



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



GREEN SET



GreenSET

Interreg
Euro-MED



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Green and circular transformation of services in Med tourism

MAIN GOAL

The overall objective of GreenSET is to create & test a structured and scalable framework that supports the massive circular transformation of tourism services in the Mediterranean region.

PROJECT OUTPUTS

1. MED Sustainable Service Innovation Methodology (MEDSSIM): Methodology for circular & sustainable service innovation tailored to tourism SMEs and BSOs
2. BSOs' Competence Pack and Implementation Toolbox: Pack assisting BSOs for skills development and tools adaptation
3. MEDSSIM Best Practices and Patterns Portfolio
4. Certification Scheme for MEDSSIM Experts: Procedures & standards for peer certification of experts

SPECIFIC OBJECTIVE

2.6 Promoting the transition to a circular and resource efficient economy.



Project Partners

1. STEP RI Science and Technology Park of the University of Rijeka, HR
2. R2M Solution, FR
3. SINLOC - Sistema Iniziative Locali S.p.A., IT
4. CEEI Valencia – European Centre for Innovative Enterprises, ES
5. FORTH – Foundation for Research and Technology, EL
6. NTB Nicosia Tourism Board, CY
7. Tertúlia Algarvia – Centro de Conhecimento em Cultura e Alimentação Tradicional do Algarve, PT
8. Regional Development Agency of Tirana (RDA Tirana), AL
9. Business Start-Up Centre Bar (BSC Bar), ME

Pilot Areas

- Veneto Region, IT
- Sardinia Region, IT
- Valencia, ES
- Nice, Provence-Alpes-Côte d'Azur region, FR
- Rijeka/Adriatic region, HR
- Creete, EL
- Nicosia and surrounding areas, CY
- Algarve, PT
- Tirana, coastal Durrës area, AL
- Bar, ME