



Sustainable  
tourism

Interreg  
Euro-MED



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# SUSTAINABLE TOURISM POLICY LAB in CYPRUS

*organised under the auspices of the Cyprus Presidency of  
the Council of the European Union*



**19th March, 2026**

**On site event**

Crowne Plaza Limassol (Ballroom: Suite B)  
2 Promachon Eleftherias,  
4103 Limassol, Cyprus

**REGISTER [HERE](#)**

**(The number of participants is limited!)**

*Organized by Dialogue4Tourism Project*

*Sustainable Tourism Mission*



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## About 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 (Community4Tourism & Dialogue4Tourism), together with the Thematic Projects under this Mission, 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.

## About the Sustainable Tourism Policy Lab in Cyprus

Within the framework of the Sustainable Tourism Mission of the Interreg Euro-MED, the Dialogue4Tourism Project is carrying out four **Sustainable Tourism Policy Labs** across different Mediterranean countries in 2025 and 2026. The Labs aim to strengthen institutional capacity and enhance coordination among public authorities and tourism stakeholders, fostering the mainstreaming of sustainable tourism and supporting meaningful policy transformation. By promoting a shared methodology, amplifying the results of the Sustainable Tourism Mission's Thematic Projects, and encouraging transnational cooperation and knowledge exchange, the Policy Labs will contribute to a more cohesive, innovative and sustainable tourism future for the Mediterranean.

*The Sustainable Tourism Policy Lab in Cyprus is organised under the auspices of the Cyprus Presidency of the Council of the European Union.*



## Main Goals of the Lab

- Strengthen coordination and institutional capacity in sustainable tourism to support decision-making and policy processes.
- Enhance policy transformation through shared methodologies relevant to Mediterranean tourism.
- Capitalise on and disseminate Tourism Mission's Thematic Project results.
- Foster transnational cooperation and knowledge exchange in the Mediterranean.



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## Development/Structure of the Lab

### 1) Theoretical session

- An overview of **theoretical knowledge**, accompanied by a review of selected case studies from the mainstreaming of the Interreg Tourism Mission's Thematic Projects.
- Four **key concepts** have been identified around: i) Tourism Governance, ii) Climate Change, iii) Tourism Innovation and iv) Circular Economy in Tourism. These concepts will be at the heart of the practical session.

**2) Practical session:** participants will work in small groups on scenario-based exercises, applying theory to a real destination case study to co-design solutions and reflect on policy. Using **the island of Cyprus** as a tourism destination, participants will prioritise actions and discuss how the topics covered can improve sustainable governance, support circular economy solutions and support socio-economic growth.

**3) Wrap-up and final reflections** on the practical session outcomes.

## AGENDA (provisional)

**Date:** 19<sup>th</sup> March

**Time:** 11:15 – 14:00 (EET)

**Format:** On site session



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### 11.15 – 11.30 - Registration & Welcome coffee

### 11.30 – 11.50 - Welcome addresses

**Minister Alexis Vafeades**, Ministry of Transport, Communications and Works of the Republic of Cyprus

**Marilena Ayiomamitou**, *Growth Officer A'*, Directorate General Growth, Ministry of Finance of the Republic of Cyprus - National Contact Point for the Interreg Euro-MED Programme

**Curzio Cervelli**, *Coordinator*, Interreg Euro-MED Joint Secretariat

### 11.50 – 12.05 - Keynote speech



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**12.05 – 12.15 - Introductory speech “Sustainable tourism in Cyprus”** by representative of the *Deputy Ministry of Tourism of the Republic of Cyprus*

**12.15 – 12.25 - Interreg Euro-MED best practices in Cyprus:** the pilots of ECO-SEAROUTES Project & TOURISMO Project

**Dr. Maria Hadjiathanasiou**, *Associate Scientist - Heritage Interpretation Specialist*, Cyprus Marine & Maritime Institute - Project Partner of ECO-SEAROUTES Project  
representative of the Development Agency of Lemesos LTD - Project Partner of TOURISMO Project (TBC)

**12.25 – 12.50 - Sustainable Tourism Policy Lab Operational framework** by **Giulia Balestracci**, *Tourism Policy & Project Officer*, Eco-union

**12.50 – 13.40 - Practical session: Tackling the main challenges affecting the fragile ecosystem of the Euro-Mediterranean Islands**

- **Roundtable exercise #1:** Regional Sustainable Tourism Governance  
*facilitator: Ioannis Mardikis*, *Circular Economy Expert*, European Public Law Organisation – Dialogue4Tourism Project Partner

- **Roundtable exercise #2:** Tourism Innovation  
*facilitator: Luis Miranda Molas*, *Project Manager*, Association of the Mediterranean Chambers of Commerce and Industry – Dialogue4Tourism Project Partner

- **Roundtable exercise #3:** Circular Economy in Tourism and Water Scarcity  
*facilitators: Panagiota-Georgia Saranti*, *Senior Project Manager*, University of Patras – Lead Partner of IDRON project and **Katerina Pantazi**, *Senior Architect*, Ministry of Transport, Communications and Works-Public Works Department of the Republic of Cyprus – Dialogue4Tourism Project Partner

**13.40 – 14.00 - Wrap-up & final reflections on the practical session outcomes**

**14.00 - Light networking lunch**



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