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Sustainable
tourism

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

MED Sustainable Tourism Convention 2026

Tourism transition in the Mediterranean



June 18-19 2026

Agenda

Centre of Contemporary Culture of **Barcelona**

Organised by Community4Tourism Project on behalf of the Sustainable Tourism Mission



CPMR
CRPM



NECSTour
European Regions for
Competitive and Sustainable Tourism



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



Mediterranean
Action Plan
Barcelona
Convention





Introduction to the event

The **MED Sustainable Tourism Convention 2026**, organised by the **Barcelona Provincial Council** within the framework of the **Mediterranean Sustainable Tourism Community** of the **Interreg Euro-MED Programme**, is taking place in **Barcelona on 18–19 June 2026**.

The **Mediterranean Sustainable Tourism Community**, established in 2023, brings together more than **200 organisations from 14 Mediterranean countries** and serves as a **space for cooperation and capitalisation** among Euro-MED projects addressing the main challenges of tourism in the Mediterranean.

Led by the **Barcelona Provincial Council**, in partnership with **UNIMED – Mediterranean Universities Union**, the **University of Thessaly**, **NECSTouR**, **Plan Bleu**, the **Adriatic-Ionian Euroregion**, **CRPM**, and the **University of Tirana**, the Community supports coordinated action and knowledge exchange across territories.

Under the theme **“Tourism transition in the Mediterranean”**, the Convention brings together strategic debates, project presentations and experience-sharing sessions, focusing on emerging tourism agendas, climate change, sustainable resource management, digitalisation, circular and regenerative economy approaches, and the role of Mediterranean cooperation in the transformation of tourism models.



Plenary session – Sala TEATRE

Day 1

Thursday, June 18th, 2026

SALA TEATRE

09:00 - 09:30 Welcome and registration

Master of Ceremony: **Ms Ivana Miño**

09:30 - 10:00 Opening Session

Ms Judit Carrera

Director of Contemporary Culture Centre of Barcelona

Ms Soledad Bravo

Manager Tourism Department, Barcelona Provincial Council

Mr Curzio Cervelli

Coordinator, Interreg Euro-MED Joint Secretariat

10:00 - 10:30 Policy Opening Session:

The new EU Sustainable Tourism Strategy

Ms Andreea Staicu

Acting Head of Tourism unit, European Commission DG MOVE

10:30 - 11:00

Key-note speech: Tourism transition in the Mediterranean

Mr Claudio Milano

Researcher, University of Barcelona

11:00 - 11:30

Coffee-break

11:30 - 12:15

Quo Vadis tourism?

A conversation moderated by the General Director at ETOA (European Tourism Association) **Mr Tim Fairhurst**

Mr José Antonio Donaire

Sustainable Tourism Commissioner, Municipality of Barcelona

Ms Alessandra Priante

President of the Italian Tourism Board,
former Director of Europe UN Tourism



Day 1

SALA TEATRE

12:15 - 13:00

The role of the Mediterranean cooperation

Ms Alessandra Sensi

Head of Sector - Environment, Green and Blue Economy,
Union for the Mediterranean

Mr Gianni Chianetta

Chair, Greening the Islands Foundation

Mr Marcello Scalisi

Director of UNIMED - Mediterranean Universities Union

Ms Flora Leroy

EU Programmes Expert – Implementation & Monitoring Coordinator,
Conference of Peripheral and Maritime Regions-Intermediterranean
Commission (CRPM-IMC)

Moderator:

Mr Vincent Ernoux

Coordinator of the Interreg NEXT MED Programme for the Western
Mediterranean

13:00 - 14:30

Lunch

Tourism and climate emergency

14:30 - 15:00

The Glasgow Declaration: state-of-the-art

Ms Virginia Fernández-Trapa

Programme Coordinator, Climate Action and Circularity, UN Tourism

Moderator:

Ms Adriana Tramullas

Project Manager, Network of European Regions for Competitive and
Sustainable Tourism (NECSTouR)

15:00 - 15:15

Presentation of the Thematic Paper

**“Climate resilience in coastal tourism destinations:
solutions from nature and cultural heritage”**

Ms Marianne Lang

Consultant & Project Manager-Environment, Sustainable
Development & International Cooperation



Day 1

SALA TEATRE

15:15 - 16:00

Tourism and climate change; from theory to action

Dr Izidora Marković Vukadin

Senior Research Associate at Institute for Tourism Croatia.
NaTour4CChange representative

Ms Marianne Martin

Head of the Projects Unit, Agency for Sustainable Mediterranean
Cities and Territories (AVITEM). COOL NOONS representative

Mr Josep Rodríguez

Head of Strategic Projects, Tourism Department, Barcelona
Provincial Council

Moderator:

Ms Veronique Evers

Program officer, Priority Action Program / Regional Activity Center
for Coastal Management towards sustainability and resilience of
Mediterranean coasts

16:00 - 16:45

Call for projects (restricted call to MMM programmes)

Facilitator:

Ms Karina Behar

European Projects Officer Barcelona Provincial Council - Tourism
Department

The Mediterranean Multi-Programme Mechanism (MMM) and Mediterranean Pear Learning Visits (MPLV)

Ms Pascale Faveau

Project Officer Interreg MED Joint Secretariat

Bee-Based Experiences for Sustainable Rural Tourism (MedBEEsinessHubs and PLANBEE)

Ms Demetra Palaonda

Director, Dept. of European Affairs & Programmes of Cyprus Chamber
of Commerce & Industry

Mr Said R. Gedeon

Deputy General Manager, Head of Services and Agricultural
Development Department, Chamber of Commerce, Industry and
Agriculture of Zahle and Bekaa



Day 1

SALA TEATRE

17:00 - 18:30

Connecting Ports Through Maritime Heritage and Sustainable Tourism (ADRIJOROUTES)

Mr Guido Vettorel

Head of the Development and promotion Sector, Central Adriatic Ports Authority

Creating Dementia-Inclusive Travel Experiences (ADRINCLUSIVE)

Mr Marjan Dumanić

Senior Advisor PI RERA
SD for Coordination and Development of Split-Dalmatia County

Digital Paths for Sustainable Archaeological Tourism (ARCHAEODIGIT)

Mr Claudio Carlone

Project Coordinator, Municipality of Macerata

Natour4CChange Interactive exhibition and networking cocktail





Plenary session - Sala TEATRE

Day 2

Friday, June 19th, 2026

SALA TEATRE

09:00 - 09:30

Registration

09:30 - 10:00

Institutional session

Ms LLuïsa Moret

President, Barcelona Provincial Council

Ms Cristina Lage

Tourism General Director, Generalitat de Catalunya

The Spanish 2030 Tourism Strategy

Mr Jordi Hereu

Spanish Minister of Industry and Tourism

Breakout session – Sala TEATRE

Protection and value of tourism resources

Facilitator: **Dora Papatheocari**

University of Thessaly

10:15 - 10:30

Presentation of the Thematic Paper

“Beyond projects: institutionalizing biodiversity and sustainable tourism practices in the Mediterranean”

Mr Mark Mansoldo

Ecostack Innovations consultant

10:30 - 11:30

Beyond sustainability: regeneration and biodiversity

Ms Blanca Cros

Director of Sustainability and Tourism Transformation, Catalan Tourist Board. Regenera4MED representative

Ms Silvia Maria Carolo

Consultant & Researcher, Veneto Region. MED4REGEN representative

Mr Rafael Fernández Gómez

Andalusian Agency for Agricultural and Fisheries Management. MED GIAHS representative

Ms Beatrice Briguglio

Councillor of Tourism Taormina Municipality. INSPIRE representative

Moderator:

Mr Arnau Bosch

Destinations Sustainable Tourism expert, D'Aleph



Day 2

SALA TEATRE

11:30 -12:00

Coffee-break

Facilitator: **Matilda Naço**
University of Tirana

12:00 -13:00

Heritage and diversified tourism products

Mr Alvaro Dias

Associate Professor of the ISCTE University Institute of Lisbon.
SMITour representative

Ms Benedetta Diamanti

Director of the European Route of Ceramics. MED-Routes
representative

Mr Pablo Morales

Coordinator for international projects, Chamber of Commerce of
Seville. MedDiet Go representative

Ms Helena Cvenkel

Director for research and development, BSC Kranj Regional
development agency of Gorenjska-Slovenia. MedSkyTour
representative

Moderator:

Ms Julie Wilson

Dean for Research; Associate Professor, Faculty of Economics &
Business, Universitat Oberta de Catalunya

13:00 -13:45

Water scarcity and tourism

Ms Margherita Maniscalco

Municipality of Pantelleria. WATERISE representative

Ms Julia Saiz Pardo

Responsible for European Projects El Legado andalusí Andalusian
Public Foundation (Regional Government of Tourism and Sport,
Andalusia, Spain). AQUAMAN representative

Mr Miquel Rovira

Sustainability Area Director and Member of the Steering Committee
at Eurecat - Technology Centre of Catalonia

Moderator:

Mr Fernando Nardi

Professor of Hydrology and Hydraulic Engineering, University of
Rome Tor Vergata



Breakout session – Sala RAVAL

Day 2

SALA RAVAL

Facilitator: **Emilia Stoduto**
UNIMED - Mediterranean Universities Union

Stakeholders' engagement and innovation

10:15 -10:30

Presentation of the Thematic Paper
“Supporting Tourism Micro-enterprises and SMEs in their transition to circular economy practices”

Mr David Mora

Strategic consultant in the tourism sector, partner of Verne Tourism Experts

10:30 -11:30

Circular economy transition

Mr Alessandro Miraglia

Team Leader, Networking, Partnership & Communication Facility, MedWaves. LooP Zone representative

Mr Guido Capanna Piscè

Professor, University of Urbino. Sustainable Tourism and Experience Design Expert & **Mr Gian Andrea Garancini**
3win Action Secretary General. MAST representatives

Ms Julia Bonello

Energy and Water Agency (EWA) from Malta. RECIRCLE MED representative

Mr Boris Golob

CEO, STEP RI Science and Technology Park of the University of Rijeka. GreenSET representative

Moderator:

Mr Pau Pitarch

Tourism and sustainable development expert, cofounder partner of Pax Tourism Advisors

11:30 -12:00

Coffee-break



Day 2

SALA RAVAL

12:00-12:15

Facilitator: **Andrea Di Girolamo**
Adriatic Ionian Euroregion

Presentation of the Thematic Paper

“Smart and data-driven destination management for sustainable tourism in the Mediterranean”

Ms Tanja Armenski

External expert. Senior Data and Public-Sector Analyst, Evidence-Based Policymaking, Statistical Modelling & Data Governance

12:15-13:00

Smart and data-driven tourism management

Mr Jordi Garreta

Head of Tourism Department, Municipality of Terrassa.
LIBECCIO representative

Mr Enrico Collini

Researcher at the Department of Information Engineering (DINFO) at the University of Florence and a member of the DISIT Lab.
TOURISMO representative

Mr Nicola Camatti

Applied Economics Professor of University Ca' Foscari Venice.
TO CARE MED representative

Mr Ioannis Mardikis

Environmental Sustainability Specialist Department of Technical Cooperation of European Public Law Organisation (EPLO).
HERIT ADAPT representative

Moderator:

Ms Sandra Navarro

Associate Lecturer, University of Alicante. Destination Management and Planning Consultant



Day 2 13:00 -13:45

SALA RAVAL

Tourism as the leading sector of the Blue Economy

Mr Denis Grasso

Project Manager, Institute for Transport and Logistics Foundation.
PortCREW representative

Mr Michele Cera

Puglia Region, Responsible ETC projects for Tourism and Culture.
ECO-SEAROUTES representative

Ms Lucia Prieto

Mediterranean and Ecosystems Programme Assistant, IUCN Med

Moderator:

Ms Marta Raspall

Director of Institutional Relations at beon. Worldwide.



Plenary session - Sala TEATRE

Day 2

SALA TEATRE

13:45 -14:00

Closing session

Mr Josep Rodríguez

Head of Strategic Projects, Tourism Department, Barcelona
Provincial Council

Ms Georgina Calvo

Interreg Euro-MED Sustainable Community4Tourism Coordinator,
Barcelona Provincial Council

14:00 - 15:30

Lunch





Indications: how to get there

To help you plan your participation to the event, here are some practical details regarding transportation:

Getting to the Venue:

[Barcelona Centre of Contemporary Culture – Montalegre, 5 – 08001 Barcelona](#)

By Train:

Plaça de Catalunya FGC: L6, L7, S1, S2

RENFE suburban trains: R1, R3, R4, R12, RG1

By Car:

There are car parks in Plaça dels Àngels, Plaça de Castella and Plaça de Catalunya.

There are two parking places reserved for people with reduced mobility at the entrance on Carrer de Montalegre.

By Bus

Numbers 7, 22, 24, 47, 52, 54, 55, 59, 62, 63, 67, 120, V13, V15, H12, H16, D50, L94, L95, Aerobús airport bus and Bus Turístic.

The number 120 bus stops at the entrance to the CCCB on Carrer de Montalegre.





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