

# Towards a more sustainable tourism in the Mediterranean

Three Interreg Programmes joining forces

**Florence, May 4<sup>th</sup> 2023**

**9:30 – 17:00**

**Venue:** Palazzo degli Affari - Piazza Adua, 1 – Florence (Italy): morning

**Online streaming:** Morning sessions only 

9.00 - 9.30 **Registration of participants (on site)**

 LIVE

9.30 - 10.00 **WELCOME REMARKS**

- Representative from the Region of Tuscany
- Representative from the member state Italy
- Representative from the member state France
- Representative from European Commission

 LIVE

10.00 - 10.20 **NEW SYNERGIES AND FUTURE PERSPECTIVES IN THE MEDITERRANEAN through a MULTIPROGRAMME COORDINATION MECHANISM**

Round table: Enhancing coordination among Programmes for a better governance

- Interreg Italy-France Maritime
- Interreg NEXT Med
- Interreg Euro-MED

 LIVE

10.20 - 11.15 **OPEN DEBATE**

11.15 - 11.45 **COFFEE BREAK**

 LIVE

11.45 - 12.15 **THE SUSTAINABLE TOURISM ERA**

The era of tourism: pursuing the balance between economic development and tourism



**12.15 – 13.00 THE SUSTAINABLE TOURISM TOOLKIT**

- Presentation of the toolkit
- A selection of project's good practices

**13.00 - 13.30 LEARN AND PLAY**

[Test your knowledge on Mediterranean Tourism.](#)

**13.30 - 15.00 NETWORKING LUNCH**

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**15.00 - 16.00 THREE CHALLENGES TO OVERCOME TOGETHER**

[Working groups in separate meeting rooms](#)

1. **Reducing the environmental impact of tourism while improving well-being:** improving the visibility of Mediterranean territories thanks to a greener and more socially responsible tourism.
2. **Diversification, seasonality, and Circular Economy:** paving the way for a new, greener and innovative tourism market.
3. **Capacity building:** supporting and empowering Mediterranean SMEs and local communities for a more sustainable and innovative tourism.

**16.00 - 16.30 WRAP-UP: CONCLUSIONS****16.30 - 17.00 BE INSPIRED**

[The voice of young Mediterranean people: hopes of the youth for the sustainable tourism era](#)

*End of Meeting*

