

Sustainable tourism

Interreg Euro-MED



Co-funded by the European Union

A project labelled by the UfM



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

# Strengthening governance to boost sustainable tourism in the Mediterranean

## Enhancing Sustainable Tourism in the Mediterranean: one mission, two governance projects

22<sup>nd</sup> November 2023





Sustainable  
tourism

Interreg  
Euro-MED



Co-funded by  
the European Union

# We don't start from scratch Interreg MED 2016 - 2020



30 projects

207 partners

Development of a  
sustainable and  
responsible coastal and  
maritime tourism in the  
MED area

## Community building:

- Critical mass of projects, entities and people
- Synergies among projects
- Knowledge and systematization of projects results
- Instruments for advocacy

## Transferring and capitalisation:

- Transferring workshops (focused on projects outputs)
- National & regional debates (focused on policy recommendations)
- Mappings of project outputs, transferring & mainstreaming processes and liaising
- MED Sustainable Tourism Convention (I & II)







Sustainable tourism

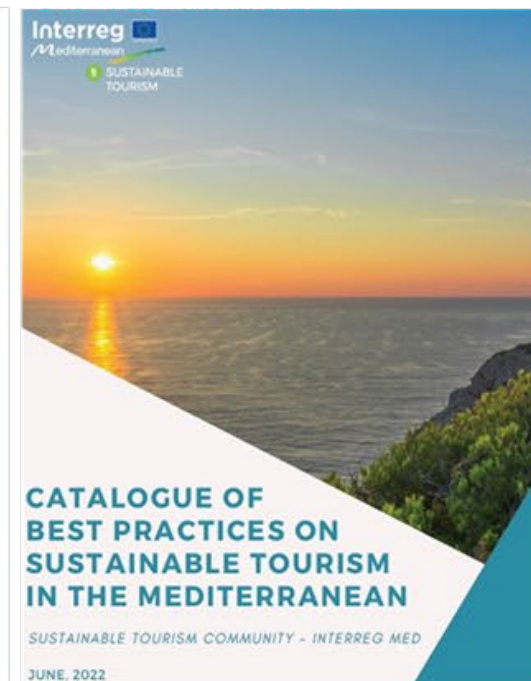
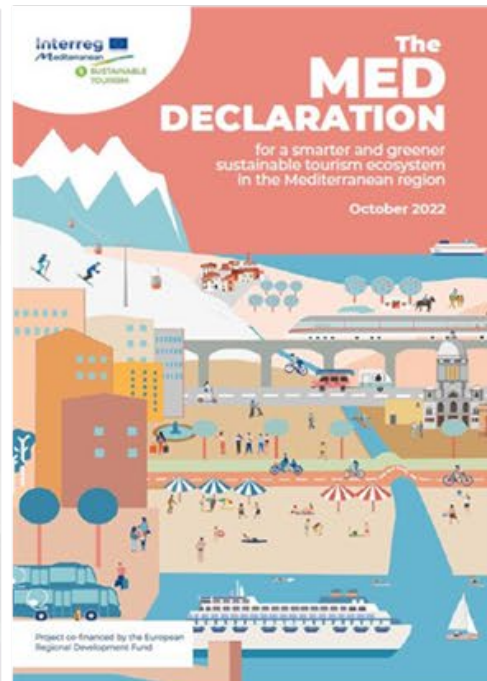
Interreg Euro-MED



Co-funded by the European Union

# We don't start from scratch Interreg MED 2016 - 2020

## Relevant publications





Sustainable  
tourism

Interreg  
Euro-MED



Co-funded by  
the European Union

# Lessons learnt Interreg MED 2016 - 2020

**1. Sense of community**

**2. Continuous transfer approach**

**3. Connection with the tourism sector**



Sustainable  
tourism

Interreg  
Euro-MED



Co-funded by  
the European Union

# 1st round of Thematic projects Interreg Euro-MED 2027 -2021



Enhancing  
sustainable tourism

1.1

Consolidating a  
competitive innovation  
ecosystem

2.6

Supporting circular  
economy

2.4

Promoting climate  
change adaptation and  
risks prevention

2.7

Enhancing Nature &  
biodiversity

	<b>Study</b> (max 27 months)	<b>Test</b> (max 33 months)	<b>Transfer</b> (max 27 months)	<b>TOTAL</b>
<b>1.1. Innovation</b>	1	2	1	4
<b>2.4. Climate change</b>		3		3
<b>2.6. Circular economy</b>	1		1	2
<b>2.7. Nature &amp; biodiversity</b>			1	1
<b>TOTAL</b>	2	5	3	10



# 1st round of Thematic projects Interreg Euro-MED 2027 -2021



<b>COOL NOONS</b>	•	Urban afternoon tourism in Mediterranean cities
<b>HERIT ADAPT</b>	•	Smart tourism and heritage protection
<b>LIBECCIO</b>	•	Smart tourism and governance
<b>MAST</b>	•	Sustainability in the accommodation sector
<b>MedDiet Go</b>	•	Mediterranean diet as a tourist attraction
<b>MED-GIAHS</b>	•	Agricultural Heritage
<b>MED-Routes</b>	•	Slow tourism model for Cultural Routes
<b>NaTour4CChange</b>	•	Nature-Based solutions for Destination Management Organizations
<b>SMITour</b>	•	Smart Industrial Tourism
<b>TOURISMO</b>	•	Smart tourism and decision-making



# Effective synergies

- 1.- Facilitate the exploitation, sharing and reuse of knowledge, experience and project results by other Euro-MED projects
- 2.- Encourage the transfer of practices and results to other actors and territories and their integration in the development of local, regional, national and European policies and strategies
- 3.- Increase coordination between actors in the Mediterranean (multilevel, transnational) on the basis of knowledge, experience and results





# Effective synergies

TO AMPLIFY THE DIALOGUE WITH NATIONAL  
AND SUPRANATIONAL AUTHORITIES

TO TRANSFER THE RESULTS OF THE  
THEMATIC COMMUNITY PROJECTS

TO IMPROVE COORDINATION AMONG POLICY  
ACTORS WITHIN AND BEYOND THE EURO-MED  
AREA

TO IMPLEMENT MAINSTREAMING  
STRATEGIES

TO FAVOUR THE CONDITIONS  
FOR POLICY CHANGES

TO IMPROVE THE  
MEDITERRANEAN TERRITORIAL  
COHESION





Sustainable  
tourism

Interreg  
Euro-MED



Co-funded by  
the European Union

# Effective synergies





Sustainable  
tourism

Interreg  
Euro-MED



Co-funded by  
the European Union

# Effective synergies



What can we offer to the European and Mediterranean stakeholders?

What are the needs and expectations of key stakeholders?





Sustainable  
tourism

Interreg  
Euro-MED



Co-funded by  
the European Union

# Effective synergies



BATTERY OF PROPOSALS

CONCRETE ACTIONS

COLLECTIVE STATE OF MIND



### **D.3.3.1 MOU Dialogue4Tourism and Community4Tourism**

- Define the main lines of cooperation
- Design a common approach
- Coordination of the main networking activities
- Agreement on co-management of activities
- Establishment of rules for the joint communication activities and management of communication tools
- Coordination for attendance to external events and for the organisation of the internal events of the Mission
- Common calendar of activities





Sustainable  
tourism

Interreg  
Euro-MED



Co-funded by  
the European Union

A project labelled by the UfM



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

# Strengthening governance to boost sustainable tourism in the Mediterranean

## Governance projects activities & next steps for stakeholders' engagement

### 22nd November 2023



UNIVERSITY OF  
THESSALY



CPMR  
CRPM



NECSTour  
European Regions for  
Competitive and Sustainable Tourism



unimed  
Unione delle Università del Mediterraneo  
Mediterranean Universities Union  
Union des Universités de la Méditerranée  
اتحاد الجامعات المتوسطية



Mediterranean  
Action Plan  
Barcelona  
Convention



Junta de Andalucía  
Consejería de Turismo,  
Cultura y Deporte



Fundación Pública Andaluza  
*El legado andalusí*



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



Circular Economy &  
Climate Change  
Institute



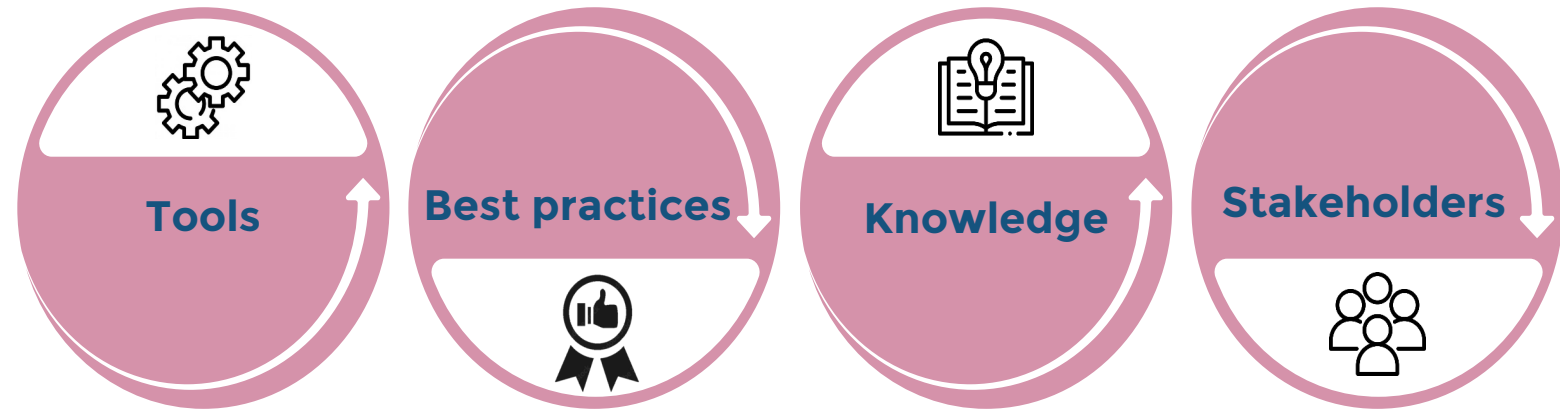
REGION  
SUD  
PROVENCE  
ALPES  
CÔTE D'AZUR





# Join the Med

Sustainable tourism platform



knowledge hub for sustainable tourism issues drawing information from the Community

database and monitoring mechanism for collecting thematic projects' results

non-static, dynamic tool presenting valuable outcomes developed by the Community

interactive visualizations of synthetic results, including maps and links with other platforms

open for practitioners, policy makers, academics and other stakeholders groups related to tourism issues



# The Mediterranean Clusters (MCs): Objectives, Composition, Coordination and Activities

## Main objectives

1. **Evaluate and assess the results of the thematic projects** so this can be improved and leveled up.
2. **Support the thematic projects in their processes of transferring and capitalization** of their results.
3. **Generate a knowledge environment and debate** about the latest developments according to the thematic focus of each cluster
4. **Generate policy recommendations and orientations.**

## Composition per Cluster

- 2 MC Coordinators (project partners)
- 2 representatives of each Thematic Project
- 5 to 10 representatives of Associated Organisations
- 1 representative of Dialogue4Tourism
- 1 or 2 representatives of other programme's missions
- 2 to 4 external stakeholders

## Main activities

- regular internal cluster meetings
- annual meetings
- production of policy papers
- production of best practices reports focused on Capitalisation / Mainstreaming
- other activities and synergies (flexible agenda)

## Thematic distribution and Coordination

N.	Name of the MC	Coordinated by
MC1	Innovation and Technology capacities	AIE + CPMR
MC2	Circular and efficient economy	DIBA + UNIMED
MC3	Climate change adaptation	NECSTouR + PB
MC4	Nature and biodiversity	UTH + UT



## The Mediterranean Clusters supported by External Experts

# Tenders are coming !



**Each annual Cluster Meetings  
will be animated by an  
external experts.**

Experts will be linked to each annual events

### Main functions of the external expert

- Participation in 2 on-line preparatory meetings with Cluster coordinators
- Preparation of an Orientation Paper for the meeting.
- Definition of the dynamics and animation of the session
- Participation as moderator/speaker on cluster thematic-related side events.
- Update the Orientation paper with the conclusions of the session.
- Suggest future topics for discussion within the Cluster.

### Expert's skills

- Thematic expertise related to the Cluster and relevant experience in sustainable tourism
- Experience in the Mediterranean region and a good knowledge of actors and governance processes in Mediterranean countries.
- Relevant project and publications references.
- Expertise for the design and delivery of transnational exchange and learning activities. Ability to deliver and facilitate transnational meetings to create lively exchange and focused discussion.
- Fluency in English as well as proven technical writing skills.





# The Driving Tourism Transition Panel (DTT)

01

## Concept

Long-lasting network (permanent working group) of policy-makers of micro/meso/macro level, level with a balance in geographical and institutional representation presenting their commitment to be part of it after a Preparatory session supported by the Hub in the webpage of the Sustainable Tourism Mission of Interreg Euro-MED. This strategy developed by Dialogue4Tourism will be linked to the MED Clusters of C4T, the Thematic Community Projects, and the Sustainable Tourism Policy Labs (D4T Project)

02

## Thematic

One yearly thematic selected from the Transition Pathway for Tourism (EC) with the following main lines:  
1.- Regulation and Public Governance.  
2.-Green and Digital Transition  
3.-Resilience

03

## Objective

To become an operative Working Group acting as Hub of givers and takers for mainstreaming and transferring of results of the Thematic Community Projects

04

## Tasks

Co-creation of future sustainable tourism vision, takers of the Sustainable Tourism Policy Labs (STPLs).



Sustainable  
tourism

Interreg  
Euro-MED



Co-funded by  
the European Union

# The Driving Tourism Transition Panel (DTT)

## Bi-directional DTT HUB

Interreg Euro-MED (Dialogue4Tourism,  
Community4Tourism and Thematic Community Projects)



Policy makers members of the Panels

Road Map for the next year in progress

2024

Three main actions:

- **Launching of the tender for external expertise for the coordination in terms of contents**
- **Definition and organisation of on-line preparatory session. 2<sup>nd</sup> SCM Dialogue4Tourism Project. April, Marseille.**
- **Official launching of the DTT Panel and Hub**

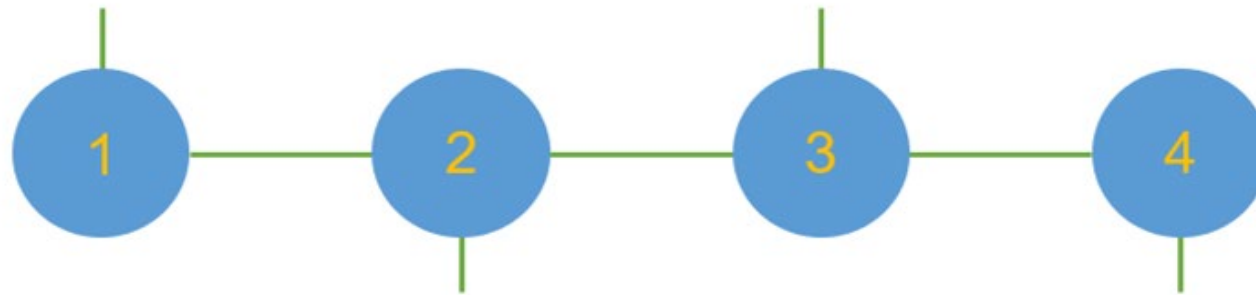




# The Cross Network Alliance

**Objective** To establish synergies with actors from other Programmes and Strategies

**Tasks** To improve coordination among governance levels, territories, programmes, instruments, etc.



**Composition** 10 Programmes / Strategies addressed in the AF, among them, the representative of the European Commission through DG Mare, DG ENVI and DG Clima

**Thematics** Linked to the European Green Deal promoted by the European Commission



# The Cross Network Alliance

## Road Map for the next year in progress

2024

### Three main actions:

- **Launching of the tender for external expertise for the coordination in terms of contents**
- **Definition and organisation of on-line preparatory session linked to Circle the Med. January 2024.**
- **Official launching of the Cross Network Alliance**







## Participation in the Euro-MED Academy

# MOOC content and teaching scenarios

### **Objective of the MOOC :**

The MOOC should address all the steps necessary to transfer the results of the Interreg Euro MED programme's thematic projects to Euro-Mediterranean institutions and policy makers

**DURING THE NEXT MEETINGS WITH D4T/C4T/JS: 1st ½ 2024**

### **Structure of the MOODLE :**

educational objectives  
sequences,  
session modalities,  
topics,  
potential speakers.



**MOOC Modules**



## Participation in the Euro-MED Academy

# MOOC content and teaching scenarios



### Topics

- Focus on *sustainable tourism* / with the ST mission
- Focus on *transversal topics* / in collaboration with the other missions

### Contents

- Analysis and possible reuse of the previous contents
- New contents to be produced



Sustainable  
tourism

Interreg  
Euro-MED



Co-funded by  
the European Union



## Follow the Sustainable Tourism Mission



[sustainable-tourism@interreg-euro-med.eu](mailto:sustainable-tourism@interreg-euro-med.eu)



[sustainable-tourism.interreg-euro-med.eu](https://sustainable-tourism.interreg-euro-med.eu)



Sustainable Tourism



@Gov4Tourism



Sustainable Tourism



Sustainable Tourism