Agenda 14/02/2024

10h00 – 10h10   **Welcome from the Managing Authority/Joint Secretariat – Presentation of the JS team**

10h10 – 10h25   **Introduction by the JS**
Reminder about the role of thematic projects in the Programme architecture / strategy
Facts and figures about Thematic projects: stats + summary

10h25 – 11h05   **Presentation of Governance projects per Mission**
Sustainable Innovative Economy
Natural Heritage
Green Living Areas
Sustainable Tourism

                                        5' break

11h05 – 11h20   **Questions and Answers**

11h20 – 12h15   **Communication and the different tools available**
Presentation of the tools provided by the Programme: websites, Basecamp, dashboard, etc.
Branding and guidelines (logos, posters)
Communication objectives and activities
Communication monitoring

12h15 – 12h30   **Questions and Answers**

Agenda 15/02/2024

10h00 – 12h30   **Welcome from the Managing Authority/Joint Secretariat**

Programme bodies and project management
Presentation of the Programme bodies, Project management roles and principles

Implementing my project - initial steps
Precontracting phase, Contracting process, Project start-up, Q&A

Reporting process
Partner reporting, Project reporting, Reporting on outputs, results, and deliverables, Daily Monitoring

Focus on finance
Financial flow, general overview, National Control, Declaration of expenditure and eligibility of costs – key aspects
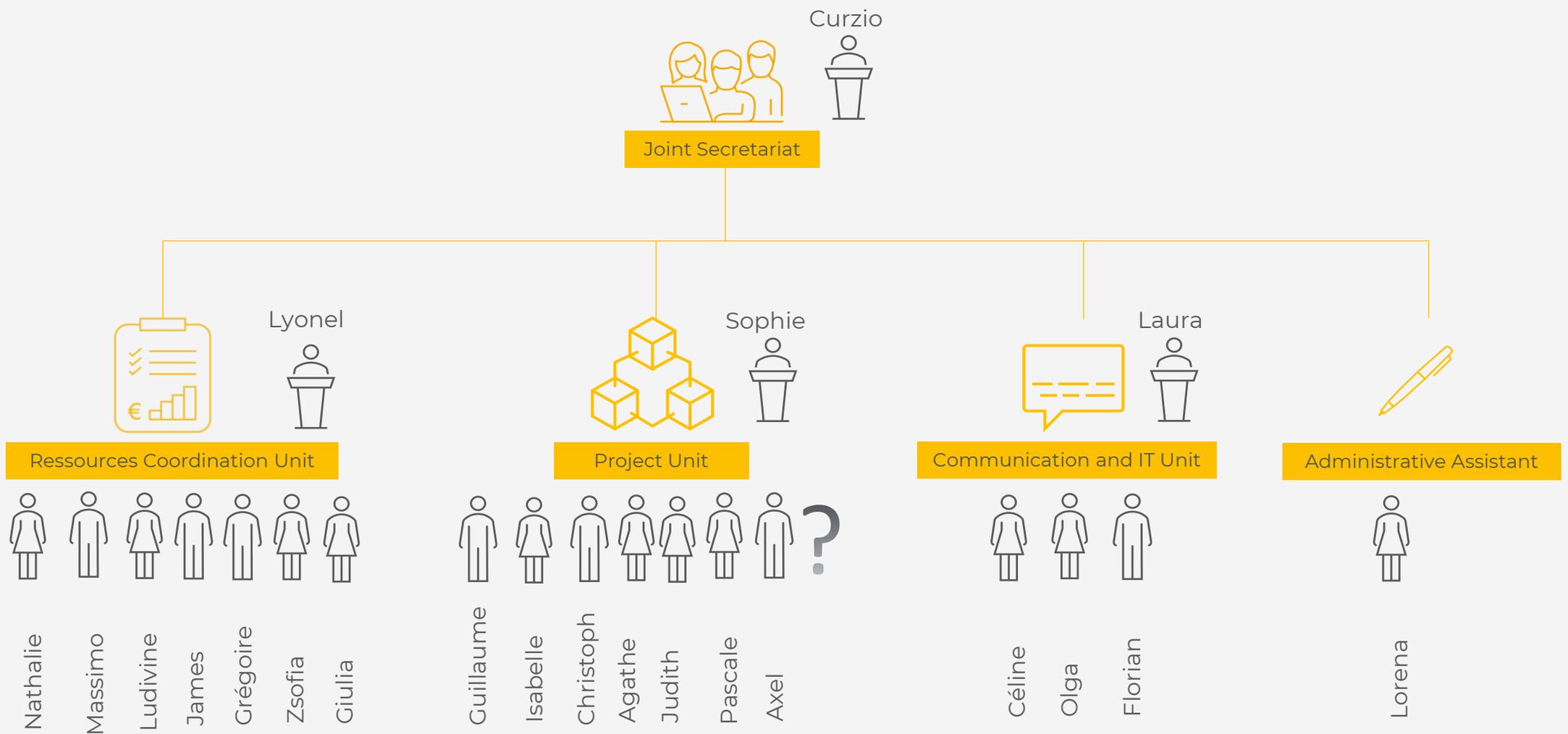
Introduction

Reminder about the role of thematic projects in the Programme architecture / strategy

Facts and figures about Thematic projects: stats + summary

Programme Bodies

Joint Secretariat

Curzio

Joint Secretariat

Lyonel

Ressources Coordination Unit

Nathalie
Massimo
Ludivine
James
Grégoire
Zsofia
Giulia

Sophie

Project Unit

Guillaume
Isabelle
Christoph
Agathe
Judith
Pascale
Axel
?

Laura

Communication and IT Unit

Céline
Olga
Florian

Administrative Assistant

Lorena

Interreg Euro-MED

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JS Team Presentation

JS Coordinator

Monitoring Committee

Communication and IT Unit

- Events
- Website
- Jems
- Basecamp

Euro-MED4Governance group

Project Unit
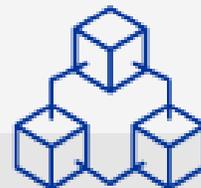
First contact for projects (LPs)

- Project contracting
- Project monitoring
- Project Steering committee
- Project report assessment and validation

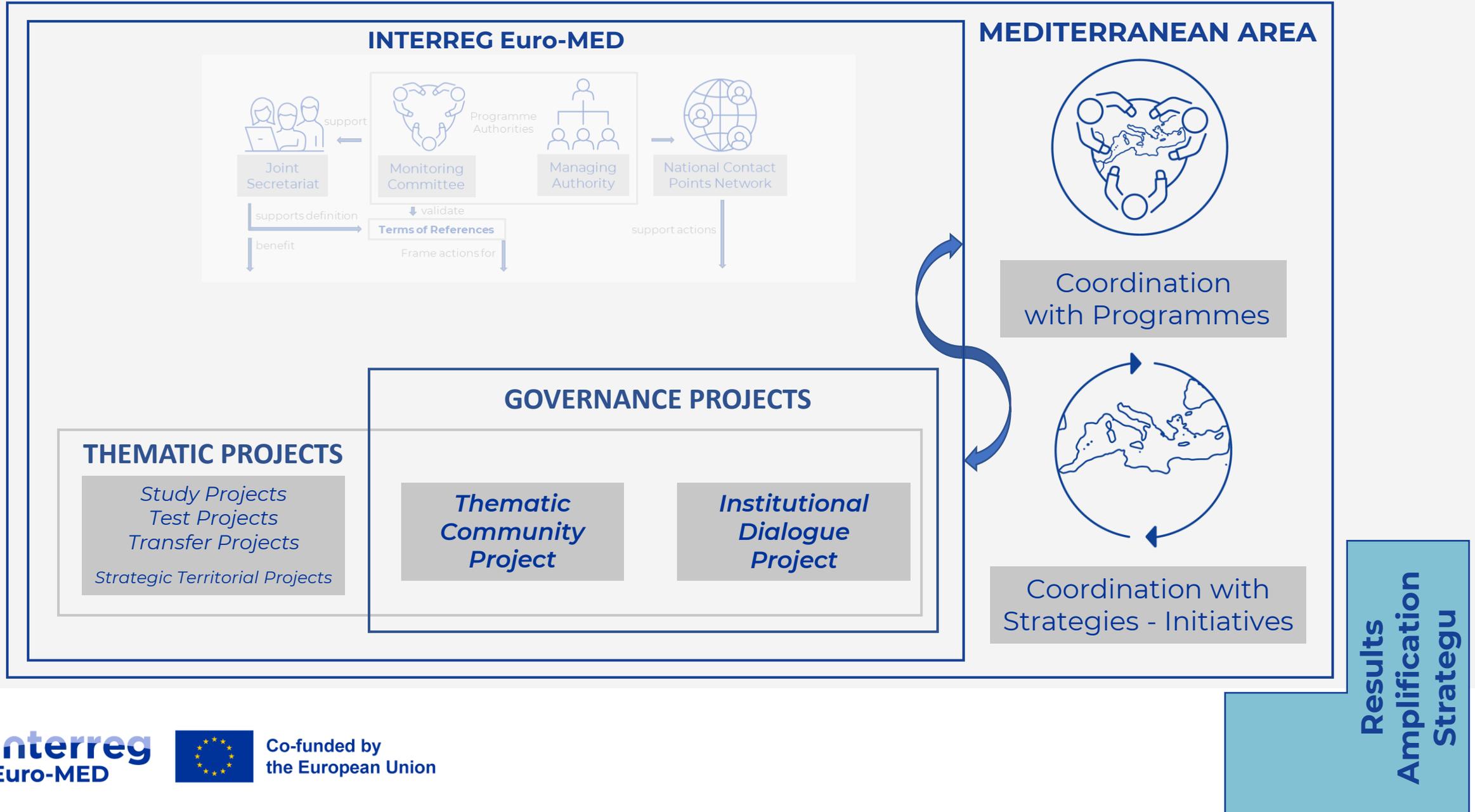Euro-MED4Governance group

2 PO Responsible for 1 mission

Resource Coordination Unit

- Financial monitoring
- Payment orders
- Recoveries
- 2nd level Audit coordination
- Support to the National controllers

programme@interreg-euro-med.eu

Interreg Euro-MED

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Programme Architecture

INTERREG Euro-MED

Programme Authorities

support

Joint Secretariat

Monitoring Committee

Managing Authority

National Contact Points Network

supports definition

validate

Terms of References

support actions

benefit

Frame actions for

MEDITERRANEAN AREA

Coordination with Programmes

Coordination with Strategies - Initiatives

GOVERNANCE PROJECTS

THEMATIC PROJECTS

*Study Projects
Test Projects
Transfer Projects*

Strategic Territorial Projects

Thematic Community Project

Institutional Dialogue Project

Results Amplification Strategu

Results Amplification Strategy:
What is the role of the thematic projects?

	The thematic projects and strategic territorial projects...
Facilitated with the exploitation, sharing and reuse of knowledge, experiences and project results by Euro-MED projects or other programmes and promote the production of relevant work **AND To facilitate** the processes above	✓ Explore data published by projects and made available by the Programme (notably ToR and library) ✓ Implement JS instructions to ensure data reuse ✓ Carry out transfer feasibility studies ✓ Implement pilot transfer activities ✓ Design plans for transfer of results
In the framework of transferring practices and results to other actors and territories and their integration into local, regional, national and European policies and strategies (mainstream)	✓ Consolidate the results of relevant projects ✓ Participate in the identification and mobilisation of potential targets for transfer and mainstreaming ✓ Consolidate or create networks for dissemination and participation of stakeholders beyond the partnership ✓ Disseminate knowledge to stakeholders through dissemination activities including training ✓ Participate in the actions of their thematic community, benefiting from the experience and support of governance projects ✓ Implement mainstreaming plans in collaboration with IDPs and with the support of TCPs
To increase coordination between actors acting on the Mediterranean (multi-level, transnational) based on this knowledge, experience and results	✓ Mobilise relevant multi-sectoral and multi-level decision-making actors ✓ Promote interfaces with other initiatives and projects of other programmes

Documents & tools - Programme Interreg Euro-MED (interreg-euro-med.eu)

Interreg Euro-MED

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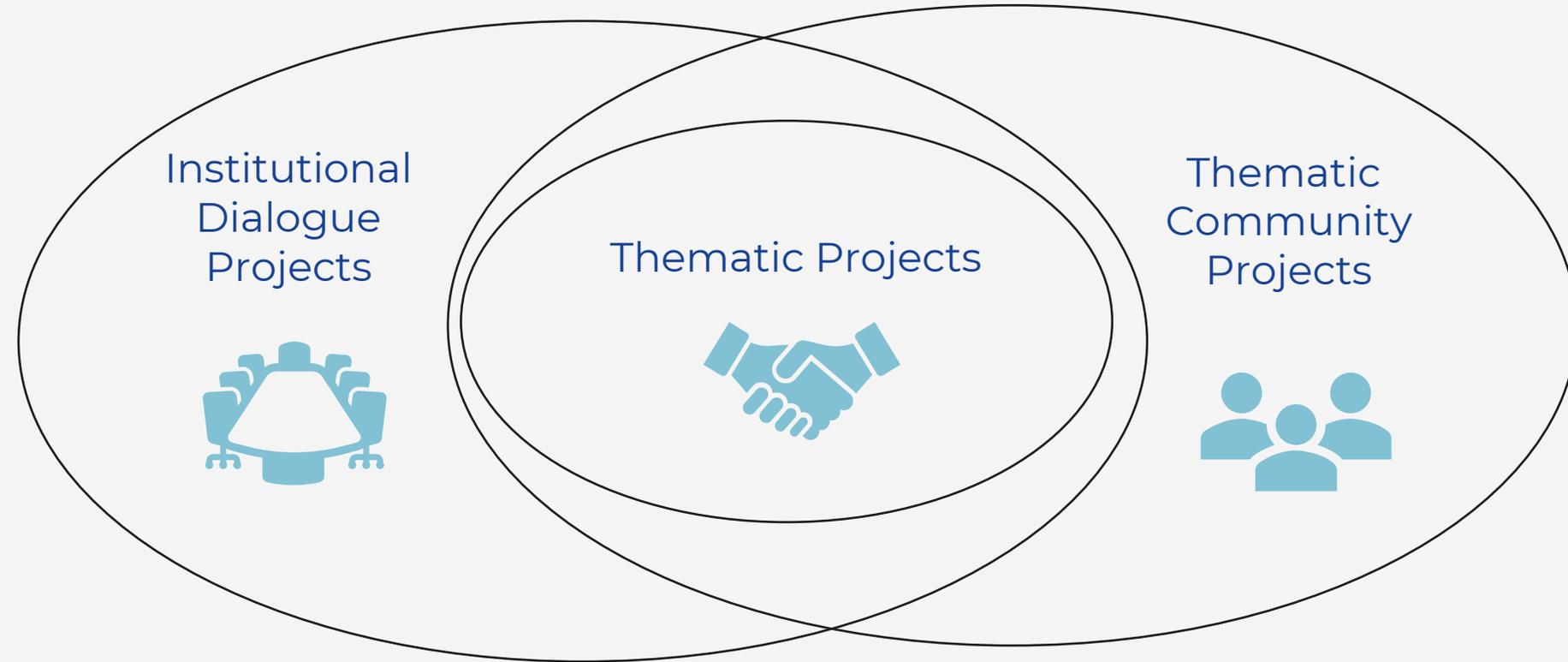
Thematic projects BELONG to a Mission

Innovative Sustainable economy

AZA4ICE
BLUE ECOSYSTEM
CARBON FARMING MED
CircleMED
Clepsydra
eWAsTER
GREENSMARTMED
OliveOilMedNet
ProcuraMED
REPper
REVIVE
SPOWIND
VERDEinMED

Natural heritage

ARTEMIS
CARBON 4 SOIL QUALITY
COASTRUST
FRED
Germ of Life
GreenList4MMPAs
LocAll4Flood
MedSeaRise
MPA4Change
StrategyMedFor
TREASURE
WE GO COOP
Wetland4Change

Green Living Areas

Streets for Citizens
ArtMED
BauNOW
BAUHAUS4MED
CO2 PACMAN
E-MED
EnerCmed
GARDEN
GREENMO
INFIRE
LOGREENER
MED COLOURS
NUDGES
ProLIGHTmed
RECinMED
ReMED
RENEWPORT
RuralMED Mobility
URWAN

Sustainable Tourism

COOL NOONS
HERIT ADAPT
LIBECCIO
MAST
MedDiet Go
MED-GIAHS
MED-Routes
NaTour4CChange
SMITour
TOURISMO

Update on Programme implementation

1st and 3rd call : Governance projects

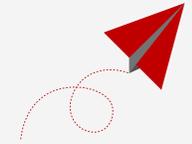8 projects selected – started January 2023

2nd call : Thematic projects

56 projects selected – started January 2024
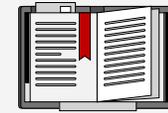
8 study
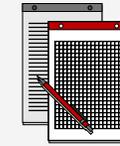
40 Test

8 Transfer

14

13

19

10

52,7% of Programme budget committed

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8 Governance Projects

Thematic Community

- Community4Innovation
- Community4Nature
- Community4LivingAreas
- Community4Tourism

The Thematic Community projects aim to build a community among thematic projects and facilitate resource transfers to stakeholders, focusing on technical and strategic content

Institutional Dialogue

- Dialogue4Innovation
- Dialogue4Nature
- Dialogue4LivingAreas
- Dialogue4Tourism

The Institutional Dialogue projects aim to amplify the transfer of policies by fostering focused dialogue among policymakers and their stakeholders, focusing on policy improvement and transformation

PPs call 2
LPs Call 2
LPs call1/3
PPs call 1/3

35
30
20
10

0   250   500 km

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the European Union
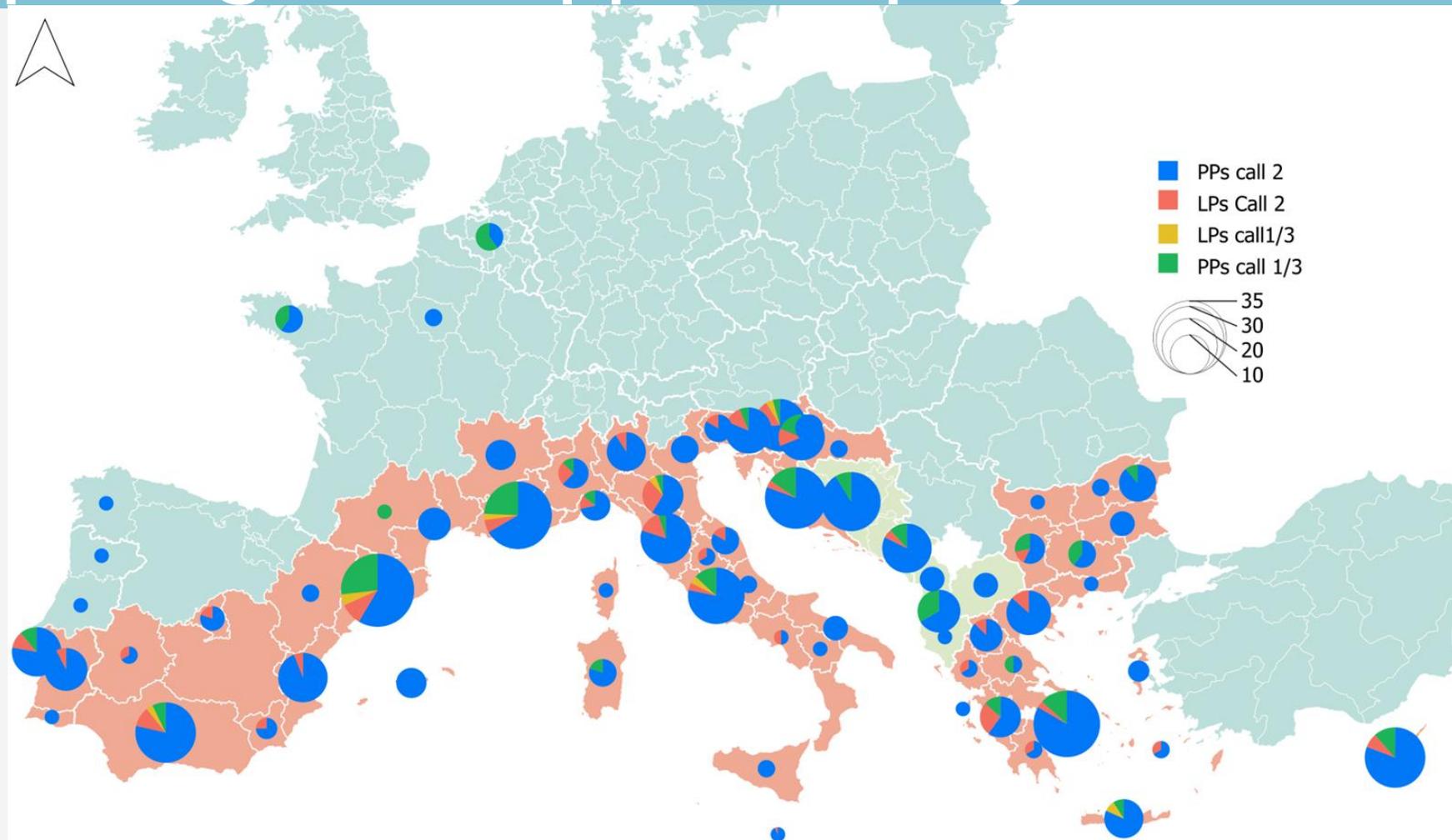
Mission Innovative Sustainable economy

Blue Economy

2-Blue aims at developing and turning **Blue Biotechnologies** solutions into practices and S3 through demonstration sites and strategic alliance.

Blue Ecosystem aims at supporting **Blue Economy sectors** ecosystem and territorial innovations through an acceleration process and a co-creation approach.

SpoWind aims at supporting **wind marine energy** stakeholders in the decision-making through the development of a marine spatial planning WebGIS tool.

AZA4Ice aims at implementing an ecosystem spatial planning approach embedded with circular practices and production systems in **aquaculture.**

Water management

Clepsydra aims at testing a smart system for monitoring and interpreting **aquifers** hydrogeological data with a focus on agriculture.

Smart & Fair transition

Revive targets the creation of **internal territories** new **ecosystem** through innovative Community Cooperatives and a set of digital services.

REPper intends to support SMEs in the **repair economy**, increase skills, and pursue the circular transition by overcoming the existing barriers.

Mission Innovative Sustainable economy

Green economy

GreenSmartMed targets the cooperation of the 4helix stakeholders in the **green manufacturing** sector through contribution to S3 and an integrated methodology for SMEs.

ProcuraMED aims to upscale and transfer the tools, strategies and network developed in the framework of **Green Procurement.**

eWAsTER aims to promote policies and new innovative eco-business models for a better **electronic waste** management.

OliveOilMedNet to improve the **olive oil** sector through the identification and certification of quality, the development of a network and of green cultivation solutions.

Carbon Farming Med aims at implementing **carbon farming** as a new green business model and at providing tools to facilitate the carbon credits' market adoption.

Circular economy

CircleMED aims at accelerating **circular economy in territories** through promotion, test of solutions for SMEs and the creation of territorial hubs.

VERDEinMED aims at the implementation of circular business models in the **textile sector** to favor policy and behavioral change.

Mission Natural heritage

Coastal/ Sea Environment

ARTEMIS - ** Restoration of **seagrass through Innovative ecosystem-service based Solutions

COASTRUST - ** shared **stewardship for Mediterranean Coasts

GreenList4MMPAs - Adapting **IUCN Green List Standard** to the Mediterranean Marine Protected Areas

Risk management

LocAll4Flood - Flash **flood** risk prevention & resilience through an Integrated Multi-stakeholder Governance Mode

MedSeaRise - ** Adaptation to Mediterranean **sea level rise

FRED – implement drones for climate change adaptation, monitoring, disaster risk prevention and mitigation in the **wildfire** segment.

Germ of Life - ** Digital Drought Risk Management enabling the **drought mitigation and adaptation strategies for the restoration of the ecosystem equilibrium in Mediterranean European Countries

TREASURE - ** Testing novel environmental quality measures in and around Euro-MED **ports

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Mission Natural heritage

Carbon removal

CARBON 4 SOIL QUALITY - Capturing and Storing Atmospheric CO2 for the improvement of soil quality

Climate change adaptation

MPA4Change - Enhancing **Marine Protected Areas as Nature Based Solutions for adaptation to climate change**: from local actions to Mediterranean basin strategy

Mediterranean Forests

StrategyMedFor - Strategy for the **Sustainable Management** of Mediterranean Forests

Wetlands

WE GO COOP - improving **wetland governance** through a community of practice

WetlandSolutions4Change - Wetlands-based **solutions for climate change** adaptation, risk prevention and mitigation

Mission Green Living Areas

Mobility : active, electric, mobility as a service, public transport, logistic

ArtMED aims to facilitate the implementation of **sustainable public transport** in sparsely populated areas by providing Public Transport Authorities with a planning tool assessing the local impact of **autonomous mobility on demand**.

E-MED aims to facilitate **energy transition in the public transport** through the developing and testing of 11 public transport efficiency solutions for authorities and operators.

RuralMED Mobility aims at facilitating the uptake of **sustainable mobility in rural areas** by improving their electric vehicle infrastructure.

GREENMO aims at studying the development of **mobility hubs** in the MED area.

GARDEN aims at supporting energy transition of **logistics for food supply** and management of bio-waste, packaging, and used containers in Mediterranean cities

MED COLOURS aims at developing efficient **urban freight** solutions.

Street for Citizens aims at developing **active mobility** in a participatory approach through tactical urbanism.

Mission Green Living Areas

Energy: Carbon neutral territories and sustainable energy planning, Renewable energy territories and communities, Public lighting

RENEWPORT aims at developing **renewable energy** solutions in port areas.

NUDGES aims at studying the integration of "**nudging**" strategies into the urban climate change mitigation and adaptation policies.

ProLIGHTmed aims at improving the energy efficiency of **public lighting** in small Mediterranean cities.

EnerCmed aims at promoting **Renewable Energy Communities** coupled with Nature Based Solutions in marginalized neighborhoods.

RECinMED aims at developing **renewable energy communities**.

Mission Green Living Areas

Nature Based Solutions & Water

URWAN aims at demonstrating the interest of multifunctional NBS for **water treatment** (rain/grey/black)

Urban planning and finance

ReMED aims at developing tools to support local authorities in integrating **adaptation** in their planning strategies.

INFIRE will focus on planning and financing **mitigation and adaptation** projects in territories.

BauNOW aims at improving the planning and implementing **capacities** of public and private stakeholders for financing measures supporting the **Green Just Transition**.

LOGREENER aims at upscaling a toolbox already developed to support local authorities in planning **sustainable energy local action plans**.

CO2 PACMAN aims to support Mediterranean islands in their transition to **climate neutrality**.

Euro-MED BAUHAUS aims at promoting citizens engagement in the frame of a New European **Bauhaus** approach.

Mission Sustainable Tourism

Protection of natural and cultural heritage

HERIT-ADAPT intends to develop and test a sustainable tourism model to increase the adaptation and mitigation capacity of natural and cultural heritage assets.

Smart management of tourism, smart tourism

TOURISMO aims at improving **tourist flow management** by upgrading and testing in destinations a platform for both authorities and tourists with information on tourist presence, density, trajectories, and behaviours.

LIBECCIO proposes the establishment of a **tourism innovation platform** composed by 4Helix actors and equipped with a destination management system based on sustainability indicators and Big Data analytics.

MAST intends to support SMEs accomodations with a a self-assessment APP and a protocol to adopt sustainable management systems in accordance with the ISO 21401:2018 standard.

NATOUR4CCHANGE intends to provide coastal tourism policy makers and destinations with regional strategies and action plans integrating nature-based approaches (climate driven), in order to mitigate and adapt to climate change.

Mission Sustainable Tourism

Diversification of the tourism offer:

COOL NOONS tackles urban tourism during the hot hours by testing some existing solutions (vegetation, water features or light-colored pavements) and proposing new ones to cope with rising summer temperatures.

MedDiet Go intends to promote **Mediterranean diet** as a tourist attraction for rural areas through the extension of the international multistakeholder Med Diet Euro-Cluster.

MED-GIAHS aims at promoting **sustainable agricultural tourism** and increasing rural communities' resilience and incomes with a joint strategy for the creation of a network of Med GIAHS sites.

SMITour aims at promoting **Smart Industrial Tourism** with a strategy for transforming old industrial and manufacturing areas into touristic sites that use advanced technologies for immersive experiences.

MED-Routes tackles the unsustainable tourism model (seasonality, overcrowding, use of natural resources...) by proposing eco-itineraries that integrate circular economy principles into Cultural Routes.

01.

WHO WE ARE

Innovative
sustainable economy

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OUR IDENTITY

One mission, two governance projects

THEMATIC COMMUNITY PROJECT (TCP)   INSTITUTIONAL DIALOGUE PROJECT (IDP)

Gov4Innovatio

Facilitate exchanges
Enhance synergies
Transfer/mainstream

Institutional cooperation
Governance mechanisms
Conditions for transfer/mainstream

Development of innovative solutions

INNOVATIVE SUSTAINABLE ECONOMY (ISE)

Development of new or updated strategic action plans and policies

PARTNERSHIP

Institutional Dialogue Project in a nutshell

Transformative innovation policy: orienting innovation policy making to boost transition to (economic, social and environmental) sustainable development

Integrated territorial development: place-based combination of policies and programmes to address urgent challenges

Multilevel governance: addressing challenges at different territorial scales, aligning objectives and action

Territorial action (TIPL)

Mediterranean wide networking (ISEC Hub)

Thematic Community Project in a nutshell
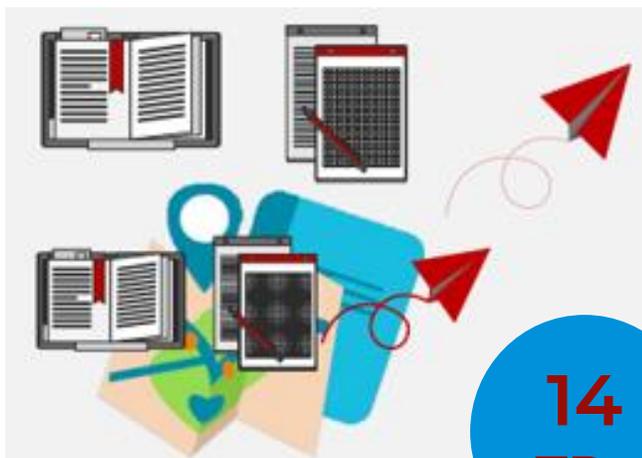
EMBRACE KNOW-HOW

14 TPs

Macro-thematic
Blue economy
Green economy
RIS3 implementation
Business models

Topics/sectors
Biotechnologies
Renewable energy
Olive oil
Aquifers
Green procurement
Carbon farming
Depopulation
Textiles loop
E-waste
R economy

02.

WHAT WE CAN OFFER

Innovative
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ISE Community of Practice (CoP)

ISE Mission actors: TPs and Gov4Innovation

> **In-person launch in Marseille on 18th June 2024**

Online & in-person gatherings with TPs every 6 months
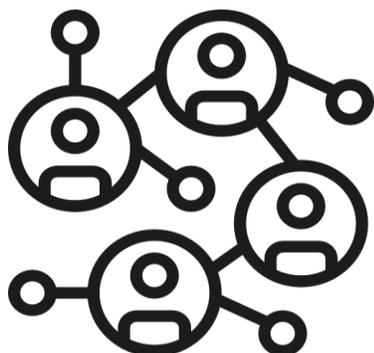
CONNECT
- ❑ Community building
- ❑ Stakeholder database
- ❑ Informal chats
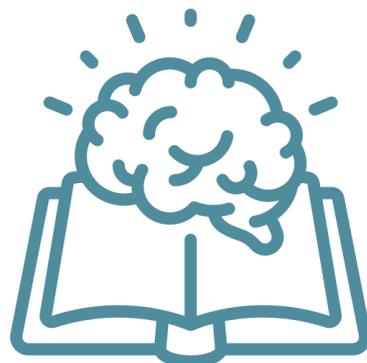
LEARN
- ❑ From IDP-TCP partners: trainings
- ❑ Among TP partners: cross-fertilisation activities

SHARE
- ❑ Work plans & strategies
- ❑ Outputs
- ❑ Results
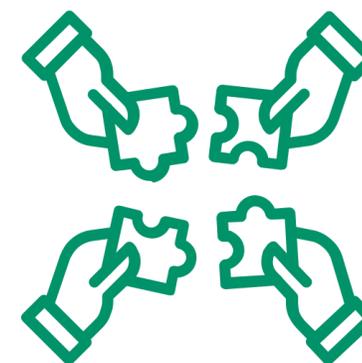
COLLABORATE
- ❑ Events
- ❑ Deliverables
- ❑ Scientific/policy papers
- ❑ Plans

POTENTIAL TRAININGS FOR TPs

Technical Capacity

- Advising on designing new projects

- Legal and regulatory aspects at local and regional scale

- Facilitate access to financing

- Policies, projects and initiatives

- Mobilising and cooperation with stakeholders

Thematic Expertise

- Cohesion, research and innovation policies
- Waste and water management
- Circular bioeconomy
- Resource efficient food systems
- Circular procurement
- Industrial symbiosis
- Green skills and employment
- Climate change and neutrality
- Urban-rural links
- Sustainable mobility
- Energy transition
- Biodiversity / Ecology
- Environment and health

Stakeholder Engagement

- Visual mappings

- Mobilising

- Cooperation

- Workshops facilitation

- Creation of position/policy papers

Methodological Skills

- Development of self-assessment tools
- Qualitative data collection
- Quantitative data collection
- Development of databases
- Data analysis
- Modelling techniques
- Producing communicative material
- Using artificial intelligence
- SDGs monitoring

33

ISEC Hub

ISE Mission & EXTERNAL actors: ISE CoP, other Missions, any other external actor, institution, or initiative

BECOME AN AMBASSADOR
to co-design the Hub!

Consultation Workshop
with Ambassadors on the
26th March 2024 (online)

Community of organisations and individuals bringing together the 4-ple helix of Mediterranean stakeholders who share the goals of the Mission
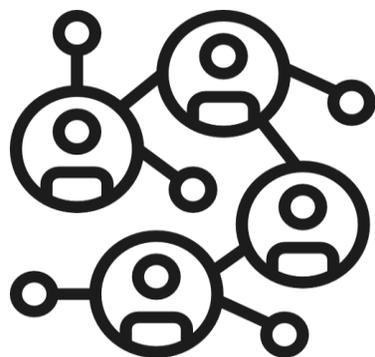
CONNECT the critical mass of stakeholders
- ❑ Public Networking Directory
- ❑ Online Interactive Space
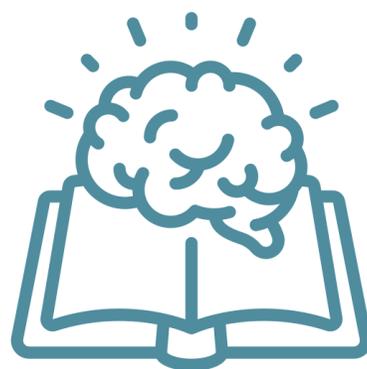
LEARN needed skills and expertise
- ❑ Capacity strengthening webinars
- ❑ Tailored-made mentoring

SHARE facilitating the dialogue of territorial challenges
- ❑ Knowledge sharing sessions
- ❑ Rolling calendar of opportunities
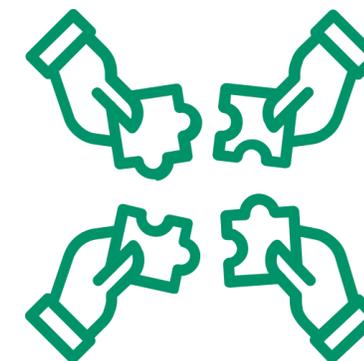
COLLABORATE by building something together
- ❑ Territorial challenges forum
- ❑ Joint positions/voice

MISSION COORDINATION BODIES

INSTITUTIONAL SOUNDING BOARD
Organisations and institutions to steer activities to be aligned with and relevant for the Euro-MED strategies

MISSION CONSULTATIVE BODY
Network of actors relevant for the Mission to strengthen the co-ownership of the recommendations, to revise and integrate main policy outputs, to support challenge-driven alliances, to absorb TP results...

03.
SAVE THE DATE

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Euro-MED

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SAVE THE DATE

09-10 MAY 2024
BARCELONA, SPAIN

2nd MED INNOVATION CAMP

TARGET AUDIENCE

- Governance and thematic projects partners from the ISE Mission and other Missions

- S3 policy makers and practitioners from the Mediterranean region

- Mediterranean governance institutions and programmes

2nd MED INNOVATION CAMP will explore how Euro-MED projects can work together with S3 to address sustainability challenges and SDGs. The workshops will be a space to provide tools and capacity building to S3 policy makers (national, regional and local) and promote synergies in the MED community. Partners will be invited to participate in the Innovation Camp together with S3 policy makers from their regions.
Check the first 1st Innovation camp 2023 that took place in Sarajevo: https://www.youtube.com/watch?v=Bt-01Lra6r4.

SAVE THE DATE

**18-19 JUNE 2024
MARSEILLE, FRANCE**

Launch of CoP + 1st MED INNOVATION DAY

Expected participation: 2-3 members per Thematic Project

ACR+
30th GA
Anniversary

CoP

EUROPEAN WEEK
FOR WASTE
REDUCTION

EWWR Awards
Ceremony

MED
Innovation
Day
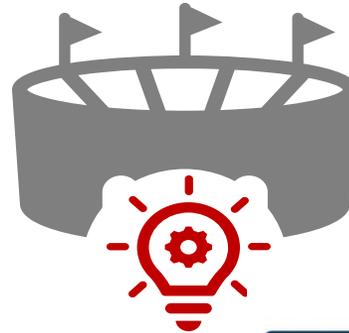
SMART
Waste
Final event

TARGET AUDIENCE

- ISE Mission partners
- Other Missions partners
- Associated partners
- Local citizens
- Private sector
- Young voices

MED INNOVATION DAYS are annual in-person events organised at different Euro-MED countries to gather and enlarge the Mission community at municipal and regional levels. The **World Cafè** methodology will be used to group the TPs & 4-ple helix stakeholder per common interest. A **Gallery Walk** will be prepared by the TCP in a poster format of TPs work as visual support to interact with audience and during the networking breaks.

INNOVATIVE SUSTAINABLE ECONOMY

https://innovative-sustainable-economy.interreg-euro-med.eu

innovative-sustainable-economy@interreg-euro-med.eu

https://twitter.com/Gov4Innovation

https://www.linkedin.com/company/gov4innovation/

Lead Partner Seminar for approved Thematic Projects

How the TPs will engage with the Natural Heritage Mission

14 February 2024, Online

Community4Nature

Dialogue4Nature

Other Key Stakeholders

Associated Partners

Interreg Thematic Projects

Two Governance Projects

Create community
Study and assess the
transferability of
results.

Promote the reuse of
solutions and their
transferring to other
territories.

**Thematic
Community
Project**

**Institutional
Dialogue
Project**
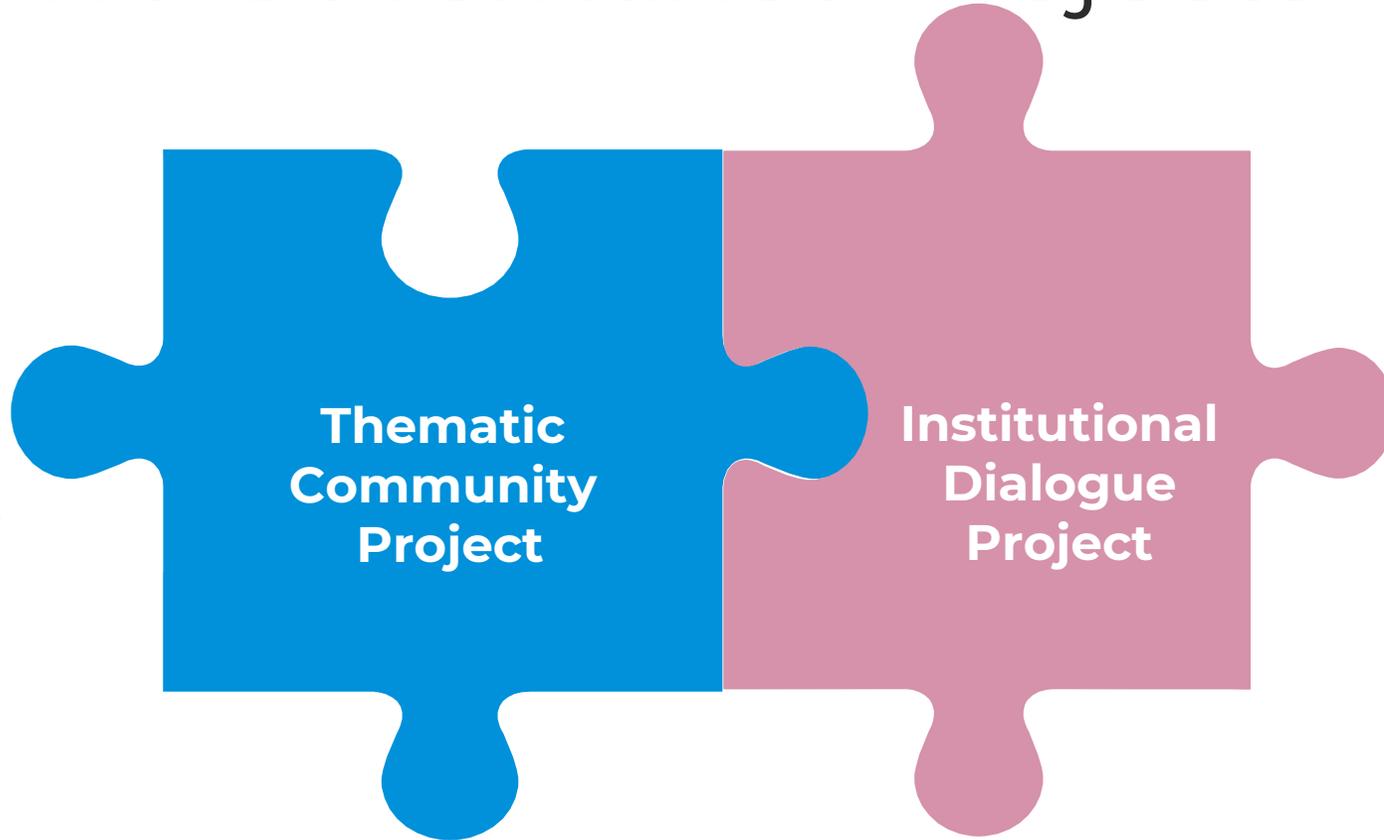
Promote policy
harmonization and
innovative governance
practices.

Establish dialogue to
mainstream solutions to
effective policies

Community of Practice ------> Mediterranean Resilience Network (MRN)

Fostering solutions transferring
Amplifying impact

The Mission **offers the space for**:

- Creation of a community of practice resulting to the Mediterranean Resilience Network
- **Gather community stakeholders and open to new external targets** to facilitate transference in practice
- Creation of **thematic working groups** and collaborative work

Thematic Projects are expected to participate in these activities, increasing visibility of their results, supporting transferring and link with targets

Sharing knowledge together

The Natural Heritage Mission will create **educational modules in the Interreg Euro-MED Academy** promoting also the solutions offered by the Thematic Projects.

The Mission also plans two "in presence" courses/summer schools, one in Slovenia (planned for next summer) and one in Greece.

Thematic Projects can provide resources to be included in the courses (videos, publications, presentations, podcasts, etc.)

A **Resources Recipient Repository** will be created including TPs solutions. The most transferable ones will be included in the Mission's **Catalogues.**

General Public Engagement

The Mission organizes the **"SOLVE the CHALLENGE"** awareness raising campaign focusing on a yearly selected topic.

2023 campaign focused on the **Coastal Erosion** problem

Visit our dedicated page to find out more: Coastal Erosion - Interreg Euro-MED : Natural heritage (interreg-euro-med.eu)

Policy Engagement

The Mission supports dialogue with policy makers and aims to integrate technical solutions offered by the Thematic Projects into mainstream policies.

- Annual Institutional Dialogue Events
- Technical Working Groups
- Advocacy
- Synergies with wide networks

Thematic Projects are invited to join these activities, share their policy needs and aspirations

Our Thematic Projects

Protecting and restoring the marine environment

GreenList4MMPAs

Lead Partner: Zoological Station Anton Dohrn (Italy)

MPA4Change

Lead Partner: Spanish Research Council (Spain)

ARTEMIS

Lead Partner: Plan Bleu for the environment and development in the Mediterranean (France)

Forest management

StrategyMedFor

Lead Partner: Universidad de Malaga (Spain)

Our Thematic Projects

Reduction of anthropogenic pressures in coastal areas

COASTRUST

Lead Partner: Region of Western Greece (Greece)

TREASURE

Lead Partner: Agency for the Development of the Empolese Valdelsa (Italy)

Solutions and tools for wetlands

WE GO COOP

Lead Partner: Organisation for Local Development, ANATOLIKI S.A. (Greece)

WetlandSolutions4Change

Lead Partner: University of Forestry, Faculty of Ecology and Landscape Architecture (Bulgaria)

Our Thematic Projects

Risk management of climate change impacts

Drought: **Germ of Life**
Lead Partner: University of Patras (Greece)

Flood: **LocAll4Flood**
Lead Partner: Balmes University Foundation (Spain)

Sea level rise: **MedSeaRise**
Lead Partner: Organisation for Local Development, ANATOLIKI S.A. (Greece)

Wildfires: **FRED**
Lead Partner: University of Rijeka, Faculty of Maritime Studies (Croatia)

Soil carbon farming

CARBON 4 SOIL QUALITY
Lead Partner: Agricultural Institute of Slovenia (Slovenia)

2024 Calendar

- **26 February** - Online meeting with TPs Lead Partners
- **1st semester 2024** - WGs meetings (online)
- **13 June** - Meeting in Croatia with TPs Lead Partners
- **18-20 June** - Summer school in Slovenia (TPs contribution more than welcome)
- **2nd semester 2024**:
    - WGs meetings (online and in presence)
    - 2nd Annual Institutional Dialogue Event

We are really interested in attending your activities, e.g., the Kick-off-meetings of your projects!

What is the **Green Living Areas Mission**?

Our Mission aims to improve the lives of Mediterranean citizens by promoting the development of green living areas. As part of the Interreg Euro-MED Programme, the Mission undertakes projects that **bring local communities to life with green development** at their epicentre, **reducing negative climate impacts** on the region's ecosystems, and **enhancing climate resilience**.

How is the Green Living Areas Mission **Organised**?

Governance projects working on two different dimensions:

Community4LivingAreas

Building a community among Thematic Projects and facilitating resource to stakeholders, focusing on technical and strategic content

Fostering the replicability of the community know-how, innovative solutions and technical tools
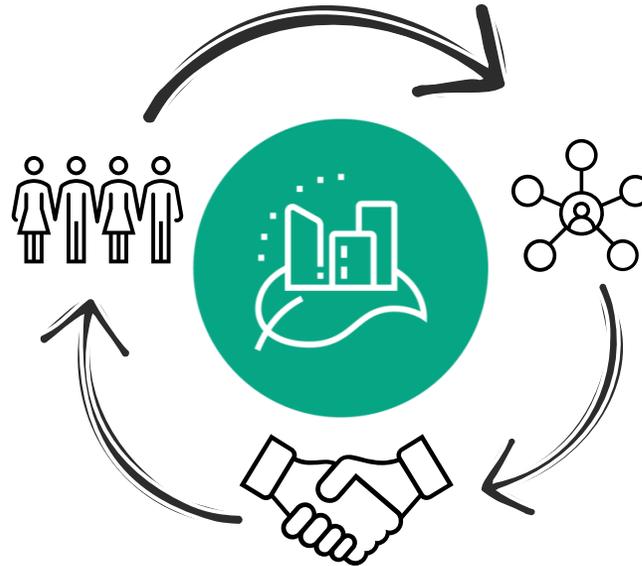
Dialogue4LivingAreas

Amplifying the transfer of policies by fostering dialogue among policymakers and public stakeholders, focusing on continuous policy improvement and transformation

Identifying and ensuring a significant long-term cooperation on public policy instruments at the Euro Mediterranean level, for an improved quality of life of citizens.

Green living areas | **Interreg Euro-MED** | **Co-funded by the European Union**

Green Living Areas Mission

Community4LivingAreas   **Dialogue4LivingAreas**

Thematic Working Groups

Dialogue Working Groups

Mission experts support
Engagement and cooperation

Tools and methodologies

Thematic Projects

Policy instruments

What are the upcoming steps for the Green Living Areas Mission?

Green Living Areas Thematic Community Project
10 - 11 April 2024 Kick-off event
Turin, Italy

Agenda
10 April 2024

Let's build the Green Living Areas Thematic Community: Launching the Community and Thematic Working Groups.

Session 1: Who are we and what will we do?

Session 2: The ETU model (Co-creation Workshop).

Session 3: Let's work together! Thematic Working Group work.

From each Project, it is assumed that this first day will be attended by the Lead Partner, Communication Manager and Lead Technical Partner.

Green Living Areas Thematic Community Project
10 - 11 April 2024 Kick-off event
Turin, Italy

Agenda
11 April 2024

What's new for Green Living Areas?

Session 1: Resilient territories: tools and plans

Session 2: Dialogue4LivingAreas - Institutional Dialogue Process

Session 3: How to engage citizens in the green transition at local level?

The second day is an open Event, notably with the expected participation of Public Stakeholders (Regional/Local Authorities...)

How can Thematic Projects get involved in the Institutional Dialogue process?

At **Thematic Projects level**, the Institutional Dialogue Process is a **unique opportunity to valorise results to be used by policymakers.**

- Our objective is to identify/ exchange with / engage **Thematic Projects** in order to **transfer technical results into policy recommendations.**

At **Public Partners level**, the Institutional Dialogue Process is a **unique opportunity** to experiment a **concrete and effective use of policies** in the various Green Living Areas Aspects:

- Our objective is to **identify/ exchange with / engage Policy Champions among Thematic Project Partners, in order to replicate, adapt and upscale public initiatives, strategies and policies.**

- We will **implement** a **Living Lab Methodology, a people-centered policy dialogue tool**, in order to provide support to **policymakers at a transnational level and benefit** from exchanges of experiences and best practices with partners all **around the Mediterranean basin.**

Green Living Areas Institutional Dialogue
October 2024
Brussels, Belgium

In the frame of the **European Week of Regions and Cities** (EUWRC 2024), in Brussels, we intend to organise the **first Institutional Dialogue**.

1.1 Consolidating a competitive innovation ecosystem → research and innovation capacities, uptake of advanced technologies by tourism SMEs, Smart Specialization Strategies, new business models, etc.

2.6 Supporting circular economy → reduce environmental impact of the production systems, overcome current overexploitation of resources, new economic opportunities offered by the circular economy model to the tourism sector, etc.

2.4 Promoting climate change adaptation and risks prevention → foster tourism models which ensure the protection of the environment, eco-system-based approaches, tackle the climate change effects, promote greener transition of living areas with high touristic assets, etc.

2.7 Enhancing Nature & biodiversity → conservation of coastal and marine biodiversity in touristic areas, restoration of ecosystems degraded by tourism activities, efficient management of protected areas, connection of natural ecosystems with high touristic assets, etc.

Mission 4: Enhancing Sustainable Tourism

Thematic Community Project: Community4Tourism (C4T)

LP – Diputació de Barcelona (ES)
PP2 – University of Thessaly (GR)
PP3 – Adriatic Ionian Euroregion (HR)
PP4 – Conference of Peripheral and Maritime Regions (FR)
PP5 – Network of European Regions for Sustainable and Competitive Tourism (BE)
PP6 – Mediterranean Universities Union (IT)
PP7 – Plan Bleu for Mediterranean environment and development (FR)
PP8 – University of Tirana (AL)

Institutional Dialogue Project: Dialogue4Tourism (D4T)

LP –El Legado andalusí – Fund. Pública Andaluza (ES)
PP2 – National Tourism Organisation Montenegro (ME)
PP3 – Circular Economy & Climate Change Inst. (GR)
PP4 – Région Sud Provence Alpes Cote d'Azur (Fr)
PP5 – Lazio Region (IT)
PP6 – Institute of Agriculture and Tourism (HR)
PP7 – Ministry of Transport, Communications and Works (CY)
PP8 – Municipality of Varna (BG)
PP9 - Association of Mediterranean Chambers of Commerce and Industry ASCAME (ES)

Development of a sustainable and responsible coastal and maritime tourism in the MED area

30 projects
207 partners

Community building:

- Critical mass of projects, entities and people
- Synergies among projects
- Knowledge and systematization of projects results
- Instruments for advocacy

Transferring and capitalisation:

- Transferring workshops (focused on projects outputs)
- National & regional debates (focused on policy recommendations)
- Mappings of project outputs, transferring mainstreaming processes and liaising (MED Sustainable Tourism Convention I & II)

Relevant publications

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

+ 2 Upcoming calls in 2024!!

TOTAL BUDGET OF THE THEMATIC PROJECTS
18.483.268,85 €

CATEGORY OF THEMATIC PROJECT

	Study	Test	Transfer	Total
	27 months	33 months	27 months	
1.1 Innovation	1	2	1	4
2.6 Circular economy	1		1	2
2.4 Climate change		3		3
2.7 Nature & biodiversity			1	1
TOTAL	2	5	3	10

NUMBER OF PARTNERS PER COUNTRY

Greece	15
Italy	15
Spain	14
Croatia	8
Bulgaria	6
France	5
Portugal	5
Montenegro	4
Slovenia	4
Bosnia	3
Cyprus	3
Malta	1
TOTAL	**83**

Not Albania nor North Macedonia are represented

PARTNERS' TYPE OF ORGANISATION

Regional public authority & regional development or tourism agencies	21
Local public authority & local development or tourism agencies	20
Higher education and research	16
Networks, NGOs, International organisation	14
Business support organisation	9
SME	2
National public authority	1
TOTAL	**83**

BCN+ Barcelona is much more / Diputació Barcelona / UNIVERSITY OF THESSALY / CPMR CRPM / NECS European Re... Competitive a...

Junta de Andalucía Consejería de Turismo, Cultura y Deporte / Fundación Pública Andaluza El legado andalusí / Cultural route of the Council of Europe Itinéraire culturel du Conseil de l'Europe / COUNCIL OF EUROPE CONSEIL DE L'EUROPE / MONTENEGRO Wild Beauty / EPLO / Circular Economy & Climate Change Institute / RÉGION SUD PROVENCE ALPES CÔTE D'AZUR

REGIONE LAZIO / Institut za poljoprivredu i turizam / Institute of Agriculture and Tourism / DEPARTMENT OF PUBLIC WORKS / ascame / GREENING THE ISLANDS

Project name	Short description	C4T Angel
LIBECCIO	Enhancing digital transformation to support the management of destinations	AIE
TOURISMO	Innovative technologies to monitor and manage tourist flows	CPMR
SMITour	Smart Industrial Tourism	DIBA
MedDiet Go	Mediterranean diet as a tourist attraction	AIE
MAST	Implementation of sustainable processes in the accommodation sector	UNIMED
MED-Routes	Eco-itineraries across European Cultural Routes	DIBA
COOL NOONS	Adaptation of the urban tourism offer to face the heating in the Mediterranean	UTH
NaTour4CChange	Nature-based solutions for increasing the resilience of coastal destinations	PB
HERIT ADAPT	Reinforce the sustainability of destinations through natural and cultural heritage assets	NECStouR
MED-GIAHS	Preservation of agricultural heritage through sustainable tourism	UT

Effective synergies
Institutional Dialogue Project

1. Facilitate the exploitation, sharing and reuse of knowledge, experiences and project results from the Thematic Community.

2. Encourage the transfer of practices and results to other actors and territories and their integration in the development of local, regional, national and European policies and strategies.

3. Increase coordination between actors of the policy level acting on the Mediterranean (multi-level, transnational)

The objectives of the Sustainable Tourism governance projects

TO AMPLIFY THE DIALOGUE WITH NATIONAL AND SUPRANATIONAL AUTHORITIES

TO IMPLEMENT MAINSTREAMING STRATEGIES

TO TRANSFER THE RESULTS OF THE THEMATIC COMMUNITY PROJECTS

TO FAVOUR THE CONDITIONS FOR POLICY CHANGES

TO IMPROVE COORDINATION AMONG POLICY ACTORS WITHIN AND BEYOND THE EURO-MED AREA

TO IMPROVE THE MEDITERRANEAN TERRITORIAL COHESION

Effective synergies
Institutional Dialogue Project

BATTERY OF PROPOSALS

CONCRETE ACTIONS

COLLECTIVE STATE OF MIND

Community4Tourism

WP1 Reuse

Thematic papers

Scientific publications

Thematic working groups

Join the Med platform

Catalogue of outputs

SDG indicators performance report

WP2 Transfer

Transferability analysis report

ICZM protocol manual

The Mediterranean Clusters

MED Sustainable Tourism convention

Interreg Euro-MED Academy

WP3 Coordination

Blueprint for Climate Action Plans

Joint Annual Forum

Synergies EU policies and initiatives

Med. Strategy on Sustainable Tourism

Participation in key events

MoU mission sustainable tourism

Communication

Management

Coordination with the JS / the governance group / UfM…

A project labelled by the UfM

Sustainable tourism | Interreg Euro-MED | Co-funded by the European Union | Union for the Mediterranean / Union pour la Méditerranée

Dialogue4Tourism

WP1 Reuse

Joint mapping of targeted policy priorities in ST ⭐

Action plan for policy-driven action in the Euro-MED area

Questionnaire of existing policies and strategies on ST in partner's countries

Digital Awareness Days

Enlargement of permanent collaborative networks on ST ⭐

WP2 Transfer

Sustainable Tourism Policy Labs ⭐

Driving Tourism Transition Pannels

Driving Tourism Transition HUB ⭐

Expansion of the Network of Sustainable Tourism Observatories (NSTO)

Interreg Euro-MED Academy ⭐

WP3 Coordination

Cross Network Alliance ⭐

Joint Annual Forum

Advocacy Strategy

Joint Political Declarations ⭐

Euro-MED ST White Papers

MoU Sustainable Tourism Mission

Communication

Management

Coordination with the JS / the governance group / UfM...

REGIONE LAZIO | Institut za poljoprivredu i turizam | Institute of Agriculture and Tourism | DEPARTMENT OF PUBLIC WORKS | ascame | GREENING THE ISLANDS

Which are going to be our main steps in the coming 2 years?

Transfer and advocate the results of the projects among policy level stakeholders in the MED area and beyond.

Expansion of the Network of Sustainable Tourism Observatories (NSTO).

Animate the community of projects on sustainable tourism with the creation of thematic working groups and Mediterranean Clusters.

Create the Join the MED Platform: a knowledge hub on sustainable tourism.

How can thematic projects be involved in our current and future plans?

〉 Joining the Driving Tourism Transition Panel (DTT) and Hub and the Mediterranean Clusters

〉 Participation in the events of the Community, the MED Sustainable Tourism Convention, the Cross Network Alliance and other events.

〉 Participate in transferring activities, workshops and capacity building sessions: Sustainable Tourism Policy Labs, Mediterranean Sustainable Strategy on Tourism, ICZM protocol, etc.

10th & 11th April in Rome:

Kick-off Meeting of the Interreg Euro-MED Sustainable Tourism Community

Expecting the participation of:
- Community4Tourism
- Dialogue4Tourism
- Thematic Projects
- Associated Organisations
- Other Euro-MED Missions
- Joint Secretariat
- External experts

24th April in Marseille / in person & online:

Open session and round table of the Cross Network Alliance (Dialogue4Tourism Project)

Expecting the participation and attendance of:
- Community4Tourism
- Thematic Projects
- Associated Organisations
- Joint Secretariat
- External experts

Welcome to Interreg Euro-MED!

now that your project has been approved,

it is time to think about communication ☺

What do we expect?

- 1 Communication* strategy for the whole project duration

- Monitoring (1 "report" per year)

- Comply with the EU and Programme rules (v. branding)

*and capitalisation (start thinking from the beginning of your project how to capitalise it for more effective results!)

General framework

Governance Projects
(Institutional Dialogue + Thematic Community)

↕

Thematic Project

Materials

The Programme provides for each project:

- 1 website

- Basecamp tool

- 1 logo (in all different versions)

- 1 poster template

Overview of the main tools

Monitoring

Application, reports, key deliverables, ...

Jems

Lead Partner

Collaboration

Tasks, shedules, files, ...
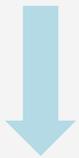
Basecamp

Communication

News, events, forms, ...

Project website

Project Partners

Communication officer

Interreg Euro-MED

Co-funded by the European Union
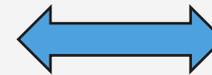
Your project website

The Programme provides each project with a website.

What is the objective?

- **Harmonise all websites** of the Programme;

- **Facilitate the navigation** from a website to another for all stakeholders of the programme and outside;

- **Ensure** the presence of the **main features**;

- Ensure **compliance** with the EC and Programme **publicity rules**;

- **Offer** project **technical tools**.

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Content Management System

- Most popular CMS platforms
- **User friendly**
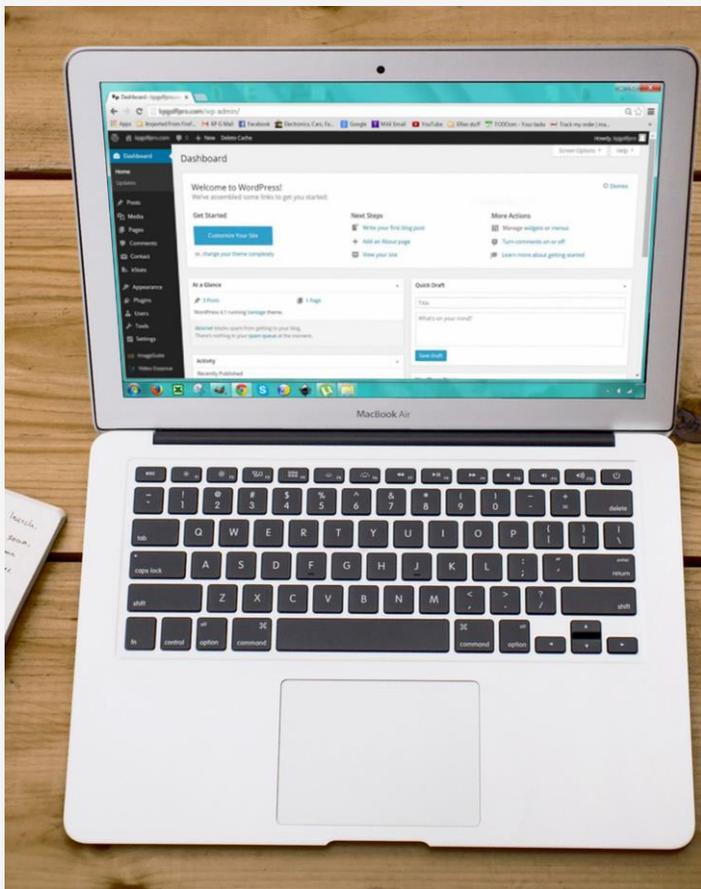
Divi template
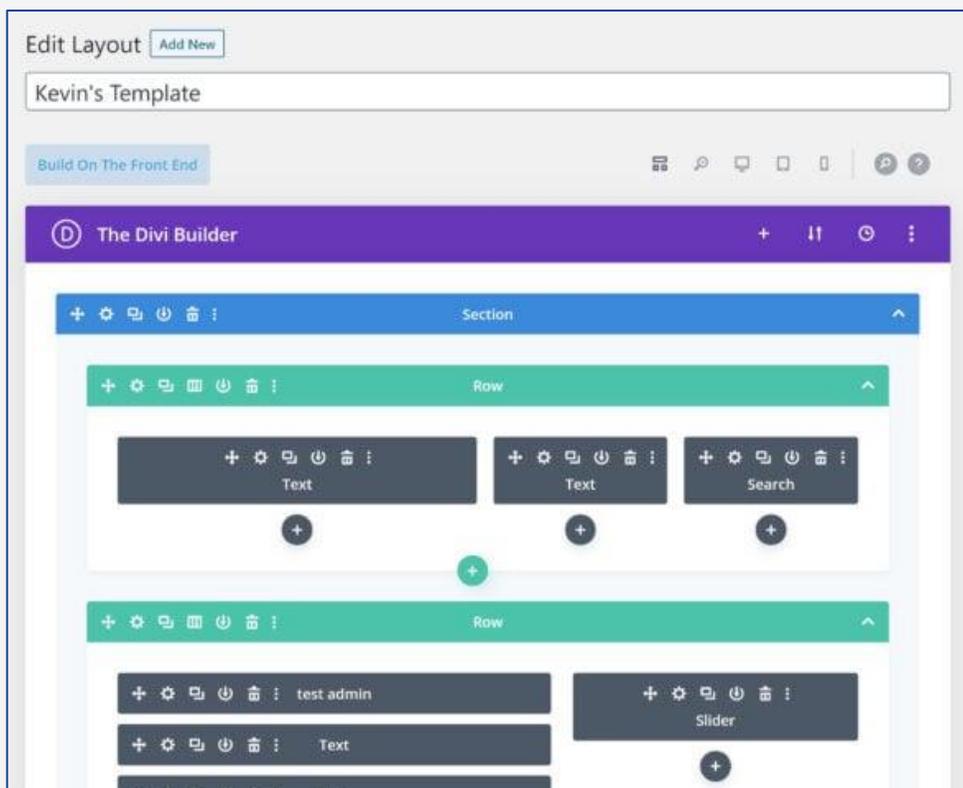
- A specific **Divi template** was designed;

- **Customization** is possible;

- Features **already branded**;

- **Harmonize** all the websites.

Main features
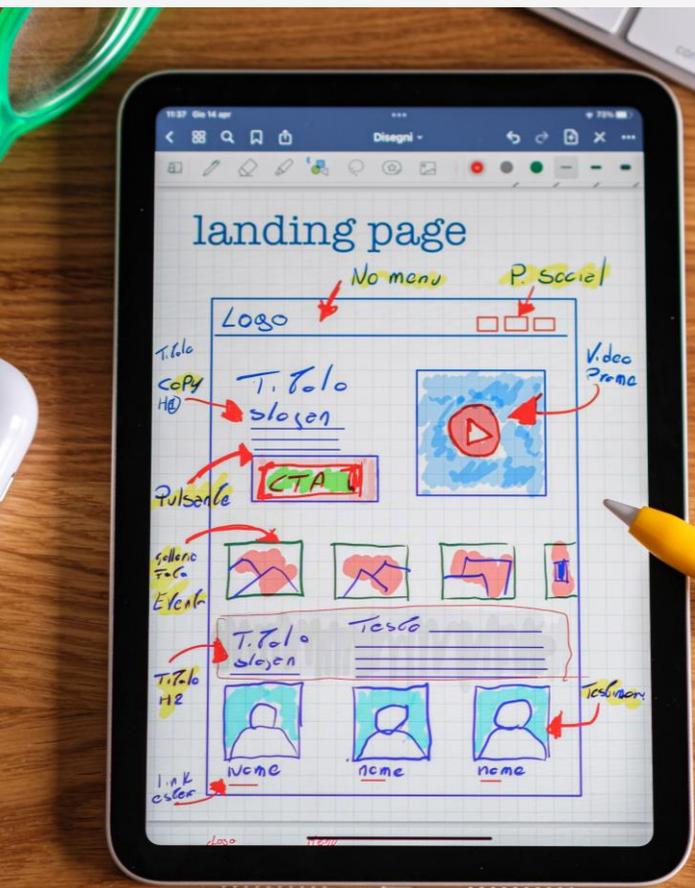
- Pages

- News

- Events (calendar, registration & evaluation forms)

- Multiple profile accounts (administrator, contributor and subscriber)

- Glossary

- Directory of individuals and institutions

- Multimedia galleries (pictures, videos)

- Analytics

Dashboard

Posts

BetterDocs

Media

Forms

Pages

All Pages

Add New

Projects

Évènements

NanoSupport

Ultimate Member

Forums

Topics

Replies

Appearance

Plugins

Users   **7754**

Tools

Settings

WordPress 6.1.1 is available! Please update now.

Pages   Add New

All (115) | Mine (20) | Published (106) | Drafts (2) | Private (7) | Bin (3) | Cornerstone content (0)

Bulk actions ▾   Apply | All dates ▾   All SEO Scores ▾   All Readability Scores ▾   Filter

	Title	Author
	(dev test) — Private, Divi	Florian JA
	1st call technical meeting – Building your budget – Registration — Divi	Admin
	1st call technical meeting – Building your intervention logic – Registration — Divi	Admin
	1st call technical meeting – Building your partnership – Registration — Divi	Admin
	1st call technical meeting – Questions and answers – Registration — Divi	Admin
	1st call technical meeting – The project carbon footprint – Registration — Divi	Admin
	2nd call technical meeting – Budget, eligibility of expenditure, annexes – Registration — Divi	Florian JA
	2nd call technical meeting – Partnership, Intervention logic, Indicators – Registration — Divi	Florian JA

CARBON FARMING MED

Interreg
Euro-MED

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Search...

WHAT WE ACHIEVE   WHAT WE DO   OUR STORY   EVENTS   NEWS

PROJECT CLONED

Your content goes here. Edit or remove this text inline or in the module Content settings. You can also style every aspect of this content in the module Design settings and even apply custom CSS to this text in the module Advanced settings. Your content goes here. Edit or remove this text inline or in the

Search...

EN

LATEST
News

22/02/2022

News 3

Description of the news...

READ MORE

22/02/2022

News 2

Description of the news...

READ MORE

21/02/2022

News 1

Description of the news...

READ MORE

WHAT WE ACHIEVE

Your content goes here. Edit or remove this text inline or in the module Content settings. You can also style every aspect of this content in the module Design settings and even apply custom CSS to this text in the module Advanced settings. Your content goes here. Edit or remove this text inline or in the module Content settings. You can also style every aspect of this content in the module Design settings and even apply custom CSS to this text in the module Advanced settings. Your content goes here. Edit or remove this text inline or in the module Content settings. You can also style every aspect of this content in the module Design settings and even apply custom CSS to this text in the module Advanced settings.

Your content goes here. Edit or remove this text inline or in the module Content settings. You can also style every aspect of this content in the module Design settings and even apply custom CSS to this text in the module Advanced settings. Your content goes here. Edit or remove this text inline or in the module Content settings. You can also style every aspect of this content in

Delivery

- From March 4th to 15th

- User manual and a checklist will be also provided

- Websites will go online once the compulsory items of the checklist are checked (deadline 15/06/24)

Basecamp

- Online collaborative tool, simple & intuitive.
- One project = One Basecamp

Features

- Multiple projects management,
- Chat (private and collective),
- Message board,
- File storage,
- Shared calendar,
- Tasks management,
- And more…
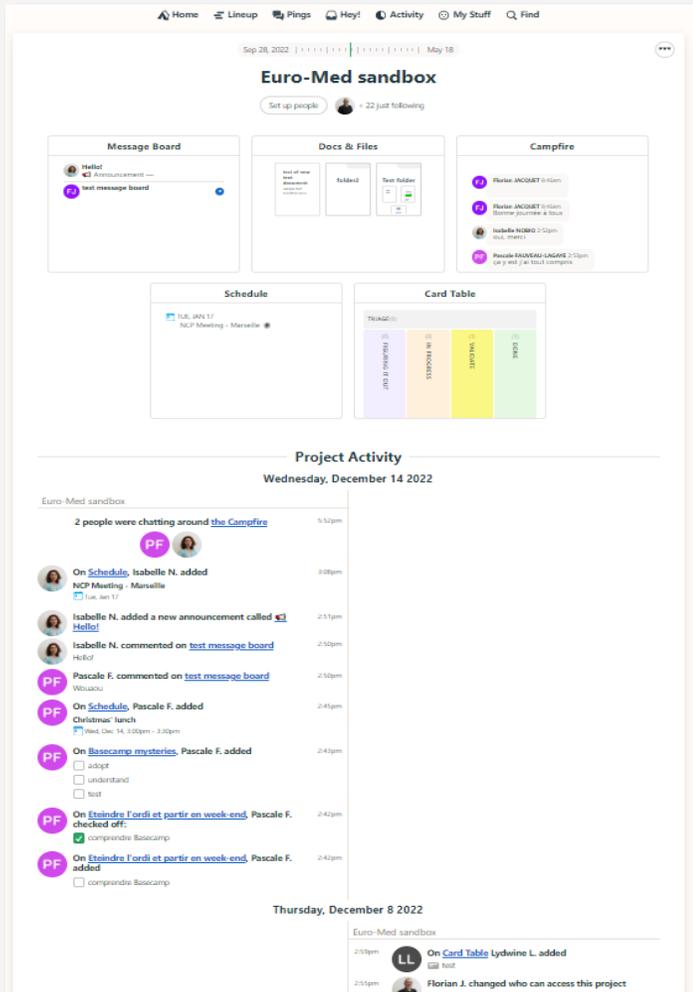
How to get my Basecamp account?

- All partners can have a Basecamp Account

- **The first Basecamp accounts** are created by the JS, following the application form

- Each partner will receive an activation link

- **Later on** ➔ a form will be put online on the Programme website so that the LP can request the creation or deletion of an account

Materials

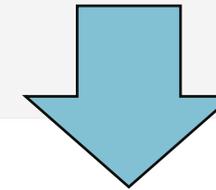The Programme provides for each project:

- **1 logo**

- **1 poster template**

Each project can develop its own <mark>visual identity</mark> complying with the **Programme brand book** (e.g. word and ppt template, event agenda, social media post...).

- No PPT or letterhead template

- No Newsletter tool

The Project Brandbook

→ Documents & Tools

Reference Documents

Programme
Operational programme, strategies, committees's decisions...

Read more

Project application
Programme manual, partners declaration, statements...

Read more

Project implementation
Contracting documents, reporting, mission and project branding...

Read more

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The Project Brandbook

MISSION AND PROJECT BRANDING

PROJECT BRANDING

Project logos are provided by the Programme to each project in all the available versions and must not be changed under any circumstances.

Before using the project logos, *read carefully* the ☁ **Project Brand book**.

PROJECT POSTER TEMPLATE

Before using the poster template, please read the ☁ poster guidelines.

Download the project poster template without the UfM label:

§ Mission: Innovative sustainable economy

Interreg
Euro-MED

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Mission colours and icons

CMJN 89 / 18 / 0 / 0
RVB 0 / 145 / 218
HEX #0091DA
PANTONE 2192 C

CMJN 0 / 32 / 100 / 0
RVB 242 / 169 / 0
HEX #F2A900
PANTONE 130 C

CMJN 84 / 0 / 59 / 0
RVB 0 / 179 / 136
HEX #00B388
PANTONE 399 C

CMJN 4 / 51 / 7 / 6
RVB 213 / 146 / 170
HEX #D592AA
PANTONE 507 C

MISSION 1 :
STRENGTHENING AN INNOVATIVE SUSTAINABLE ECONOMY
RENFORCER L'ÉCONOMIE DURABLE INNOVANTE

MISSION 2 :
PROTECTING, RESTORING AND VALORISING
NATURAL HERITAGE
*PROTÉGER, RESTAURER ET VALORISER
LE PATRIMOINE NATUREL*

MISSION 3 :
PROMOTING GREEN LIVING AREAS
PROMOUVOIR LES BASSINS DE VIE VERTS

MISSION 4 :
ENHANCING SUSTAINABLE TOURISM
AMÉLIORER LE TOURISME DURABLE

Programme Font

Monserrat

extralight | extralight italic | light italic | regular
regular italic | medium | medium italic | semibold
semi bold italic | bold | bold italic

A B C D E F G H
I J K L M N O P Q
R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Name etur audaest, qui nones utemo
Name etco ur audsdaest, qui nones
uteeoles imasdfionet mossitatur sam
explale voles imaionet mossitature
custiuntio quisx uyut labor acestium
custiuntio quisx uyut labor acestium
eaquisit, corrovisel dusandisqui com
eaquisit, des corrovisel dusandisqui
com venimusatenn conseque sam
ibustibus veconsequ ibusciatius qui

Open Sans

light | light italic | regular | regular italic | medium
medium italic | semibold semi bold italic | bold | bold
italic | extra bold | extra bold italic | black | black italic

A B C D E F G H
I J K L M N O P Q
R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Name etur audaest, qui noacesnes utemo
Name etco uimasdior audsdaest, qui nones
uteeoles imasdfionet mossitatur sam
explale voles imaionet mossitature cus
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tiuntio quisx uyut labor acestium eaqui-
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eaquisi con des corrovisel dusandisqui
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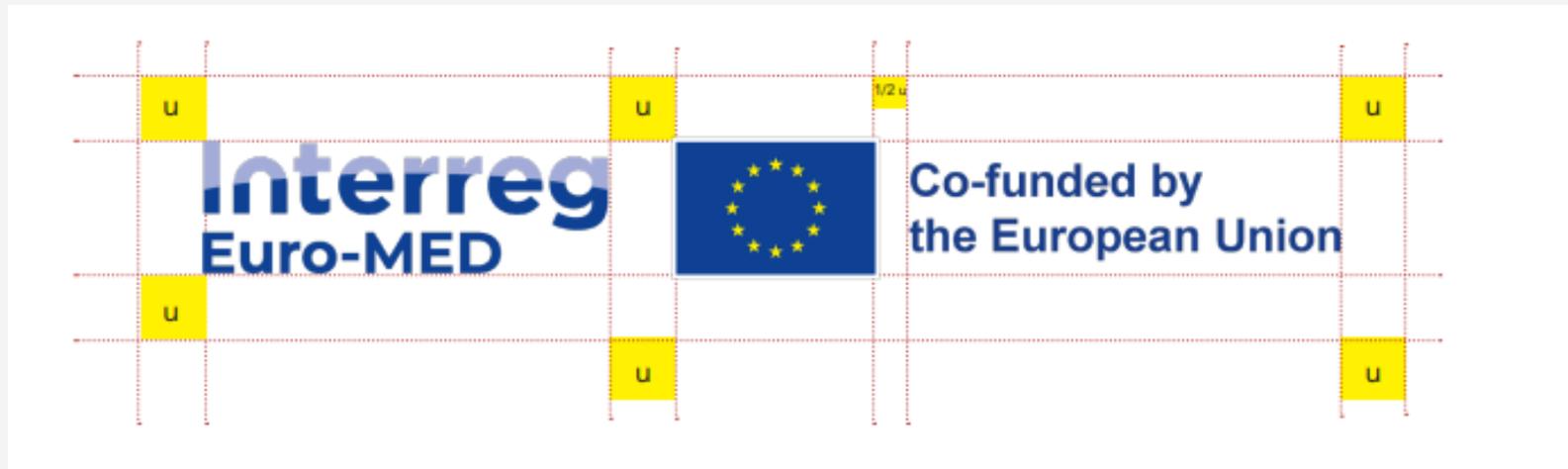
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Euro-MED

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The Programme logo

Project Logotypes

Branding and guidelines

Logos are provided by the programme in all available versions (colour, black, white, standard, horizontal, for print and web).

Together with the logos, a **brand book with guidelines** for correct use is provided.

All materials will be available on the Programme website.

Poster template

A **poster template** is available on the Programme website:

Where to use the project logo?

On all communication materials!

- printed publications: reports, brochures, newsletters, studies, articles, etc.;
- audio-visual: videos, audio podcasts;
- digital or electronic materials (websites, videos, podcast, etc.);
- events (e.g. PPT presentations, agenda, conference material);
- stationary and office materials;
- promotional goodies.

When not possible (e.g.: scientific & press articles) explicitly mention the contribution from the Programme & the EU co-financing.
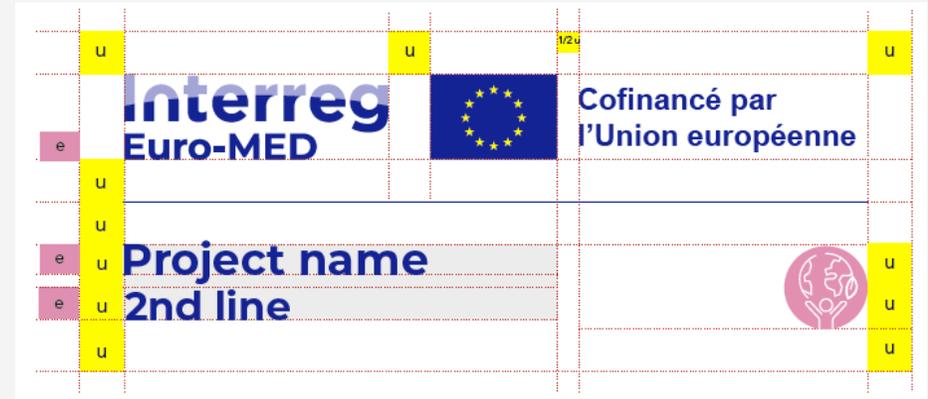
How to use the project logo?

The logo must be **clearly visible**
(must stand out well on the background).

No distortion or modification of the logo provided by the Programme is allowed.

How to use the project logo?

It must always have a **space around it** (the size of the yellow box) and a **minimum size** (The minimum height of the EU emblem must be 1 cm).
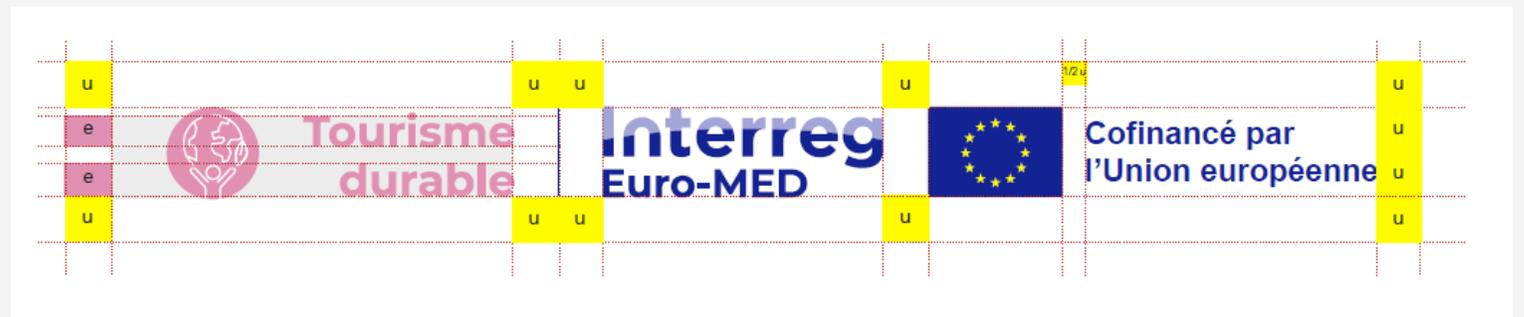
What if there is another logo?

When other logos are published alongside the programme logo, as in the case of a partnership, make sure that the **Union emblem** shall have at least the same size, in height, as the biggest of the other logos. ==**EU rules !**==
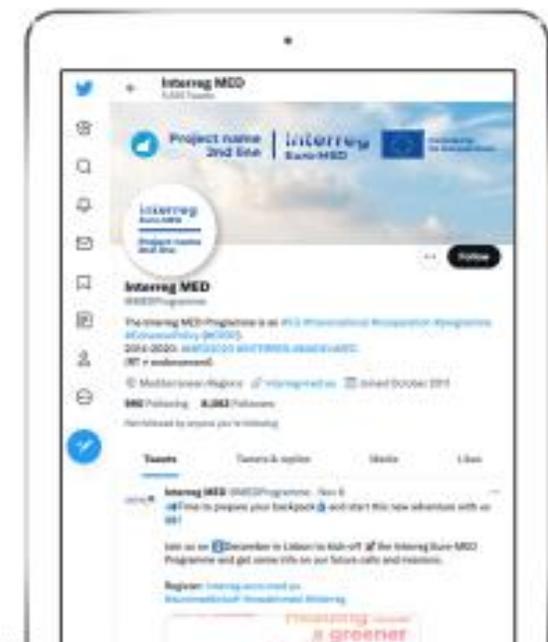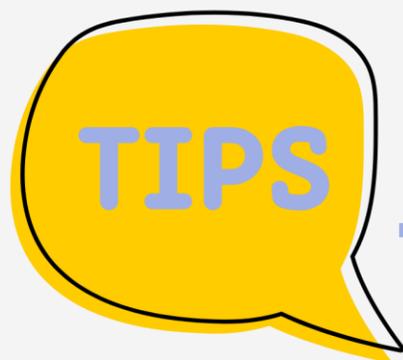
Social Network

Promotional items (goodies)

- **MUST** be expressly **accepted by the JS** and branded with the **project logo**.

- **Necessary** to reach one of the defined target groups and objectives.

- **Eco-friendly**

TIPS

- Please **read** very carefully the **brand book** explaining how partners should use the project logo.

- For any doubts, **ask the JS**

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How to measure your communication results?

Once a year, the JS sends **a link to a form** to request communication data from the projects, particularly on events and social networks.
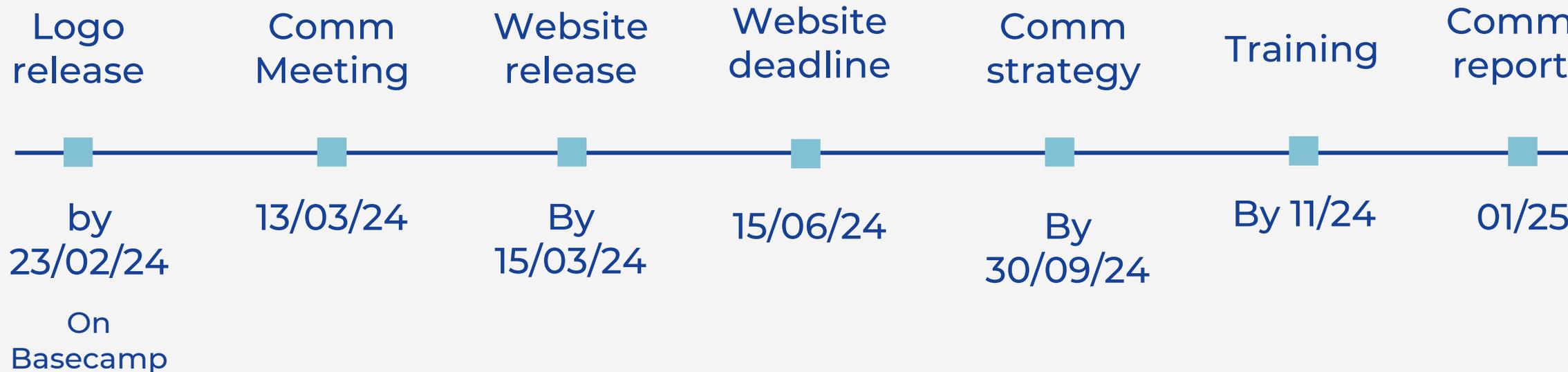
Communication and tools

Next steps

Next steps

Logo release	Comm Meeting	Website release	Website deadline	Comm strategy	Training	Comm report
by 23/02/24	13/03/24	By 15/03/24	15/06/24	By 30/09/24	By 11/24	01/25
On Basecamp						

Useful links

→ Documents & Tools

→ Training center

→ Projects Brandbook

→ Programme Manual

→ Programme Communication strategy

→ Programme Results Amplification strategy

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