



Sustainable  
tourism

Interreg  
Euro-MED



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Union for the Mediterranean  
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الاتحاد من أجل المتوسط

# Sustainable Tourism Community

## Kick-off Meeting Agenda

April 10-11, 2024  
Rome, Italy

Hosted by



Organised by Community4Tourism





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The **Thematic Community Project of the Interreg Euro-MED Programme - Community4Tourism (C4T)** was launched in January 2023 for a seven-year period. It is a governance project that is part of the Sustainable Tourism Mission of the Euro-MED programme, together with the Institutional Dialogue Project - Dialogue4Tourism-.

Community4Tourism focuses on fostering the reuse of results and best practices of the community of projects, supporting the transferring of successful initiatives and results and increasing the coordination among the stakeholders who – in the Mediterranean Region and beyond – are committed to the tourism governance and territorial cooperation.

In November 2023 the Community welcomed the first round of thematic projects that will operate as part of the Sustainable Tourism Mission. A group of 10 cooperation projects, formed by more than 80 organisations located in 14 European-Mediterranean countries, is joining the two partnerships of the governance projects of the Sustainable Tourism Mission. More calls will be open in the coming years and more projects are expected to join the Community until 2029.

The Community of Projects of Sustainable Tourism Mission will meet for the first time in its **Kick-off Meeting in Rome, on the 10th and 11th of April 2024.**

This will be the occasion to welcome the new projects to the Community, start building connections and finding synergies; to share the plans and strategies of the Community4Tourism to support the project's activities, the transferring and capitalisation of their results; and to organise the 1st Annual Meeting of the Mediterranean Clusters, one of Community4Tourism central proposals to fulfil its main objectives.

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The project is coordinated by **DIBA - Barcelona Provincial Council** (Spain), in partnership with **UTH - University of Thessaly** (Greece), **AIE - Adriatic Ionian Euroregion** (Croatia), **CPMR - Conference of Peripheral Maritime Regions** (France), **NECSTouR - Network of European Regions for Competitive Sustainable Tourism** (Belgium), **UNIMED - Mediterranean Universities Union** (Italy), **Plan Bleu for Mediterranean environment and development** (France), **UT - University of Tirana** (Albania)



## 10th April 2024

UNINT University

- 08:30 - 09:00**     **Registration of Participants**
- 09:00 - 09:30**     **Institutional Opening**  
Mariagrazia Russo, Rector of the UNINT University  
Marcello Scalisi, UNIMED Director | C4T partner  
Xavier Font i Urgell, Head of the Tourism Technical Office, Barcelona  
Provincial Council | C4T Lead Partner
- 09:30 - 10:00**     **The Sustainable Tourism Mission of the Interreg Euro-MED Programme**  
Pascale Faveau-Lagaye, Interreg Euro-MED Programme, Joint Secretariat  
Julia Sáiz-Pardo, El Legado Andalús | D4T Partner
- 10:00 - 10:30**     **Welcome to the Community4Tourism**  
Josep Rodriguez, Barcelona Provincial Council | C4T Lead Partner
- 10:30 - 11:00**     **Coffee Break**
- 11:00 - 12:30**     **Community4Tourism main activities**  
Theodora Papatheochari, University of Thessaly | WP Reuse leader  
Andrea Di Girolamo, Adriatic Ionian Euroregion | WP Transfer leader  
Flora Leroy, CPMR | WP Coordination leader  
Nathalie Clauter, UNIMED | Interreg Euro-MED Academy
- 12:30 - 13:00**     **Presentation of the Thematic Projects - I**  
LIBECCIO | Maura Mingozzi, Emilia Romagna Region (Italy)  
TOURISMO | Yiannis Geragotellis, KINNO Intermediaries LTD (Greece)  
SMITour | Paolo Guarnieri, Prato Municipality (Italy)
- 13:00 - 14:30**     **Lunch Break**
- 14:30 - 15:45**     **Presentation of the Thematic Projects - II**  
MedDietGo | Carmen Fernández, Official Chamber of Commerce,  
Industry, Services and Navigation of Seville (Spain)  
MAST | Guido Capanna Piscé, University of Urbino (Italy)  
MED-Routes | Benedetta Diamanti, Romagna Faentina Union (Italy)  
COOL NOONS | Carla Rasera, AVITEM (France)  
NaTour4CChange | Izidora Marković Vukadin, Institute for Tourism  
(Croatia)  
HERIT ADAPT | Ioannis Mardikis, EPLO (Greece)  
MED-GIAHS | Esperanza Perea, Andalusia Regional Ministry of  
Agriculture, Fisheries, Water and Rural Development (Spain)
- 15:45 - 16:30**     **Identification of synergies in the ST Community | Open debate**



## 11th April 2024

UNINT University

- 08:30 - 09:00**    **Registration of Participants**
- 09:00 - 09:15**    **C4T Welcome to the 1st MED Clusters Annual Meeting**
- 09:15 - 10:00**    **Orientation papers of the MED Clusters**  
**Dario Bertocchi**, Assistant Professor, University of Udine | Expert for Innovation MED Cluster  
**Pau Pitarch**, Consultant, Pax Advising | Expert for Circular economy MED Cluster  
**Jeremy Smith**, Climate Specialist, Travel Foundation | Expert for Climate change, nature and biodiversity MED Cluster
- 10:00 - 13:00**    **1st MED Clusters Annual Meetings - 3 breakout rooms**  
**MED Cluster Innovation** | Room A  
**MED Cluster Circular economy** | Room B  
**MED Cluster Climate change, nature and biodiversity** | Room C
- 13:00 - 13:30**    **Conclusions**
- 13:30 - 15:00**    **Lunch break**
- 15:00 - 18:00**    **C4T Steering Committee Meeting**  
*Internal meeting - only for the C4T Partners*

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### Expected participants

The Sustainable Tourism Community Kick-off Meeting will be a targeted and restricted event (by direct invitation) that will count with the participation of:

- Community4Tourism project partnership
- Dialogue4Tourism project representatives
- Thematic Projects representatives
- Community4Tourism project Associated Organisations representatives
- Other Euro-MED Missions governance projects representatives
- Interreg Euro-MED Joint Secretariat
- External experts