



South Italy Greenways: the European *roadshow* promoting the Cilento, Lucanian Apennines, Pollino and Aspromonte National Parks kicks off on 13 August 2026.

On 13 August 2026, the “South Italy Greenways” adventure will set off from North Cape: an epic *roadshow* by bicycle that will traverse eight European countries to promote the four major National Parks of Southern Italy: Cilento, Vallo di Diano and Alburni; Lucanian Apennines, Val d’Agri and Lagonegrese; Pollino; and Aspromonte. The initiative stems from the “Parchi del Sud – *Link building*” agreement, signed in 2025, a unique inter-institutional collaboration aimed at promoting integrated tourism initiatives across the four parks – sustainable, innovative and respectful of local landscapes and identities – by enhancing green infrastructure, footpaths, cycle routes and the many themed itineraries found in these extraordinary nature reserves, which together cover over 500,000 hectares of landscape with an invaluable heritage of biodiversity, spanning Campania, Basilicata and Calabria.

“South Italy Greenways” is the first project promoted and supported by the four National Parks under this strategic agreement, a promotional initiative made possible thanks to the commitment of the organisations involved and their respective institutional representatives: President Giuseppe Coccorullo and Director Gregorio Romano for the Cilento National Park; Special Commissioner Antonio Tisci and Director Giuseppe Luzzi for the Lucanian Apennines National Park; Commissioner Luigi Lirangi and Director Arturo Valicenti for the Pollino National Park; Special Commissioner Renato Carullo and Director Giuseppe Luzzi for the Aspromonte National Park.

Overall organisation is entrusted to Slow Italy S.r.l., a Lucanian company headed by Michele Cappiello, a leader in the promotion of slow and eco-friendly tourism and in the enhancement of inland areas in Southern Italy. The *roadshow*, coordinated by project manager Palmarosa Fuccella, will feature two exceptional cyclists, Simona Pergola and Simona Ridolfi (who also contributed to the conception and planning of the tour), accompanied by reporter Francesco Vigliotti.

The journey will last approximately three months and will follow the EuroVelo 7 route, which runs from North Cape to Malta (over 7,000 km), passing through Norway, Finland, Sweden, Denmark, Germany, the Czech Republic, Austria, Italy and Malta, as well as 22 nature parks and numerous cities, including: Tornio (Finland); Haparanda, Malmö (Sweden); Copenhagen (Denmark); Rostock, Berlin, Dresden (Germany); Prague (Czech Republic); Linz, Salzburg and Lienz (Austria); Bolzano, Trento, Mantua, Bologna, Florence, Rome, Naples, Salerno, Reggio Calabria.

Along the route, meetings will be organised with local communities, cycle tourists, associations and industry professionals, with the aim of showcasing and promoting interconnected cycle routes such as the Via Silente, the Ciclovía Meridiana and the Ciclovía dei Parchi della Calabria – which together form an extraordinary greenway stretching over 1,500 km – as well as the landscapes of the four major national parks in southern Italy at the heart of the initiative.

The project aims to boost the international profile of the Cilento, Appennino Lucano, Pollino and Aspromonte National Parks, directly engaging the public through storytelling, photo reports,



Cilento - Appennino Lucano - Pollino - Aspromonte
National Parks



videos and regular activity on the project's social media channels, coordinated by *content creator* Maria Livia Di Leo. The journey will be documented on a daily basis and will culminate in the production of a video documentary and the organisation of events to present the project's outputs, both within the four parks and at major industry events taking place between late 2026 and 2027. The initiative's media partner is Bikeitalia, an established cross-media platform promoting cycling culture, sustainable mobility and cycle tourism.

'South Italy Greenways' is therefore an innovative and engaging integrated communication campaign, designed to inspire travellers to discover the natural wonders and cycle routes of the Cilento, Lucanian Apennines, Pollino and Aspromonte Parks – the green heart of southern Italy, a unique destination ready to welcome ecotourists from all over Europe and the world, all year round.

To find out more:

www.southitalygreenways.it/en

www.instagram.com/south_italy_greenways

Organisation and services

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Media partner

BIKEITALIA