Sustainable tourism | Interreg Euro-MED | Co-funded by the European Union

Dialogue4Tourism Project

Webinar – Interreg Euro-MED Dialogue4Tourism project
Taking Project results live: Frameworks for mainstreaming sustainable tourism in the Euro-MED area

- ***Interaction with the learners of the MOOC of the Interreg Euro-MED Academy How to better share and disseminate the achievements of sustainable tourism projects in the Mediterranean***

- ***Presentation of the key tool The Sustainable Tourism Policy Labs effect: A model for mainstreaming projects results***

Thursday 12 November, 2026
11:30 – 13:00 hrs. CET

https://teams.microsoft.com/meet/338320641268242?p=c5rewjctdhwaQoCh2A

The **MOOC (Massive open online course)** ***How to better share and disseminate the achievements of the sustainable tourism projects in the Mediterranean*** **of Dialogue4Tourism Project in the Interreg Euro-MED Academy** serves as a key capacity-building tool designed to transfer the results and outputs of the Thematic Projects of the Sustainable Tourism Mission to empower local authorities, tourism stakeholders, and practitioners with actionable strategies for sustainable and resilient tourism transfer across the Mediterranean. **This session serves as an interactive sharing and knowledge-exchange event for the learners of the Dialogue4Tourism MOOC. In paralel, the session will host the presentation of the document produced by this project as well "*The Sustainable Tourism Policy Labs effect: A model for mainstreaming projects results*".** The webinar bridges theoretical frameworks with hands-on practice by bringing together the MOOC learner community and concrete examples from the Interreg Euro-MED Cool Noons project.

Cool Noons project. Demonstrate practical transferability & cross-city adaptation

Cool Noons has actively tested climate adaptation methodologies —specifically "Cool Paths" alongside nature- and water-based urban planning solutions—across five distinct pilot cities: Budva, Dubrovnik, Imola, Lisbon, and Marseille. Connecting this project to the MOOC provides learners with a concrete, real-world case study illustrating how a single methodological framework can be co-designed with local communities and subsequently adapted to diverse urban, socio-economic, and climatic contexts.

- **The Sustainable Tourism Policy Labs effect: A model for mainstreaming project results**

  Through the presentation of the "Sustainable tourism policy labs effect: A model for mainstreaming project results", the webinar introduces a practical model for transferring, mainstreaming, and capitalising on the results of sustainable tourism projects. The presentation will explore how project outcomes and lessons learned from local and pilot actions can be effectively transferred to new contexts, integrated into broader policy and planning frameworks, and sustained through cooperation among public and private stakeholders across the Mediterranean.

- **Strengthen knowledge exchange within the Interreg Euro-MED Sustainable Tourism Mission:**

  By bringing together the MOOC learner community, this joint initiative creates a valuable space for knowledge exchange and dialogue around sustainable tourism and climate adaptation. It fosters the sharing of experiences and lessons learned from local and regional initiatives, such as those developed in the City of Marseille with the Interreg Euro-MED Cool Noons project, while supporting the transfer of knowledge and results to other territories across the Mediterranean basin.

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11:30 – 11:40	**Opening & overview: Dialogue4Tourism Project activities for capitalising and transferring the results of the Thematic Projects of the Sustainable Tourism Mission.** • El legado andalusí Andalusian Public Foundation – Regional Ministry of Culture, Cultural Heritage of Andalusia, Spain. Julia Saiz-Pardo. LP of the Interreg Euro-MED Dialogue4Tourism Project
11:40 – 11:55	**Presentation of the MOOC (Massive open online course) of Dialogue4Tourism in the Interreg Euro-MED Academy on transfer and mainstreaming for sustainable tourism and its modules and interaction with the learners** • Marie-Caroline Vallon. Region Sud. Partner of the Interreg Euro-MED Dialogue4Tourism Project
11:55 – 12:10	**Presentation of the deliverable "The Sustainable Tourism Policy Labs effect: A model for mainstreaming projects results".** • Luis Miranda. ASCAME Association of the Mediterranean Chambers of Commerce and Industry. Partner of the Interreg Euro-MED Dialogue4Tourism Project.
12:10 - 12:35	**Presentation of the Cool Noons project's m*ethodology "Cool Paths", solutions based on nature, water and urban planning tested across the pilot cities: Budva, Dubrovnik, Imola, Lisbon and Marseille.***

	• Margot Jacq. City of Marseille. Partner of the Interreg Euro-MED Cool Noons Project.
12:35-13:00	**Conclusions.** **Final Q&R addressed to the learners of the MOOC.** • Marie-Caroline Vallon. Region Sud. Partner of the Interreg Euro-MED Dialogue4Tourism Project