



**Sustainable
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**Interreg
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**Sustainable Tourism Mission
4th Joint Annual Forum
26 November 2026, 11:45-13:15 (CET)
Sustainable Tourism Mission corner
Palais des Congrès - Parc Chanot
Marseille**

**Organized by
COMMUNITY4TOURISM
&
DIALOGUE4TOURISM
Interreg Euro-MED projects
Enhancing Sustainable Tourism Mission**





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Community4Tourism and Dialogue4Tourism

4th Joint Annual Forum

Concept Note

When:

During the Interreg Euro-MED Mid Term Event in Marseille, on November 25-26

Slot: November 26th from 11h45 until 13h15

Foreseen duration of the Forum:

1:30 hours

Focus:

Contribution of the Interreg Euro-MED Sustainable Tourism Mission to EU Sustainable Tourism policy priorities and emerging Euro-Mediterranean cooperation frameworks.

The proposed title: ***Sustainable Tourism Mission results & EU priorities: Connecting action with policy***

Rationale and objectives:

Having been identified as a common activity of the 2 governance projects (Community4Tourism and Dialogue4Tourism Projects) of the Interreg Euro-MED Tourism Mission, included in their joint action plan, Joint Annual Fora will take place once a year during the whole lifetime of the projects. They will **highlight certain aspects of sustainable tourism and bring together the key actors of the sector, both institutional and technical**. The two governance projects of the Tourism Mission will use this event to **speak with one voice, present reflections, interact on the results of the mission and connect them with other initiatives of other programmes, but also of EU institutions**.

In order to ensure the participation of a larger number of actors, but also to limit the carbon footprint, and due to a limited budget, these Fora will be organized as back-to-back events to any interesting events related to the topic and the area of the Mission.

Over the past years, the Sustainable Tourism Mission has generated a wide range of solutions supporting the transition towards more sustainable, resilient and innovative tourism models across the Mediterranean. Through pilot actions, governance mechanisms, methodologies, digital tools and capacity-building approaches, developed by Thematic and Governance Projects.



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At the same time, the policy context is evolving, with:

- the preparation of a **new EU Sustainable Tourism Strategy**, and
- emerging **Euro-Mediterranean cooperation dynamics**, including frameworks such as the Pact for the Mediterranean (MED PACT), which provide a broader context for dialogue and coherence.

Within this evolving landscape, the 4th Joint Annual Forum aims to strengthen the contribution of Interreg Euro-MED results to EU sustainable tourism policy developments, with a focus on the scaling up, transferability and territorial uptake of tested solutions across the Mediterranean, while also identifying remaining gaps and future priorities to inform both policy development and future cooperation frameworks.

Overall objective:

To assess the contribution of Interreg Euro-MED Sustainable Tourism Mission solutions to EU sustainable tourism strategy priorities, identify high-potential scalable practices, and generate forward-looking insights on gaps, needs and future cooperation priorities in the Mediterranean.

Target audience:

- Partners of the Sustainable Tourism Mission (Thematic and Governance projects)
- Mediterranean tourism stakeholders (public authorities, clusters, private sector, research organisations)
- Associated Partners
- National Contact Points
- Joint Secretariat (JS) and programme stakeholders
- Stakeholders from the southern shore and other cooperation programmes (including Interreg NEXT MED)
- Representatives of EU and Mediterranean initiatives (e.g. UfM, WestMED)
- Representatives of other Interreg Euro-MED Missions (e.g. Nature & Biodiversity Mission)

Proposed methodology:

Given the open exhibition setting and limited seating capacity, the Forum will be organised as a **highly interactive workshop**, rather than a classical presentation-based session.

The methodology will prioritise:

- visual mapping and co-creation,
- facilitated discussion,



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- participatory analysis of solutions and policy needs.

Participants will engage directly with Mission outputs, ensuring a strong **hands-on and solution-oriented approach**.

Proposed agenda/structure:

Introduction - Context, objectives and methodology (15 min)

- Brief framing of the Interreg Euro-MED Sustainable Tourism Mission and introduction of the event: **from solutions to policy relevance and scaling up**
- Presentation of the EU Sustainable Tourism Strategy and the MED PACT
- Introduction to the mapping of the Sustainable Tourism Mission solutions against the EU Sustainable Tourism Strategy axes (methodology used, overall result) developed in advance of the event with the support of the TPs
- Explanation of the workshop format (2 interactive sessions)

Output: A shared understanding of the Sustainable Tourism Mission, the current policy framework, how ST Mission solutions contribute to it, and the event's objectives and format.

Session 1 – Scaling up solutions across the Mediterranean (25 min)

Moderator: C4T partner tbd

Objective:

Pick up and discuss the transferability of a few concrete solutions (up to 4) from the mapping of the Sustainable Tourism Mission solutions against the EU Sustainable Tourism Strategy (e.g. transferability conditions, actors and mechanisms required for scaling up and uptake by external users beyond the projects).

Process:

- Divide the participants into up to 4 groups and ask each group to select one concrete solution to focus on.
- Group discussion on the transfer and scalability/capitalisation of the priority solutions including reflection on cooperation frameworks (EU ST strategy, Islands Strategy, Coastal Communities Strategy, Med Pact) and institutional stakeholders and networks (UfM, CPMR, AIE, NECSTOUR,



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PLAN BLEU, UNIMED) (see discussion prompts below). A digest of the different initiatives and stakeholders will be prepared and shared in advance in order to prepare the participants.

Participants will discuss solutions presenting the highest Mediterranean added value and transferability potential.

Key discussion prompts:

- In which other territories the identified solutions can be scaled?
- What enabling conditions are needed for successful uptake (governance, capacities, financing, partnerships)?
- Who do we need to involve to facilitate the transfer?
- Which cooperation mechanisms (enablers) can support scaling beyond the Interreg Euro-MED area?
- How can these solutions feed wider Mediterranean priorities, including the MED PACT (target)?
- OTHERS (To be defined together)

Expected outputs:

- Draft Transferability/scalability/capitalisation Plan

Session 2 – Looking ahead: Gap analysis & future priorities (25 min)

Moderator: Dialogue4Tourism Project. Coordinator of the Driving Tourism Transition Panels.

Objective:

Identify gaps and future needs to inform both EU policy reflections and future Interreg Euro-MED programming.

Process:

- Collective reflection guided by facilitator:
 - What is missing in current solutions? Which axis of the EU Sustainable Tourism Strategy is least covered by the project solutions?
 - What is missing for implementation of the EU Sustainable Tourism Strategy at territorial level? Which solutions should be developed?
 - What is missing in policy frameworks? The focus should be on the EU Sustainable Tourism Strategy, while also taking into account the other policy frameworks introduced in session 2 (i.e.; Islands Strategy, Coastal Communities Strategy, MED PACT).
- Capture inputs visually (post-its / board clustering)

Expected outputs



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- Structured list of gaps (solutions / governance / policy)
- Emerging needs for future cooperation
- Inputs relevant for future programming cycles

Closing synthesis (10 min)

Objective

Wrap-up and consolidate key messages:

- 3 key takeaways (by facilitators (ST Partners) identified at the beginning)
- Link back to:
 - EU Sustainable Tourism Strategy and other key initiatives relevance
 - Interreg Euro-MED scaling role
- Thank you + follow-up (report/position paper) + transition to broader Mid-Term Event