



ASSOCIAZIONE CULTURALE
BlueBird

“Young EU journalists visiting Gorizia/Nova Gorica, the unique cross-border city”.

Blue Notte Gorizia Festival initiative

RESULTS AND PROPOSALS

As part of the 11th edition of Blue Notte Gorizia Festival, 4 young European journalists and 1 photographer were selected for a study visit between Gorizia and Nova Gorica, which took place between 14 and 17 September 2023.

This document summarizes the main findings and results of the visit, including the contribution of the students of International and Diplomatic Sciences Faculty (University of Trieste/Gorizia) and of the Il Goriziano newspaper.



GORIZIA- NOVA GORICA CROSS- BORDER TERRITORY AS SEEN BY EU JOURNALISTS

What impressed	Improvement needed/ Suggestions
<p>Crucial role of the educational sector in promoting cross-cultural cooperation in Nova Gorica and Gorizia. Schools in both towns encourage student exchanges and language learning programs. Italian schools with Slovene teaching language as a great opportunity for growth and contact with the Slovene culture.</p>	<p>Improve exchanges between young people of Nova Gorica and Gorizia.</p>
<p>Shared culinary heritage. Both towns have vibrant culinary scenes and celebrate their gastronomic traditions.</p>	<p>visually appealing tourism campaigns showcasing the picturesque landscapes, outdoor activities, and local cuisine.</p>
<p>Enthusiasm of young people</p>	<p>Improve dialogue between young people of Nova Gorica and Gorizia</p>
<p>Cross-border stories and itineraries</p>	<ul style="list-style-type: none"> a. Valorize more cultural and environmental heritage, through multicultural and multilingual events and projects aimed at improving cross-border coexistence. By collaborating more closely there's an opportunity to create a unique cross-border identity that celebrates their history and traditions. b. Nova Gorica and Gorizia's history has a powerful narrative of unity and resilience. This narrative should be shared through various media channels, documentaries, and educational programs to raise awareness about the significance of cross-border collaboration in today's world; international conferences and symposia to discuss the challenges and opportunities of cross-border cooperation, attracting attention from academics, policymakers, and journalists worldwide. Highlighting



	<p>their joint efforts in education, culture, and business will demonstrate the practical benefits of harmonious cross-border relations.</p> <ul style="list-style-type: none"> c. creating Joint Tourism Strategy by bringing together local authorities, tourism boards, and key stakeholders to develop a comprehensive Unified Touristic Brand - shared brand and identity that represents both towns and the region as a whole. d. user-friendly, informative, and visually appealing website dedicated to tourism. This website should offer comprehensive information about attractions, accommodations, transportation, and upcoming events. Additionally, social media platforms such as Instagram, Facebook, and YouTube can be harnessed to share stunning images, engaging videos, and personal stories from travelers who have experienced the beauty and charm of the region. Besides, collaboration with travel influencers and bloggers would be useful to generate buzz and reach a wider audience.
	<p>Cross-Border Transportation. Creating easy and convenient cross-border transportation options, such as shuttle services or multi-modal ticketing systems will ensure that travelers can easily access all interesting sites “on both sides”</p>
<p>Beautiful landscapes and biodiversity (along the EU Green Belt)</p>	<p>A paradigm shift is needed that emancipates the border zones of Southeastern Europe to express their socio-ecological value. To show the diversity of the landscape and inspire to take actions by showing what people are doing in their daily practices that protects and connects the environment beyond borders.</p>