



**Sustainable
tourism**

**Interreg
Euro-MED**



Co-funded by
the European Union



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

A project labelled by the UfM

Sustainable Tourism Community

MED CLUSTERS



The Community of the Sustainable Tourism Mission

The Sustainable Tourism Mission of the Interreg Euro-MED Programme focuses on fostering a circular tourism, considering the sustainability of ecosystem services using innovation technologies, and promoting the preservation of natural resources and cultural heritage.

Two governance projects work jointly to develop solutions and promote cooperation in the Euro-MED and beyond, to increase the coordination level and institutional capacity to make tourism greener, smarter and more resilient.

Thematic Community Project

Community4Tourism contributes to the Sustainable Tourism Mission of the Interreg Euro-MED programme by increasing the coordination and institutional capacity to make the tourism greener, smarter and more resilient. The project fosters the reuse of results and best practices of the community of projects, supports the transferring of successful initiatives and results and increases the coordination among the stakeholders who - in the Mediterranean Region and beyond - are committed to the tourism governance and territorial cooperation. Community4Tourism aims at consolidating a competitive innovation ecosystem, to support a circular economy, to promote climate change adaptation, to safeguard nature and biodiversity and collaborate to the transition towards a climate-neutral and resilient society.



Institutional Dialogue Project

Dialogue4Tourism addresses transnational coordination of governance throughout the Mediterranean area by reinforcing the visibility of the Euro-MED Sustainable Tourism Thematic Community's results. The project's aim is to engage policy key actors through advocacy and transferring actions for this purpose. This project increases not only the coordination and institutional capacity of public authorities, programmes, strategies, decision-making networks and funding mechanisms in the Euro-MED cooperation area, but also in the Southern and Eastern Mediterranean regions. This ensures tourism to become greener, smarter and more sustainable.



The Thematic Community Project Partnership





The MED Clusters

The Community4Tourism project has launched the Mediterranean Clusters to promote the dissemination of the results of the Community of projects and the participation of actors, beyond the Sustainable Tourism Community.

These strategic networks shall facilitate the dissemination of knowledge and the transfer and mainstreaming of these results to enhance their impact, through the involvement of relevant external actors working on tourism-related topics.

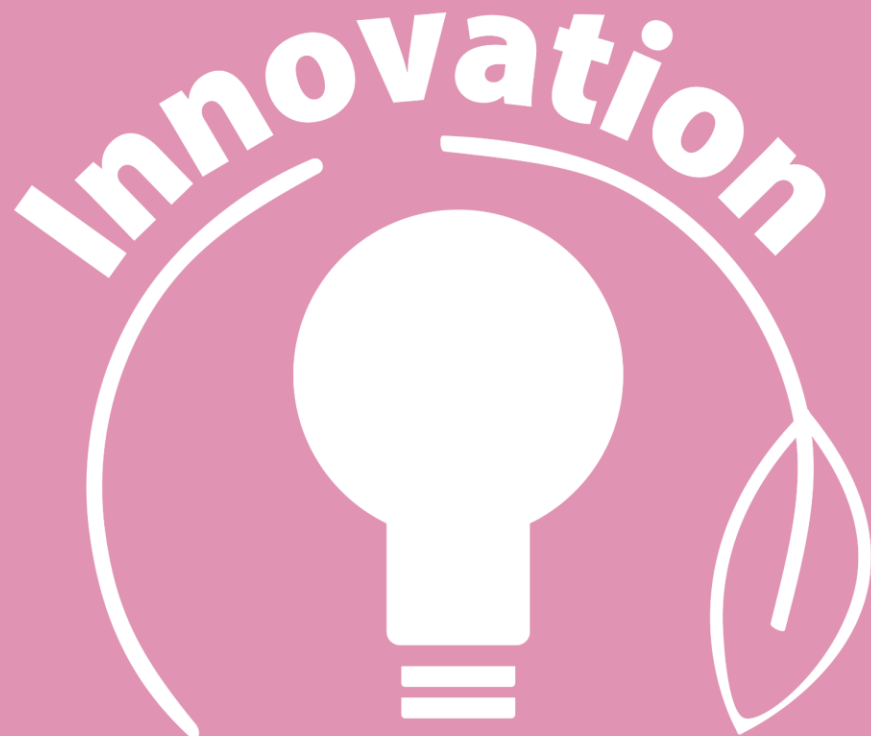




MED Clusters activities

1. Regular internal meetings along the year, to work on contents, challenges, sharing news and outputs.
2. Annual face-to-face event, to showcase and discuss the activity of the clusters.
3. Production of Thematic Orientation Papers, roadmaps for the activities of the clusters, with the support of external experts.
4. Production of Policy Papers, a set of suggested actions for policymakers to consider.
5. Production of Best Practices Reports for the capitalisation and mainstreaming of the results.





MED Cluster thematic description

This Cluster will cover different topics related to the **innovation** and **use of advanced technologies** in the tourism sector, reinforcing tourism as a growth sector supporting environmental and climate change initiatives, improving innovation capacities, competitiveness internationalization and promoting new business models, among others.





MED Cluster members

Thematic Project LIBECCIO
Thematic Project MedDiet Go
Thematic Project SMITour
Thematic Project TOURISMO
Dialogue4Tourism Partner ASCAME (ES)
CETT - University of Barcelona (ES)
Institute for Tourism (HR)
University of Ljubljana (SI)

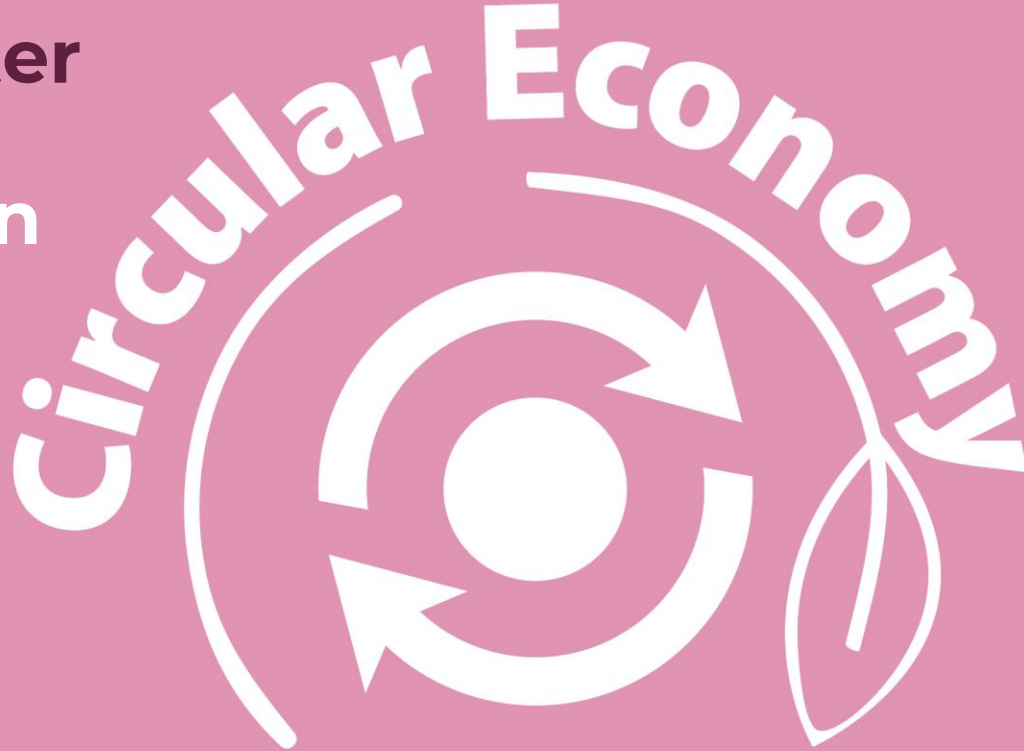
Foundation for Research and Innovation (IT)
University of Palermo (IT)
Corsican Tourism Agency (FR)
Balearic Islands Agency for Tourism Strategy -
AETIB (ES)
Observatory on Tourism in the European Islands
- OTIE (IT)
Interreg Euro-MED Innovative Sustainable
Economy Mission



Coordinated by Adriatic Ionian
Euroregion (AIE) and the Conference of
Peripheral Maritime Regions (CPMR)



MED Cluster thematic description



This Cluster will cover topics related to the **transition to a circular and resource-efficient economy**, promoting the **reduction of the environmental impact of the tourism sector** through the efficient use of natural resources and waste reduction actions, boosting green and circular business models to overcome the scarcity and the overexploitation of the natural resources.





MED Cluster members

Thematic Project GreenSET
Thematic Project MAST
Thematic Project MED-Routes
Thematic Project RECIRCLE MED
Dialogue4Tourism Partner EPLO (GR)
University of the Aegean (GR)
University of Jordan (JO)
University of National and World
Economy (UNWE) (BG)
Aleksandër Moisiu University Durrës (AL)
Dubrovnik-Neretva Region (HR)

Larnaca and Famagusta Districts Development
Agency (ANETEL) (CY)
Association of Cities and Regions for
Sustainable Resource Management (ACR+) (BE)
Euroregion Pyrenees Mediterranean EGTC (FR)
International Committee for the Development
of Peoples (CISP) (IT)
Waste Agency of Catalonia - MedWaves (ES)
Interreg Euro-MED Innovative Sustainable
Economy Mission
Interreg Euro-MED Green Living Areas Mission



Coordinated by Barcelona Provincial
Council (DIBA) and UNIMED -
Mediterranean Universities Union

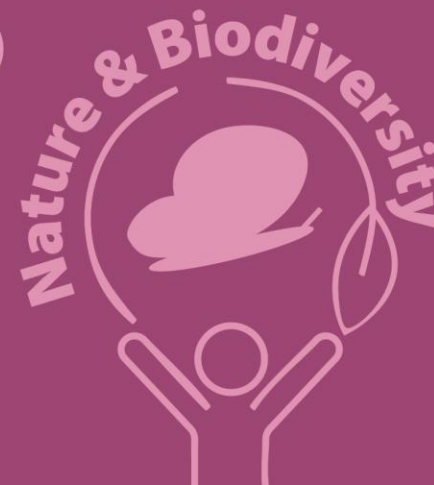


MED Cluster thematic description

This Cluster will cover topics related to the **promotion of climate change adaptation and disaster risk prevention.**



It will give answers to the key challenges related to climate change looking for better strategies for citizen involvement in the green transition.





MED Cluster members

Thematic Project AQUAMAN
Thematic Project COOL NOONS
Thematic Project HERIT ADAPT
Thematic Project MED4REGEN
Thematic Project NaTour4CChange
Thematic Project Regenera4MED
Dialogue4Tourism Partner EPLO (GR)
Dialogue4Tourism Partner Ministry of
Transport, Communication and Works (CY)

Andalucía Ministry of Tourism, Culture and
Sport (ES)
University of Toulon (FR)
University of Évora (PT)
Region of Thessaly (GR)
Priority Action program / Regional Activity
Center (PAP/RAC) (HR)
European Tourism Association (ETOA) (BE)
Interreg Euro-MED Natural Heritage Mission



Coordinated by the Network of European
Regions for Competitive and Sustainable
Tourism (NECSTouR) and Plan Bleu for
Mediterranean environment and
development



MED Cluster thematic description

This Cluster will cover topics related to the **protection and conservation of nature, biodiversity, and green infrastructures**. It will give answers to the key challenges related to preservation of protected areas, ecosystem restoration, and looking for better strategies for citizen involvement in the green transition.





MED Cluster members

Thematic Project DarkSkyTour
Thematic Project ECO-SEAROUTES
Thematic Project INSPIRE
Thematic Project MED-GIAHS
Thematic Project PortCREW
Thematic Project TO CARE MED
Dialogue4Tourism Partner Regione Lazio (IT)
Dialogue4Tourism Partner Région Sud (FR)

RDA Green Karst (SI)
University of Alicante (ES)
Medcities (ES)
Mediterranean Experience of EcoTourism
Network (MEET Network) (ES)
International Committee for the Development
of Peoples (CISP) (IT)
Catalonia Region (ES)



Coordinated by the University of Thessaly
and the University of Tirana



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Follow the Sustainable Tourism Mission

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✂ @Gov4Tourism

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CPMR
CRPM



NECSTour
European Regions for
Competitive and Sustainable Tourism



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



Mediterranean
Action Plan
Barcelona
Convention

