



## Road to Rome objectives



Supporting the UNESCO candidacy of the Via Francigena by enhancement of its cultural heritage



Relaunch of sustainable tourism along the Via Francigena



Awareness-raising among local communities, ramblers and international public on topics of environmental protection and responsible travel



Supporting the territories in their economic development



Protection and promotion of the Via Francigena cultural and natural heritage



Maintenance and safety check along the route



Support to local associations and private sector operating along the Via Francigena (tour operators, hoteliers, restaurateurs, and service providers)



Valorisation of local gastronomy, heritage and events