



**Sustainable
tourism**

**Interreg
Euro-MED**



Co-funded by
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Circular economy for tourism: Advancing in collaboration across the enlarged Mediterranean Region

Sustainable Tourism Mission 3rd Joint Annual Forum

18th November 2025, 09:30-13:00 (EET)

Cherno More hotel
Varna, Bulgaria

Organized by
DIALOGUE4TOURISM
&
COMMUNITY4TOURISM

Interreg Euro-MED projects
Enhancing Sustainable Tourism Mission



Junta de Andalucía
Consejería de Cultura y Deporte



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**GREENING
THE ISLANDS**



NECSTour
European Region for
Competitive and Sustainable Tourism



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A project labelled by the UfM



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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 JOINT ANNUAL FORUM OF THE SUSTAINABLE TOURISM MISSION

The previous Joint Annual Fora of the Mission have taken place in the frame of the event *Connecting the dots. The path to a smarter and greener Mediterranean* organized by the Interreg Euro-MED Program (Ljubljana Slovenia, November 2023) and as a back-to-back event of the Sun&Blue Congress Tourism Innovation Congress (Almería Spain, November 2024).

Focus of the upcoming edition:

- **Building capacity** on sustainable tourism strategies and circular practices (training of the Sustainable Tourism Policy Labs).
- **Debate policy approaches** to integrate circular economy principles into tourism governance in the Interreg Euro-MED area and the enlarged Mediterranean Region
- **Strengthening cooperation** between policymakers, sustainable tourism stakeholders in the area, and the Interreg Euro-MED governance and thematic projects to share on circular tourism solutions

Expected outcomes:

- A common understanding of **effective circular tourism policies, practices and tools**.
- A consolidated **Euro-MED Sustainable Tourism Mission with broader engagement of Mediterranean Region stakeholders** committed to circular transition.
- Concrete inputs for **policy recommendations and White Papers**.

Target participants:

- Dialogue4Tourism Project partnership
- Community4Tourism Project partnership
- Sustainable Tourism Mission Thematic Project representatives
- Sustainable Tourism Mission Associated Organisations representatives
- Policy makers & institutional representatives from the enlarged Euro-MED cooperation area (Southern & Eastern Mediterranean regions)
- Public and private tourism sector representatives (SMEs, Destination Management Organisations, and Business Associations on-site)



AGENDA

09:30-10:00	Registration & welcome coffee
10:00-10:15	Institutional opening
10:15-11:45	Welcome speeches by: Xxx Interreg Euro-MED Program JS representative (Name tbc) Xxx Varna Municipality representative, Project partner of Dialogue4Tourism Project (Name tbc) Xxx representative of Community4Tourism Project (Name tbc) Sustainable Tourism Policy Labs – Capacity building session Session on tools and strategies for implementing sustainable tourism and policy with practice cases from the Interreg Euro-MED Thematic Projects and others Organised by ASCAME, Dialogue4Tourism Project
11:45-12:15	Coffee break
12:15-13:00	Policy Debate – Circular economy for tourism: Strategies and Policies across the enlarged Mediterranean Region <i>Moderated by Ioannis Mardikis, EPLO (Greece). Dialogue4Tourism Project</i> Xxx – Representative from Municipality of Varna / Ministry of Tourism of Bulgaria (tbc) Cheryl Novak – Research Associate, Sustainability & Circular Economy expert at ELIAMEP. (Hellenic Foundation for European and Foreign Policy). Expert in charge of the White Paper in preparation “The Power of Partnerships: Catalyzing Circular Tourism in the Mediterranean” by D4T Project in collaboration with the MED Cluster of Circular Economy of C4T Project. Xxxx – Xxx Xxxx – Xxx
13:00	Buffet lunch

Working language: English



One mission, two governance projects

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.

Project consortium



INSTITUTIONAL DIALOGUE PROJECT

Dialogue4Tourism enhances transnational governance coordination across the Mediterranean by amplifying the visibility of the Euro-MED Sustainable Tourism Thematic Community's outcomes. The project seeks to engage key policy actors through targeted advocacy and transfer initiatives. It aims to boost the coordination and institutional capacity of public authorities, programs, strategies, decision-making networks, and funding mechanisms not only within the Euro-MED cooperation area but also in the Southern and Eastern Mediterranean regions. This comprehensive approach promotes a greener, smarter, and more sustainable tourism industry.

Project consortium

