



**Sustainable  
tourism**

**Interreg  
Euro-MED**



Co-funded by  
the European Union



Union for the Mediterranean  
Union pour la Méditerranée  
الاتحاد من أجل المتوسط

*A project labelled by the UfM*



# Sustainable Tourism Community

## MED CLUSTERS

# The Community of 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 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.

## Thematic Community Project

Community4Tourism contributes to the Sustainable Tourism Mission of the Interreg Euro-MED programme by increasing the coordination and institutional capacity to make the tourism greener, smarter and more resilient. The project fosters the reuse of results and best practices of the community of projects, supports the transferring of successful initiatives and results and increases the coordination among the stakeholders who - in the Mediterranean Region and beyond - are committed to the tourism governance and territorial cooperation. Community4Tourism aims at consolidating a competitive innovation ecosystem, to support a circular economy, to promote climate change adaptation, to safeguard nature and biodiversity and collaborate to the transition towards a climate-neutral and resilient society.



## Institutional Dialogue Project

Dialogue4Tourism addresses transnational coordination of governance throughout the Mediterranean area by reinforcing the visibility of the Euro-MED Sustainable Tourism Thematic Community's results. The project's aim is to engage policy key actors through advocacy and transferring actions for this purpose. This project increases not only the coordination and institutional capacity of public authorities, programmes, strategies, decision-making networks and funding mechanisms in the Euro-MED cooperation area, but also in the Southern and Eastern Mediterranean regions. This ensures tourism to become greener, smarter and more sustainable.



# The Thematic Community Project Partnership





## The MED Clusters

The Community4Tourism project has launched the Mediterranean Clusters to promote the dissemination of the results of the Community of projects and the participation of actors, beyond the Sustainable Tourism Community.

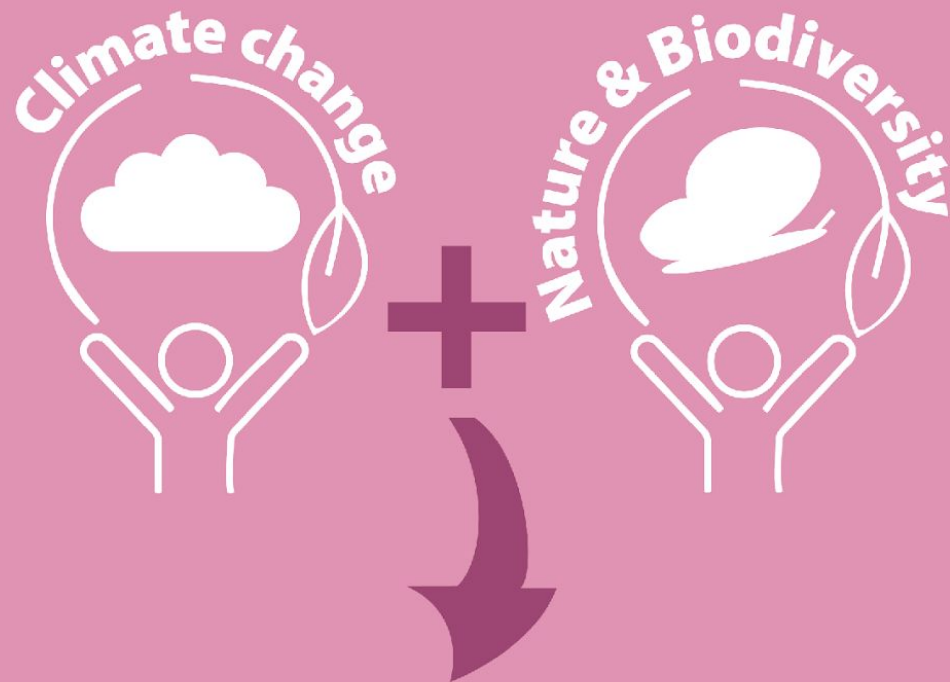
These strategic networks shall facilitate the dissemination of knowledge and the transfer and mainstreaming of these results to enhance their impact, through the involvement of relevant external actors working on tourism-related topics.





## MED Clusters merging

In this initial phase of the Community, two Clusters have been merged due to a limited number of projects dealing with these two topics. Once new projects will join the Community, through the Interreg Euro-MED coming calls, these two Clusters will continue their work separately.

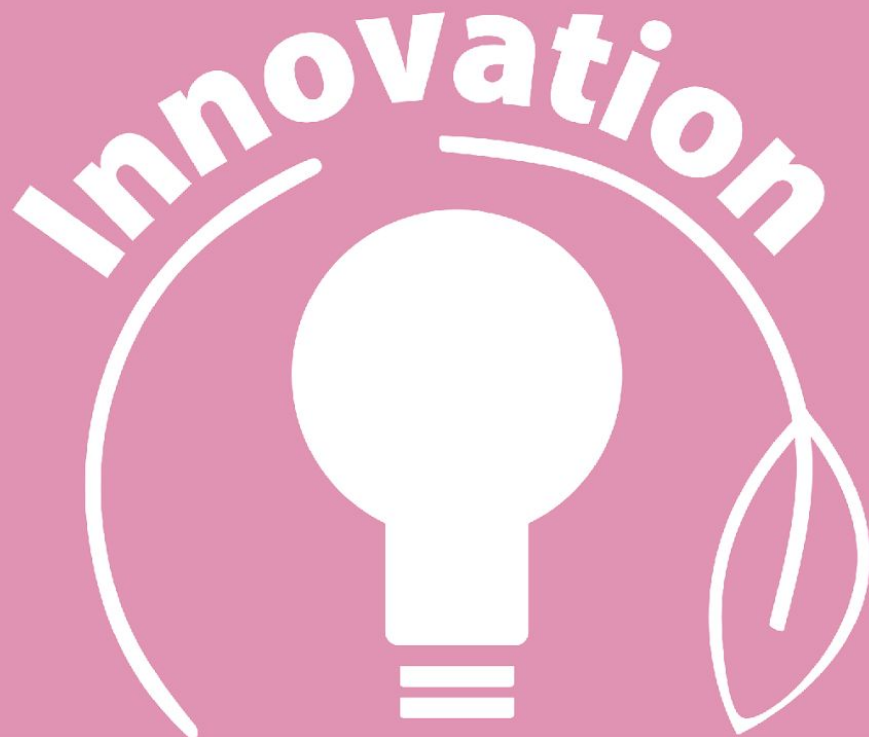




## MED Clusters activities

1. Regular internal meetings along the year, to work on contents, challenges, sharing news and outputs.
2. Annual face-to-face event, to showcase and discuss the activity of the clusters.
3. Production of Thematic Orientation Papers, roadmaps for the activities of the clusters, with the support of external experts.
4. Production of Policy Papers, a set of suggested actions for policymakers to consider.
5. Production of Best Practices Reports for the capitalisation and mainstreaming of the results.





## MED Cluster thematic description

This Cluster will cover different topics related to the **innovation** and **use of advanced technologies** in the tourism sector, reinforcing tourism as a growth sector supporting environmental and climate change initiatives, improving innovation capacities, competitiveness internationalization and promoting new business models, among others.





## MED Cluster members

Thematic Project LIBECCIO  
Thematic Project MedDiet Go  
Thematic Project SMITour  
Thematic Project TOURISMO  
Dialogue4Tourism Partner ASCAME (ES)  
CETT - University of Barcelona (ES)  
Institute for Tourism (HR)  
University of Ljubljana (SI)

Foundation for Research and Innovation (IT)  
University of Palermo (IT)  
Corsican Tourism Agency (FR)  
Balearic Islands Agency for Tourism Strategy - AETIB (ES)  
Observatory on Tourism in the European Islands - OTIE (IT)  
Interreg Euro-MED Innovative Sustainable Economy  
Mission

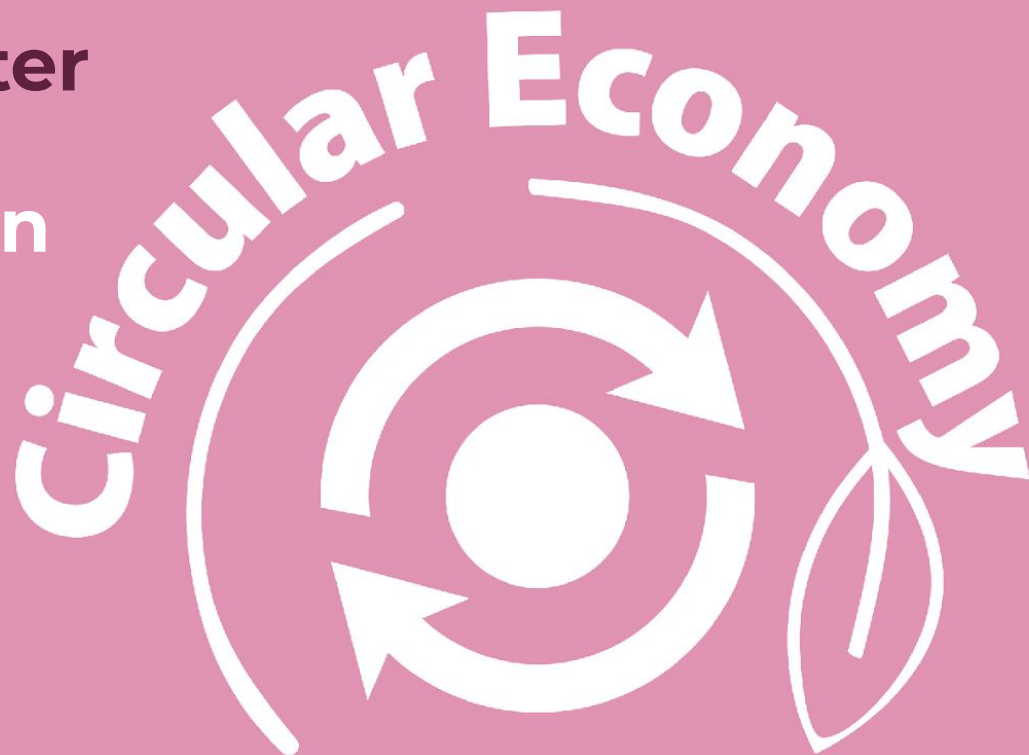


Coordinated by Adriatic Ionian  
Euroregion (AIE) and the Conference of  
Peripheral Maritime Regions (CPMR)



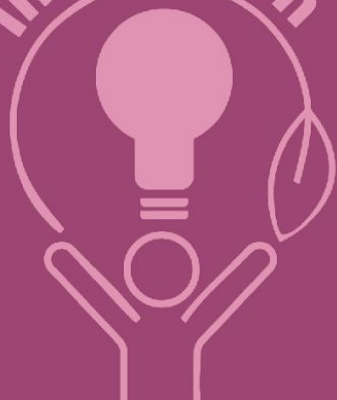


## MED Cluster thematic description



This Cluster will cover topics related to the **transition to a circular and resource-efficient economy**, promoting the **reduction of the environmental impact of the tourism sector** through the efficient use of natural resources and waste reduction actions, boosting green and circular business models to overcome the scarcity and the overexploitation the natural resources.

Innovation



Climate change  
Nature & Biodiversity





## MED Cluster members

Thematic Project MAST

Thematic Project MED-Routes

Dialogue4Tourism Partner EPLO (GR)

University of the Aegean (GR)

University of Jordan (JO)

University of National and World Economy  
(UNWE) (BG)

Aleksandër Moisiu University Durrës (AL)

Larnaca and Famagusta Districts

Development Agency (ANETEL) (CY)

Dubrovnik-Neretva Region (HR)

Association of Cities and Regions for Sustainable Resource  
Management (ACR+) (BE)

Euroregion Pyrenees Mediterranean EGTC (FR)

International Committee for the Development of Peoples  
(CISP) (IT)

Waste Agency of Catalonia - MedWaves (ES)

Interreg Euro-MED Innovative Sustainable Economy  
Mission

Interreg Euro-MED Green Living Areas Mission



Coordinated by Barcelona Provincial  
Council (DIBA) and UNIMED -  
Mediterranean Universities Union



# MED Cluster thematic description

This Cluster will cover topics related to the **promotion of climate change adaptation and disaster risk prevention**, as well as the **protection and conservation of nature, biodiversity, and green infrastructures**.

It will give answers to the key challenges related to climate change, environmental protection, preservation of protected areas, ecosystem restoration, and looking for better strategies for citizen involvement in the green transition.





## MED Cluster members

Thematic Project COOL NOONS

Thematic Project HERIT ADAPT

Thematic Project NaTour4CChange

Thematic Project MED-GIAHS

Dialogue4Tourism Partner Regione Lazio (IT)

Dialogue4Tourism Partner Région Sud (FR)

University of Alicante (ES)

University of Toulon (FR)

University of Évora (PT)

Andalucía Region (ES)

Region of Thessaly (GR)

RDA Green Karst (SI)

Mediterranean Experience of EcoTourism Network  
(MEET Network) (ES)

Medcities (ES)

European Tourism Association (ETOA) (BE)

Priority Action Program / Regional Activity Center  
(PAP/RAC) (HR)

Albanian National Tourism Agency (AL)

Interreg Euro-MED Natural Heritage Mission

Interreg Euro-MED Green Living Areas Mission



Coordinated by NECSTouR and Plan Bleu (Climate Change) together with the University of Thessaly and the University of Tirana (Nature & Biodiversity)



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## Follow the Sustainable Tourism Mission

 [community4tourism@interreg-euro-med.eu](mailto:community4tourism@interreg-euro-med.eu)

 [sustainable-tourism.interreg-euro-med.eu](https://sustainable-tourism.interreg-euro-med.eu)

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Innovation



Circular Economy



Climate change  
-Nature & Biodiversity



NECSTour  
European Regions for  
Competitive and Sustainable Tourism



UN  
environment  
programme



Mediterranean  
Action Plan  
Barcelona  
Convention

