

Interreg GO!

The People-to-people recipe
- Combine smart ideas, small
funds and simple rules to get
smiling faces

28 March 2025

#Interreg

GCI 2025
NOVA GORICA-GORIZIA



Interreg  Co-funded by
the European Union

The objective of the workshop on “*The People-to-people recipe - Combine smart ideas, small funds and simple rules to get smiling faces*” is to explore how Interreg programmes have effectively integrated small projects with simplified regulations into programme delivery as well as their strategic goals. Participants will engage with examples highlighting the implementation of people-to-people projects, examining their long-term impact, sustainability, promotion, capitalisation and legacy of project results. The workshop aims to provide key lessons learned and recommendations for other Interreg programmes across Europe, fostering knowledge exchange and inspiring future synergies and collaboration to enhance tourism through regional growth.

Venue: *Kostajnica Monastery (same location as project visit)*

Project visit:

Location: Frančiškanski Samostan Kostanjevica
(Monastery)

Address: Škrabčeva ulica 1, Nova Gorica, Slovenia

Projects to be presented:

- WALK 2 SPIRIT | Italy-Slovenia
- Vina prijateljstva & miru | Italija-Slovenija

The Small Project Funds

The Small projects fund GO! 2025¹ is a tool financed by the Interreg Italy-Slovenia programme, managed by the European Group of Territorial Cooperation EGTC GO, whose main objective is to prepare the cross-border territory for the European Capital of Culture Nova Gorica-Gorizia 2025.

With the financing of the Small projects fund GO! 2025 (SPF short), the Interreg Italy-Slovenia programme supports the European Capital of Culture Nova Gorica-Gorizia 2025 as part of European programme goals 4.6 the role of sustainable culture and tourism in the development of the economy, social inclusion and social innovation.

EGTC GO manages the fund and on an annual basis (from 2023-2027, or until disbursement of the funds) prepares tenders for projects of a smaller value, to which business, associations, municipalities and other potential partners can apply within the cross-border programme area.

¹See more: <https://euro-go.eu/en/spf/documentazione-di-programma/>

WALK 2 SPIRIT | SPF GO! 2025²

- **Main project objectives**

The WALK 2 SPIRIT project aims to increase cultural and religious tourism in rural areas leveraging the awareness and recognition of two key sites: the Basilica of Aquileia in Italy and the Sanctuary of Sveta Gora in Slovenia.

The goal is to improve the attractiveness and awareness of the two destinations in the long term, emphasizing their sustainable and “slow” tourism nature.

The partners will develop a cross-border walk from Aquileia to Sveta Gora, offering a sustainable tourism package that combines historical, cultural and religious elements. The project includes adaptation work in the Sveta Gora shrine, cross-border public events and training paths for tour guides.

- **Key results and lessons learned**

During the first reporting period (01/10/2023 – 31/05/2024) the partners carried out the following activities:

- identified the main points of interest along the way and conducted trial walks along certain sections to determine the optimal route
- developed an effective communication strategy, with contributions from external contractors. A press conference was held to present the project
- launched the project website (walk2spirit.eu), to be updated with information on the trail, accommodation, and events
- commissioned a study on installing photo points around the Franciscan Monastery, which will be implemented in the next project phase

PROJECT DATA

DURATION: 3rd February 2020 to 31st October 2022

BUDGET: EUR 159 752.40 (ERDF), EUR 199 690.50 (total)

LEAD PARTNER: Frančiškanski samostan Sveta Gora (Franciscan Monastery of Sveta Gora, Nova Gorica, Slovenia)

PROJECT PARTNERS: 4

²See project website:

<https://www.ita-slo.eu/en/spf/walk-2-spirit>



Vina prijateljstva in miru | SPF GO! 2025³

- **Main project objectives**

The Vina prijateljstva in miru (“Great Wines of Friendship and Peace”) project aims to develop an innovative tourist offer linked to the cross-border cultural heritage of the territory. It intends to propose a unique collection of wines housed by the wineries of the project partners, the Franciscan Monastery of Kostanjevica (MFK) Slovenia and Spessa Castle in Italy.

Cross-border cooperation involves winemakers and tourism product providers on both sides of the border, while the artistic and gastronomic element intends to create a unique experience. With an annual charity auction, tastings, and educational programs, the project will promote the region’s attractiveness throughout the year, collaborating with GO! 2025 for an enhanced impact on tourism.

- **Key results and lessons learned**

During the first and second reporting periods, LP MFK carried out several key activities:

- Updated the territory mapping and organised a

meeting to present the updated version.

- Hosted an event to recruit and train new winegrowers, which helped expand the producer network

- Planned the restructuring of wineries, while renovations are expected to be completed in autumn 2025

- Designed a training programme for tourism service providers, with external project management involved in discussions.

PP Castello di Spessa for its part:

- advised on the renovation of the monastery cellar, crucial for expanding FSK’s tourism and cultural offerings,

- organised an event to support new winegrowers, promoted the project and the funding opportunities from the SPF GO!2025 fund

- completed the graphic design for products and materials.

PROJECT DATA

DURATION: 1ST October 2023, ongoing

BUDGET: EUR 159 540.40 (ERDF), EUR 199 425.50 (TOTAL)

LEAD PARTNER: Frančiškanski samostan Kostanjevica (Franciscan Monastery of Kostanjevica, Nova Gorica, Slovenia)

PROJECT PARTNERS: 2

³See project website:

<https://www.ita-slo.eu/sl/spf/vina-prijateljstva-miru>



