

Interreg
Euro-MED



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Union for the Mediterranean
Union pour la Méditerranée
الاتحاد من أجل المتوسط



The UfM Secretariat
is co-funded by the
EUROPEAN UNION

MED Talks

fostering dialogue between
Northern and Southern shores

5 December 2023
10.00 am (CEST) - online

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Mission Sustainable Tourism

Georgina Calvo
Barcelona Provincial Council
Community4Tourism Lead Partner



Tourism as a transversal priority





Main topics covered by the mission

- 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, ecosystem-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.





1st round of thematic projects (I)

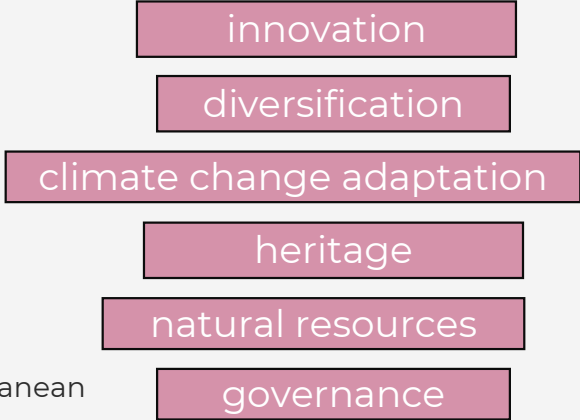
	Study Max. 27 months	Test Max. 33 months	Transfer Max. 27 months	Total
1.1 Innovation	1	2	1	4
2.6 Circular economy	1		1	2
2.4 Climate change		3		3
2.7 Nature & biodiversity			1	1
Total	2	5	3	10





1st round of thematic projects (II)

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





Our work as a Mission

Which are going to be our steps in the incoming 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 South-Mediterranean stakeholders get involved in our current and future plans?

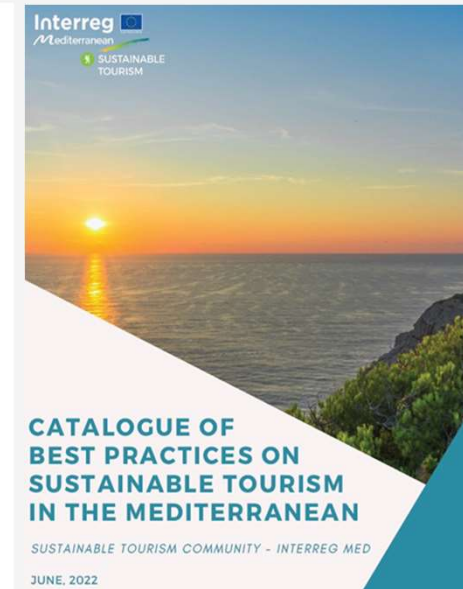
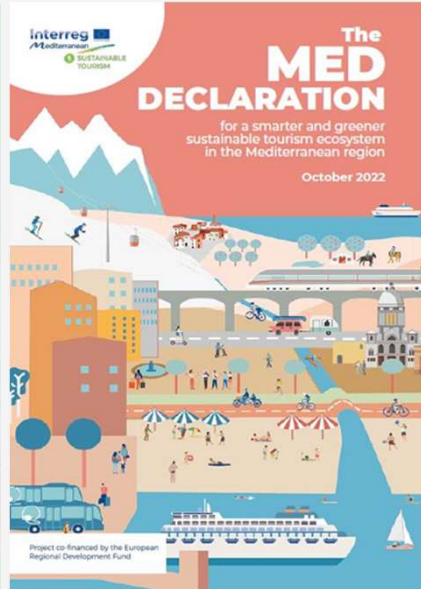
- Joining the Driving Tourism Transition DTT Panel and Hub and the Mediterranean Clusters
- Participation in the Mission's joint annual fora, the MED Sustainable Tourism Convention, and other events.
- Participate in transferring activities, workshops and capacity building sessions: Sustainable Tourism Policy Labs, Mediterranean Sustainable Strategy on Tourism, ICZM protocol, etc.





We don't start from scratch

Relevant results from the Sustainable Tourism Community 2016-2020



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Follow the Sustainable Tourism Mission

@ sustainable-tourism@interreg-euro-med.eu

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Mission Green Living Areas

Danilo Čeh, Research Center Bistra, Community for Green Living Areas

Bernard Massabo, Métropole Nice Côte d'Azur, Dialogue for Green Living Areas



Green living
areas

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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**.





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

The Mission is jointly managed by **two key projects** working on two different aspects:



The **Thematic Community project** (Community4LivingAreas) aims to **build a community among thematic projects** and facilitate resource transfers to stakeholders, focusing on technical and strategic content.



The **Institutional Dialogue project** (Dialogue4LivingAreas) aims to amplify the **transfer of policies by fostering focused dialogue** among policymakers and their stakeholders, focusing on policy improvement and transformation.



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Community4LivingAreas **focus**

Territories are a complex and living ecosystem, connected to each other

C4LA wants to encourage **sustainable development and an integrated vision of the territories' adaptation to climate change** by supporting the **transition** towards a **greener environment**.

A territory in transition must learn to manage relationships of all kinds, as opposed to the "silo politics".

Moving from the idea of "local management", which focuses on the administrative activity of local authorities, to **"territorial governance"**, which is part of a **multi-level governance** system that goes **from local to global**.





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Thematic Community project „Community4LivingAreas“

OBJECTIVES

- **Transfer the community results** and enhance their integration into policies to transform and upgrade governance in the Med area
- Obtain **a set of transferable and replicable tools** and outcomes from the thematic projects, to be used in the further phases
- Achieve **jointly developed solutions with multi-level actors**, ensuring society involvement



HOW

- By **fostering the replicability of the community know-how and innovative solutions** and accompanying the transferring process by engaging with and supporting new takers.
- Through the **creation of a strong community** with synergies and cooperation among the projects, and a clear common direction
- Through **systemic thinking/co-creation approach** to tackle governance challenges regarding climate change adaptation, citizens' wellbeing and green transition.



Green living areas

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Community4LivingAreas

WP1
RE-USE **Community Building**
Facilitate the exploitation, sharing and reuse of knowledge.

WP2
TRANSFER **Capacity Building and knowledge transferring**
Facilitate the transfer of practices and results to other actors and territories.

WP3
COORDINATION **Systemic thinking and transformative approach**
Facilitate the ETU initiative framework ensuring the integration of all WPs and involvement of dialogue project.



Check our Urban Transports Catalogue of Solutions



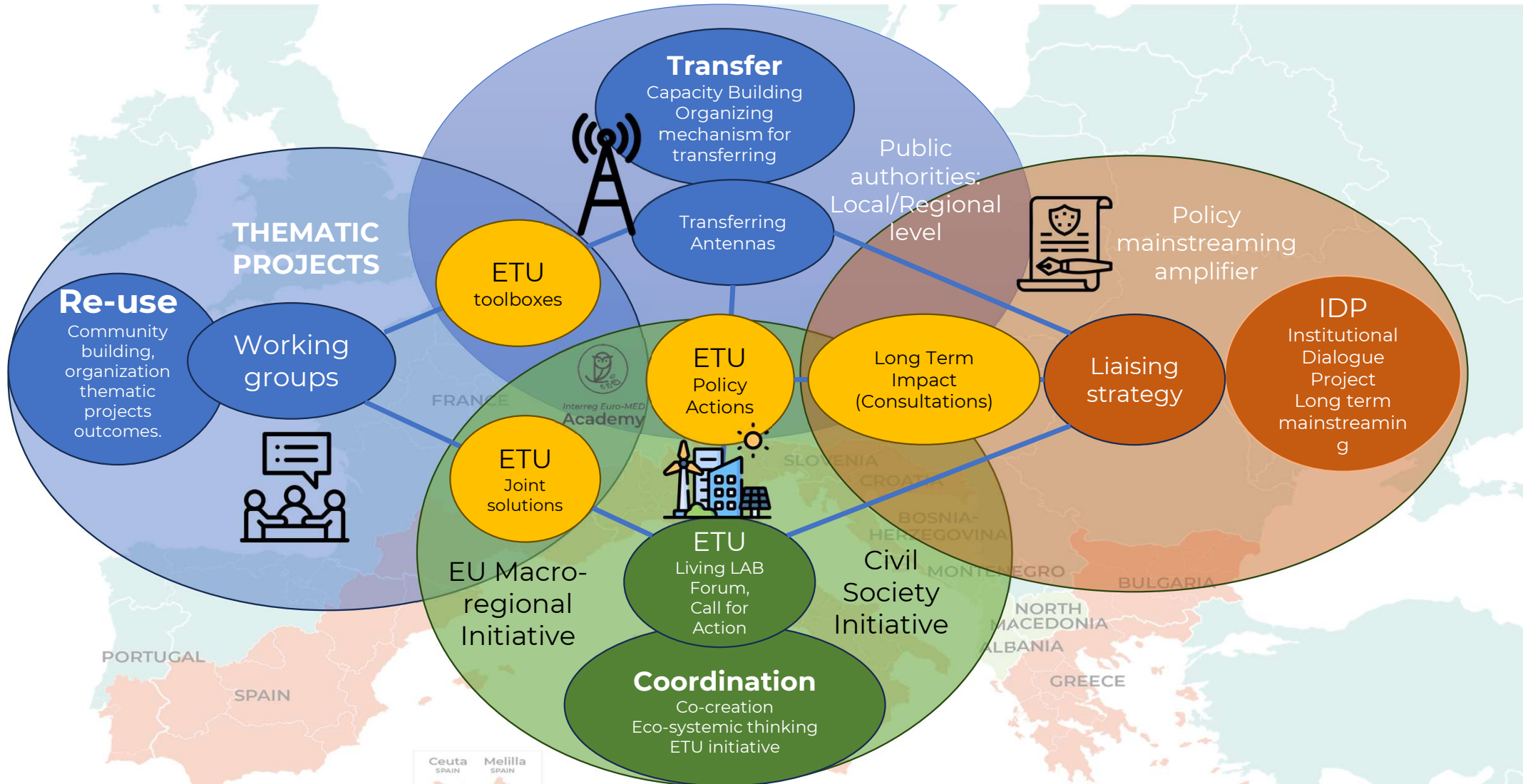


Green living areas

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Community4LivingAreas

Dialogue4LivingAreas

Community Building
Clustering and reuse
process

MED Territorial
Transferring Antennas
Public authorities

ETU Initiative
Systemic and transformative
thinking approach

C4LA Thematic groups
C4LA Toolbox

Mentoring Scheme
Policy mainstreaming at local level

ETU Forum (working group 4
Resilient Living Areas)

ETU Calls

Living Areas **Policy HUB**

Ecosystemic Transformative **Living Labs**

D4LA Clustering
120 local entities

Methodology
Implementation

(Inter)national high - level
representatives /
parliamentary **Policy Debates**

"best initiative" public
policies contest

**Working Community /
Association**

Capacity building
support mechanism for
public stakeholders

Public transversal
Euro-Mediterranean
Living Lab

Institutional
Dialogue

Mission 3 Promoting green living areas



Green living areas

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YEAR 1

YEAR 2

STAGE 1
Mapping, Engagement and Co-creation Process

YEAR 3

YEAR 4

STAGE 2
Strategic Liaising and Multi-level Mainstreaming Process

YEAR 5

YEAR 6

YEAR 7

STAGE 3
Transformative Process

WP1
RE-USE

- Mapping TC Projects;
- Thematic working groups
- MED Academy 2° edition

- Integrating results for transferring ETU toolbox matrix
- MED Academy 3° edition

- Integration New Thematic Projects
- MED Academy 4° edition

WP2
TRANSFER

- Mapping potential takers
- Creation territorial antennas
- Capacity building program

- Transferring workshops and capacity building
- Local policies mapping

- Transferring workshops and capacity building for living labs
- Local policies mainstreaming - IDP

WP
COORD

- Methodological framework
- ETU initiative FORUM
- Co-creation policy working group
- 1st Call for Living LABS

- ETU Initiative 2° Call
- Matching tools and methods at local level

- ETU Initiative 3rd Call Transformative
- Living LABS Synergies with IDP



Green living
areas

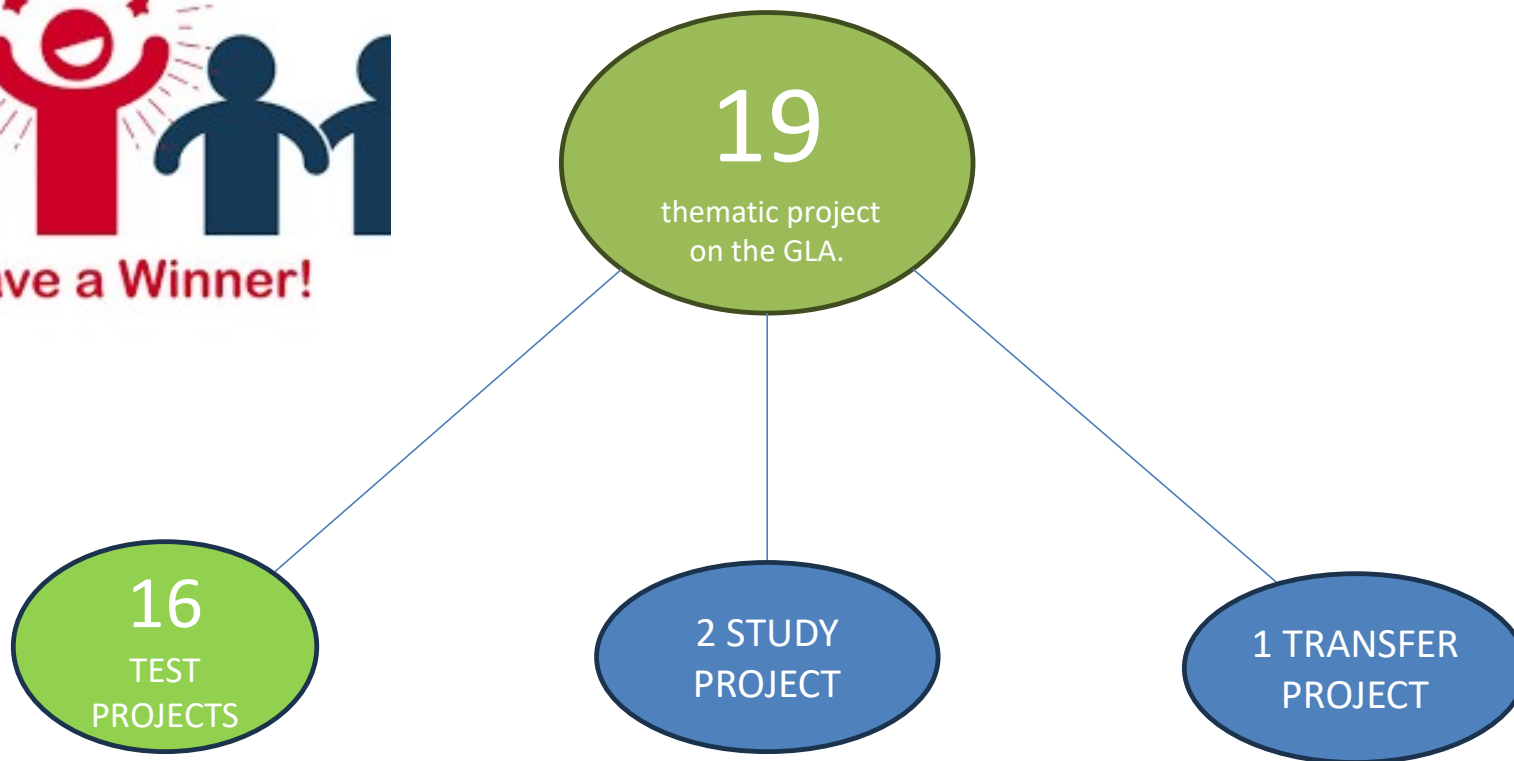
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We Have a Winner!



TOPIC covered by thematic groups---)working groups.

➤ Sustainable Mobility

➤ Sustainable Energy planning and Carbon neutral territories

- Renewable energy,
- Energy efficiency
- Public Lighting

➤ Urban regenerations (incl. Natural base solutions, Bauhaus,...)



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Kick-off event of the community- launch of thematic groups and common work

**APRIL/MAY
TORINO**



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PROJECT PARTNERS

ZRS Bistra
P T U J



**MedCités
MedCities**



**ENVIRONMENT
PARK**
Parco Scientifico
Tecnologico per l'Ambiente



REGION
OF WESTERN
GREECE

Full of contrast!

Visit our website:

<https://green-living-areas.interreg-euro-med.eu>



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What is a **Green Living Area**?

A **Green Living Area** is the effective integration of physical, digital, and human systems in an area, supported by sustainable, continuously improved policies through institutional dialogue, to deliver a sustainable, equitable, prosperous, and inclusive future, and quality of life for its citizens.





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What is a **Green Living Area**?

It is composed of the following characteristics:

Green Living Energy Systems

A sustainable transition in the Mediterranean also requires a transition to renewable energy sources. We investigate how to make the energy transition safe, equitable, and most importantly, green.



Green Living Buildings

A sustainable transition in the Mediterranean also requires a transition to renewable energy sources. We investigate how to make the energy transition safe, equitable, and most importantly, green.



Green Living Mobility Systems

Enabling a modal shift requires sustainable traveling options. We explore how to deliver sustainable mobility services designed to meet citizen needs, providing options for different user profiles and promoting the green development of well-connected transport infrastructure.





Mission



Promoting green living areas

The IDP works on the improvement of the quality of life in Mediterranean territories by advocating for sustainable development and energy transition of living areas, integrating a comprehensive territorial vision that minimizes environmental impact while fostering prosperous, and inclusive communities. The IDP works in close cooperation to capitalize knowledge and results produced at the European level, to transfer and mainstream them into effective policies for more sustainable living areas.

Which are going to be our next steps?

- Create the Euro-MED Living Lab for key public stakeholders to transfer public policies.
- Facilitate and coordinate Institutional Dialogues for replicating, adapting and scaling policies related to Green Living Areas (GLA).
- Cultivate an institutional association for Green Living Areas (EUCLID association), fostering policy development, partnerships governance, and knowledge exchange



How can Associated Partners & stakeholders get involved in our current and future plans?

- Join and Engage in the Institutional Dialogues for replicating, adapting and scaling policies.
- Join and engage in the Green Living Areas Community and Institutional Dialogue EUCLID Association Core Group.
- Filling the GLA questionnaire to understand stakeholders needs
<https://forms.ale/a3v6aUawaZ1BFnQA7>





Dialogue4LivingAreas

APPROACH

To foster Institutional Dialogues emphasizing cross-sector collaboration and alignment with global and regional goals.

To foster a more open, dynamic, and transversal approach to policy-making, emphasizing policy enhancement and transformation.

To amplify the transfer and scalability of GLA policies among the Mediterranean region.

DIALOGUE MECHANISMS

Institutional Dialogues for replicating, adapting and scaling policies related to GLA.

Euro-MED Living Lab for key public stakeholders to transfer public policies.

A Green Living Areas Working Community (EUCLID Association)

A project labelled by the UfM



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Find out more on our channels



<https://green-living-areas.interreg-euro-med.eu/>



@InterregMedGLA



Interreg Euro-MED Green Living Areas



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Innovative Sustainable Economy

Maria Garcies, CPMR, Institutional Dialogue Project
Haris Paliogiannis, MIO-ECSDE, Thematic Community Project

7

YEARS

8

COUNTRIES

18

PARTNERS



Addressing common societal challenges through a **transformative innovation approach.**

Working towards a fair transition to a **circular economy** in the Mediterranean region.



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Thematic work: to consolidate the Mission scope!
(*work in progress*)

Blue economy
Blue biotechnologies and maritime energy
Aquaculture spatial planning

Smart Specialization Strategies (S3)
Smart and coordinated regions
Digitalization and integrated solutions

Green economy
Green procurement and e-waste management
Food systems and freshwater management

Circular business models
Digitalization and integrated solutions
R economy (i.e., redesign, repair, reuse...)

14

Innovative solutions to transfer and replicate!

Based on:

- Thematic projects
- Policy priorities
- Macro-concepts





Capacity building program: activities and tools to support the innovative methodologies, solutions and policies!
(first series of trainings in 2024, online & in-person)



WHO

Capacity strengthening activities

- Thematic Projects
- Key target groups of the Mission (especially BSOs, NGOs, Public Authorities)



HOW

Series of tools (guidelines, recommendations) and tailored activities (trainings, workshops), both transversal and challenge-specific.

On-line or face-to-face

Mentoring and Twinning Scheme

Between **givers**
(partners of the Thematic Projects)



and **takers** (stakeholders interested in capitalizing on or replicating the results of the Thematic Projects)

Exchanges, technical guidance, site visits...

On-line and in-person

Euro-MED Academy

All Euro-Mediterranean stakeholders



Training modules on the Mission scope

Online





ISEC Hub: building a COMMUNITY is the engine!

(launch September 2024, online)



CONNECT



LEARN



SHARE



COLLABORATE

AD-HOC

Examples:

Joint contributions to public consultations

Co-create joint positions





2024 events: resulting materials will be made available online!

(present in other external relevant events)

+ upcoming
online
opportunities

Institutional Dialogue
2nd MED Innovation Camp

9-10, May 2024
Barcelona, Spain

Pairing RIS3 policy makers and innovators to focus on the role of smart specialisation strategies to accelerate transition in the Mediterranean region.

**POLICY-MAKERS
INNOVATORS**

Thematic Community
1st MED Innovation Day

18-19, June 2024
Marseille, France

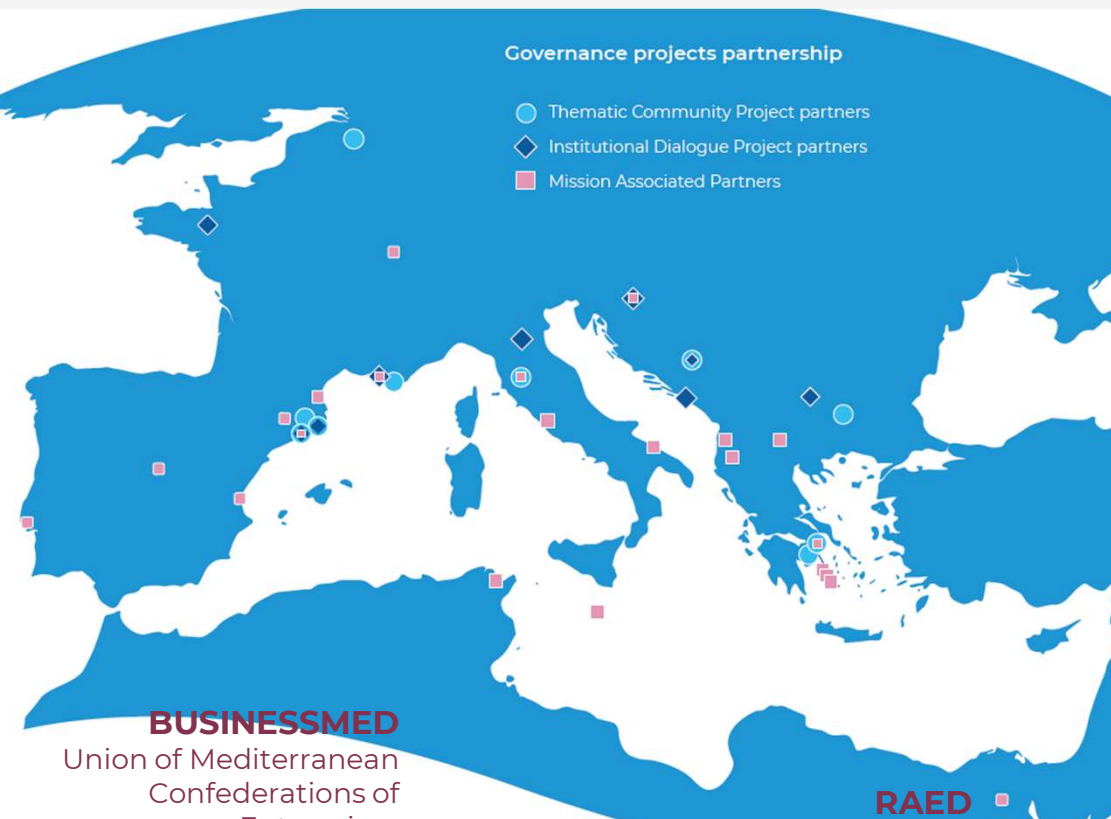
A moment to gather and enlarge the Mission community.
Tackling circular economy practices at municipal and regional levels.
Jointly with other events and activities.

**BUSINESSES
CIVIL SOCIETY**





Stay in touch!



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Arab Network for
Environment and
Development

You are the **EXPERTS** as
well!

Explore more targeted
ENCOUNTERS.



<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/>



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INNOVATIVE SUSTAINABLE ECONOMY

Hedi Chouria, MEAL Officer
Businessmed



BUSINESSMED (Union of Mediterranean Confederations of Enterprises)



+15
Projets



+24
Members



+999K
Affiliate Network



+50
Partners



BUSINESSMED AND INTERRAEG EURO-MED



UVIC

UNIVERSITAT DE VIC
UNIVERSITAT CENTRAL DE CATALUNYA



Project co-financed by the European
Regional Development Fund

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THE BENEFITS OF PARTICIPATING IN THE PROJECTS AND FURTHER EXPECTATIONS

STRENGTHENING AN INNOVATIVE SUSTAINABLE ECONOMY

Increasing exchanges between the European Union and Mediterranean countries

Undertaking partnership actions between the various business communities in the region

Exchange capacities and expertise

Learning from previous experiences

Capacity building for our staff and members.





BUSINESSMED EXPERTISE



Business

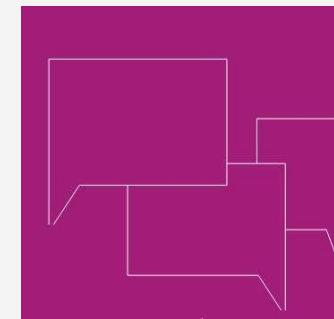


Policy &
Institutional
Reforms

Regional
Integration



Dialogue





MED4WASTE

Mediterranean Dialogue for Waste Management Governance

Med4Waste capitalisation project aims to facilitate new governance models for integrated and efficient urban waste management (WM) policies across the Mediterranean.

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SUPPORTING THE MEDITERRANEAN SEA BASIN FOR THE IMPLEMENTATION OF THE EU MISSION RESTORE OUR OCEAN AND WATERS

The BlueMissionMed ensures fast progress towards the achievement of Mission “Restore Our Oceans and Waters by 2030” objectives and important impact on the society.

BlueMissionMed involves a multi-actor, trans-sectorial and multidisciplinary consortium, consisting of 6 R&I public institutions, 5 NGOs, 3 Mediterranean industrial associations and 2 SMEs from 7 countries of the Mediterranean.

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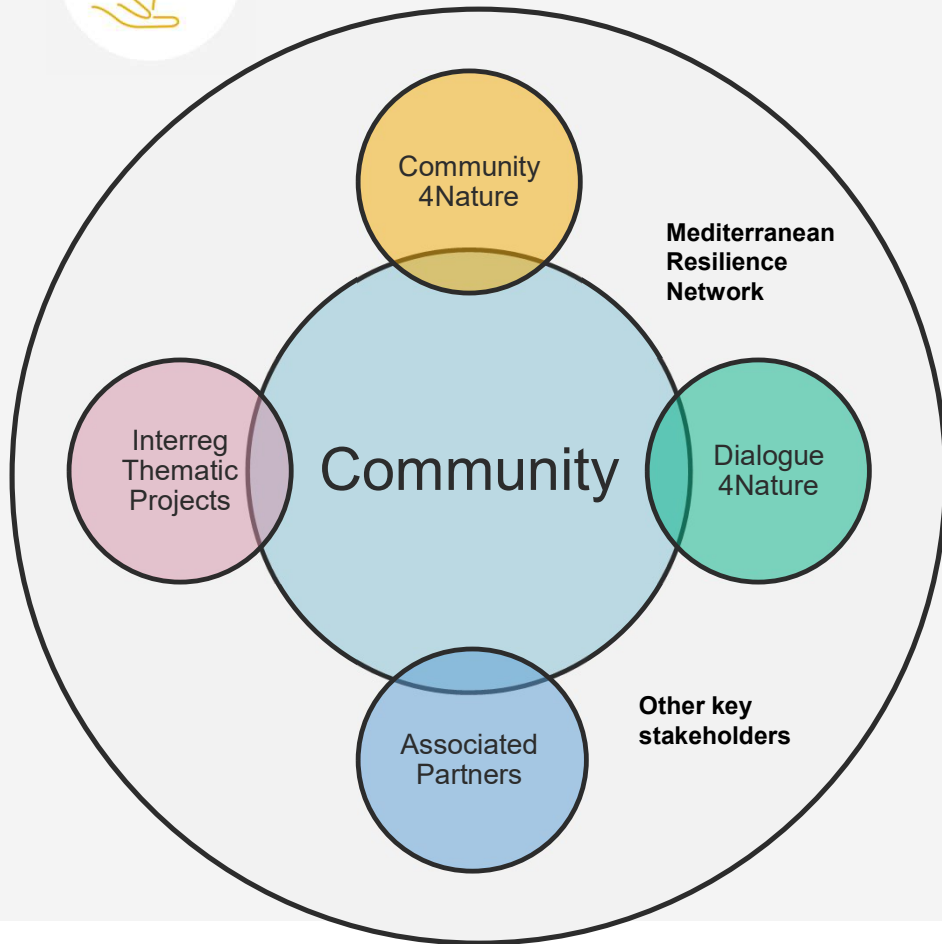
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Mission for Natural Heritage

Lucía Prieto Fustes – IUCN Centre for Mediterranean
Cooperation



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MARINE INSTITUTE
INSTITUT ZA MORE



REGIONE AUTONOMA DE SARDIGNA
REGIONE AUTONOMA DELLA SARDEGNA



Mediterranean
Action Plan
Barcelona
Convention



Montenegro
Ministry of Ecology,
Spatial Planning and Urbanism



Protecting, restoring and valorizing the natural environment and heritage

Promoting environmental **resilience** within the Mediterranean by transferring best practices and solutions tackling **climate change and biodiversity loss**

MAIN ACTIVITIES

- Establishment of a community of practice aiming to create a **Mediterranean Resilience Network**
- **Awareness campaigns** on specific topics related to the Mission

2023





Mission for Natural Herit

MAIN ACTIVITIES

- Build capacity among stakeholders through **training** and four **Working Groups**:

**Connectivity of
Natural
Ecosystems**

**Climate
Change
Mitigation and
Adaptation**

**Evaluating the
Socio-
Economic
Importance of
Biodiversity**

**Ecosystem
Restoration
and Nature-
based Solutions**

- Mainstream **transferrable results into strategies, practices and policies**
- **Annual Policy Symposia** & other network events





13 thematic projects under the Mission

PROJECT NAME	TYPE OF PROJECT	TOPIC
ARTEMIS	Testing (8)	Seagrass ecosystems
CARBON 4 SOIL QUALITY	Study (3)	Carbon farming
COASTRUST	Testing (8)	Coastal management
FRED	Testing (8)	Forest fires prevention
Germ of Life	Testing (8)	Drought risk management
GreenList4MMPAs	Study (3)	MPPAs management
LocAll4Flood	Testing (8)	Flood risk management





13 thematic projects under the Mission

PROJECT NAME	TYPE OF PROJECT	TOPIC
MedSeaRise	Study (3)	Sea level rise
MPA4Change	Transfer (2)	MPAs management
StrategyMedFor	Testing (8)	Forest management
TREASURE	Testing (8)	Ports environmental quality
WE GO COOP	Transfer (2)	Wetlands
WetlandSolutions4Change	Testing (8)	Wetlands



Please let us know your opinion on this webinar



Quel est votre avis sur ce webinaire?



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Thank you