



**Sustainable
tourism**

**Interreg
Euro-MED**



Co-funded by
the European Union

***Interreg Euro-MED Network of Sustainable Tourism
Observatories – 4th event & Youth Hackathon
Youth voices, green destinations:***

The Network of Sustainable Tourism Observatories

&

The vision of youth about sustainable tourism in the Mediterranean

Date: 28 October 2026

Time: 09:00 – 14:00 (CET)

Format: Hybrid

Place: Università Europea di Roma. Via degli Aldobrandeschi, 190

(Roma) Working language: English **Link for joining online:**

It will be sent the previous day to the registered participants

Organized by

DIALOGUE4TOURISM

Interreg Euro-MED project
Enhancing Sustainable Tourism Mission



Junta de Andalucía
Consejería de Cultura y Deporte



Fundación Pública Andaluza
El legado andalusí

Cultural route
of the Council of Europe
Itinéraire culturel
du Conseil de l'Europe



**REGIONE
LAZIO**

Institut za poljoprivredu
i turizam



Institute of Agriculture
and Tourism



DEPARTMENT
OF PUBLIC WORKS



ascame
Association of Sustainable Tourism
Associations of the Mediterranean
Association of Sustainable Tourism
Associations of the Mediterranean



**GREENING
ISLANDS**



This hybrid event of the Interreg Euro-MED Network of Sustainable Tourism Observatories (NSTO) Workshop is organised by the Interreg Euro-MED Network of Sustainable Tourism Observatories through Lazio Region (partner of the Interreg Euro-MED Dialogue4Tourism Project), Università Europea di Roma (Associated Partner of the Dialogue4Tourism Project), and El legado andalusí Andalusian Public Foundation (Regional Ministry of Culture , Historic Heritage and Sport of Andalusia, Spain), Lead Partner of the Interreg Euro-MED Dialogue4Tourism Project.

Building upon the outcomes of the previous Network meetings, the **Handbook for Sustainable Tourism Observatories: Strategies & Governance Guidelines**, the workshop aims to develop the recommendations emerging from the Handbook while strengthening cooperation among Sustainable Tourism Observatories (STOs), public authorities, youth, and the Interreg Euro-MED Sustainable Tourism Mission projects.

The event will provide a collaborative platform to discuss how Sustainable Tourism Observatories can improve data collection and sharing, harmonise monitoring methodologies, reinforce evidence-based decision-making, and strengthen their integration into governance and policy processes. Special attention will be devoted to the role of young people in shaping the future of sustainable tourism through a Youth Hackathon.

The Interreg Euro-MED Sustainable Tourism Mission

The **Interreg Euro-MED Sustainable Tourism Mission** focuses on fostering circular tourism, enhancing the sustainability of ecosystem services through innovative approaches, and promoting the preservation of natural and cultural heritage across the Mediterranean region. The Mission supports cooperation among projects and institutions to develop transferable solutions that contribute to more resilient, inclusive and sustainable tourism destinations.

Within this framework, the **Mediterranean Network of Sustainable Tourism Observatories (NSTO)** serves as a collaborative platform for knowledge exchange, capacity building, and policy dialogue, facilitating cooperation among Sustainable Tourism Observatories, public authorities, research institutions and stakeholders involved in sustainable tourism governance. Strengthening the links between the Network and the Sustainable Tourism Mission Thematic Projects enhances the transferability of good practices and reinforces the role of observatories as strategic tools supporting evidencebased policy making.



Objectives

The workshop aims to:

- Explore mechanisms to strengthen the contribution of STOs to governance, institutional cooperation and policy development at local, regional and Mediterranean levels.
- Foster collaboration between the NSTO, the Sustainable Tourism Mission Thematic Projects and associated organisations.
- Incorporate youth perspectives into the future development of Sustainable Tourism Observatories and sustainable tourism governance through a dedicated Youth Hackathon.
- Define concrete collaborative actions contributing to the future implementation of the Mediterranean Network and its Memorandum of Understanding (MoU).

Expected outcomes

The workshop is expected to:

- Identify shared priorities for strengthening data-driven decisionmaking, governance frameworks and institutional cooperation within the Mediterranean Network.
- Produce consolidated recommendations based on the outcomes of the pre-assessment questionnaire, interactive Slido consultations and Working Group discussions.
- Integrate youth perspectives and proposals into the future development of the Network and sustainable tourism governance.
- Contribute to the preparation of the Annex to the Memorandum of Understanding (MoU) of the Interreg Euro-MED Mediterranean Network of Sustainable Tourism Observatories.
- Reinforce cooperation among the Sustainable Tourism Mission projects, Sustainable Tourism Observatories and associated organisations, supporting the long-term sustainability of the Network.

Target participants

- Dialogue4Tourism Project partnership
- Community4Tourism Project partnership
- Sustainable Tourism Mission Thematic Project representatives
- Sustainable Tourism Mission Associated Organisations
- Members of the Mediterranean Network of Sustainable Tourism Observatories (NSTO)
- Members of the NSTO Working Groups
- Representatives of regional, national and local public authorities
- Destination Management Organisations (DMOs)



- ASviS (Italian Alliance for Sustainable Development)
- Trade and sector associations
- Universities and research institutions
- Sustainable tourism experts and practitioners
- Students and youth representatives participating in the Youth Hackathon

AGENDA

09:00 | Welcome coffee & participants' registration

09:45 – 10:30 | Institutional greetings & opening remarks

- **Paolo Giuntarelli**, Director of the Regional Directorate for Presidency Affairs, Tourism, Cinema, Audiovisual and Sport, Lazio Region
- **Loredana E. Giani**, Full Professor of Administrative Law and Director of the Generative Welfare Research Centre, Università Europea di Roma
- **María de la Concepción de Santa Ana Fernández**, Managing director of El legado andalusí Andalusian Public Foundation (Regional Ministry of Culture, Historic Heritage and Sport of Andalusia, Spain). LP of the Interreg Euro-Med Dialogue4Tourism Project.
- **Axel Rodríguez Garrote**, Project Officer of the Interreg Euro-MED Programme attached to the Sustainable Tourism Mission (on-line)

10:30 – 10:45 | Presentation of the session

by **Marco Caporioni**, Lazio Region, partner of the Interreg Euro-Med Dialogue4Tourism Project and **Valentina Castello** and a **representative of the students**, Università Europea di Roma, associated partner of the Interreg Euro-Med Dialogue4Tourism Project.

Objectives, expected outcomes and overview of the event. (*Recap of the 3rd NSTO Webinar key takeaways, Handbook for STOs. Introduction to the workshop goals –putting young voices at the center of sustainable tourism governance in the Euro-MED region*).

10:45 – 11:45 | Keynote speaker

by **Marina Lalli**, Past President of Federturismo Confindustria (on-line)

11:15 – 11:45 | Coffee break

11:45 – 12:30 | Discussion on WG1 – Data-driven decision-making for sustainable tourism



Moderated by: Università Europea di Roma & El legado andalusí Andalusian Public Foundation El legado andalusí (Regional Ministry of Culture, Culture Heritage and Sport of Andalusia, Spain).

Collaborative question to discuss: How can Sustainable Tourism Observatories strengthen collaboration to improve data sharing, harmonise indicators, and support evidence-based decision-making across the NSTO?

Focus of discussion (Slido) (based on the recommendations of the Handbook for Sustainable Tourism Observatories):

- Priorities for improving data collection and sharing across STOs
- Common indicators and methodologies for monitoring sustainable tourism
- Opportunities for knowledge exchange and technical cooperation within the Network and the Thematic Projects of the Sustainable Tourism Mission (Brief presentation of a good practice of a Thematic Project of the ST Mission).
- Open discussion including youth on the outcomes of the pre-assessment template and the slido launched

12:30 – 13:00 | Discussion on WG2 – Integration of Sustainable Tourism Observatories into governance and policies

Moderated by: Università Europea di Roma & El legado andalusí Andalusian Public Foundation El legado andalusí (Regional Ministry of Culture, Culture Heritage and Sport of Andalusia, Spain), LP of Dialogue4Tourism Project.

Collaborative question to discuss: How can the Mediterranean Network of Sustainable Tourism Observatories strengthen the role of STOs in supporting policy development, institutional cooperation, involvement of youth and sustainable tourism governance?

Focus of discussion (Slido): (Based on the recommendations of the Handbook for Sustainable Tourism Observatories).

- Ways to enhance the contribution of STOs to policy-making and youth.
- Good practices for institutional cooperation and stakeholder engagement. The Thematic Projects of the Sustainable Tourism Mission (Brief presentation of a good practice of a Thematic Project of the ST Mission).
- Priorities for strengthening the Network and promoting long-term collaboration and engagement of youth
- Open discussion on the outcomes of the pre-assessment template and the slido launched



13:00 – 13:30 | Youth Hackathon

Presentation by youth representative of the outcomes of the pre-assessment template on *(question to be modified according to the hackathon preparation, which will start at UER and another university in September):*

- What do you see as the biggest challenge for achieving more sustainable tourism in the Mediterranean region over the next 10 years?
- What role should young people play in shaping the future of Sustainable Tourism and the tools for managing sustainable tourism?

Guided discussion. Conclusions by youth representative.

13:30 – 14:00 | Wrap-up, closing & next steps

Università Europea di Roma & El legado andalusí Andalusian Public Foundation.

Main outcomes of the session

- Contribution to the Annex of the MoU of the NSTO (Interreg Euro-MED Network of Sustainable Tourism Observatories)
- Next steps

14:00 – 15:00 | Light lunch