



**Sustainable
tourism**

**Interreg
Euro-MED**



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DIGITAL AWARENESS EVENT

Strengthening governance

in sustainable tourism

Inspiring collective actions

10th December, 2025

Online event

Organized by Dialogue4Tourism Project



A project labelled by the UfM



Union for the Mediterranean
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Sustainable Tourism Mission

About the Sustainable Tourism Mission

The **Sustainable Tourism Mission of the Interreg Euro-MED Programme** focuses on fostering a circular tourism, considering the sustainability of ecosystem services using innovation technologies, and promoting the preservation of natural resources and cultural heritage. Two governance projects (Community4Tourism & Dialogue4Tourism), together with the Thematic Projects under this Mission, work jointly to develop solutions and promote cooperation in the Euro-MED and beyond, to increase the coordination level and institutional capacity to make tourism greener, smarter and more resilient.

About the Digital Awareness Event

Following the 3rd Joint Annual Forum of the Mission, the event organized by Dialogue4Tourism Project with the coordination of the **Institute of Agriculture and Tourism (Poreč, Croatia)** and **El legado andalusí Andalusian Public Foundation (Regional Ministry of Culture and Sport of Andalusia. Granada, Spain)**- will recap the work achieved and tools already in use for **inspiring collective actions in the near future** through the **transfer and capitalization of the Sustainable Tourism Mission's activities**. The event aims also to foster cross-project dialogue on tools and actions in a **collective reflection** on future activities.

Through a series of engaging presentations and discussions, participants will:

- **Recap** of 2025 lessons and approaches to pave the way ahead.
- **Encourage the exchange and transfer** of knowledge, tools, and practices developed within the Mission and how results can be transferred to strengthen governance at different levels.
- **Contribute** ideas, feedback, and perspectives to shape future cross-cutting actions.

Target audience

- **Partners and actors** engaged of the Interreg Euro-MED **Governance** projects of Sustainable Tourism



Fundación Pública Andaluza
El legado andalusí

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- **Partners and actors** engaged in the **Thematic Projects** of the **Sustainable Tourism Mission**.
- **Associated partners** of the Sustainable Tourism Mission.
- Representatives from **regional and local authorities** involved in sustainable tourism initiatives.
- Stakeholders from **tourism observatories, research institutions, and networks promoting sustainable and resilient tourism** in the Mediterranean.

AGENDA

Date: 10th December

Time: 12:00 – 14:00 (CET)

Format: Online session

Microsoft Teams

Join the meeting

Meeting access: 378 917 113 581 8

Access code: 3Vm6mK39

12.00 – 12.05 - Opening remarks by Julia Saiz-Pardo *El legado andalusí* Andalusian Public Foundation – Regional Ministry of Culture and Sport of Andalusia, Spain
lead Partner of the Interreg Euro-MED Dialogue4Tourism Project

12.05 – 12.10 - Welcome address from the Interreg Euro-MED Programme by **Axel Rodríguez-Garrote**, Project Officer, Sustainable Tourism Mission – Joint Secretariat, Interreg Euro-MED Programme **(TBC)**

12.10 – 12.20 - Action Plan for Policy-Driven Reuse and Transferring. Setting the scene by **Kristina Brščić**, Institute of Agriculture and Tourism (IPTPO) – Interreg Euro-MED Dialogue4Tourism Project

12.20 – 12.40 - The Interreg Euro-MED Network of Sustainable Tourism Observatories (NSTO). Best practices for STOs & policy recommendations by **Marco Caporioni**, Lazio Region – Interreg Euro-MED Dialogue4Tourism Project & **Valentina Castello**, Università Europea di Roma – Associated Partner of Dialogue4Tourism Project



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12.40-12.55- White Paper on Sustainable Tourism in the Interreg Euro-MED area (addressing challenges and showcasing results from the Thematic Projects) by Ioannis Mardikis, European Public Law Organization (EPLO) – Interreg Euro-MED Dialogue4Tourism Project

12.55-13.05 - White Paper on Small Islands as hubs for climate resilience & Sustainable Tourism in the Mediterranean (addressing challenges and showcasing results from the Thematic Projects) by Gianni Chiannetta, Greening the Islands – Interreg Euro-MED Dialogue4Tourism Project

13.05-13.20 - The Sustainable Tourism Policy Labs by Luis Miranda, ASCAME – Interreg Euro-MED Dialogue4Tourism Project

13.20-13.40 - Join the MED Platform by Dora Papatheochari, University of Thessaly – Interreg Euro-MED Community4Tourism Project. Presentation and live demonstration of the Interreg Euro-MED Platform

**13.40-14.00 - Discussion and closing remarks by Kristina Brščić, Institute of Agriculture and Tourism (IPTPO) – Interreg Euro-MED Dialogue4Tourism Project
Open discussion, Q&A, and invitation to the next Digital Awareness Day 2026**



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