



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



MED4REGEN



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MEDiterranean 4 REGENerative Tourism and Culture

MAIN GOAL

The project aims to turn museums & cultural institutions into catalysts for a cultural change towards regenerative tourism models in the Mediterranean.

PROJECT OUTPUTS

1. MED4REGEN Methodology and Strategy of the cultural change approach
2. Solutions for hyperlocal and regenerative tourism models
3. Action Plan for regenerative tourism towards cultural change

SPECIFIC OBJECTIVE

2.4 Promoting climate change adaptation and disaster risk prevention, resilience, taking into account eco-system based approaches.



Project Partners

1. Veneto Region, IT
2. Iuav University of Venice, IT
3. Museum of Architecture and Design, SI
4. Promalaga - Málaga, ES
5. University of Sarajevo, BH
6. Tourist Board of Split-Dalmatia County, HR
7. Region of Epirus - Ioannina, EL
8. Open Tourism Lab, FR

Pilot Areas

- Veneto region, IT
- Western Slovenia, SI
- Andalusia, ES
- Bosnia and Herzegovina, BH
- Central Dalmatia, HR
- Epirus region, EL
- Languedoc-Roussillon region, FR