast-inland connection</li> <li>• Regional replicability</li> </ul>	<p><b>Fragmented complementary services</b></p> <ul style="list-style-type: none"> <li>• Inconsistent signage</li> <li>• Lack of unified construction standards</li> </ul>
<p><b>3. What are the strengths and weaknesses of integrating port infrastructure and sustainable cycle tourism in Abruzzo?</b></p>	
<p><b>Feedback - Identified strengths:</b></p> <ul style="list-style-type: none"> <li>• <b>Pilot experiences in Pescara:</b> Bike parking initiatives at train stations and incentives for bicycle rental.</li> <li>• <b>Corridor ciclabile Bike to Coast:</b> potential connection between Vasto and Ancona, creating a continuous cycle/pedestrian backbone.</li> <li>• <b>Port-station integration in Pescara:</b> physical proximity between the rail terminal and the port offers opportunities for an intermodal hub.</li> </ul>	<p><b>Feedback - Identified weaknesses:</b></p> <ul style="list-style-type: none"> <li>• <b>Poor port infrastructure:</b> Unsafe bicycle parking, lack of e-bike charging stations, insufficient information points.</li> <li>• <b>Lack of services for cycle tourists:</b> There are no repair points, shower facilities, or baggage storage at the Abruzzo ports (Pescara, Ortona).</li> <li>• <b>Weak last mile connection:</b> Port access not integrated with the cycle path network; dangerous crossings on busy roads.</li> <li>• <b>Non-standardized practices:</b> Each port independently manages bike carriages on ferries; no inter-port agreements.</li> </ul>
<p><b>4. What are the strengths and weaknesses of the maritime passenger transport system and sustainable, multimodal mobility along the Adriatic-Ionian cycle path in Abruzzo?</b></p>	
<p><b>Feedback - Identified strengths:</b></p> <ul style="list-style-type: none"> <li>• <b>CYROS backbone as a structural opportunity:</b> Cross-border project creates framework for standardizing fares, timetables, and bicycle regulations across the Adriatic.</li> <li>• <b>Internal connectivity in Abruzzo:</b> possibility of creating cycle/pedestrian rings connecting the coast (Pescara, Ortona, Vasto) to inland villages (Chieti, Teramo).</li> </ul>	<p><b>Feedback - Identified weaknesses:</b></p> <ul style="list-style-type: none"> <li>• <b>Fragmentation of the Abruzzo cycle network:</b> Cycle paths are not always safe, lack of uniform signage, and infrastructure gaps between municipalities.</li> <li>• <b>Poor public transport connection:</b> Bus and train timetables not synchronized with cycle and pedestrian paths; bike-friendly stops absent.</li> </ul>





<ul style="list-style-type: none"> <li>● <b>One Ticket SUMMA (Pescara):</b> Replicable model for train-bus-bike fare integration at the regional level.</li> </ul>	<ul style="list-style-type: none"> <li>● <b>Lack of a single digital platform:</b> It's impossible to plan intermodal train-bus-bike-ferry travel on a single portal; information is fragmented among operators.</li> <li>● <b>Insufficient tourism promotion:</b> Foreign cycle tourists are unaware of the existence of integrated services; marketing is absent or fragmented.</li> </ul>
<p><b>5. Cycling network and sustainable mobility along the Adriatic-Ionian corridor of Abruzzo</b></p>	
<p><b>Feedback - Identified strengths:</b></p> <ul style="list-style-type: none"> <li>● Costa dei Trabocchi cycle path (90 km active) as the backbone of the regional cycling tourism system, already recognized nationally and internationally as an example of infrastructure excellence.</li> <li>● Potential for attracting approximately 480,000 additional users annually along the coastal axis, with the potential to grow to 620,000 by integrating inland areas.</li> <li>● Increasing popularity of pedal-assisted bicycles (e-bikes) as a potential user multiplier, capable of breaking down orographic barriers and making inland routes and destinations accessible to a much wider audience.</li> <li>● Availability of natural coastal-hinterland routes along the main river valleys (Val Pescara, Val Sangro, Val Trigno) for the development of integrated thematic itineraries.</li> <li>● Presence of railway stations along the coast and in the valleys as existing infrastructure for building a bike+train</li> </ul>	<p><b>Feedback - Identified weaknesses:</b></p> <ul style="list-style-type: none"> <li>● Discontinuity of the cycling network, with 41 kilometers of route still missing to complete the 131 km axis from the Marche border to the Molise border.</li> <li>● Presence of active vehicular sections along the coastal route, posing risks and disruptions for cycle tourists.</li> <li>● Interference with coastal nature reserves, requiring specific design solutions shared with management bodies.</li> <li>● Lack of standardization of rules for transporting bicycles on regional public transport.</li> <li>● Lack of an integrated bike and public transport fare system that simplifies intermodal access for residents and tourists.</li> <li>● Lack of e-bike charging points, secure storage facilities, equipped rest areas, and technical assistance services along the routes, particularly in inland areas.</li> <li>● Strong seasonality in the provision of cycling tourism support services, with a</li> </ul>





<p>system without significant additional investments.</p> <ul style="list-style-type: none"> <li>• Wealth of the hinterland's natural, cultural, landscape, and food and wine heritage as a differentiating factor and depth of offerings. Cycling tourism</li> <li>• Synergies with the Municipality of Pescara's SUMMA project for the development of integrated ticketing solutions and multimodal connectivity in the FUA (<i>Functional Urban Area</i>)</li> <li>• Growing interest from the international cycling tourism market in destinations that combine coast and hinterland in a complex and seasonally adjusted experience</li> <li>• Active presence of GAL, local associations, and tourism operators as entities already established in the area and available to co-design services to support cycling tourism</li> </ul>	<p>substantial lack of services during the shoulder seasons.</p> <ul style="list-style-type: none"> <li>• Lack of a Regional Cycling Plan that ensures strategic coherence and coordination among the many projects and interventions underway in the region.</li> <li>• Proliferation of projects. Uncoordinated cycle paths that use the same routes, with the risk of overlap and waste of public resources.</li> <li>• Poor integration between public transport planning and cycle network planning at the regional and local levels.</li> <li>• Difficulty in organically involving inland areas, which often lack adequate infrastructure and mobility services to support structured cycle tourism flows.</li> </ul>
<p><b>6. Integrated transport system and related services along the coast in relation to the cycle network</b></p>	
<p><b>Feedback - Identified strengths:</b></p> <ul style="list-style-type: none"> <li>• Existing cycle paths near major urban centers and coastal tourist areas</li> <li>• Concrete potential for bike-train integration on coastal and valley railway lines as a lever to expand the reach of routes</li> <li>• Recognized value of digital tools—apps, GPS navigation, route planners, QR codes—as resources already available to be systematically integrated into cycle tourism offerings</li> <li>• Availability of local public transport operators already active in the area as</li> </ul>	<p><b>Feedback - Identified weaknesses:</b></p> <ul style="list-style-type: none"> <li>• Disruption of cycling infrastructure at the junctions between the coastal path, train stations, and access hubs to the inland valleys, with "last mile" sections unsafe or lacking adequate signage.</li> <li>• Persistent dominance of private road transport with insufficient regulation of vehicle traffic along the most popular cycling routes.</li> <li>• Lack of an integrated digital information system for real-time multimodal itinerary planning that integrates bicycles, trains, buses, and ancillary services.</li> </ul>





<p>potential partners for the development of bike-bus and bike-train services</p> <ul style="list-style-type: none"> <li>• Presence of association networks and local tourism operators as entities capable of enriching the service offering along the routes and building a widespread cycle tourism reception system</li> <li>• Experience gained with the SUMMA project as an operational reference for the governance of multimodal mobility and for the development of a single intermodal ticket system</li> <li>• Interest from local authorities—as demonstrated by the willingness expressed by the Municipality of Ortona—in initiating structured discussions on accessibility, attractiveness, and integrated tourism development</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of technical assistance services, e-bike rentals, and specialized accommodations along inland routes.</li> <li>• Lack of integrated tourist packages that combine mobility, accommodation, gastronomy, and culture to deseasonalize traffic and increase average length of stay.</li> <li>• Little involvement of the private sector—hotels, restaurants, shops—in developing a range of services to support cycling tourism in the areas crossed by the routes.</li> <li>• Limited clarity of the rules and conditions for bicycle transport on local public transport services, discouraging foreign tourists less familiar with the Italian system.</li> <li>• Weak integration between Physical infrastructure and digital information systems along regional cycling routes</li> <li>• Insufficient development of accommodation and service offerings in the inland areas crossed by the valley routes, which limits the system's ability to retain visitors beyond the coastal strip</li> <li>• Infrastructure and mobility services not fully adequate to support structured cycling tourism flows</li> </ul>
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## 5. Future-oriented recommendations

Based on the feedback gathered during the roundtable and the online consultation process with Abruzzo stakeholders, the following forward-looking recommendations summarize the key priorities for strengthening the maritime passenger transport system and sustainable mobility along the Adriatic-Ionian cycle route in Abruzzo. These recommendations reflect





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operational, infrastructural, governance, and cross-border aspects necessary to integrate maritime services with cycle tourism, creating a multimodal backbone connecting the Abruzzo coast (Pescara, Giulianova, Ortona, San Salvo-Vasto) to the Adriatic hinterland and ports of Croatia through the CYROS project. The proposals aim to complete the Abruzzo cycle network, improve bicycle accessibility in port areas, synchronize timetables between trains, buses, and maritime services, reduce seasonal imbalances, and promote consistent fare and infrastructure standards across borders. The recommendations indicate possible implementation paths, including institutional coordination mechanisms (Agency for Abruzzo Mobility), upgrades to pedestrian and cycle-port infrastructure, digital integration via a single MaaS platform, pilot testing replicating the One Ticket SUMMA model, and EU funding instruments (Interreg, Connecting Europe Facility). The table below organizes the recommendations according to the thematic areas addressed during the consultation, highlighting cross-cutting priorities related to deseasonalization, financial sustainability, and international cycle tourism competitiveness.

### **Main challenges for integrated coastal-hinterland cycling mobility**

The main challenges that emerged from the discussion concern the construction of a cycling mobility system that transcends the logic of an isolated coastal route and is structured as an interconnected network between the coast, valley floors, and inland areas. Connecting Abruzzo's inland areas—areas at high risk of depopulation, often far from essential services—to the cycling tourism system was identified not only as an economic opportunity, with a potential increase in financial flow from €510 million to €910 million, but as a strategic choice for territorial and social cohesion. The deseasonalization of tourist flows through the development of thematic itineraries active throughout the year—nature, culture, food and wine, historical heritage—was identified as a priority objective for increasing average visitor stays and the system's overall profitability. The proliferation of uncoordinated cycling projects on the same routes, in the absence of a regional planning framework, was identified as a concrete risk of wasting public resources and inconsistent tourist perceptions of the offering.

### **Current experiences and good practices**

Stakeholders cited several existing experiences that prefigure the desired integration model. The Costa dei Trabocchi cycle path was cited as a virtuous example of infrastructure redevelopment on a disused railway line. The Municipality of Pescara's SUMMA project was





cited as a concrete example for the development of a single intermodal ticket system in the Functional Urban Area, with potential positive impacts on cycle tourism routes to the hinterland. The experiences of EuroVelo routes and long-distance itineraries already established in other Italian and European regions were cited as reference models for planning the Adriatic-Ionian corridor. Bike-and-bus services already tested in other regions were also mentioned as a replicable model for connecting coastal railway stations with the main access points to inland routes. However, these solutions are often fragmented and dependent on isolated local initiatives, rather than integrated into a comprehensive framework for coordinated regional mobility.

### Highlighted measures and operational proposals

Based on the feedback gathered, measures capable of significantly increasing the attractiveness and competitiveness of Abruzzo's cycling tourism system include: completing the remaining 41 kilometers of cycle paths and securing critical sections, prioritizing connections with train stations and access to inland routes; developing a comprehensive network of e-bike charging points and technical assistance services along the region's main cycling routes; adopting a single intermodal bike, train, and bus ticket system to simplify access to public transport for cycle tourists; developing an integrated digital platform for real-time multimodal itinerary planning, with information on routes, services, schedules, and availability; and designing themed tourism packages that integrate mobility, accommodation, gastronomy, and culture to deseasonalize traffic and increase average length of stay. and, above all, the adoption of a Regional Cycling Plan that ensures strategic coherence, institutional coordination, and consistent quality standards for all ongoing and planned interventions in Abruzzo, avoiding the waste of public resources and positioning the Abruzzo Region as a leading cycling tourism destination in the Adriatic Mediterranean.

N°	Key recommendations (and indication of possible ways to address them)
1	<p><b>Maritime passenger transport and multimodality</b></p> <p>Standardize bicycle transportation rules among Abruzzo maritime operators (Giuliano, Pescara, Ortona, San Salvo-Vasto); negotiate with Croatian operators (Jadrolinija) to establish direct Abruzzo-Croatia routes; install dedicated bicycle racks and segregated spaces on ships and catamarans; define minimum bicycle capacity standards; ensure continuity of maritime services beyond the summer season (June-</p>





	September); ensure safe last-mile access to ports; implement integrated real-time digital systems (synchronized schedules, bicycle capacity, reservations).
2	<p><b>Integrated coastal transport and green cycling system</b></p> <p>Transform Abruzzo's ports into bike-friendly mobility hubs through: segregated cycle paths, secure bicycle parking, e-bike charging stations, repair points, and bike rental; complete the Abruzzo cycle path network (Bike to Coast Vasto-Ancona) with uniform signage; introduce combined ferry and bike packages; regulate car access to port areas and promote Park &amp; Ride solutions; ensure direct connections between terminals and the cycle path network; and create dedicated services (showers, baggage storage, information points).</p>
3	<p><b>CYROS Pilot actions and Adriatic maritime connections</b></p> <p>Harmonizing equipment and service standards between Adriatic ports (Italy and Croatia); scaling up pilot projects through interoperable IT platforms; ensuring year-round maintenance of digital and physical infrastructure; co-designing solutions with municipalities in Abruzzo and maritime operators; installing bike racks and improving boarding procedures; monitoring cycling tourist flows to optimize seasonal planning; and testing direct routes between Pescara and Split equipped for bicycles.</p>
5	<p><b>Cross-border perspectives</b></p> <p>Develop interoperable standards between Italy and Croatia for bicycle transport and port infrastructure; create cross-border digital mobility platforms (a single MaaS); promote the joint "Adriatic Bike and Boat" branding; build on EU programs (Interreg, Connecting Europe Facility) to test cross-border bicycle-equipped shipping lines; address dependence on Ancona by creating direct alternatives to Croatia.</p>
6	<p><b>Deseasonalisation and inland integration - cross-cutting</b></p> <p>Expand seasonal services (April-May, September-October) with incentive fares; strengthen port-rail-bus connectivity (timetable synchronization); develop inland themed itineraries connected to ports (Majella, Gran Sasso, Chieti-Teramo villages); create integrated cycle tourism packages (ferry + bike + accommodation + themed guides); address extreme seasonality with year-round maritime services.</p>
7	<p><b>Financial and operational sustainability - cross-cutting</b></p> <p>Combine EU funding (Interreg, CEF, regional funds) and private co-investment; implement pilot tests prior to scaling up; introduce data-driven monitoring (bicycle counters, digital analytics); assess the economic impact of year-round services;</p>





support co-investment schemes for ship adaptations (installation of bike racks and secure storage spaces); assess the economic viability of direct routes between Abruzzo and Croatia.

## 6. Signature sheet, online form answers and press release

In accordance with the reporting requirements, the following documentation is provided as evidence of the stakeholder consultation process:

- A **scanned signature sheet** listing all participants who attended the consultation event;
- A **screenshot of the responses collected during the online consultation process**, demonstrating additional stakeholder engagement beyond the in-person session;
- A **photograph of the panel discussion participants**, documenting the stakeholder event (in-person format);
- A **link to the official press release**, confirming public communication and transparency of the consultation process.

These materials collectively confirm the implementation of the stakeholder consultation in line with the project communication and participation principles.





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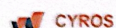


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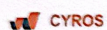


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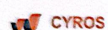


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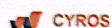


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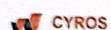


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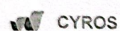
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Panel discussion participants, sustainable mobility and tourism

<https://www.regione.abruzzo.it/notizie/progetto-cyros-nuovi-scenari-la-mobilita-integrata>



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# *INTERREG ITALY-CROATIA PROGRAMME 2021-2027*

*D.3.1.1*

*Round tables on sustainable  
mobility and tourism*

## **MINUTES OF THE ROUND TABLE ON CYCLE TOURISM AND SUSTAINABLE MOBILITY – D.3.1.1**

### **CYROS PROJECT – INTERREG VI-A ITALY–CROATIA 2021–2027**

**Place and date:** Microsoft Teams video-conference, 26 February 2026, 14:45–16:00

### Summary

1. ATTENDEES .....	1
2. OPENING OF THE MEETING .....	3
3. PRESENTATION OF THE CYROS PROJECT AND DIGITAL PILOT (APP) .....	4
4. SUSTAINABLE MOBILITY AND MULTIMODALITY ALONG THE ADRIATIC–IONIAN CYCLE ROUTE .....	5
5. CYCLE TOURISM AND RELATED SERVICES ALONG THE ADRIATIC–IONIAN ROUTE .....	7
6. CYROS PILOT ACTIONS: RECOMMENDATIONS FOR IMPLEMENTATION AND LONG-TERM MAINTENANCE .....	7
7. GOVERNANCE SCHEMES FOR BETTER LOCAL/REGIONAL COOPERATION .....	8
8. CROSS-BORDER PERSPECTIVES FOR EU-INTEGRATED CYCLE TOURIST SERVICES.....	9
9. DECISIONS TAKEN .....	10
10. OPEN QUESTIONS AND PENDING ISSUES.....	11
11. FOLLOW-UP ACTIVITIES .....	11
12. CLOSURE OF THE MEETING.....	12
13. SIGNATURES .....	12

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## 1. ATTENDEES

### **REGIONE MARCHE – DIGITALISATION**

- Andrea Sergiacomi (High Officer in charge for “Multi-channel front-end systems, digital transformation, and innovative technologies”)
- Saverio Delpriori (Officer)

- Andrea Pacetti (Officer)

#### **REGIONE MARCHE – INFRASTRUCTURES**

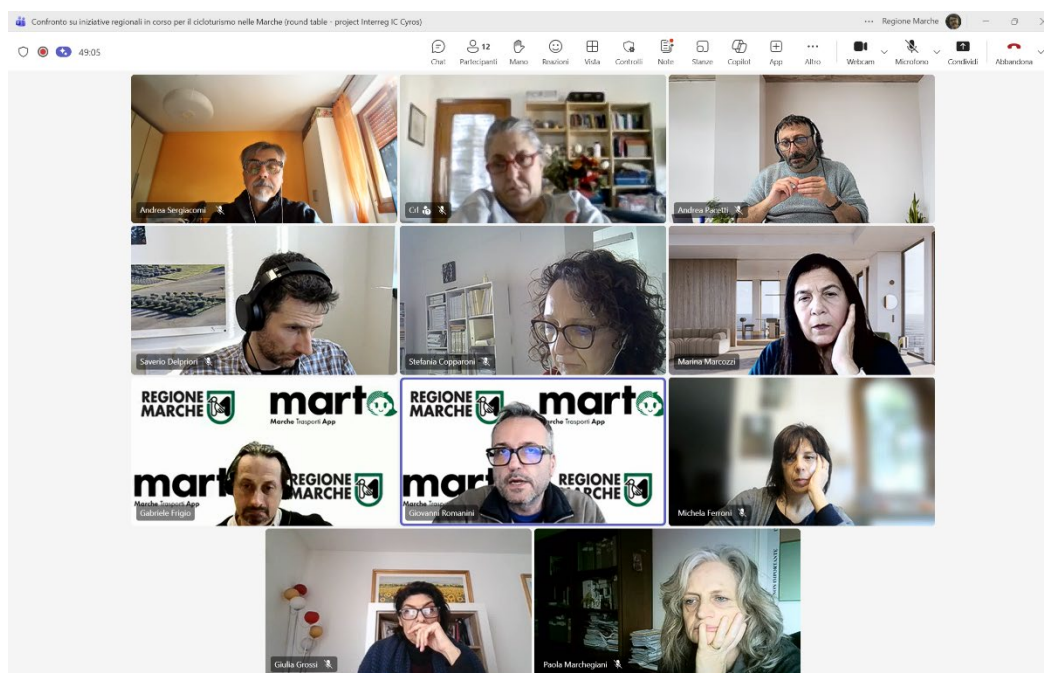
- Marina Marcozzi (High Officer in charge for “Implementation and monitoring of road infrastructure programs related to the PSC (2000-2006, 2007-2013, 2014-2020) and APQ. Technical support for the Adriatic-Ionian Macroregion”)
- Stefania Copparoni (#NextGenerationUE expert - building and urban planning engineer)

#### **REGIONE MARCHE – TRANSPORT SYSTEMS**

- Giovanni Romanini (High Officer in charge for “Planning and economic management of local public transport by car, related investments and pricing policy”)
- Michela Ferroni (High Officer in charge for “Sustainable mobility, administrative authorizations, general affairs and coordination of PR ERDF interventions”)
- Gabriele Frigio (High Officer in charge for “Digital Transition and Information Systems for Regional Public Transport”)
- Giulia Grossi (High Officer in charge for “Technical-transport management of automotive public transport service contracts”)

#### **REGIONE MARCHE – TOURISM**

- Paola Marchegiani (Director of Tourism, European Territorial Cooperation and Development Cooperation Sector)
  - Carla Alfonsi (High Officer in charge for “Development of the digital tourism ecosystem in the Marche region”)
-



## list of participants with connection times

Confronto su iniziative regionali in corso per il cicloturismo nelle Marche (round table - project Interreg IC Cyros) Chat Condiviso Riassunto Presenza Gruppi di lavoro D&R +1 Partecipa 18 ...

giovedì 26 febbraio 2026 14:44 - 16:52 Altro Scarica













12  
Partecipato

14:44 - 16:52  
Ora di inizio e di fine

2h 7m 56s  
Durata della riunione

1h 16m 17s  
Tempo medio di partecipazione

### Partecipanti

Nome	Primo accesso	Ultima uscita	Durata in riunione	Ruolo
 Andrea Sergiacomi andrea.sergiacomi@regione.marche.it	14:44	16:52	1h 29m 23s	Organizzatore
 Andrea Pacetti andrea.pacetti@regione.marche.it	14:44	16:13	1h 28m 38s	Relatore
 read.ai meeting n... (Non verificato)	14:44	14:52	7m 3s	Relatore
 Giovanni Romanini giovanni.romanini@regione.marche.it	14:45	16:13	1h 28m 20s	Relatore
 Marina Marcozzi marina.marcozzi@regione.marche.it	14:45	16:13	1h 24m 12s	Relatore
 Saverio Delpriori saverio.delpriori@regione.marche.it	14:45	16:52	2h 6m 40s	Relatore
 Stefania Copparoni stefania.copparoni@regione.marche.it	14:46	16:13	1h 27m 13s	Relatore
 Michela Ferroni michela.ferroni@regione.marche.it	14:46	16:13	1h 26m 23s	Relatore
 Gabriele Frigio gabriele.frigio@regione.marche.it	14:49	16:13	1h 23m 38s	Relatore
 Crl (Non verificato)	14:57	16:13	1h 16m 22s	Relatore
 Giulia Grossi giulia.grossi@regione.marche.it	15:16	16:13	56m 39s	Relatore
 Paola Marchegiani Paola.Marchegiani@regione.marche.it	15:32	16:13	40m 54s	Relatore

## 2. OPENING OF THE MEETING

The round table is opened by **Andrea Sergiacomi**, who welcomes the participants and briefly recalls the context of the **Interreg Italy–Croatia CYROS (Cycle Route for Sustainable**

**Tourism**) project and the role of Regione Marche as partner in charge of developing a dedicated cycle-tourism app and related digital tools.

After a short roll-call of the different regional departments (Digitalisation, Infrastructures, Transport systems, Tourism), the Chair states that the objective of the meeting is to:

- Collect inputs and needs from local and regional stakeholders on sustainable mobility and cycle tourism along the Adriatic–Ionian route, to foster the implementation of green mobility along the entire territorial axis, with particular reference to the integrated coastal-inland area models, and the development of the Italy-Croatia cross-border relationship for maritime passenger transport;
- Identify recommendations for pilot actions and for governance schemes beyond the project’s lifetime;
- Discuss the preliminary functionalities and data requirements of the CYROS app.

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### 3. PRESENTATION OF THE CYROS PROJECT AND DIGITAL PILOT (APP)

**Andrea Sergiacomi** introduces the [CYROS project](#), explaining that it focuses on the Adriatic–Ionian cycle route and involves Italian and Croatian partners, with Regione Friuli Venezia Giulia as lead partner.

For Regione Marche, the main responsibility is to:

- **Develop an app for cycle tourists** that supports both **trip planning** and **on-route navigation** along the Adriatic–Ionian cycle route;
- Display on a map the available services and points of interest for cyclists;

**Saverio Delpriori** presents the **prototype of the app** for the Adriatic–Ionian cycle route, currently based on filtered **OpenStreetMap data**, which will later be enriched with itineraries and datasets provided by the partners through a **WebGIS system** developed by the partner “Institute for Transport and Logistics” from Emilia-Romagna.

He explains that:

- The app includes a **recommendation engine** (AI-based) that generates customised itineraries for cyclists based on user profile, preferences and constraints;
- The app is planned to be released by **August**, and it will be possible to configure national and regional versions for Italy and Croatia;

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## 4. SUSTAINABLE MOBILITY AND MULTIMODALITY ALONG THE ADRIATIC–IONIAN CYCLE ROUTE

**Marina Marcozzi** recalls that the meeting is part of a wider reflection on **intermodality between bicycle, bus and train**, and on how to include **transport timetables and services** within the regional app.

**Giovanni Romanini** underlines the importance of integrating **cycle routes and public transport** to support cycle tourism in the Marche Region developing integrated multimodal networks connecting inland areas and the coast.

Key points mentioned include:

- On regional **rail services (Trenitalia)**, the **transport of bicycles is free of charge**, and the fleet is equipped with bike racks, which already facilitates combined train-and-bike trips;
- For **buses**, past attempts to install external bike racks on extra-urban lines did not generate sufficient demand; many racks are currently unused and stored in depots;
- Transporting bicycles on buses requires specific organisational measures and cannot always be guaranteed, whereas regional trains remain the most practical solution for cyclists.

**Stefania Copparoni** introduces some ongoing actions to improve **soft mobility infrastructure**: cycle paths, pedestrian paths, bike-sharing systems and e-mobility, and proposes to organize a system to share all geographic data in GIS repositories kept up to date through a collective multi-sector effort.

**Gabriele Frigio** talks about promoting digital transport solutions: unified ticketing, dynamic maps, and route/path platforms. He proposes to integrate **regional open transport data** (based on OpenStreetMap and containing scheduled timetables of buses and regional trains) into the CYROS app. This would allow cyclists to **combine itineraries with public transport options** through a multimodal planner.

Regarding **digitalisation of transport**, **Giovanni Romanini** describes the **“Marta” project**, which aims at introducing electronic ticketing on all vehicles and ticket offices. He notes that, although Marta mainly targets ticketing and fare management, part of the data and infrastructure could indirectly support information services for cycle tourists.

## 5. CYCLE TOURISM AND RELATED SERVICES ALONG THE ADRIATIC–IONIAN ROUTE

**Michela Ferroni** explains that the **Marche Outdoor** platform currently maps tourism-oriented routes (including walks, mixed routes and the regional cycle network). These routes do not always coincide with formal infrastructure but are very relevant for **tourism promotion**.

**Tourism** representatives highlight several issues and opportunities:

- **Marche Outdoor** already aggregates a large set of **cycle-tourism itineraries and POIs**, which can represent a **reference knowledge base** to feed the CYROS app;
- There is an increasing need to **share and update GPX files** of itineraries (e.g. port-to-hinterland routes and themed cycle routes), ensuring that these tracks are validated and kept up to date;
- The regional government has expressed interest in **unifying tourism content into a single portal**, which raises the risk of reducing the visibility of the specific work done on Marche Outdoor if not adequately integrated.

**Carla Alfonsi** confirms the willingness of the tourism department to:

- Provide **updated databases of “cycling-compliant” accommodation facilities**;
- Share **validated GPX tracks** of cycle-tourism itineraries;
- Explore synergies with other EU projects (e.g. **Agriactive, Viaggio Italiano**) to reuse existing routes and contents;
- Promote **experiential circuits** linked to nature, culture, gastronomy, sports, villages and slow itineraries.

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## 6. CYROS PILOT ACTIONS: RECOMMENDATIONS FOR IMPLEMENTATION AND LONG-TERM MAINTENANCE

Based on the discussion, the participants identify several recommendations for the **CYROS pilot in the Marche Region** and its long-term sustainability:

1. **Use of Marche Outdoor as a shared data backbone**
  - Marche Outdoor should be used as the **primary reference dataset** for routes and tourism services to be integrated into the CYROS app.

- The tourism department confirms the availability to **add new routes and facilities** and to ensure **data interoperability** between the website and the app.

## 2. Integration of open transport data for intermodal planning

- Regional open data on public transport (buses and regional trains) should be integrated into the app to enable **intermodal trip planning**.
- Tools such as **OpenTripPlanner** (already used for visualising these data) demonstrate the feasibility of this approach.

## 3. Standardisation and continuous update of GPX and infrastructure data

- It is necessary to build a **common and evolving digital database** of cycle routes and infrastructure (including connections, variants and changes over time).
- Cooperation among Digitalisation, Infrastructure and Tourism is required to compare “amateur” GPX tracks with official and promoted itineraries, identify overlaps and gaps, and keep the system updated.

## 4. Pilot promotion and testing (Study Bike Tour in Marche)

- The residual budget of the CYROS project will be used primarily to organise a **“Study Bike Tour”** in late April or June, involving partners and stakeholders in field-testing the Adriatic route in the Marche Region.
- The visit will combine **sections by train** with **cycling stages** and meetings with local tourism operators and accommodation providers.

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## 7. GOVERNANCE SCHEMES FOR BETTER LOCAL/REGIONAL COOPERATION

**Marina Marcozzi** proposes to set up a **joint working group** involving tourism, infrastructures, transport systems and digitalisation units, in order to manage cycle tourism in an integrated way, both in terms of content and infrastructure, to interact more effectively with the audience of external stakeholders, increasing the ability to listen and receive feedback and contributions, and the possibilities of promoting shared initiatives.

In the discussion, the following governance needs emerge:

- A **clear coordination role** at regional level for cycle tourism, able to steer promotion, validation of routes and integration with transport services;

- **Editorial and content management capacity**, including the involvement of external editorial collaborations to maintain high-quality, updated content on routes, services, and events;
- Shared **procedures for data validation** (routes, accommodation, services, intermodal hubs) to ensure reliability for end users;
- Launch **co-design initiatives** for the collaboration between institutions and **stakeholders**, to gather contributions on territorial priorities, critical infrastructures, and networking opportunities
- The idea of creating a **permanent table between Italian and Croatian regions** for the joint development of tourism products, and to promote participation in European calls for proposals (Interreg, CEF, Horizon, LIFE) with shared projects.

**Paola Marchegiani** stresses the importance of **sharing tools and data across regional structures**, leveraging transversal approaches and interoperability to avoid duplication of efforts, to provide a consistent image of the region as a cycle-tourism destination, and even more generally to adopt a replicable model of responsible, intelligent and accessible tourism, integrated with low-impact mobility systems.

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## 8. CROSS-BORDER PERSPECTIVES FOR EU-INTEGRATED CYCLE TOURIST SERVICES

The participants recall that CYROS is part of a broader framework of **Adriatic-Ionian and macro-regional cooperation** (e.g. The ADRIONCYCLETLOUR flagship project, proposed by the EUSAIR pillars TSG2 (Transport) and TSG4 (Tourism), identifies a cycle path that runs along the coast and connects with the hinterland, connecting all the towns in the Adriatic-Ionian Region, from Sicily to Greece. It has a dual function: to serve as an infrastructure, integrated with public transport systems (rail, road, and maritime), for cycle tourism and sustainable urban and interurban mobility, and to contribute to the economic development and enhancement of the area. and other Interreg initiatives).

Key cross-border elements mentioned include:

- The need to **standardise data and formats** between Italian and Croatian partners, given different systems and languages;

- The opportunity to **reuse and harmonise itineraries** validated in other EU and national projects (Agriactive, “Viaggio Italiano”, etc.) to offer cross-border routes that go beyond administrative local authorities’ boundaries;
- The possibility, in the medium term, to connect the CYROS app and regional instances with other **macro-regional digital platforms** on sustainable mobility and cycle tourism;
- As part of the development of the Plan for Sustainable Tourism and Adriatic Cross-border Mobility, which involves Italy and Croatia, a **strategic development model** must be developed that promotes the Marche region as a central hub of the Adriatic tourism corridor, capable of connecting territories, communities, businesses, and institutions in an integrated and sustainable system, transforming the project into a driver of lasting, competitive, and harmonious development for the entire region.

Although no specific cross-border transport service is defined at this stage, the group agrees that **interoperable data and common narrative** on the Adriatic–Ionian cycle route are essential preconditions for further cooperation with neighbouring countries.

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## 9. DECISIONS TAKEN

On the basis of the debate, the following **decisions** are recorded:

### 1. Use of Marche Outdoor and Digital Hub Marche (DHM) as shared data base

- [Marche Outdoor](#) and [DHM](#) (a digital collection center for all tourist information, and more generally relating to the promotion and economic valorization of the territory, made available by sectoral organizations, public territorial entities - in particular the municipalities benefiting from the Marche ERDF 21-27 "integrated digital services" call -, "Destination Management Organizations (DMO)", private economic operators and partners, protection and guarantee authorities, trade associations, etc.) will be used as the **main reference databases** for routes and tourism services, feeding the CYROS/Marche app, alongside with the useful Open Street Map datasets.

### 2. Integration of open transport data into the app

- The possibility to **integrate Regional open data on transport into the app** to enable intermodal planning between cycling and public transport will be analyzed.

### 3. Exchange and update of GPX files

- Departments will **exchange and update GPX files** of regional cycle routes and port-to-territory itineraries, in order to converge towards a unified and validated set of tracks.

#### 4. Organisation of a Study Bike Tour

- The residual CYROS budget will be used to organise a **Study Bike Tour** along the Adriatic cycle route in the southern area of Marche Region, involving interested stakeholders and operators.

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## 10. OPEN QUESTIONS AND PENDING ISSUES

Several **open questions** remain to be addressed in the next phases:

- The overall **integration of regional initiatives on cycle tourism** (projects, platforms, portals) is not yet fully clear;
- The technical and organisational model to **integrate heterogeneous data sources** into the app (tourism, infrastructure, transport databases) still needs to be defined;
- The **regional coordination role** for cycle tourism remains to be formally assigned or clarified;
- The management of **variable demand for bike transport on public transport** (especially buses) and possible dedicated services is still under discussion;
- The construction of a **single, professional and interoperable database** for routes and infrastructure (combining systems such as Marche Outdoor, DHM and the regional WebGIS) is still an open challenge.

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## 11. FOLLOW-UP ACTIVITIES

As a follow-up to the meeting, the participants identify a set of actions, among which:

- **Digitalisation / App development**
  - Customise the CYROS app, centralising cycle-tourism data in a single access point.
- **Tourism / Content**

- Transfer high-value contents and validated itineraries from projects such as “Viaggio Italiano” and Agriactive into the regional app;
  - Build new “lived” itineraries including facilities such as ski lifts with bike hooks and other points of interest for cycle tourists.
  - **Infrastructure & Transport**
    - Integrate open transport data with cycle routes and assess the feasibility of additional services (e.g. connections to mountain areas, interchanges, ski lifts with bike hooks).
  - **Governance & Cooperation**
    - Formalise a cross-departmental working group on cycle tourism and sustainable mobility;
    - Prepare the Study Bike Tour and involve local tourism operators and hoteliers in the testing and promotion of the Adriatic route.
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## 12. CLOSURE OF THE MEETING

There being no further business, the Chair thanks all participants for their contributions and closes the round table at **16:00**.

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## 13. SIGNATURES

**Minutes drafted by:**

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**Andrea Sergiacomi**

Digitalisation Unit – Regione Marche

**Reviewed and approved by:**

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**Marina Marcozzi**

Infrastructures Unit – Regione Marche

Interreg



Co-funded by  
the European Union

Italy – Croatia

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 CYROS

# INTERREG ITALY-CROATIA PROGRAMME 2021–2027

## **D.3.1.1. Round tables on sustainable mobility and tourism**

## CYROS

Implementation, in the Programme area, of the EUSAIR flagship and crosspillar project idea Adriatic Ionian CYcle ROute for Sustainable tourism

<b>WP number</b>	<b>WP3</b>
<b>Activity number</b>	<b>Activity 3.1</b>
<b>Deliverable number</b>	<b>D.3.1.1. Round tables on sustainable mobility and tourism</b>
<b>PP in charge</b>	<b>ITL</b>
<b>Version</b>	<b>1</b>
<b>Date</b>	<b>03/2026</b>
<b>Availability</b>	<b>Public</b>
<b>PP contributors</b>	<b>ITL and Associated partner RER</b>





## Summary

<b>1. Overview</b>	1
<b>2. Involved stakeholders</b>	1
<b>3. Input information provided to the stakeholders</b>	1
3.1. General presentation	1
3.2 Thematic presentation	2
<b>4. Feedback from the key stakeholders</b>	2
<b>6. Future-oriented recommendations</b>	7
<b>7. Signature sheet and consultation pictures</b>	8



## 1. Overview

This deliverable summarises the key contributions collected from the key stakeholders during the Cyros WP3 round tables. One round table is held in each project’s partner region/county.

## 2. Involved stakeholders

Date of the consultation and place: **10/02/2026, online event.**

In the following boxes, all the stakeholders involved in the consultation round are listed.

Name and Surname	Institution	Role in the institution	Territorial level
Tommaso Simeoni	Emilia-Romagna Region	Transport Department	Regional
Fabio Longo	Emilia-Romagna Region	Sport Department	Regional
Andrea Manusia	APT Servizi	/	Regional
Biondi Maria	Emilia-Romagna Region	/	Regional
Roberto Feroli	APT Servizi	/	Regional
Nicholas Montemaggi	APT Servizi	/	Regional
Denis Grasso	ITL	Project Manager	Regional

## 3. Input information provided to the stakeholders

### 3.1. General presentation

During the roundtable, the overall goal of the CYROS project was presented to the stakeholders, emphasizing the CYROS mission to foster sustainable mobility and enhance the Adriatic-Ionian cycle route through cross-border cooperation and new touristic packages tailored to cyclists. Stakeholders, including representatives from the regional departments of Tourism and Transport, were briefed on their role as primary institutional drivers for infrastructure development, policy integration and touristic promotion of the Adriatic Cycleway. Moreover, ITL presented the key output developed (and under development) with a direct involvement of the Emilia-Romagna Region: the CYROS WebGis and the key results of the “Adriatica Bike Tour” conducted in September 2025.



## 3.2 Thematic presentation

The CYROS thematic presentation was focused on the following key topics developed in the CYROS project by ITL, in strict collaboration with the Emilia-Romagna Region (associated partner):

- **Project CYROS WebGIS** including data related to cycling routes, points of interest (POIs), services for cyclists, and public transport information (Adriatic Italian Regions + Croatian Adriatic Counties).
- **Monitoring of cycling flows** along the **Adriatic Cycle Route**:
  - Installation of bike counters currently underway in **Cervia**.
  - Guidelines on various detection and monitoring technologies for the Region.
  - Improved flow data collection by the Region (tender/assignment to be activated).
- **Cycle tourism services**: Installation of secure bike storage (lockers) in Cervia.
- **"Adriatic Bike Tour"** cycling relay from Chioggia to Pesaro held in September 2025.
- Series of **technical webinars** regarding cycle tourism data and flow detection technologies (E-learning platform).
- **EU-level policy recommendations** for the promotion of the Adriatic Cycle Route.

The key topic for the discussion are summarised here:

- Adriatica Cycle Route in Emilia-Romagna: Promotion and enhancement strategies at national and regional levels.
- Public transport: The Adriatica Cycle Route and multimodality (Train and bus).
- Services for cycle tourists (public and private).
- Tourist attractions: Mapping and enhancement for cycle tourism.
- Governance model for cycle tourism promotion.
- Observations on progress made and how to make these actions more effective (specifically regarding cartography).
- Potential synergies with existing regional initiatives.
- Strengths and weaknesses to be addressed in this final year of the project.
- New events for the enhancement of regional cycle paths (e.g., Vento bike tour, etc.).
- Existing cross-border experiences regarding cycling mobility and cycle tourism promotion (specifically with Croatia).

## 4. Feedback from the key stakeholders

In this paragraph, the stakeholders' key feedbacks are reported. The different feedback are divided into strengths and weaknesses for each topic of the consultation. The strengths refer to the aspects that stakeholders appreciated and found valuable for each topic of the consultation. The weaknesses regard the aspects that have raised concerns or critics among the stakeholders.



### 1. Sustainable mobility and multimodality along the Adriatic-Ionian cycle route

The goal of this section is to collect information on sustainable mobility and multimodality along the Adriatic-Ionian cycle route.

1. Sustainable mobility and multimodality along the Adriatic-Ionian cycle route	
<p><b>Feedback – Identified strengths:</b></p> <ul style="list-style-type: none"> <li>• Integration of the regional section of Adriatic Route into the national cycle route network (Ciclovie Nazionali).</li> <li>• Strong commitment with many open construction cycle routes sections aimed to improve the regional cycle connectivity</li> <li>• All the regional trains are designed for the transport of bikes.</li> </ul>	<p><b>Feedback – Identified weaknesses:</b></p> <ul style="list-style-type: none"> <li>• Presence of fragmented segments requiring the current “stitching” (ricucitura) policy.</li> <li>• Complexity in managing large-scale infrastructure across diverse regional terrains.</li> <li>• From a legislative point of view, it is complex to improve the bike-bus multimodality.</li> </ul>
<p><b>What are the main mobility challenges currently affecting cycle tourism in our region?</b></p> <p>The primary challenge is the “stitching” of existing disconnected cycle route segments to ensure a continuous and safe flow for long-distance cyclists. Coordinating infrastructure across various national decrees and local needs remains a complex administrative task.</p>	
<p><b>Cyclist multimodality. What are the key local/regional ongoing experiences/best practices?</b></p> <p>The Emilia-Romagna Region is leveraging VERA, a Digital Twin platform, to model and integrate cycling data with broader transport system. Additionally, the regional priority given to cycle routes by the tourism and transport departments ensures high-level policy alignment.</p>	

### 2. Cycle tourism and related services along the Adriatic-Ionian cycle route

The goal of this section is to collect information on cycle tourism and related services along the Adriatic-Ionian cycle route.

2. Cycle tourism and related services along the Adriatic-Ionian cycle route	
<p><b>Feedback - Identified strengths:</b></p> <ul style="list-style-type: none"> <li>• Highly specialized cyclist hospitality with 100 bike hotels and 500 bike-friendly sites.</li> </ul>	<p><b>Feedback - Identified weaknesses:</b></p>





<ul style="list-style-type: none"> <li>• Strong international appeal of RER cycleways, with 80% of the market coming from abroad (USA, Canada, etc.).</li> <li>• Regional coordination for the cycle tourism promotion abroad.</li> <li>• High tourist cycle presence in recent years (growing numbers).</li> </ul>	<ul style="list-style-type: none"> <li>• The lack of a single unified online portal for all regional cycle routes, in particular the most touristic ones.</li> <li>• Lack of a complete mapping of the regional services for cycle tourists.</li> </ul>
<p><b>What measures could encourage tourists to use bikes, e-bikes, or walking routes instead of cars?</b></p>	
<p>The creation of curated "tourist packages" and the promotion of themed routes like the Foodvalley Bike and Via Romagna (a permanent route since 2021) encourage visitors to explore via sustainable modes. Moreover, it is important to link the tourist promotion with the communication related to the possibility of using public transport to reach the different tourist destinations.</p>	
<p><b>How can cycling routes be better connected with public transport hubs like stations or bus stops?</b></p>	
<p>The core activity for better connecting cycling routes with public transport hubs is to have better urban planning data showing where these connections are to be improved. In this sense, the CYROS WebGis go in the right direction, thanks to the possibility to see data both on cycle infrastructures and existing public transport solutions.</p>	

### 3. Cyros Pilot Actions. Recommendations for pilot implementation and long-term maintenance

The goal of this section is to collect information for the improvement of the Cyros pilot actions and for the identification of long-term strategies for their better implementation.

3. CYROS Pilot Action	
<p><b>Feedback - Identified strengths:</b></p> <ul style="list-style-type: none"> <li>• The <b>Cyros WebGis</b> was developed considering the regional data models, so a strict synergy with ongoing activities is possible.</li> <li>• The promotional materials developed in the Cyros project during the "<b>Adriatica Bike Tour 2025</b>" are in line with the regional communication requirements.</li> </ul>	<p><b>Feedback - Identified weaknesses:</b></p> <ul style="list-style-type: none"> <li>• From a touristic point of view, at the moment, the Adriatica cycleway is not a <b>priority</b> in terms of promotion at the national and international levels.</li> </ul>





<p><b>According to the stakeholders, can the proposed Cyros pilot action properly address the challenges highlighted?</b></p> <p>Yes, both the Cyros WebGis and CYROS strategies are in line with the regional challenge to improve the cycle experiences at the regional level.</p>
<p><b>Is any pilot action adjustment needed?</b></p> <p>No, the Emilia-Romagna Region transport department will continue its collaboration in improving, updating and using the CYROS WebGis.</p>

#### 4. Governance schemes for a better local/regional cooperation on sustainable mobility for cycle tourists

The goal of this section is to collect information on the experience of the stakeholders in terms of the management and governance of better cycle mobility solutions at local and regional levels.

<p><b>4. Governance schemes for a better local/regional cooperation on sustainable mobility for cycle tourists</b></p>	
<p><b>Feedback - Identified strengths:</b></p> <ul style="list-style-type: none"> <li>• <b>Structured Three-Tier Governance:</b> A clear hierarchy exists starting from the regional level (APT Servizi), through the intermediate "Tourist Destinations," down to individual municipalities.</li> <li>• <b>Inter-Departmental Synergy:</b> Strong strategic alignment between the Regional Departments of Transport and Tourism, ensuring cycling is a cross-cutting priority.</li> <li>• <b>Strong political commitment at regional level</b> on the topic of cycletourism promotion.</li> </ul>	<p><b>Feedback - Identified weaknesses:</b></p> <ul style="list-style-type: none"> <li>• <b>Potential overlapping</b> of different activities on the cycle promotion developed by different regional departments</li> <li>• <b>Local Implementation Gaps:</b> Maintaining consistency in infrastructure and service standards across numerous independent municipalities remains a significant challenge.</li> <li>• <b>Fragmented Digital Legacy:</b> The transition from older, localized tools like App4You to a unified system is still ongoing, creating temporary information silos.</li> </ul>
<p><b>Based on the experience of the stakeholders, what are the main governance challenges that have to be addressed in terms of better cyclist accessibility of public transport?</b></p> <p>The primary governance challenge lies in the "stitching" (ricucitura) of territorial infrastructure to ensure that cycling routes physically reach public transport hubs without interruption. Stakeholders emphasized the need for coordinated management to implement "train+bike" and "bus+bike" solutions, which require agreement between regional transport authorities and local service providers</p>	





on equipment (e.g., external bus racks and increased onboard train capacity). Furthermore, integrating these physical connections into a centralized digital twin (VERA) requires constant data cooperation between different administrative levels.

**Main governance challenges experienced by the stakeholders in terms of cycle tourism promotion (if any):**

Stakeholders identified the harmonization of promotional efforts as a key challenge. While APT Servizi manages regional branding and international markets (which account for 80% of users), the three "Tourist Destinations" and local municipalities must ensure that the specific "products"—such as the Foodvalley Bike or Via Romagna—maintain consistent quality and signage on the ground. The ongoing development of a unified regional portal, expected by Summer 2026, aims to solve this by providing a single point of entry for all regional and national routes, including the Adriatica cycleway.

**5. Cross-border perspectives for better and EU-integrated cycle tourist services**

The goal of this section is to collect evidence and experiences on the cross-border cooperation scheme. The key emphasis is on Italy-Croatia existing/planned cooperation schemes or in cooperation schemes with other EU countries.

5. Cross-border perspectives for better and EU-integrated cycle tourist services	
<p><b>Feedback - Identified strengths:</b></p> <ul style="list-style-type: none"> <li>• <b>Alignment with International Networks:</b> Integration of regional paths into major European corridors, such as Eurovelo 7 (Ciclovía del Sole) and the Adriatic-Ionian route.</li> <li>• <b>High International Appeal:</b> Strong existing demand from non-EU markets (USA, Canada), proving the potential for global cycle-tourism growth through integrated services</li> </ul>	<p><b>Feedback - Identified weaknesses:</b></p> <ul style="list-style-type: none"> <li>• <b>Fragmented Cross-Border Branding:</b> Lack of a unified digital "entry point" for cross-border routes, making it difficult for international tourists to navigate transitions between countries.</li> <li>• <b>Infrastructure Gaps:</b> The need for further "stitching" (<i>ricucitura</i>) of segments at border points to ensure a seamless physical experience across the Adriatic</li> </ul>
<p><b>Which are the existing cross-border key experiences in terms of cycle mobility/ cycle tourism promotion?</b></p>	
<p>No specific experiences in terms of cooperation among Emilia-Romagna and Croatia in terms of joint promotion of cycle tourism.</p>	



**Which are the added value of having EU-integrated solutions/measures for cycle mobility/ cycle tourism promotion?**

The primary added value is the ability to capture and satisfy the high-spending international market, which currently accounts for 80% of regional cycle tourists. EU-integrated solutions, such as the VERA Digital Twin, allow for standardized data collection and flow monitoring, enabling better resource allocation for infrastructure. Furthermore, creating a unified digital presence (such as the portal planned for 2026) ensures that cycle tourism products like the Foodvalley Bike or Via Romagna are accessible to a global audience, providing a seamless travel experience that transcends national borders through coordinated multimodality and hospitality standards.

## 6. Future-oriented recommendations

Based on the feedback described above, summarize the key recommendations given by the stakeholders during the consultation.

N°	Key recommendations (and indication of possible ways to address them)
1	<b>Prioritize cycle infrastructure "Ricucitura" (Stitching) of the Adriatic Route:</b> Prioritize the completion of the national, regional and local investments to eliminate fragmented segments. A seamless, continuous path is the fundamental requirement for transforming the Adriatic Cycle Route into a competitive, attractive and sellable international tourism product.
2	<b>Launch of an Unified Regional Digital Portal for the cycle promotion:</b> Implement a single digital entry point that integrates the Adriatic Route with the other 20 regional cycle paths. This platform must provide high-quality GPS data and real-time service information to overcome current information silos and fragmented mapping. The Cyros WebGis is a very valuable and added value initiative in this direction.
3	<b>Digital Twin "VERA" Integration for Flow Monitoring:</b> Leverage the VERA platform to model mobility data and simulate tourist behavior along the Adriatic corridor. This will allow for the data-driven placement of <b>bike-friendly structures</b> and secure storage facilities, optimizing both public and private service planning. The testing of cycle flows detection infrastructures contribute to this important goal.
4	<b>Strategic Marketing for High-Value International Markets:</b> Since <b>80% of the Emilia-Romagna cycle market</b> consists of foreign tourists (notably from the USA, Canada, South America, and Asia), promotional efforts must focus on integrated "experience packages". Linking the Adriatic Route with world-class products like the <b>Foodvalley Bike</b> will increase regional appeal. Very good also the Cyros studies on promoting cycle tours among Italy and Croatia.





5	<p><b>Enhancement of Multimodality (Train+Bike and Bus+Bike):</b> Strengthen the coordination between regional Transport and Tourism departments to transform stations and bus hubs into functional "gates" for the Adriatic Route. This includes increasing bike capacity on regional trains and equipping buses with external racks to bridge critical infrastructure gaps.</p>
6	<p><b>Harmonization of the Governance Model:</b> Unified governance is essential to maintain a high-quality, homogeneous experience for cyclists traversing multiple local territories.</p>
7	<p><b>Valorization through Flagship Events and Technical Capacity:</b> Utilize high-visibility initiatives like the "Adriatica Bike Tour" relay (September 2025) and technical webinars to maintain stakeholder engagement. These events should serve as a testing ground for flow detection technologies and the effectiveness of new cycle-tourist services.</p>

## 7. Signature sheet and consultation pictures

Here is a picture showing the event of the stakeholder consultation.





Incontro promozione della ciclabilità

05:38

Chat Partecipanti Mano Reazioni Vista Altro Webcam Microfono Condividi Abbandona

Fondazione ITL

Denis Grasso

Longo Fabio (esterno)

Simeoni Tommaso (esterno)

Biondi Maria Vittoria (esterno)

Andrea Manusia (non verificato)

9°C Parzial. sereno

Cerca

11:04 10/02/2026



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Cartografia ciclabili

Fondazione ITL

08:35

Chat Partecipanti Mano Reazioni Vista App Altro Webcam Microfono Condividi Abbandona

Denis Grasso

Simeoni Tommaso

Longo Fabio

Roberto Feroli

Nicholas Montemaggi - APT Servizi

Andrea M.





# INTERREG ITALY-CROATIA PROGRAMME 2021–2027

## D.3.1.1. Round tables on sustainable mobility and tourism

**Interreg**



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## **CYROS**

Implementation, in the Programme area, of the EUSAIR flagship and crosspillar project idea Adriatic Ionian CYcle ROute for Sustainable tourism

<b>WP number</b>	<b>WP3</b>
<b>Activity number</b>	<b>Activity 3.1</b>
<b>Deliverable number</b>	<b>D.3.1.1. Round tables on sustainable mobility and tourism</b>
<b>PP in charge</b>	<b>PP6</b>
<b>Version</b>	<b>1</b>
<b>Date</b>	<b>09/2025</b>
<b>Availability</b>	<b>Public</b>
<b>PP contributors</b>	<b>PP6</b>





## Summary

1. Overview .....	1
2. Involved stakeholders .....	1
3. Input information provided to the stakeholders .....	3
3.1. General presentation .....	3
4. Feedback from the key stakeholders.....	4
5. Future-oriented recommendations.....	9
6. Signature sheet and consultation pictures.....	10





## 1. Overview

On 18.09.2025. Dubrovnik Neretva Region organized D.3.1.1. Round table on sustainable mobility and tourism - <https://www.dnz.hr/zupan-pezo-na-predstavljanju-akcijskog-plana-razvoja-cikloturizma-u-dubrovacko-neretvanskoj-zupaniji/>

## 2. Involved stakeholders

Dubrovnik, Hotel Dubrovnik Palace , September 18<sup>th</sup> 2025.

Name and Surname	Institution	Role in the institution	Territorial level
Blaž Pezo	Dubrovnik Neretva County	Prefect	Regional
Ivo Klaić	Dubrovnik Neretva County	Head of the department	Regional
Ivna Šuljak	Dubrovnik Neretva County		Regional
Matea Mihatović	Dubrovnik Neretva County		Regional
Dora Pavlović	Dubrovnik Neretva County		Regional
Ivo Mujo	Dubrovnik Neretva County		Regional
Zoran Čosić	Bike Club Konavle		Local
Sebastian Matić	Bike Club Konavle		Local
Pero Jemo	Bike Club Konavle		Local
Ivica Marić	Bike Club Konavle		Local
Tomi Čorić	Agency Epic Croatia		Local





Julijo Srgota	Tourist board Dubrovnik Neretva County		Local
Nikola Dobrosravić	Dubrovnik Neretva County		Local
Bianka Jasprica	Tourist Board Janjina		Local
Eni Miljak	Tourist Board Trpanj		Local
Sandra Barkidžija	Dunea regional agency		Local
Ana Uhodić	Tourist Board Konavle		Local
Dario Bukvić	Bike club Relaks		Local
Mladen Đeldum	Tourist Board Orebić		Local
Ante Šeparović	Tourist Board Lumbarda		Local
Bruna Rizvanović	Natural park Lastovsko Otočje		Local
Milijana Borojević	Tourist Board Korčula		Local
Nikša Miletić	Dubrovnik Neretva County		Local
Žaklina Marević	Dubrovnik Neretva County		Local
Andrea Anelić	Tourist Board Mljet		Local
Melanija Milić	Dunea regional agency		Local
Miroslav Drašković	Tourist Board Dubrovnik		Local
Branko Đugum	Bike club Relaks		Local
Marko Dadić	Tourist Board Dubrovnik		Local
Andrea Ćurčić	Agency Kaleta		Local
Magdalena Medar- Ujdur	Tourist Board MEtković		Local





### 3. Input information provided to the stakeholders

#### 3.1. General presentation

The CYROS project was submitted and approved under the first call for Standard Projects within the INTERREG VI-A Italy–Croatia Cross-border Cooperation Programme for the 2021–2027 programming period, under Specific Objective 3.1: Developing and enhancing sustainable, climate-resilient, intelligent, and intermodal mobility at national, regional, and local levels, including improved access to the TEN-T network and cross-border mobility.

The main objective of CYROS is to develop joint cross-border cycling routes and integrate them with intermodal transport, while addressing common challenges in maritime mobility through strategic coordination. The project supports the green transition by promoting sustainability and multimodality across local, regional, and cross-border levels. One of the key outputs will be the mapping of the Adriatic-Ionian cycling route along the Adriatic coast in Italy and Croatia, including inland connections. CYROS aims to promote sustainable mobility and tourism, and to enhance cross-border and maritime mobility solutions.

The total value of the CYROS project is €2,750,000.00, with €320,000.00 allocated to the Dubrovnik-Neretva County. As part of the project, an Action Plan for the development of cycle tourism in the County is created. Key activities include the establishment of a unified presentation of cycling routes through a dedicated website, a centralized GPX track database (integrated with platforms such as Strava, Komoot, and Garmin Connect), and the implementation of QR codes. Additionally, the project foresees the installation of info boards and service sets along the routes.

The **Action Plan for the Development of Cycle Tourism in Dubrovnik-Neretva County** entered into force on 11 September 2025. The document provides an overview of the current state of cycling and cycle tourism and defines short-term development priorities. It sets out guidelines for improving existing cycling routes and trails, as well as concrete standards for their signage.

The Action Plan identifies 26 priority cycling routes/trails planned for further improvement and upgrading. It also establishes a detailed classification of routes and trails, including specifications for signage and marking standards. The document includes an analysis of **EuroVelo 8** and proposes its alignment within the County.

It was concluded that the document, prepared in cooperation with local tourist boards and cycling clubs, covers the upcoming three-year period and will contribute to raising quality standards and ensuring balanced development across all parts of the County. The Action Plan is available on the official website of Dubrovnik-Neretva County.





## **Draft Rulebook on the Establishment and Management of Cycling Routes and Trails Presented**

A draft Rulebook on the establishment and management of cycling routes and trails in Dubrovnik-Neretva County was also presented. The need for adopting an implementation document that will guide tourist boards in establishing and managing cycling infrastructure was emphasized.

The Rulebook stems from the Action Plan and defines procedures for the establishment and maintenance of routes and trails, minimum standards, signage requirements, and the responsibilities of the County and local self-government units.

During the discussion, it was highlighted that such a document can significantly improve coordination and ensure balanced development of cycle tourism and cycling. It was also proposed that future documents define standards for bike & bed accommodation and other hospitality and tourism services along cycling routes.

It was concluded that, upon its entry into force, the proposed Rulebook may begin to be implemented. It will be published on the official website of Dubrovnik-Neretva County, and all tourist boards will be informed accordingly.

## **4. Feedback from the key stakeholders**

### **1. Sustainable mobility and multimodality along the Adriatic-Ionian cycle route**

- How can public transport be made more attractive, convenient and integrated for tourists/cycle tourists?

Integrate cycling routes with existing public transport hubs (bus stops, ferry terminals) using clear signage and real-time information.

Provide secure bike parking and storage at transport hubs.

Offer combined tickets or passes that allow tourists to use both public transport and bike-sharing or e-bike rental services.

Ensure schedules are aligned to allow easy multimodal transfers for cyclists.

- What role should local authorities play in promoting greener transport options for tourists/cycle tourists?

Develop and implement strategic plans for sustainable mobility, including cycling infrastructure and service stations.

Coordinate with tourist boards and municipalities to ensure consistent standards for routes, signage, and service points.

Promote sustainable transport options through information campaigns and digital tools (websites, apps).

Support pilot projects and fund infrastructure improvements that encourage cycling and multimodality

- How can we improve connections between tourist sites and sustainable transport networks?

Map and integrate tourist attractions with cycling routes and public transport networks.





Install information boards, service stations, and route markers at key tourist locations.  
 Include cycling routes in official tourism materials and digital platforms to facilitate route planning.  
 Develop joint initiatives with transport providers and tourism operators to ensure smooth connectivity between sites.

<p><b>1. Sustainable mobility and multimodality along the Adriatic-Ionian cycle route</b></p>	
<p><b>Feedback - Identified strengths:</b></p> <ul style="list-style-type: none"> <li>Local authorities (the Dubrovnik-Neretva County and its departments) strongly support sustainable mobility through the development of cycling infrastructure and integration of routes into broader transport systems.</li> <li>The region has developed detailed plans (Operational Plan, Action Plan) that encourage multimodality and greener forms of transport for both residents and tourists.</li> </ul>	<p><b>Feedback - Identified weaknesses:</b></p> <ul style="list-style-type: none"> <li>Integration between cycling routes and other public transport modes (bus, ferry, etc.) is still limited.</li> <li>The coordination between municipalities and local tourist boards on multimodal connectivity could be further strengthened.</li> </ul>
<p><b>What are the main mobility challenges currently affecting cycle tourism in our region?</b></p>	
<p>Insufficient multimodal connections (e.g., between cycle routes and public transport hubs), limited awareness of sustainable transport options among tourists, and uneven infrastructure quality across the County.</p>	
<p><b>Cyclist multimodality. What are the key local/regional ongoing experiences/best practices?</b></p>	
<p>Implementation of county-level strategic documents (Operational and Action Plans), creation of service stations for cyclists, and preparation of a unified web platform that integrates cycling routes with tourism offers.</p>	

**2. Cycle tourism and related services along the Adriatic-Ionian cycle route**

The goal of this section is to collect information on the following topics:

- What makes your city/region attractive (or not) for cycle tourists today?

The Dubrovnik-Neretva County is naturally attractive for cycle tourists due to its diverse landscapes – a combination of coastal routes, islands, vineyards, rivers, wetlands, and mountains. Areas such as Pelješac (wine routes), Konavle (rural scenery with traditional architecture), and the Neretva Valley (unique natural mosaic) provide rich and varied cycling experiences. However, the attractiveness is partly limited by fragmented infrastructure, lack of safety on some routes (e.g. EuroVelo 8), and insufficiently connected cycling networks, which reduce accessibility and comfort.





- If you were a cycling tourist arriving here, what would be the first thing you'd expect to find?

A cycling tourist would expect clear and standardized signage, safe and continuous routes, and easily available information (maps, GPX tracks, online route planners). Additionally, they would expect bike-friendly accommodation, rental and repair services, and accessible public transport connections for combining cycling with ferries or buses.

- How can we improve the safety and comfort of cycle routes for visitors?

Safety and comfort can be improved through:

- **Upgrading infrastructure** – separating cycle lanes from traffic and repairing unsafe sections.
- **Addressing critical points** on EuroVelo 8 and other main routes.
- **Introducing unified signage and information boards** throughout the county.
- **Better maintenance and lighting**, especially near populated or coastal areas.
- **Training local authorities and tourism staff** on cycle tourism standards.

- What barriers discourage tourists from choosing cycling as their main way of exploring the area?

Main barriers include:

- **Lack of connected and safe routes**, especially between key destinations.
- **Insufficient intermodal transport options** (hard to bring bikes on ferries/buses).
- **Limited support services** (rentals, repair stations, luggage transport).
- **Challenging terrain and heavy summer traffic** in certain areas.
- **Low awareness and promotion** of cycle tourism compared to other tourism forms.

- What services (bike rentals, repair points, luggage transport) would make the cycling experience smoother?

The following services would significantly improve the cycling experience:

- **Widespread and reliable bike rental and repair points** across the county (including islands).
- **Luggage transfer services** between accommodations.
- **Rest stops and hydration points** along main routes.
- **Charging stations** for e-bikes.
- **Integrated transport options** (bike-friendly ferries, buses).

- How can we involve local businesses (hotels, restaurants, shops) in supporting cycle tourists?

Local businesses can:

- Obtain **“Bike Friendly” certification** and provide safe bike storage.
- Offer **tailored services** like early breakfasts, packed lunches, or bike washing areas.
- Collaborate with tourist boards to **create and promote thematic routes** (e.g. wine routes, food tours).
- Provide **discounts or packages for cyclists**, and share local cycling maps or GPX tracks.
- Work together in **promotional campaigns** to strengthen the county's image as a cycle-friendly destination.





- What role can digital tools (apps, GPS maps, route planners) play in promoting cycling tourism?

Digital tools are crucial for:

- **Providing accessible and reliable route information** (maps, difficulty levels, distances).
- **Enhancing safety** through GPS navigation and real-time updates.
- **Promoting destinations** with integrated storytelling about local culture, food, and nature.
- **Connecting tourists with local services** (rentals, accommodations, attractions).
- **Encouraging sustainable mobility** by making planning easier and reducing reliance on printed

<b>2. Cycle tourism and related services along the Adriatic-Ionian cycle route</b>	
<b>Feedback - Identified strengths:</b> <ul style="list-style-type: none"> <li>• 24 service stations for cyclists have already been installed in Project Mimosa, and 18 new ones are planned.</li> <li>• The County is developing a unified visual identity and an online database of cycling routes to improve visibility and accessibility.</li> </ul>	<b>Feedback - Identified weaknesses:</b> <ul style="list-style-type: none"> <li>• Need for higher safety standards and more consistent route signage.</li> <li>• Lack of developed standards for “bike &amp; bed” accommodations and other cyclist-friendly services.</li> </ul>
<b>What measures could encourage tourists to use bikes, e-bikes, or walking routes instead of cars?</b>	
Improving route quality and visibility, expanding the network of information points and service stations, and integrating digital tools for route planning and information.	
<b>How can cycling routes be better connected with public transport hubs like stations or bus stops?</b>	
By mapping existing hubs within the Action Plan and ensuring physical and digital linkage between routes and bus/ferry stops, supported by standardized signage.	

### 3. Governance schemes for a better local/regional cooperation on sustainable mobility for cycle tourists

The goal of this section is to collect information on the experience of the stakeholders in terms of the management and governance of better cycle mobility solutions at local and regional levels.

<b>3. Governance schemes for a better local/regional cooperation on sustainable mobility for cycle tourists</b>	
<b>Feedback - Identified strengths:</b>	<b>Feedback - Identified weaknesses:</b>





<ul style="list-style-type: none"> <li>• The draft Regulation on the establishment and management of cycling routes introduces clear governance rules and responsibilities.</li> <li>• The County ensures cooperation between local governments, tourist boards, and cycling clubs.</li> </ul>	<ul style="list-style-type: none"> <li>• The governance framework is still in draft form; adoption and enforcement across all municipalities will take time.</li> <li>• The need for ongoing coordination and monitoring mechanisms was highlighted.</li> </ul>
<p><b>Based on the experience of the stakeholders, what are the main governance challenges that have to be addressed in terms of better cyclist accessibility of public transport?</b></p>	
<p>Ensuring coordination among multiple authorities (county, municipalities, tourist boards) and maintaining consistent standards across the region.</p>	
<p><b>Main governance challenges experienced by the stakeholders in terms of cycle tourism promotion (if any):</b></p>	
<p>Uneven development among municipalities and lack of harmonized data and communication channels between local stakeholders.</p>	

#### 4. Cross-border perspectives for better and EU-integrated cycle tourist services

The goal of this section is to collect evidence and experiences on the cross-border cooperation scheme (if any). The key emphasis is on Italy-Croatia existing/planned cooperation schemes or in cooperation schemes with other EU countries.

<p><b>4 .Cross-border perspectives for better and EU-integrated cycle tourist services</b></p>	
<p><b>Feedback - Identified strengths:</b></p> <ul style="list-style-type: none"> <li>• The County’s projects (MIMOSA, CYROS) are part of wider EU cooperation frameworks, aligning local development with Adriatic-Ionian strategies.</li> <li>• The Action Plan includes alignment with EuroVelo Route 8, promoting cross-border continuity.</li> </ul>	<p><b>Feedback - Identified weaknesses:</b></p> <ul style="list-style-type: none"> <li>• Cross-border operational links (data sharing, route management) are still developing.</li> <li>• Limited promotion of cross-border routes among tourists.</li> </ul>
<p><b>Which are the existing cross-border key experiences in terms of cycle mobility/ cycle tourism promotion?</b></p>	
<p>Participation in EU-funded projects (MIMOSA, CYROS) and analysis of EuroVelo 8 as a transnational route connecting the Adriatic-Ionian regions.</p>	





**Which are the added value of having EU-integrated solutions/measures for cycle mobility/ cycle tourism promotion?**

Harmonized standards, improved international visibility, and better integration of local routes into the broader European cycling network.

## 5. Future-oriented recommendations

Based on the feedback described above, summarize the key recommendations given by the stakeholders during the consultation. Optionally, PPs may also specify how these recommendations could be addressed in the future. Please colour each cell in a different way, considering the key 5 topics identified in paragraph 3. Add or delete rows if necessary.

N°	Key recommendations (and indication of possible ways to address them)
1	<b>CYROS develops cross-border cycling routes</b> and integrates them with intermodal transport, contributing to sustainable mobility and the green transition.
2	<b>Dubrovnik-Neretva County has a clear strategy</b> for cycle tourism through the Action Plan (2025–2028), defining priorities, standards, and 26 key routes, including EuroVelo 8.
3	<b>Strong institutional support and collaboration</b> exist between the County, tourist boards, and cycling clubs, with EU integration through CYROS and MIMOSA projects.
4	<b>Infrastructure and services need improvement</b> , including route safety, standardized signage, and cyclist-friendly “bike & bed” accommodations.
5	<b>Multimodal connectivity with public transport is underdeveloped</b> , and coordination among municipalities and tourism stakeholders needs strengthening.
6	<b>Digital tools and information platforms</b> (GPX databases, web platforms, QR codes) are crucial to enhance cyclists’ experience and promote the destination.
7	<b>Cross-border and EU integration</b> provides harmonized standards, greater international visibility, and better integration of local routes into the European cycling network.





## 5. Signature sheet and consultation pictures

Provide below a scanned version of the signature sheet listing all the participants of the stakeholder consultation. Additionally, provide some pictures showing the event of the stakeholder consultation (whether in-person or online).







**Okrugli stol**  
**Koordinacija i razvoj cikloturizma na području Dubrovačko-neretvanske županije**

Dubrovnik, 18. rujna 2025.

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Okrugli stol  
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Dubrovnik, 18. rujna 2025.

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Okrugli stol  
Koordinacija i razvoj cikloturizma na području Dubrovačko-neretvanske županije

Dubrovnik, 18. rujna 2025.

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29	MARCO DADIC	TB LD	098 221 523	marco.dadic@kiborak.hr	[Signature]
30	ANDREJ ČURČIĆ	KALUTA	098244761	andrej@kaluta.hr	[Signature]
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32					
33					
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 CYROS

A decorative graphic consisting of a green and blue swirl that transitions into a horizontal blue line.

# INTERREG ITALY-CROATIA PROGRAMME 2021–2027

## **D.3.1.1. Round tables on sustainable mobility and tourism**

(Version and date)



## CYROS

Implementation, in the Programme area, of the EUSAIR flagship and crosspillar project idea Adriatic Ionian CYcle ROute for Sustainable tourism

<b>WP number</b>	<b>WP3</b>
<b>Activity number</b>	<b>Activity 3.1</b>
<b>Deliverable number</b>	<b>D.3.1.1. Round tables on sustainable mobility and tourism</b>
<b>PP in charge</b>	<b>PP7</b>
<b>Version</b>	<b>1</b>
<b>Date</b>	<b>12/2025</b>
<b>Availability</b>	<b>Public</b>
<b>PP contributors</b>	<b>PP7</b>





## Summary

<b>1. Overview</b> .....	1
<b>2. Involved stakeholders</b> .....	2
<b>3. Input information provided to the stakeholders</b> .....	6
3.1. General presentation.....	6
3.2 Thematic presentation.....	8
<b>4. Feedback from the key stakeholders</b> .....	9
<b>5. Future-oriented recommendations</b> .....	17
<b>6. Signature sheet and consultation pictures</b> .....	19
<b>7. Press releases</b> .....	28



## 1. Overview

This deliverable summarises the key contributions collected from the key stakeholders during the Cyros WP3 round tables. One round table per topic should be held in each project's partner region.

In Primorje-Gorski Kotar County, the round table on **sustainable mobility and tourism** was held within the framework of the public event "*Mobility and Tourism*", organised by PP7 Primorje-Gorski Kotar County. The event provided an appropriate institutional and thematic setting to address the links between sustainable transport systems and tourism development at regional level.

The round table was conducted in the form of a moderated panel discussion, allowing a structured exchange with key stakeholders on the main challenges, needs and development opportunities related to sustainable mobility and tourism. The panel included representatives of public transport operators, tourism organisations and outdoor tourism service providers, namely:

1. Vedran Tomičić, Arriva Hrvatska, member of the management board
2. Tomislav Prpić, HŽ passenger transport Ltd., Sales and Marketing
3. Vlasta Mastrović, Kvarner Tourist Board, Project Manager
4. Bojan Šenkinc, Promotiv Travel Outdoor, Director
5. Martin Čotar, IRTA d.o.o., Head of the Outdoor Department

Following the panel discussion, additional participants/stakeholders were actively involved in the debate, providing further inputs and practical perspectives based on their professional experience.

The second phase of the stakeholder consultation was carried out through the collection of structured feedback via questionnaires. The survey addressed all key topics and questions defined in the WP3 methodology, ensuring a comprehensive and systematic collection of inputs relevant to sustainable mobility, cycle tourism, governance aspects and cross-border perspectives.



## 2. Involved stakeholders

The event *Mobility and Tourism* was held on November 25<sup>th</sup> in Rijeka. Within the framework of the event, two round tables were organised.

The round table focused on sustainable mobility and tourism took was conducted in a participatory format, enabling discussion with key stakeholders on topics related to sustainable mobility, cycle tourism and multimodality.

Following the round table, a link to an online questionnaire was distributed to all participants, as well as to stakeholders who were unable to attend the event in person. This approach ensured broader participation and enabled all relevant stakeholders to actively contribute to the consultation process. Agenda is below:





## “Mobilnost i turizam”

9:30 REGISTRACIJA SUDIONIKA

10:00 POZDRAVNI GOVORI

10:10 PREDSTAVLJANJE CYROS PROJEKTA

10:15 OKRUGLI STOL I - POMORSKI PRIJEVOZ PUTNIKA

11:10 PAUZA

11:40 OKRUGLI STOL II - ODRŽIVA MOBILNOST I TURIZAM

12:30 UMREŽAVANJE



25. 11. 2025.  
10:00 h

**BOTEL MARINA, RIVA, RIJEKA**

Sudjelovanje besplatno uz obaveznu registraciju

The stakeholder consultation involved representatives of public authorities, public transport operators, tourism organisations, research and development institutions, and private sector stakeholders active in sustainable mobility and tourism. The selected stakeholders represent different territorial levels (regional and national) and ensured a multidisciplinary discussion aligned with the objectives of WP3.

Name and Surname	Institution	Role in the institution	Territorial level
------------------	-------------	-------------------------	-------------------



Toni Štimac	Primorsko goranska county	Vice president of the Primorsko – goranska region	Regional
Tomislav Prpić	HŽ Passenger Transport Limited Liability Company	Sales and marketing	National
Marija Zaputović Mavrinac	Jadrolinija	Board member	National
Vlasta Mastrović	Kvarner tourist board	Project manager	Regional
Robert Josip Manestar	Tramonto d.o.o.	Director	Local
Vedran Tomičić	Arriva	Board member	national
Izabela Linčić Mužić	Primorsko goranska county	Head of department for maritime affairs, transport and communications	regional
Alessandra Ban	Primorsko goranska county	Head of department for tourism, entrepreneurship and rural development	regional
Martin Čotar	Istrian development tourist agency	Outdoor department manager	regional
Antonia Svetina	Jadrolinija	New media and public relations specialist	national
Renata Lesica	Jadrolinija	Communication and marketing manager	national
Iris Bruketa	Primorsko goranska county	Tourism advisor	regional



Tina Štefan Kontuš	Primorsko goranska county	Expert associate	regional
Bojan Šenkinc	Promotiv Travel agency Ltd.	director	regional
Mirela Srkoč Šenkinc	Promotiv Travel agency Ltd.	Operations manager	regional
Danijela Perković	Primorsko goranska county	Tourism advisor	regional
Vesna Bartolović	HBOR	Rijeka regional office manager	Regional / national
Luka Perčinić	Rab tourist board	Marketing manager	Local
Andrej Matacin	Opatija tourist board	Congress and other forms of tourism manager	Local
Hrvoje Bilen	Stancija Kavali – bike guide	owner	Local
Nada Prodan Mraković	Istria region – department for tourism	Head	regional
Marin Mušćo	Lopar tourist board	director	Local
Petar Hrg	Gorski kotar tourist board	director	Regional
Antonija Kardum	Rijeka tourist board	Head of information and market research	Local
Branko Karabaić	Punat tourist board	direktor	Local
Marko Mikašinić	Villa SIN	Accommodation manager	Local
Jakov Karmelić	CMA CMG Croatia maritime agency	director	National
Robert Mohorić	Faculty of Maritime studies Rijeka	professor	National



Karlo Schneider	Perun consulting	Consultant, tourist guide	Local
Jelena Mateševac Skočilić	Kraljevica tourist board	direktor	Local
Ivana Matušan	Rab tourist board	director	Local
Marijana Kalčić	Matulji tourist board	director	Local
Renato Vincent	Bike guide	guide	Local
Dražen Žgaljić	Faculty of Maritime studies Rijeka	Professor	national
Alfred Franković	Port authority Krk	director	Regional
Majda Šale	Krk tourist board	director	Local
Gordana Jelenović	Crikvenica tourist board	Marketing manager	Local
Zvezdana Klobučar Filčić	Lovran tourist board	director	Local
Goranka Tuhtan	Mrkopalj tourist info center	manager	Local
Andrej Pejnović	Rijeka tourist board	Expert associate for informing	Local

### 3. Input information provided to the stakeholders

#### 3.1. General presentation

During the round table, PP7 - Primorje-Gorski Kotar County provided stakeholders with an overview of the CYROS project, its objectives and its relevance for the development of sustainable mobility and tourism in the Adriatic-Ionian area. The presentation introduced CYROS as a valuable project supporting the implementation of the EUSAIR Adriatic-Ionian

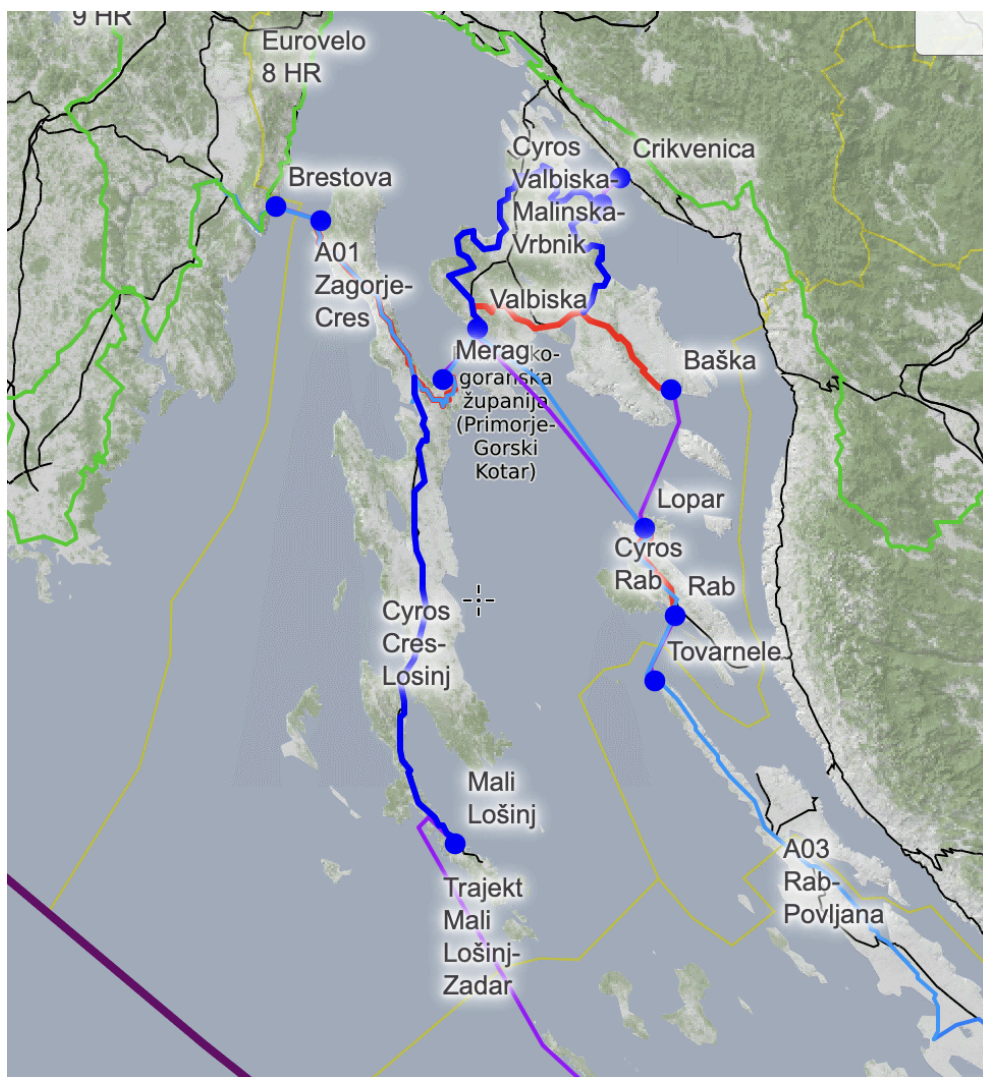


cycle route, with a focus on improving multimodal mobility solutions, strengthening cycle tourism services and enhancing cross-border cooperation.

Stakeholders were informed about the role of WP3 in establishing cross-border strategies and governance frameworks, as well as about the importance of their contribution in identifying key challenges, opportunities and policy-relevant inputs at local and regional level. Particular emphasis was placed on the role of Primorje-Gorski Kotar County as a region characterised by a strong interaction between tourism, transport systems and complex territorial features, including coastal, island and mountainous areas.

In addition, stakeholders were presented with a working version of the Adriatic-Ionian cycle route within the territory of Primorje-Gorski Kotar County. The presented route connects the Brestova ferry port with Kvarner islands, highlighting the role of maritime connections and island accessibility as key elements of multimodal and sustainable cycle tourism development in the region. This working route alignment served as a practical basis for discussion on infrastructure needs, service integration and governance challenges.





Adriatic – loian cycle route in Primorje – Gorski kotar county



## 3.2 Thematic presentation

The thematic presentation delivered by PP7 focused on the current *as-is situation* of sustainable mobility and tourism in Primorje-Gorski Kotar County, in line with the WP3 methodology. A short presentation was used to frame the panel discussion and stimulate stakeholder engagement.

The presentation addressed the following key topics:

1. **Sustainable mobility and multimodality along the Adriatic-Ionian cycle route**, with particular emphasis on the integration of cycling with public transport modes, including bus, rail and maritime transport. Specific attention was given to accessibility of transport services for cyclists, ferry connections and challenges related to seasonal congestion and infrastructure capacity.
2. **Cycle tourism and related services along the Adriatic-Ionian cycle route**, focusing on the availability and quality of cycling routes, supporting services such as bike rentals, repair points and signage, safety aspects and the role of digital tools in route planning, navigation and promotion.
3. **CYROS pilot actions**, presenting the state of the art of PP7 pilot development, focusing on equipment installation, itinerary development and route mapping.
4. **Governance schemes for better local and regional cooperation on sustainable mobility for cycle tourists**, addressing the roles and responsibilities of public authorities, transport operators, tourism organisations and private stakeholder and the need for structured coordination mechanisms.
5. **Cross-border perspectives for better and EU-integrated cycle tourist services**, with a focus on harmonised standards, interoperable services and strengthened cooperation between Italian and Croatian regions along the Adriatic-Ionian cycle route

The thematic inputs provided a common analytical framework for the panel discussion and served as the basis for the subsequent structured feedback collection through questionnaires.

## 4. Feedback from the key stakeholders

This section presents the feedback collected from key stakeholders during the moderated panel discussion and the subsequent questionnaire-based consultation process organised



by PP7 - Primorje-Gorski Kotar County via online forms. The feedback reflects stakeholders' views on the current state of sustainable mobility and cycle tourism in the region, as well as on the opportunities and challenges related to the implementation of the Adriatic-Ionian cycle route. In line with the WP3 methodology, stakeholder inputs are structured across five thematic areas: sustainable mobility and multimodality, cycle tourism and related services, CYROS pilot actions, governance schemes, and cross-border perspectives. For each thematic area, the feedback is presented through identified strengths, weaknesses and key challenges, complemented by examples of ongoing practices and proposed measures where relevant. The collected inputs provide an evidence-based foundation for identifying strategic priorities, supporting the evaluation of potential policy options and informing future-oriented recommendations at local, regional and cross-border levels.

## **1. Sustainable mobility and multimodality along the Adriatic-Ionian cycle route**

The goal of this section is to collect information on the following topics:

- How can public transport be made more attractive, convenient and integrated for tourists/cycle tourists?
- What role should local authorities play in promoting greener transport options for tourists/cycle tourists?
- How can we improve connections between tourist sites and sustainable transport networks?

<b>1. Sustainable mobility and multimodality along the Adriatic-Ionian cycle route</b>	
<p><b>Feedback - Identified strengths:</b></p> <ol style="list-style-type: none"> <li>1. Availability of multiple transport modes (bus, rail and maritime transport), creating a basis for multimodal travel.</li> <li>2. Maritime connections linking the mainland and islands, enabling the combination of cycling and ferry transport.</li> <li>3. Low-floor trains operated by HŽ Passenger Transport that allow bicycle transport.</li> <li>4. Planned standardisation of bicycle carriers on buses (Arriva), improving cyclist accessibility.</li> <li>5. Strategic geographical position and proximity to key source markets.</li> </ol>	<p><b>Feedback - Identified weaknesses:</b></p> <ol style="list-style-type: none"> <li>1. Insufficient and fragmented cycling infrastructure, particularly the lack of dedicated and continuous bike lanes.</li> <li>2. Safety risks on state and county roads, especially during the tourist season due to high traffic volumes.</li> <li>3. Limited integration and coordination between transport modes, including buses, trains and ferries.</li> <li>4. Uneven quality of transport services for cyclists, depending on the operator and location.</li> <li>5. Lack of clear and consolidated information on bicycle transport options,</li> </ol>



<ol style="list-style-type: none"> <li>6. Natural and spatial diversity (coastal areas, islands, mountainous inland), supporting attractive cycling experiences.</li> <li>7. Existing national and regional cycling networks, including connections to EuroVelo 8.</li> <li>8. Institutional willingness of Primorje-Gorski Kotar County to coordinate stakeholders and develop an integrated product.</li> <li>9. Potential for season extension, as cycle tourists often travel outside the peak summer season.</li> </ol>	<p>timetables and rules across transport modes.</p> <ol style="list-style-type: none"> <li>6. Infrastructure limitations on islands, affecting route continuity and multimodal accessibility.</li> <li>7. Seasonal congestion, particularly in coastal areas, increasing safety risks.</li> <li>8. Insufficient maintenance of certain cycling sections.</li> </ol>
<p><b>What are the main mobility challenges currently affecting cycle tourism in our region?</b></p>	
<ol style="list-style-type: none"> <li>1. Unsafe road infrastructure for cyclists, especially on high-traffic roads.</li> <li>2. Fragmented cycling routes and lack of continuity along the Adriatic-Ionian corridor.</li> <li>3. Limited intermodal connectivity, particularly between cycling routes and public transport hubs.</li> <li>4. Seasonality and traffic congestion, reducing safety and travel comfort.</li> <li>5. Infrastructure constraints on islands, including spatial limitations.</li> <li>6. Insufficient cyclist-oriented services, such as repair points and charging stations.</li> <li>7. Coordination challenges among stakeholders, including transport operators and tourism organisations.</li> <li>8. Traffic culture and public awareness, affecting cyclist safety.</li> </ol>	
<p><b>Cyclist multimodality. What are the key local/regional ongoing experiences/best practices?</b></p>	
<ol style="list-style-type: none"> <li>1. Acceptance of bicycles on ferry and ro-ro lines, enabling access to island destinations.</li> <li>2. Train-and-bike options, allowing cyclists to reach Rijeka by rail and continue by bicycle.</li> <li>3. Bus-and-bike transport, including existing and planned installation of bicycle racks on buses.</li> <li>4. Existing multimodal access to islands, via ferry ports such as Brestova, Valbiska and Stinica.</li> <li>5. Signposted local cycling routes, supporting orientation and destination visibility.</li> <li>6. Regional cycling initiatives and networks, including:             <ul style="list-style-type: none"> <li>- RiCikleta</li> <li>- Halubike</li> <li>- Gorski Kotar Bike</li> <li>- Cycling routes on the island of Krk (e.g. Punta-Malinska)</li> </ul> </li> </ol>	

## 2. Cycle tourism and related services along the Adriatic-Ionian cycle route

The goal of this section is to collect information on the following topics:

- What makes your city/region attractive (or not) for cycle tourists today?
- If you were a cycling tourist arriving here, what would be the first thing you'd expect to find?
- How can we improve the safety and comfort of cycle routes for visitors?
- What barriers discourage tourists from choosing cycling as their main way of exploring the area?





- What services (bike rentals, repair points, luggage transport) would make the cycling experience smoother?
- How can we involve local businesses (hotels, restaurants, shops) in supporting cycle tourists?
- What role can digital tools (apps, GPS maps, route planners) play in promoting cycling tourism?

**2. Cycle tourism and related services along the Adriatic-Ionian cycle route**

**Feedback - Identified strengths:**

1. Beautiful natural environment and favourable climate, including coastal, island and mountainous landscapes.
2. Developed hospitality and accommodation offer, with natural and cultural attractions that can be adapted to cycle tourists.
3. Diverse and attractive geography, enabling different types of cycling routes (coastal, island, inland).
4. Existing extensive and well-developed cycling routes in parts of the region.
5. Institutional support and existing county-level plans related to cycling tourism.
6. Potential for extending the tourist season, particularly in pre- and post-summer periods.
7. Availability of bicycle transport across most public transport modes, supporting intermodal travel.
8. Use of common signage standards on cycling routes, providing orientation and information.
9. Intermodal potential, including ferry connections, the Port of Rijeka and island accessibility.
10. Presence of committed local stakeholders and practitioners active in cycling tourism development.

**Feedback - Identified weaknesses:**

1. Lack of a clearly defined and consistently implemented strategic focus on cycle tourism.
2. Uneven development of cycling infrastructure and services, especially between coastal/island areas and inland regions.
3. Incomplete digitalisation of routes and insufficient integration into widely used cycling and navigation applications.
4. Absence of a comprehensive central web platform for cycling tourism (e.g. similar to TransDinarica).
5. Underdeveloped cyclist support services, including bike-friendly accommodation, repair services, signage and information.
6. Insufficient safety and comfort on certain route sections, due to mixing cycling with road traffic.
7. Lack of dedicated road cycling paths, particularly in urban areas.
8. Fragmentation of the cycling network and insufficient coordination (“many routes, limited integration”).
9. Limited financial investment and slow infrastructure development, affecting long-term sustainability.
10. Insufficient consolidated information on transport timetables and bicycle transport options at terminals.
11. Uneven availability of services such as e-bike charging stations, repair points and cycling-related shops.

**What measures could encourage tourists to use bikes, e-bikes, or walking routes instead of cars?**





1. Development of safe, clearly marked and physically separated cycling infrastructure, prioritising bike paths and lanes over shared roads.
2. Improved multimodality, combining cycling with public transport (bus, train, ferry).
3. Financial incentives, such as discounts on e-bike rentals, combined bike + ferry packages, vouchers and parking fee reductions.
4. Expansion of cyclist-oriented services, including e-bike charging stations, repair services and bike-friendly accommodation along the coast.
5. Digital and promotional support, including digital and printed maps and route information.
6. Traffic management measures, such as limiting car traffic in city centres and tourist areas during peak season.
7. Raising awareness of health benefits, sustainable mobility and environmental protection.
8. Development of richer and more diversified offers where sufficient demand already exists (e.g. island destinations).

**How can cycling routes be better connected with public transport hubs like stations or bus stops?**

1. Development of safe access paths connecting cycling routes directly to train stations, bus stops and ferry terminals.
2. Creation of multimodal hubs, including bicycle parking and storage near transport nodes.
3. Adaptation of public transport vehicles (buses, trains, ferries) to better accommodate bicycles.
4. Clear signage and wayfinding, directing cyclists from routes to public transport hubs and terminals.
5. Digital integration of information, combining cycling routes, transport timetables and bicycle transport options.
6. Protection against theft and weather, through covered and monitored bicycle parking facilities.
7. Planning routes that minimise crossings of busy intersections and complex urban zones.

**3. Cyros Pilot Actions. Recommendations for pilot implementation and long-term maintenance**

The goal of this section is to collect information for the improvement of the Cyros pilot actions and for the identification of long-term strategies for their better implementation.

The goal of this section is to collect information on the following topics:

- How can the different stakeholders support the development, promotion, and replication of the Cyros pilot actions?
- Which synergies are possible (other initiatives, other EU projects, etc.)?

<b>3. CYROS Pilot Action</b>	
<p><b>Feedback - Identified strengths:</b></p> <ol style="list-style-type: none"> <li>1. Availability of mapped routes and digital applications, providing a basic framework for pilot implementation.</li> </ol>	<p><b>Feedback - Identified weaknesses:</b></p> <ol style="list-style-type: none"> <li>1. Road traffic safety issues, particularly on sections relying on state and county roads with high traffic volumes.</li> </ol>



<ol style="list-style-type: none"> <li>2. Defined itinerary concepts, which can serve as a starting point for testing and improving cycling experiences.</li> <li>3. Recognition that development of quality itineraries and supporting equipment can increase route attractiveness and visitation of surrounding cultural and natural attractions.</li> <li>4. Stakeholder perception that pilot actions can contribute to destination competitiveness if implemented in a coordinated and user-oriented manner</li> </ol>	<ol style="list-style-type: none"> <li>2. Lack of harmonised service standards for cyclists across transport modes (bus, train, ferry).</li> <li>3. Logistical challenges in combining bike and public transport, including limited capacity for bicycle transport, inconsistent rules and insufficient user information.</li> <li>4. Absence of reservation systems for bicycle transport on ferries and trains, reducing predictability for users.</li> <li>5. Overloaded road infrastructure, especially on islands, raising concerns about mapping road-based cycling routes without additional safety measures.</li> <li>6. Spatial and traffic constraints on islands, combined with seasonal congestion and weather-related disruptions of ferry services.</li> </ol>
<p><b>According to the stakeholders, can the proposed Cyros pilot action properly address the challenges highlighted?</b></p>	
<ol style="list-style-type: none"> <li>1. Stakeholders generally indicated yes, provided that pilot actions are implemented comprehensively and with a clear focus on user needs.</li> <li>2. Integration of e-bike charging stations and stronger links with bike-friendly accommodation services were identified as relevant supporting measures.</li> <li>3. Development of guided cycling services, including an increased number of professional guides with foreign language skills.</li> <li>4. Improvement of cyclist safety on existing roads, through:             <ul style="list-style-type: none"> <li>- physically separated cycling lanes where space allows,</li> <li>- temporary separation measures or enhanced signage where permanent solutions are not feasible,</li> <li>- redirection of cyclists to less congested alternative routes.</li> </ul> </li> <li>5. Development of quality itineraries and supporting equipment was seen as a way to increase attractiveness, length of stay and visitation of cultural and tourist sites.</li> <li>6. Use of thematic routes, digital maps and guided tours was identified as contributing to better connectivity and user experience.</li> </ol>	
<p><b>Is any pilot action adjustment needed?</b></p>	
<ol style="list-style-type: none"> <li>1. Use of high-quality, weather and salt resistant materials for signage and equipment, considering strong bora winds; avoidance of fragile electronic displays where maintenance cannot be ensured.</li> <li>2. Future-oriented planning, considering emerging user groups such as older cyclists and e-bike users travelling in pre- and off-season periods.</li> </ol>	



3. Inclusion of light interpretative content (e.g. QR codes with short information) to highlight cultural and natural landmarks without overloading cyclists.
4. Clear definition of maintenance responsibilities, addressing concerns related to limited service capacities.
5. Development of themed routes (cultural, gastronomic, natural) and stronger involvement of local stakeholders (farms, museums, events).

#### 4. Governance schemes for a better local/regional cooperation on sustainable mobility for cycle tourists

The goal of this section is to collect information on the experience of the stakeholders in terms of the management and governance of better cycle mobility solutions at local and regional levels.

#### 4. Governance schemes for a better local/regional cooperation on sustainable mobility for cycle tourists

**Feedback - Identified strengths:**

1. Stakeholders assessed that current local governance practices are generally functional, while recognising the need for continuous improvement.
2. Existing public transport connections (e.g. bus lines connecting Lovran with surrounding settlements and larger centres) provide a basis for integrating cycling with public transport.
3. Active involvement of local authorities and tourist boards, demonstrating willingness to promote tourism and provide services for visitors.
4. Integrated local offers, combining cycling, walking, hiking, coastal activities and cultural heritage (e.g. Lovran – Učka Nature Park), perceived as attractive for different user groups (families, recreational users, active tourists).
5. Existing and signposted cycling routes, which are generally considered attractive and usable, although further qualitative improvements are possible.

**Feedback - Identified weaknesses:**

1. Insufficient supporting facilities, including a lack of bicycle parking, equipment rental providers and specialised service professionals.
2. Limited possibilities for developing new cycling paths, due to terrain configuration and the constraints of the Adriatic coastal road.
3. Uneven levels of service and infrastructure quality across municipalities and areas within the county.
4. Limited adaptation of public transport services to cyclists, particularly outside the city of Rijeka.



**Based on the experience of the stakeholders, what are the main governance challenges that have to be addressed in terms of better cyclist accessibility of public transport?**

1. Insufficient traffic safety and fragmented cycling infrastructure, limiting safe access to public transport nodes.
2. Limited intermodal connectivity, especially between cycling routes and bus, rail and ferry services.
3. Lack of secure bicycle storage and minor repair facilities at stations, terminals and transport hubs.
4. Absence of structured agreements and coordination mechanisms among transport operators, infrastructure managers, local authorities and tourism organisations.
5. Insufficient availability of cyclist-friendly solutions in public transport, such as bicycle racks, dedicated carriages or designated spaces.
6. Lack of harmonised rules and standards, including information on the number of bicycles per vehicle, dimensions, fastening methods and reservation options.
7. Need for coordinated timetables, staff training and information systems, to ensure consistent bicycle transport services.
8. Railway governance challenges, requiring joint action by railway infrastructure managers and transport operators to ensure compatibility between rolling stock and station infrastructure across the network.
9. Spatial constraints, seasonal pressure, safety issues and costs, affecting the implementation of cyclist-oriented public transport solutions.

**Main governance challenges experienced by the stakeholders in terms of cycle tourism promotion :**

1. Absence of a centralised regional or Adriatic-level digital platform for cycle tourism promotion, comparable to examples such as *istria-bike.com*.
2. Insufficient accompanying services along cycling routes, including repair services, shops and e-bike charging stations.
3. Limited and inconsistent information on the possibility of transporting bicycles on different public transport modes.
4. Technical and organisational limitations on ferries and other services, such as the lack of bicycle supports, clamps or dedicated compartments.

## 5. Cross-border perspectives for better and EU-integrated cycle tourist services

The goal of this section is to collect evidence and experiences on the cross-border cooperation scheme (if any). The key emphasis is on Italy-Croatia existing/planned cooperation schemes or in cooperation schemes with other EU countries.

### 5. Cross-border perspectives for better and EU-integrated cycle tourist services

**Feedback - Identified strengths:**

1. Initiation of cross-border cooperation through Interreg programmes, creating a framework for long-term cooperation and coordinated development.

**Feedback - Identified weaknesses:**

1. Uneven quality of cycling route development across regions and countries, causing discontinuities along cross-border routes.



<ol style="list-style-type: none"> <li>2. Existing EuroVelo routes connecting Croatia with neighbouring countries, providing a backbone for cross-border cycling and joint promotion.</li> <li>3. Recognition that cross-border cooperation can support infrastructure development and attract a higher number of cycle tourists.</li> </ol>	<ol style="list-style-type: none"> <li>2. Different standards for signage and route marking, reducing legibility and user experience.</li> <li>3. Lack of complementary cyclist-oriented facilities and services along cross-border sections.</li> <li>4. Overall underdeveloped cycling infrastructure, compared to good practice examples from other EU regions.</li> </ol>
<p><b>Which are the existing cross-border key experiences in terms of cycle mobility/ cycle tourism promotion?</b></p>	
<ol style="list-style-type: none"> <li>1. Direct feedback from cyclists travelling across borders through Croatia, identified as a reliable source of information on real conditions and service gaps.</li> <li>2. EuroVelo corridors as practical examples of cross-border cycle mobility and joint promotion potential.</li> <li>3. Comparative experiences from other EU regions, such as Valtellina (Northern Italy), demonstrating the effects of coordinated planning, consistent standards and long-term investment on cycle tourism development.</li> </ol>	
<p><b>Which are the added value of having EU-integrated solutions/measures for cycle mobility/ cycle tourism promotion?</b></p>	
<ol style="list-style-type: none"> <li>1. Development of a new tourism niche, strengthening destination positioning.</li> <li>2. Extension of the tourist season, contributing to increased profitability and promotion.</li> <li>3. Access to financial support for infrastructure development.</li> <li>4. Technical assistance and know-how, supporting capacity building.</li> <li>5. Standardisation of routes, services and signage, improving continuity and quality.</li> <li>6. Cross-border cooperation, enabling joint planning and implementation.</li> <li>7. International promotion and visibility, strengthening the cycling brand.</li> <li>8. Increased investment in public infrastructure, benefiting both residents and visitors.</li> <li>9. Alignment with European standards, enabling longer stays and international itineraries.</li> <li>10. Long-term sustainability of cycle tourism, through improved quality and coordination.</li> </ol>	

## 5. Future-oriented recommendations

Based on the feedback collected during the stakeholder consultation, the following future-oriented recommendations were identified. The recommendations are grouped according to the five key thematic areas addressed within the round table, as defined in the



WP3 methodology: (i) sustainable mobility and multimodality, (ii) cycle tourism and related services, (iii) CYROS pilot actions, (iv) governance schemes for better local and regional cooperation, and (v) cross-border perspectives for EU-integrated cycle tourist services. In line with the common template, each recommendation is colour-coded to reflect the thematic area it primarily refers to.

N°	Key recommendations (and indication of possible ways to address them)
1	<b>Strategic positioning and promotion of the cycling route.</b> The Adriatic-Ionian cycling route should be linked with regional priorities (e.g. European Region of Sport 2026, European Region of Gastronomy 2026) and promoted through experience-based storytelling and quality labels such as Bike Friendly, Hike Friendly and local destination brands.
2	<b>Cycle tourism as a year-round tourism product.</b> Further develop cycling tourism outside the peak summer season by adapting accommodation services (secure bike storage, cyclist amenities) and promoting off-season packages.
3	<b>Development of multimodal tourism products.</b> Strengthen offers combining train + bike, bus + bike and ferry + bike, especially for inland and island destinations, and promote public transport as a complementary solution where cycling safety is limited.
4	<b>Improving cyclist accessibility within public transport systems.</b> Continue installing bike-friendly equipment at terminals and on vehicles (buses, trains, ferries) and work towards standardised and predictable rules for bicycle transport.
5	<b>Digital visibility, signage and route standardisation.</b> Integrate routes into GIS systems and popular cycling apps, and develop a recognisable and standardised Adriatic-Ionian route signage aligned with EUSAIR level identity.
6	<b>Strengthening and long-term sustainability of CYROS pilot actions.</b> Further develop, upgrade and maintain pilot itineraries and equipment (e.g. signage, QR codes, e-bike charging points), ensure the use of durable materials adapted to local conditions, and clearly define maintenance responsibilities with local stakeholders to guarantee long-term impact and replicability.



7	<b>Enhancing on-route information and supporting services.</b> Improve availability of information on repair services, charging points and facilities along the route and through digital channels, including info points at ferry terminals.
8	<b>Adapting routes to regional territorial characteristics.</b> Plan routes respecting mainland–island structure and diverse topography, using multimodality to ensure continuity across coastal, island and inland areas.
9	<b>Safety as a primary development principle.</b> Prioritise cyclist safety through better route selection, physical separation from traffic where possible, and the use of public transport to bypass unsafe sections.
10	<b>Strengthening inter-regional and cross-border cooperation.</b> Enhance cooperation with neighbouring regions (e.g. Istrian County) to harmonise planning, promotion and joint use of EU funding instruments for shared corridors and nodes.
11	<b>Continuous stakeholder dialogue and follow-up, EU funding.</b> Ensure regular repetition of round tables and consultations to monitor progress, exchange practices and link stakeholder dialogue with concrete follow-up actions and future deliverables.

## 6. Signature sheet and consultation pictures

This section includes supporting documentation related to the round tables organisation process organised within WP3.

Signed attendance sheets from the round table event are provided as evidence of stakeholder participation. In addition, screenshot from Microsoft Forms, used for collecting stakeholder feedback through an online questionnaire is included as supporting evidence of the consultation process.

Furthermore, photographs of participant accreditations are attached, showing QR codes linking to the Adriatic-Ionian cycling route and to the online questionnaire, as well as consultation pictures documenting the organisation and implementation of the stakeholder engagement activities.



The signature sheets, screenshots and photographs serve as supporting material for this deliverable and confirm that the consultation process was conducted in line with the WP3 methodology and project requirements.

### MOBILNOST I TURIZAM/MOBILITY AND TOURISM

Okrugli stolovi – Održiva mobilnost i turizam; Pomorski putnički prijevoz  
Round tables – Sustainable mobility and tourism; Maritime passenger transport  
(PP7)

November 25<sup>th</sup>, 2025, Rijeka

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\*I declare that I consent to the publication of photos and videos where present and to the processing of personal data in accordance with EU Regulation 2016/679 - GDPR



Attendance sheet, 1





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Attendance sheet, 2





Italy - Croatia



Italy - Croatia



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\*I declare that I consent to the publication of photos and videos where present and to the processing of personal data in accordance with EU Regulation 2016/679 - GDPR





Italy – Croatia



Italy – Croatia



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33							

\*I declare that I consent to the publication of photos and videos where present and to the processing of personal data in accordance with EU Regulation 2016/679 - GDPR



Attendance sheet, 4





Forms

Primorsko goranska county - consultations with stakeholders - Saved

Back to questions

### Responses Overview

Active

Responses

13



Average Time

52:49



Duration

27 Days

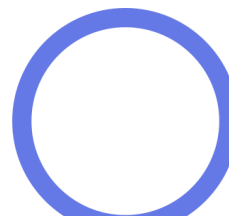


1. Potvrđujem da sam upoznat/a s pravima koja imam prema Općoj uredbi o zaštiti podataka (GDPR), uključujući pravo na pristup, ispravak, brisanje i ograničenje obrade mojih osobnih podataka. Suglasan/a sam da se prikupljeni Podaci koriste za potrebe CYROS projekta.

[More details](#)

I confirm that I am aware of the rights I have under the General Data Protection Regulation (GDPR), including the right to access, rectify, delete, and restrict the processing of my personal data. I consent to the collected data being used for the purposes of the CYROS project.

● DA 13



100%

Online forms, consultations through questionnaire





Mobility and tourism local event (November 25<sup>th</sup>, Rijeka), general presentation





Sustainable mobility and tourism panel discussion with stakeholders





Mobility and tourism local event, November 25<sup>th</sup>, Rijeka, stakeholders group photo





Participants accreditations with QR codes

## 7. Press releases

[https://www.pfri.uniri.hr/web/hr/index.php?id\\_news=2719&pregled](https://www.pfri.uniri.hr/web/hr/index.php?id_news=2719&pregled)

<https://poduckun.net/pgz-info/odrzani-okrugli-stolovi-o-mobilnosti-i-turizmu-u-sklopu-projekta-cyros-u-rijeci>

<https://riportal.net.hr/rijeka/strucni-skup-o-mobilnosti-i-turizmu-cikloturizam-snazni-pokretac-odrzivog-turizma-u-zupaniji/522293/>



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Italy – Croatia

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 CYROS

# INTERREG ITALY-CROATIA PROGRAMME 2021–2027

## **D.3.1.1. Round tables on sustainable mobility and tourism**

## CYROS

Implementation, in the Programme area, of the EUSAIR flagship and crosspillar project idea Adriatic Ionian CYcle ROute for Sustainable tourism

<b>WP number</b>	<b>WP3</b>
<b>Activity number</b>	<b>Activity 3.1</b>
<b>Deliverable number</b>	<b>D.3.1.1. Round tables on sustainable mobility and tourism</b>
<b>PP in charge</b>	<b>PP8</b>
<b>Version</b>	<b>1</b>
<b>Date</b>	<b>02/2026</b>
<b>Availability</b>	<b>Public</b>
<b>PP contributors</b>	<b>PP8</b>





## Summary

<b>1. Overview</b> .....	1
<b>1. Involved stakeholders</b> .....	2
<b>2. Input information provided to the stakeholders</b> .....	6
2.1. General presentation .....	6
2.2 Thematic presentation.....	8
<b>3. Feedback from the key stakeholders</b> .....	9
<b>4. Future-oriented recommendations</b> .....	17
<b>5. Signature sheet, online form answers and press release</b> .....	20



## 1. Overview

This deliverable summarises the key contributions collected from the key stakeholders during the Cyros WP3 round tables.

The round table entitled “**Sustainable mobility and tourism**” was implemented in two complementary phases to ensure a comprehensive and participatory approach consistent with principles of transparency, inclusiveness and evidence-based policymaking.

The first phase was organised as a moderated panel discussion held within the framework of the **National cycling conference** held in Poreč on October 17<sup>th</sup>, 2025.. This format enabled a structured and professionally facilitated exchange among relevant stakeholders regarding key challenges, development needs, regulatory frameworks and strategic opportunities in the field of sustainable mobility and tourism. The discussion addressed alignment with national transport policies, local development strategies and European sustainable mobility objectives.

The panel brought together representatives of competent public authorities, local self-government units, European-level organisations and sectoral experts, namely:

1. Ivica Jujnović – Ministry of the Sea, Transport and Infrastructure
2. Ivan Kirac – Municipality of Medulin
3. Goran Lepen – European Cyclists' Federation (ECF)
4. Mateo Uravić – Ernst & Young

The second phase consisted of targeted data collection through a structured questionnaire distributed to relevant stakeholders. The survey aimed to complement the qualitative inputs gathered during the panel discussion with additional evidence, practical insights and recommendations from a broader group of actors engaged in mobility planning, tourism development and related sectors.

Together, these two phases ensured a balanced combination of expert dialogue and stakeholder consultation, providing a solid analytical basis for the formulation of conclusions and recommendations within the CYROS WP3 framework.



## 1. Involved stakeholders

**Date of the consultation: 17/10/2025**

**Place: Poreč, Republic of Croatia**

The first phase consultation of round table on sustainable mobility and tourism was held on 17 October 2025 in Poreč. The event was organised as a multi-stakeholder consultation in line with the principles of transparency, inclusiveness and balanced territorial representation.

The consultation brought together representatives from national, regional and local public authorities, European and cross-border institutions, state-owned companies, academic institutions, civil society organisations, and private sector entities operating in the fields of transport, tourism, spatial planning, cycling policy, infrastructure development and sustainable mobility services.

Particular attention was given to ensuring the participation of at least one regional stakeholder and one cross-border stakeholder, thereby securing both vertical (multi-level governance) and horizontal (cross-border and international) representation. The presence of representatives from EU level organisations and neighbouring Member States further contributed to the exchange of good practices and alignment with European sustainable mobility objectives.

The table below provides a comprehensive list of stakeholders who participated in the consultation round.



Name and Surname	Institution	Role in the Institution	Territorial Level
<b>Massimiliano Trenul</b>	FVG Region (Italy)	Representative	Regional
<b>Goran Lepen</b>	European Cyclists' Federation (ECF)	Representative	EU / International
<b>Goran Franinović</b>	Tourist Board Pula	Representative	Local
<b>Mihael Idžaković</b>	Tourist Board Medulin	Representative	Local
<b>Ana Žufić</b>	Municipality of Medulin	Representative	Local
<b>Mihael Petrinjak</b>	Ernst & Young d.o.o.	Representative	International
<b>Katarina Jarža</b>	Ernst & Young d.o.o.	Representative	International
<b>Andro Pavuna</b>	Grad Zagreb	Representative	Regional
<b>Marko Velzek</b>	Grad Zagreb	Representative	Regional
<b>Ivan Nemet</b>	Institute of Physical Planning of the City of Zagreb	advisor	Regional
<b>Petra Grgasević</b>	ERKON	Representative	Private Sector
<b>Dražen Dretar</b>	City of Varaždin	Representative	Local
<b>Tibor Lehotkai</b>	Ministry of the Sea, Transport and Infrastructure (Croatia)	Senior Traffic Engineer / Ministry Representative	National
<b>Vedran Koraca</b>	Valamar Riviera Inc.	Marketing Department Representative	Private Sector
<b>Luka Mišović</b>	Top Sport Events Ltd.	Technical Director	Private Sector
<b>Srdan Honović</b>	Jadrolinija	Representative	National (State-owned company)
<b>Petra Baldaš Beato</b>	Sunny Way Poreč ltd.	Representative	Local



<b>Jasna Divić</b>	Ministry of the Sea, Transport and Infrastructure (Croatia)	Director General, Directorate for Railway Infrastructure and Transport	National
<b>Sascha Wiese</b>	Bike Center Poreč	Representative	Local
<b>Bruno Radotić</b>	Outmore Ltd.	Representative	Private Sector
<b>Mia Arsić</b>	IRTA Ltd.	Representative	Regional
<b>Nevenka Lorencin Čutić</b>	IRTA Ltd.	Representative	Private Sector
<b>Davorin Belamarić</b>	Union of Cyclists (Sindikata biciklista)	Programme Coordinator	National (Association)
<b>Martina Klarić</b>	Istria region	Senior Expert Associate for International Projects	Regional
<b>Mario Klisura</b>	Faculty of Transport and Traffic Sciences (FPZ)	Representative	National
<b>Tihomir Barišić</b>	City of Zagreb	Transport Sector Official	Local (Capital City)
<b>Domagoj Đurkinjak</b>	City of Zagreb	Representative	Local
<b>Darinka Jug</b>	City of Zagreb	Representative	Local
<b>Staša Kraljič</b>	Ministry of the Environment, Climate and Energy (Slovenia)	Representative	National
<b>Alan Vojvodić</b>	Croatian Automobile Club	Representative	Local
<b>Zoran Klarić</b>	Union of Cyclists Zagreb	Professor / Representative	National (Association)
<b>Vesna Jergović</b>	Ministry of health	Representative	Local
<b>Snježana Vincek Skrbina</b>	Ministry of the Sea, Transport and Infrastructure (Croatia)	administrative assistant	National
<b>Laura Mikulić</b>	HŽ Infrastruktura d.o.o.	Project Manager	National



<b>Saša Moharić</b>	City of Vodnjan-Dignano	Advisor	Local
<b>Valentina Buršić</b>	Agency for Rural Development of Istria (AZRRI)	Professional Associate	Regional
<b>Robert Lešić</b>	City of Rovinj-Rovigno	Advisor for Economy and European Funds	Local
<b>Martin Čotar</b>	IRTA d.o.o.	Employee	Regional
<b>Emanuel Bilić</b>	Municipality of Tinjan	Senior Professional Associate for Development Projects	Local
<b>Denis Kontošić</b>	Istria County	Senior Advisor for Roads and Road Transport	Regional
<b>Marino Anjoš</b>	Istria County – Administrative Department for Sustainable Development (Maritime Affairs, Transport and Infrastructure Section)	Senior Professional Associate for Roads and Road Transport	Regional
<b>Cristina Vojić Krajcar</b>	Istria County Tourist Board	Marketing Manager	Regional
<b>Barbara Kalister</b>	Municipality of Svetvinčenat	Senior Professional Associate for International Projects	Local
<b>Dalibor Zupičić</b>	Labin 2000 d.o.o.	Director	Local
<b>Gordana Lalić</b>	Parentium d.o.o. (City Construction, Energy Efficiency and Environmental Protection Company)	Director	Local
<b>Tina Slamar</b>	Municipality of Vrsar	Mayor	Local



<b>Srđan Honović</b>	Jadrolinija	Head of Department	National
<b>Valter Bassanese</b>	Tourist Board of the City of Buje	Director	Local
<b>Astrid Glavičić</b>	Tourist Board of the City of Labin	Director	Local

## 2. Input information provided to the stakeholders

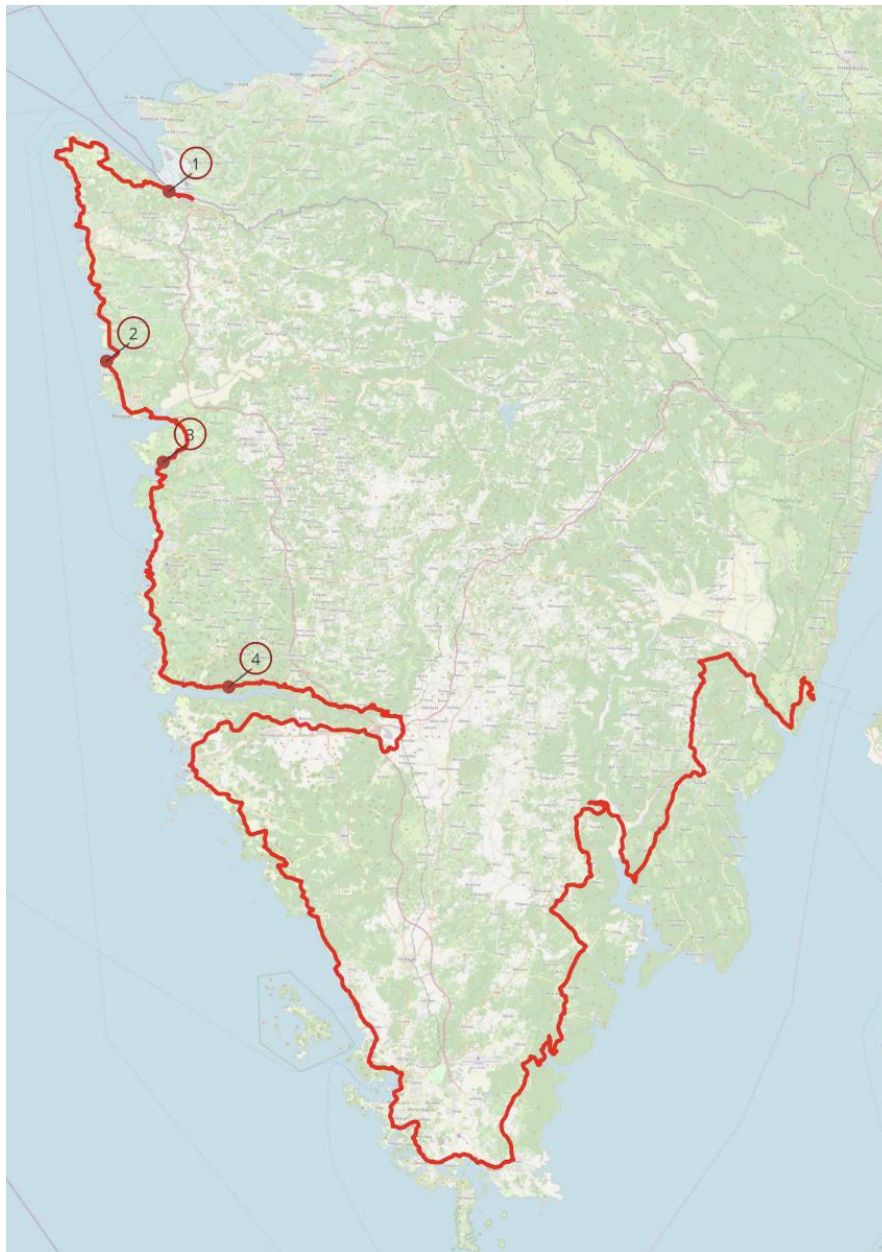
### 2.1. General presentation

As part of the announcement of the National Cycling Conference, the CYROS project was introduced to stakeholders. Prior to the panel discussions, general information about the project was presented, with particular emphasis on the routing of the Adriatic-Ionian cycling corridor through Istria County. It was highlighted that the proposed route largely overlaps with EuroVelo 8, ensuring alignment with established European cycling corridors and applicable technical and safety standards.

The overall objective of the CYROS project is to enhance sustainable mobility and foster the development of cycling tourism through systematic route planning, mapping, and valorisation, while strengthening cross-border and interinstitutional cooperation. In addition to defining the main route alignment, it was underlined that the project includes the detailed mapping of points of interest (POIs) and the integration of public transport information along the route, thereby increasing accessibility, safety, and user-oriented functionality.

Stakeholders were also informed about their individual role within the project framework. Their responsibilities include participation in route planning and validation processes, provision of relevant data within their respective competences, coordination with competent authorities, and support in the implementation and promotion of project activities. Their active and responsible engagement is essential to ensure the lawful, efficient, and sustainable achievement of the CYROS project objectives.





Adriatic – Ionian cycling route in Istria region



## 2.2 Thematic presentation

The thematic areas were presented and further elaborated during the panel discussion with invited speakers, allowing stakeholders to actively engage with the topics.

For Istria County, the key thematic messages were summarised as follows:

1. **Sustainable mobility and multimodality along the Adriatic-Ionian cycle route** – The discussion highlighted the existing cycling infrastructure in Istria, largely aligned with EuroVelo 8, and the need to further strengthen multimodal connections with public transport in order to facilitate seamless travel options for cyclists.
2. **Cycle tourism and related services along the Adriatic-Ionian cycle route** – It was emphasised that bike services, bike rental providers, and bike shops have been systematically mapped together with points of interest (POIs), and that these datasets will be displayed on the WebGIS platform developed by Istituto sui Trasporti e la Logistica. By the end of the project, all relevant data layers will be fully integrated into the Istra Bike portal, ensuring a comprehensive and user-oriented digital information system.
3. **CYROS Pilot Actions: recommendations for pilot implementation and long-term maintenance** – For Istria County, pilot actions are aimed at improving transport integration and multimodality through the installation of bicycle counters, e-charging stations, and information boards along the route. A key topic presented to stakeholders was the planned route signage system that Istria County intends to implement, ensuring clarity, safety, and long-term usability of the cycling corridor.
4. **Governance schemes for better local/regional cooperation on sustainable mobility for cycle tourists** – It was presented that a coordination body has been established at the level of Istria County for the development of cycling infrastructure, providing an institutional framework for structured cooperation among regional authorities, local self-government units, and other competent stakeholders.
5. **Cross-border perspectives for better and EU-integrated cycle tourist services** – As a concrete example of cross-border cooperation, the bike bus service Poreč-Trieste, implemented by Friuli Venezia Giulia, was presented to stakeholders by its representative, Massimiliano Tremul, illustrating the added value of coordinated cross-border transport solutions for cycle tourists.



Through the thematic presentation and panel discussion, stakeholders were provided with a comprehensive overview of the current situation and the strategic development measures envisaged within the CYROS project framework

### 3. Feedback from the key stakeholders

In this paragraph, the stakeholders’ key feedback is reported. The different feedback elements are divided into strengths and weaknesses for each topic of the consultation. The strengths refer to the aspects that stakeholders appreciated and considered valuable within each thematic area, while the weaknesses concern the aspects that raised concerns, challenges, or critical remarks during the consultation process.

The feedback presented in this section consolidates the conclusions drawn from the panel discussion, as well as the responses submitted by stakeholders through the online survey (<https://forms.cloud.microsoft/r/ZQXuNrFPfW>). This combined approach ensured that both in-person contributions and written inputs were duly considered, providing a comprehensive and balanced overview of stakeholder perspectives.

#### **1. Sustainable mobility and multimodality along the Adriatic-Ionian cycle route**

The goal of this section is to collect information on the following topics:

- How can public transport be made more attractive, convenient and integrated for tourists/cycle tourists?
- What role should local authorities play in promoting greener transport options for tourists/cycle tourists?
- How can we improve connections between tourist sites and sustainable transport networks?

<b>1. Sustainable mobility and multimodality along the Adriatic-Ionian cycle route</b>	
<p><b>Feedback - Identified strengths:</b></p> <ul style="list-style-type: none"> <li>• Existing and partially developed cycling infrastructure aligned with EuroVelo 8.</li> <li>• Strong natural, cultural, and tourism attractiveness of the route.</li> <li>• Presence of public transport options (railway, regional bus lines, ferries) with partial bicycle carriage possibilities.</li> </ul>	<p><b>Feedback - Identified weaknesses:</b></p> <ul style="list-style-type: none"> <li>• Fragmented and non-uniform cycling infrastructure with inconsistent quality and maintenance.</li> <li>• Lack of safe and physically separated cycling lanes on key sections.</li> <li>• Insufficient integration of cycling with public transport (limited bike capacity on buses and trains, lack of coordinated timetables).</li> </ul>



<ul style="list-style-type: none"> <li>• Recognised cycling routes such as Parenzana integrated into planning documents.</li> <li>• Growing network of bike-friendly accommodation and cycling-related services.</li> <li>• Existing digital tools (GPX tracks, online maps, portals).</li> <li>• Initial development of e-bike charging stations and rest areas.</li> <li>• Examples of cross-border multimodal services (Bike&amp;Bus Poreč–Trieste, maritime links allowing bike transport).</li> </ul>	<ul style="list-style-type: none"> <li>• Inadequate number of secure bike parking areas, service points, and e-bike charging infrastructure.</li> <li>• Poor connectivity between urban centres, ports, tourist zones, and cycling corridors.</li> <li>• High seasonal traffic congestion affecting cyclist safety.</li> <li>• Inconsistent signalisation and infrastructure standards across sections.</li> <li>• Limited coordination between authorities and insufficient digital integration of multimodal options.</li> </ul>
<p><b>What are the main mobility challenges currently affecting cycle tourism in our region?</b></p>	
<ul style="list-style-type: none"> <li>• Safety risks due to mixed traffic with motor vehicles, especially during peak tourist season.</li> <li>• Lack of continuous and standardised cycling corridors.</li> <li>• Limited multimodal transport solutions (restricted bike transport on buses and trains).</li> <li>• Insufficient secure storage and charging facilities for e-bikes.</li> <li>• Seasonal overload of coastal road infrastructure.</li> <li>• Slow implementation of planned infrastructure improvements.</li> </ul>	
<p><b>Cyclist multimodality. What are the key local/regional ongoing experiences/best practices?</b></p>	
<ul style="list-style-type: none"> <li>• Bicycle transport available on selected railway lines (e.g. Pula–Buzet).</li> <li>• Bike&amp;Bus cross-border line Poreč–Trieste.</li> <li>• Maritime connections allowing bicycle transport (Trieste–Istria, Venice–Istria).</li> <li>• Maintenance and structured management of the Parenzana route.</li> <li>• Development of e-bike charging infrastructure and cyclist rest areas.</li> <li>• Bike-friendly accommodation certification schemes.</li> <li>• Cycling events and promotional initiatives supporting sustainable mobility.</li> <li>• Ongoing digital mapping and integration into regional cycling portals.</li> </ul>	

## 2. Cycle tourism and related services along the Adriatic-Ionian cycle route

The goal of this section is to collect information on the following topics:

- What makes your city/region attractive (or not) for cycle tourists today?
- If you were a cycling tourist arriving here, what would be the first thing you’d expect to find?
- How can we improve the safety and comfort of cycle routes for visitors?
- What barriers discourage tourists from choosing cycling as their main way of exploring the area?
- What services (bike rentals, repair points, luggage transport) would make the cycling experience smoother?
- How can we involve local businesses (hotels, restaurants, shops) in supporting cycle tourists?



- What role can digital tools (apps, GPS maps, route planners) play in promoting cycling tourism?

**2. Cycle tourism and related services along the Adriatic-Ionian cycle route**

**Feedback - Identified strengths:**

- High attractiveness of the region: diverse landscapes, coastline, inland “Green Istria”, cultural and historical heritage.
- Recognised and branded cycling routes (e.g. Parenzana) offering a strong “heritage + nature” experience.
- Presence of international routes (EuroVelo corridors) increasing visibility and accessibility.
- Well-developed tourism ecosystem: Bike&Bed accommodation, bike rentals (including e-bikes), repair services, thematic and gastronomic routes (wine, olive oil).
- Strong outdoor destination image and integration of cycling with gastronomy and local products.
- Growing number of cycling events, guided tours and promotional initiatives.
- Existing digital tools (maps, GPX tracks, portals) supporting route planning.
- Institutional support and strategic orientation towards cycle tourism development.

**Feedback - Identified weaknesses:**

- Fragmented and discontinuous cycling infrastructure, especially between inland and coastal sections.
- Lack of safe, physically separated lanes on certain road segments.
- Uneven quality of signalisation, service points and supporting infrastructure.
- Insufficient number and uneven distribution of repair points, info points and rest areas.
- Limited multimodal integration (public transport not consistently adapted for bicycle carriage).
- Strong seasonality – reduced services in pre- and post-season; congestion in peak season.
- Uneven development between coastal and inland areas.
- Lack of standardisation and interconnected information systems; dispersed marketing efforts.

**What measures could encourage tourists to use bikes, e-bikes, or walking routes instead of cars?**

- Development of safe, continuous and well-marked cycling and walking infrastructure separated from motor traffic.
- Expansion of e-bike charging stations, repair stations and secure parking facilities.
- Integration of cycling with public transport (bike carriage on trains/buses, Bike&Ride hubs).
- Creation of car-free or low-traffic zones in tourist areas.
- Financial incentives (subsidies for e-bike rental, package deals, discounts for bike users).
- Organisation of guided tours and thematic routes (gastronomy, heritage, nature).
- Stronger marketing of inland and lesser-known destinations.
- Unified digital platforms with route planners, real-time information and multimodal trip planning.
- Luggage transfer services and improved logistics for multi-day cycling trips.



<p><b>How can cycling routes be better connected with public transport hubs like stations or bus stops?</b></p> <ul style="list-style-type: none"> <li>• Construction of safe and clearly marked access paths between cycling routes and transport hubs.</li> <li>• Development of multimodal hubs (“Bike &amp; Ride”) with secure bike parking, lockers and charging stations.</li> <li>• Adaptation of stations and stops to cyclists’ needs (ramps, signage, dedicated access points).</li> <li>• Increased capacity for bicycle transport on trains, buses and maritime lines.</li> <li>• Coordinated timetables and integrated ticketing systems.</li> <li>• Clear physical and digital signalisation directing cyclists to the nearest public transport node.</li> <li>• Integrated digital journey planners combining bike + train/bus/ferry options in one platform.</li> </ul>
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### 3. Cyros Pilot Actions. Recommendations for pilot implementation and long-term maintenance

The goal of this section is to collect information for the improvement of the Cyros pilot actions and for the identification of long-term strategies for their better implementation.

The goal of this section is to collect information on the following topics:

- How can the different stakeholders support the development, promotion, and replication of the Cyros pilot actions?
- Which synergies are possible (other initiatives, other EU projects, etc.)?

3. CYROS Pilot Action	
<p><b>Feedback - Identified strengths:</b></p> <ul style="list-style-type: none"> <li>• Installation of route equipment improves user experience: signage/wayfinding, info boards, bicycle counters, and e-bike chargers increase safety, comfort, and route usability.</li> <li>• Development of itineraries adds thematic value and supports dispersion of visitors towards inland and lesser-known attractions (cultural/nature sites), increasing overall attractiveness and spending.</li> <li>• Potential for “smart”/IT solutions (real-time information, digital navigation, QR codes) to improve planning, orientation, and visibility of services and POIs.</li> <li>• Strong baseline conditions in Istria: established routes (EuroVelo 8/9, Parenzana), rich tourism infrastructure and</li> </ul>	<p><b>Feedback - Identified weaknesses:</b></p> <ul style="list-style-type: none"> <li>• Limited multimodal connectivity remains a structural weakness: too few public transport access points and insufficient integration with bus/rail/ferry services for cyclists.</li> <li>• Risk of uneven implementation (equipment not consistently distributed; variable route quality in rural sections; discontinuities between inland and coastal segments).</li> <li>• Operational burden: equipment requires regular maintenance (chargers, boards, counters) and rapid replacement in case of damage/vandalism.</li> <li>• Fragmented information systems and lack of unified, up-to-date digital information (including real-time status of chargers and transport capacity for bikes).</li> </ul>



<p>bike-friendly services, and institutional capacity to set standards from the start.</p> <ul style="list-style-type: none"> <li>• Clear recognition that continuous maintenance and consistent distribution of equipment along the entire route are essential and feasible through defined responsibilities.</li> </ul>	<ul style="list-style-type: none"> <li>• Implementation barriers identified by stakeholders: technical constraints of vehicle fleets, high initial investment costs, limited capacity during peak season, coordination across multiple operators/authorities, and property-right/administrative issues.</li> </ul>
<p><b>According to the stakeholders, can the proposed Cyros pilot action properly address the challenges highlighted?</b></p>	
<ul style="list-style-type: none"> <li>• <b>Yes, largely.</b> Stakeholders consider that route equipment + itinerary development + IT solutions can directly address key challenges related to safety, orientation, information availability, attractiveness of the offer, and visitor dispersion to surrounding attractions.</li> <li>• <b>However, only partially</b> regarding multimodality: without parallel improvements in public transport adaptation and Bike&amp;Ride-type hubs, the pilot’s impact on intermodality will remain limited.</li> </ul>	
<p><b>Is any pilot action adjustment needed?</b></p>	
<ul style="list-style-type: none"> <li>• Ensure <b>continuous and standardised signage</b> and clear safety upgrades on critical segments; consider A/B route variants (easier/harder) with difficulty grading.</li> <li>• Expand and standardise <b>maintenance protocols</b> (responsible entities, service-level response times, routine inspections, protection against vandalism).</li> <li>• Upgrade digital layer: <b>multi-language info boards with QR codes</b>, unified digital platform with itineraries, and (where feasible) <b>real-time status</b> for chargers and key services.</li> <li>• Strengthen multimodality component: introduce/plan <b>Bike&amp;Ride hubs</b>, safe connections to stations/stops, and clearer rules/capacity information for bike carriage in public transport; consider seasonal Bike&amp;Bus/shuttle options.</li> <li>• Improve promotion and replication: stronger marketing in pre-/post-season, thematic packages (bike + accommodation + attractions + gastronomy), and broader involvement of local clubs/associations and service providers.</li> </ul>	



#### 4. Governance schemes for a better local/regional cooperation on sustainable mobility for cycle tourists

The goal of this section is to collect information on the experience of the stakeholders in terms of the management and governance of better cycle mobility solutions at local and regional levels.

4. Governance schemes for a better local/regional cooperation on sustainable mobility for cycle tourists	
<p><b>Feedback - Identified strengths:</b></p> <ul style="list-style-type: none"> <li>Existing strategic and policy support for cycling and sustainable mobility at regional level (recognition of EuroVelo routes, Parenzana, and planned route signage).</li> <li>Active involvement of multiple stakeholder groups (regional/local authorities, tourism boards, bike clubs/associations, private service providers) and experience gained through EU/Interreg projects.</li> <li>Good baseline of tourism services and “bike-friendly” ecosystem, enabling coordinated promotion if governance is aligned.</li> <li>Identified readiness to improve governance through coordinated planning, inclusion in spatial plans, and continuous route upgrading in cooperation with local self-government units.</li> <li>Practical examples of multimodal services already exist (bike on rail on selected lines, boat connections, Bike&amp;Bus), providing a governance foundation to scale-up.</li> </ul>	<p><b>Feedback - Identified weaknesses:</b></p> <ul style="list-style-type: none"> <li>Limited inter-institutional coordination and fragmented responsibilities between transport operators, municipalities, county level, and tourism actors.</li> <li>Lack of standardisation (signalisation, infrastructure standards, service standards) and inconsistent implementation across municipalities/route sections.</li> <li>Weak integration of cycling with public transport at system level: insufficient Bike&amp;Ride hubs, limited bicycle capacity on buses/trains, and lack of unified rules for bike carriage.</li> <li>Operational gaps in public transport provision (stakeholders noted inadequate functioning/coverage of scheduled bus services), making cyclist accessibility dependent on urban areas only.</li> <li>Dispersed and non-integrated information systems (routes, services, timetables, rules) reducing transparency and governance effectiveness.</li> <li>Implementation constraints: financial limitations, technical constraints of fleets, seasonality-driven capacity issues, and administrative/property-right barriers.</li> <li></li> </ul>



<p><b>Based on the experience of the stakeholders, what are the main governance challenges that have to be addressed in terms of better cyclist accessibility of public transport?</b></p> <ul style="list-style-type: none"> <li>• Establishing clear governance responsibilities and coordination mechanisms between county, municipalities, and multiple transport operators.</li> <li>• Harmonising rules and procedures for bicycle carriage across modes (bus/rail/boat), including liability and operational protocols.</li> <li>• Securing sustainable funding for fleet adaptation (bike racks, dedicated compartments) and for Bike&amp;Ride infrastructure at hubs.</li> <li>• Coordinating timetables and capacities with key cycling routes and seasonal demand peaks.</li> <li>• Ensuring unified, user-facing information governance (one source of truth for timetables, bike carriage rules, capacity/availability, and hub facilities).</li> <li>• Overcoming administrative and technical barriers (vehicle constraints, procurement timelines, permits, property-right issues).</li> </ul>
<p><b>Main governance challenges experienced by the stakeholders in terms of cycle tourism promotion :</b></p> <ul style="list-style-type: none"> <li>• Fragmented promotion and branding activities (lack of a single coordinated marketing approach across destinations and stakeholders).</li> <li>• Uneven quality and maintenance governance of routes and supporting infrastructure (inconsistent signage, safety measures, service point distribution).</li> <li>• Seasonality management: aligning offers and services to support pre-/post-season cycling tourism and ensuring continuity of services.</li> <li>• Standardising "bike-friendly" service criteria and ensuring consistent implementation (accommodation, rentals, repair points, info points).</li> <li>• Integrating digital governance: consolidating route/service data and ensuring interoperability of platforms (maps, portals, WebGIS, itinerary tools).</li> <li>• Ensuring long-term maintenance and operational models for infrastructure and smart equipment (chargers, counters, info boards) with defined obligations and monitoring.</li> </ul>

## 5. Cross-border perspectives for better and EU-integrated cycle tourist services

The goal of this section is to collect evidence and experiences on the cross-border cooperation scheme (if any). The key emphasis is on Italy-Croatia existing/planned cooperation schemes or in cooperation schemes with other EU countries.

4. Cross-border perspectives for better and EU-integrated cycle tourist services	
<p><b>Feedback - Identified strengths:</b></p> <ul style="list-style-type: none"> <li>• Cross-border routes (e.g. Parenzana, EuroVelo corridors) create a continuous travel experience without administrative interruptions.</li> </ul>	<p><b>Feedback - Identified weaknesses:</b></p> <ul style="list-style-type: none"> <li>• Different national standards (signalisation, technical norms, safety rules) create inconsistencies along the route.</li> </ul>



<ul style="list-style-type: none"> <li>• Increased attractiveness and extension of itineraries across multiple countries, encouraging longer stays and higher tourist spending.</li> <li>• Stronger international branding and visibility of the region as a unified cycling destination.</li> <li>• Exchange of knowledge, standards and good practices between countries (signalisation, bike-friendly services, digital tools).</li> <li>• Access to EU funding (e.g. Interreg, Adrion) enabling investments that would be difficult at local/regional level alone.</li> <li>• Opportunity to develop joint digital platforms, integrated itineraries and harmonised promotion campaigns.</li> <li>• Potential for multimodal cross-border services (Bike&amp;Bus, bike &amp; boat, joint transfers).</li> </ul>	<ul style="list-style-type: none"> <li>• Uneven infrastructure quality between countries and between coastal/inland sections.</li> <li>• Weak cross-border public transport connections (limited international bus/rail lines adapted for cyclists).</li> <li>• Fragmented digital information systems and lack of unified booking/real-time information tools.</li> <li>• Complex coordination between institutions, transport operators and regulatory frameworks.</li> <li>• Seasonal operation of some cross-border services.</li> <li>• Administrative, financial and logistical constraints in harmonising services.</li> </ul>
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**Which are the existing cross-border key experiences in terms of cycle mobility/ cycle tourism promotion?**

<ul style="list-style-type: none"> <li>• Parenzana cross-border route (HR-SLO-IT) as a flagship example of shared heritage-based cycling infrastructure.</li> <li>• EuroVelo 8 and 9 corridors connecting Istria with wider European cycling networks.</li> <li>• Interreg and Adrion projects focused on sustainable mobility and cycling tourism development.</li> <li>• Cross-border promotional initiatives and joint branding of cycling destinations.</li> <li>• Initial multimodal cross-border services (Bike&amp;Bus, bike &amp; boat connections).</li> <li>• Exchange of standards and policy approaches through EU-funded cooperation frameworks.</li> </ul>
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**Which are the added value of having EU-integrated solutions/measures for cycle mobility/ cycle tourism promotion?**

<ul style="list-style-type: none"> <li>• Creation of a coordinated and standardised development framework beyond national borders.</li> <li>• Improved continuity and quality of infrastructure, signalisation and services along entire corridors.</li> <li>• Stronger international promotion and unified branding of cross-border cycling destinations.</li> <li>• Financial and technical support for infrastructure, digitalisation and multimodal solutions.</li> <li>• Facilitation of joint digital tools (route planners, information systems, integrated itineraries).</li> <li>• Increased competitiveness, sustainability and long-term resilience of cycle tourism.</li> <li>• Enhanced user confidence in planning multi-day, multi-country cycling trips due to consistent standards and services.</li> </ul>
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## 4. Future-oriented recommendations

This section presents a synthesis of the key forward-looking recommendations formulated by stakeholders during the consultation process. The recommendations build upon the identified strengths, weaknesses, and governance challenges discussed in the previous sections, and are structured according to the five core thematic areas: sustainable mobility and multimodality, cycle tourism and related services, CYROS pilot actions, governance schemes, and cross-border perspectives.

The objective of this section is to outline practical and strategic measures that can enhance the long-term effectiveness, coherence, and sustainability of cycle mobility solutions along the Adriatic-Ionian corridor. Where relevant, possible implementation pathways are indicated, including institutional coordination mechanisms, infrastructure upgrades, digital integration, standardisation efforts, and the use of EU funding instruments.

The recommendations reflect a shared understanding among stakeholders that achieving high-quality, safe, and user-oriented cycle tourism services requires coordinated action at local, regional, and cross-border levels, supported by clear governance frameworks and long-term maintenance commitments.



N°	Topic	Key recommendations (and possible ways to address them)
1	Sustainable mobility and multimodality	Close continuity/safety gaps by upgrading priority segments (physically separated lanes where feasible, safer crossings, consistent surfaces) and ensure a uniform minimum standard along the corridor; align works with municipal/county plans and maintenance budgets.
2	Sustainable mobility and multimodality	Strengthen multimodality: expand bike carriage on rail/bus/boat, create Bike&Ride hubs at key nodes (secure parking, lockers, charging), and coordinate timetables with cycling routes—especially during peak season.
3	Sustainable mobility and multimodality	Improve wayfinding and user information: harmonise signage and provide clear access links from the route to public transport stops/stations; publish rules and practical guidance in one place (digital + on-site).
4	Cycle tourism and services	Standardise and expand service coverage (repair points, info points, rest areas, safe parking, e-charging) with balanced distribution between coastal and inland areas; keep services available beyond peak season where possible.
5	Cycle tourism and services	Develop integrated thematic products (culture/nature/gastronomy) and packages (bike + accommodation + attractions + transfers/luggage options) to disperse demand and extend the season; support training for guides/rentals.
6	Cycle tourism and services	Strengthen digital tools: unified route/POI/service dataset (maps, GPX, planners), multilingual content, QR-enabled info boards, and (where feasible) real-time information for key assets (e.g., charger status, bike-friendly transport capacity).
7	CYROS Pilot Actions	Implement pilot equipment consistently (counters, e-chargers, info boards) with a clear maintenance model (assigned owner, inspection schedule, rapid repair/replacement, vandalism protection); ensure even spacing along the route.
8	CYROS Pilot Actions	Prioritise route signage as a core pilot output and align it with existing national/regional standards; include clear start/finish points and difficulty grading (e.g., A/B variants for different user profiles).



9	CYROS Pilot Actions	Increase promotion and replication potential: targeted campaigns in pre-/post-season, stakeholder co-creation workshops, and partnerships with local clubs/associations and businesses; monitor usage via counters to refine measures.
10	Governance schemes	Formalise coordination across county/municipalities/transport operators/tourism actors (e.g., coordination body, working groups) with clear roles, decision-making, and KPIs for route quality, multimodality, and service standards.
11	Governance schemes	Adopt harmonised operational rules for bike carriage across modes (capacity, reservations, liability, staff procedures) and secure sustainable funding for fleet adaptation and hubs; address permitting/property-right issues early.
12	Governance schemes	Create a single ‘source of truth’ for information governance (routes, services, timetables, bike-carriage rules, hub facilities) to reduce fragmented communication and improve user confidence.
13	Cross-border perspectives	Strengthen cross-border public transport links that support cyclists (seasonal Bike&Bus, coordinated rail/boat connections) and promote them jointly; use existing examples (e.g., Bike&Bus Poreč–Trieste) as scalable models.
14	Cross-border perspectives	Harmonise cross-border standards (signage, safety minimums, service quality) and develop interoperable digital tools (integrated maps/planners) so multi-country trips are seamless for users.
15	Cross-border perspectives	Use EU mechanisms (EuroVelo framework, Interreg/Adrion funding) for joint branding, investment, and knowledge transfer; focus on closing ‘missing links’ and ensuring consistent corridor quality across borders.



## 5. Signature sheet, online form answers and press release

In accordance with the reporting requirements, the following documentation is provided as evidence of the stakeholder consultation process:

- A **scanned signature sheet** listing all participants who attended the consultation event;
- A **screenshot of the responses collected during the online consultation process**, demonstrating additional stakeholder engagement beyond the in-person session;
- A **photograph of the panel discussion participants**, documenting the stakeholder event (in-person format);
- A **link to the official press release**, confirming public communication and transparency of the consultation process.

These materials collectively confirm the implementation of the stakeholder consultation in line with the project communication and participation principles.





## NATIONAL CYCLING CONFERENCE

ROUND TABLES - "Sustainable mobility and tourism" and "Maritime passenger transport"  
October 17<sup>th</sup>, 2025, Poreč - Parenzo

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\*I declare that I consent to the publication of photos and videos where present and to the processing of personal data in accordance with EU Regulation 2016/679 - GDPR



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← Back to questions

### Responses Overview Active

Responses <b>17</b>	Average Time <b>43:47</b>	Duration <b>94</b> Days
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1. Potvrđujem da sam upoznat/a s pravima koja imam prema Općoj uredbi o zaštiti podataka (GDPR), uključujući pravo na pristup, ispravak, brisanje i ograničenje obrade mojih osobnih podataka. Suglasan/a sam da se prikupljeni Podaci koriste za potrebe CYROS projekta.

I confirm that I am aware of the rights I have under the General Data Protection Regulation (GDPR), including the right to access, rectify, delete, and restrict the processing of my personal data. I consent to the collected data being used for the purposes of the CYROS project.

[More details](#)

### Insights and actions

Analyze and explore up-to-date results in Excel.

Konzultacije s ciljanim skup...  
OneDrive > Documents

Check individual results

## Online consultation with stakeholders





Panel discussion participants, sustainable mobility and tourism

### Press release:

<https://medulin.hr/novost/nacelnik-opcine-medulin-ivan-kirac-sudjelovao-na-okruglom-stolu-odrziva-mobilnost-i-turizam-u-okviru-projekta-cyros>

<https://www.giornal.hr/valiza/istarska-zupanija-predstavila-cyros-na-nacionalnoj-biciklistickoj-konferenciji-u-porecu/>

<https://www.vodnjanski.info/nacelnik-opcine-medulin-ivan-kirac-sudjelovao-na-okruglom-stolu-odrziva-mobilnost-i-turizam-u-okviru-projekta-cyros/>

<https://www.glasistre.hr/istra/2025/10/17/nacelnik-opcine-medulin-ivan-kirac-sudjelovao-na-okruglom-stolu-odrziva-mobilnost-i-turizam-1028550>

