



Advancing Sustainable Blue Tourism in the Mediterranean: Towards the MED Blue Tourism Flagship Initiative

17 June, 17:30-19:00 CEST

Auditorio del Patí Manning, Barcelona

*Event organised in the framework of the III MED
Sustainable Tourism Convention and the #EUGreenWeek*

Co-organisers:



IDDRI



eco-union



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DESCRIPTION

The Blue Tourism Initiative (BTI) supports the transition towards sustainable, nature-positive tourism models in Mediterranean coastal and marine areas. This event will present key results and lessons learned from pilot actions in Morocco, Tunisia, and Lebanon, highlighting how nature-based solutions can improve visitor management, strengthen governance, and create sustainable livelihoods. The session will also explore how these experiences are being scaled up through the Mediterranean Blue Tourism Flagship Initiative under the Barcelona Convention, fostering regional cooperation and long-term impact for a more resilient and regenerative blue tourism sector.

AGENDA

Time	Session Title	Description	Speaker
17:30-17:40	Opening remarks	Overview of blue tourism in the Euro-Mediterranean region and introduction to the Blue Tourism Initiative	<ul style="list-style-type: none"> • Josep Rodríguez (Barcelona Provincial Council) • Arnau Teixidor (IUCN Med)
17:40-18:00	From Blue Tourism Initiative pilots to the Mediterranean Flagship Initiative: Lessons, impacts and the way forward	Key outcomes and lessons learned from implementation in Morocco, Tunisia, and Lebanon Transition from project implementation to the flagship initiative under the Barcelona Convention, including alignment with the revised MSSD	<ul style="list-style-type: none"> • Lucía Prieto (IUCN Med) Fireside chat: <ul style="list-style-type: none"> • Angelo Sciacca (IDDRI) • Éloïse Leguérinel (Plan Bleu)
18:00-18:10	Keynote speech	Sustainable tourism, urban governance and climate action	<ul style="list-style-type: none"> • José Antonio Donaire (City of Barcelona)
18:10-18:30	Discussion: Scaling sustainable blue tourism in the Mediterranean through partnerships, financing and governance	Interactive discussion with stakeholders on pathways for the continuation of blue tourism actions, including financing mechanisms, partnerships, and governance frameworks. The session will explore synergies with existing Mediterranean initiatives, identify key priorities, and discuss concrete ways forward for the Med Blue Tourism Flagship Initiative	<ul style="list-style-type: none"> • Moderation: Giulia Balestracci (eco-union) Speakers: <ul style="list-style-type: none"> • Josep Rodríguez (Barcelona Provincial Council) • José Antonio Donaire (City of Barcelona) • Andrea Oliver (Iberostar) • Adriana Salazar (Union for the Mediterranean) • Celia Murcia (WestMED)
18:30-18:50	Q&A		
18:50-19:00	Closing remarks	Key takeaways and next steps	<ul style="list-style-type: none"> -Jeremie Fosse (eco-union)

