

SUSTAINABLE TOURISM TOOLKIT

Inspiring solutions to face current and future
challenges in the Mediterranean

Interreg



Co-funded by
the European Union

Euro-MED

Marittimo-IT FR-Maritime

NEXT MED



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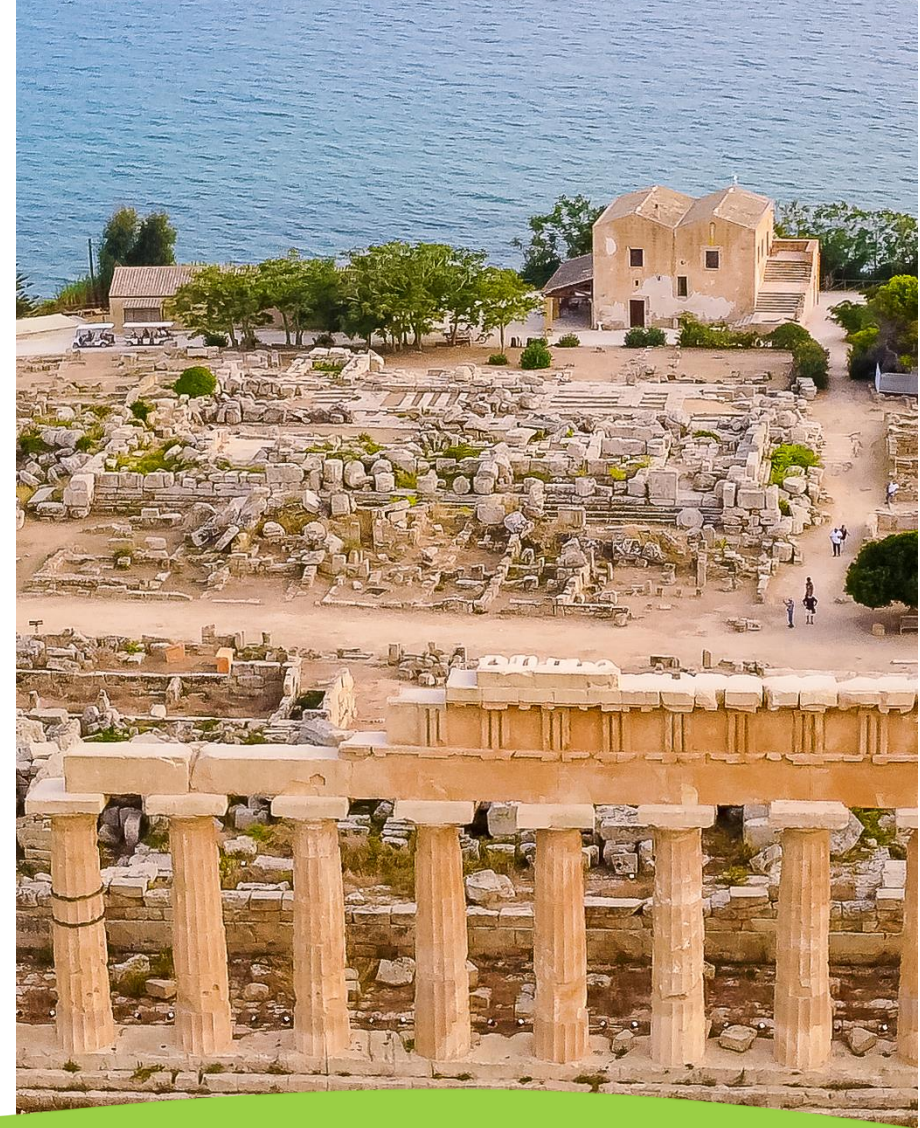
Why this toolkit

- Tourism is at the **heart of the Mediterranean**
- **Capitalisation**: avoiding reinventing the wheel
- Projects: the **concrete impact** of Programmes on territories



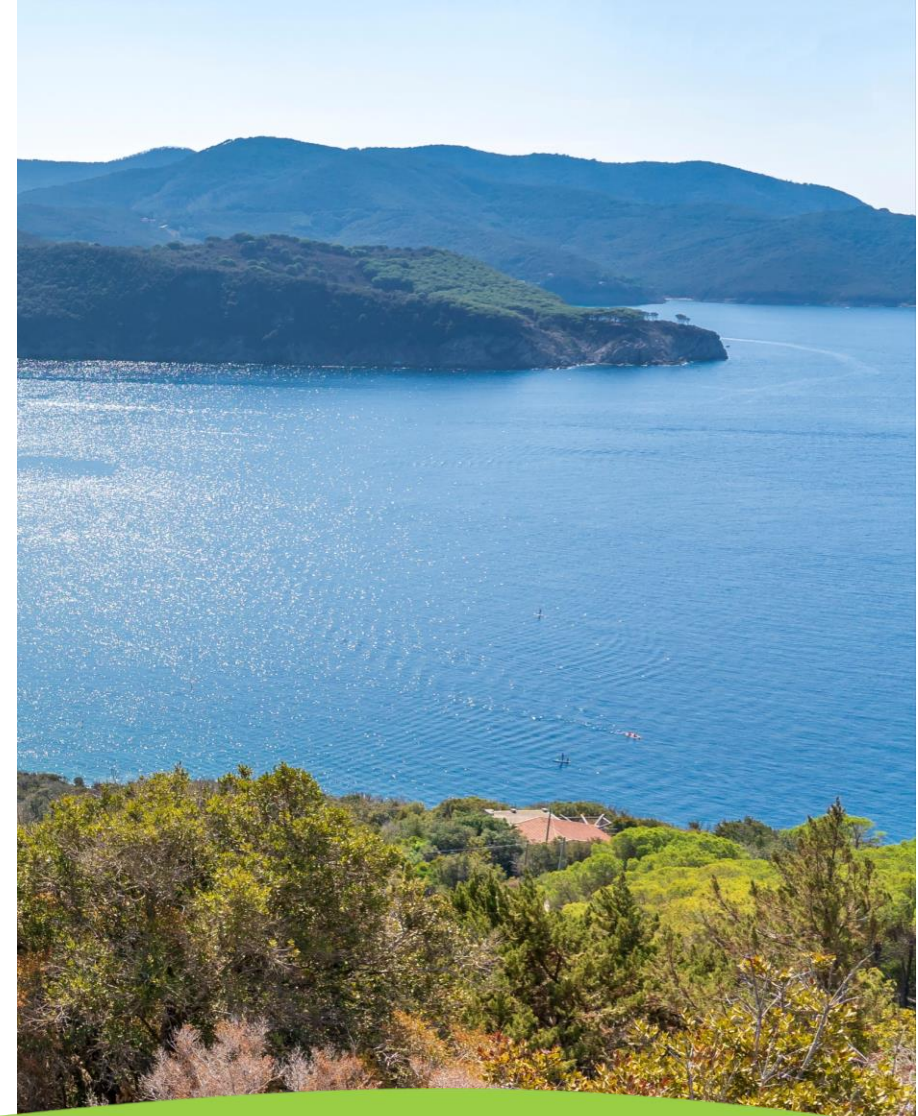
The concept

- **6 challenges**
 - Selection of most relevant projects
 - Selection of **transferable and reusable** outputs
 - Practical approach (web user friendly)
- a **useful tool for all tourism stakeholders**, but that's just a sneak peek



Take-home message

- Interreg is **cooperation beyond borders** on common challenges
- Enhancing collaboration and networking, fostering **new partnerships**
- Inspiring new projects starting from **existing solutions**
- Consolidating and improving **best practices and shared experience**





- interreg-euro-med.eu
- interreg-marittimo.eu
- enicbcmed.eu



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