



**Sustainable
tourism**

**Interreg
Euro-MED**



Co-funded by
the European Union

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



Fundación Pública Andaluza
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i turizam



Institute of Agriculture
and Tourism



DEPARTMENT
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ascame
Association des Chambres de Commerce et d'Industrie de la Méditerranée
Association of Chambers of Commerce and Industry of the Mediterranean



**GREENING
THE ISLANDS**



A project labelled by the UfM



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



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 Welcome speeches by: Ms. Sophie Scarvellis , Interreg Euro-MED Program, Joint Secretariat Ms. Snezhana Apostolova , Deputy Mayor Municipality of Varna. On behalf the Dialogue4Tourism Project. Ms. Nathalie Clauter , UNIMED - Mediterranean Universities Union. On behalf the Community4Tourism Project.
10:15-11:45	Sustainable Tourism Policy Labs – Capacity building session Session on Tools and Strategies for Advancing Sustainable Tourism: Policy Transfer and Practical Cases from Interreg Euro-MED Thematic Projects and Beyond. Organised by ASCAME (Association of the Mediterranean Chambers of Commerce & Industry, Spain), partner of the Sustainable Tourism Mission.
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</i> Ioannis Mardikis, EPLO (European Law Organisation, Greece), partner of the Sustainable Tourism Mission. Dr. Ornela Çuçi - Former Deputy Minister of Tourism and Environment of Albania, environmental scientist. Ms. Todorka Atanasova – Varna Economic Development Agency – Interreg Euro-MED TOURISMO Project. Mr. Ioannis Pappas – CEO & co-founder Green Evolution. Director for Europe Global Sustainable Tourism Council (GSTC). Ms. Mariana Ivanova – Union of Bulgarian Black Sea Local Authorities (UBBSLA), Interreg Euro-MED TO CARE MED project
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

