



Sustainable
tourism

Interreg
Euro-MED



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Interreg Euro-MED 4th call info session

The Governance Projects of the Sustainable Tourism Mission

22nd March, 2024





Presentation of the Sustainable Tourism governance projects

- 1. Community4Tourism Project** – Thematic Community Project of the Sustainable Tourism Mission
- 2. Dialogue4Tourism Project** – Institutional Dialogue Project of the Sustainable Tourism Mission
- 3. The Thematic Projects of the Sustainable Tourism Community** (approved through the 2^o call of the programme)



Community4Tourism Project

Duration:

January 2023 – September 2029

Main objective:

The Community4Tourism project aims to optimise the conditions for knowledge sharing of Thematic Projects, enhance the value of their results and amplify their outreach collectively, while mobilising the relevant regional, national and transregional actors, to support the transfer and integrating the results of the Thematic Projects into policymaking, including outside MED area, and supported by the Institutional Dialogue Project under the Mission 4: “Enhancing Sustainable Tourism”.



The previous Sustainable Tourism Community

Our previous experience :



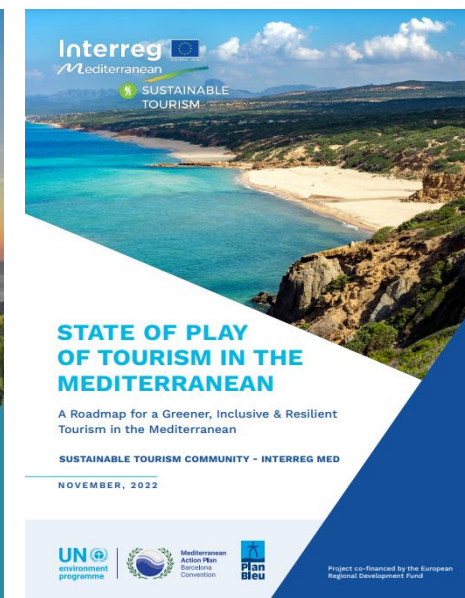
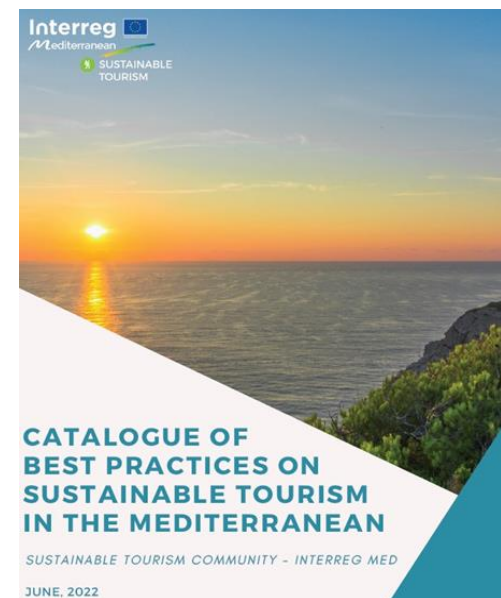
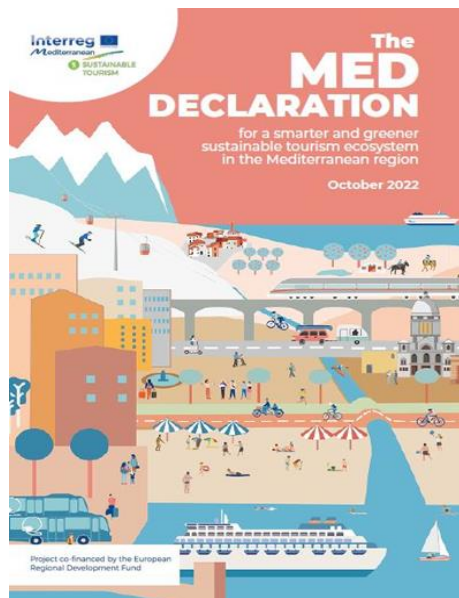
30 projects

207 partners

Community building: Critical mass of projects, synergies, knowledge and systematization of projects results, instruments for advocacy

Transferring and capitalisation: workshops, debates at a policy level, mappings of project outputs, transferring & mainstreaming processes and liaising, capitalization events

Relevant publications:





Community4Tourism partnership

N.	Name	Acronym	Role
LP	Barcelona Provincial Council – Tourism Department	DIBA	<ul style="list-style-type: none"> • Lead Partner • TA for Spain and Portugal • Thematic Coordinator Circular Economy
PP2	University of Thessaly – Research Committee	UTH	<ul style="list-style-type: none"> • WP1 Reuse Leader • TA for Greece, Cyprus and Bulgaria • Thematic Coordinator Biodiversity
PP3	Adriatic Ionian Euroregion – Secretariat	AIE	<ul style="list-style-type: none"> • WP2 Transfer Leader • TA for Italy, Croatia and Malta • Thematic Coordinator Innovation
PP4	Conference of Peripheral and Maritime Regions	CPMR	<ul style="list-style-type: none"> • WP3 Coordination Leader • TA for Euro-Mediterranean organisations and initiatives • Thematic Coordinator Innovation
PP5	Network of European Regions for a Sustainable and Competitive Tourism	NECSTouR	<ul style="list-style-type: none"> • TA for the European Institutions • Thematic Coordinator Climate Change
PP6	Mediterranean Universities Union	UNIMED	<ul style="list-style-type: none"> • TA for the Southern Mediterranean • Thematic Coordinator Circular Economy • Responsible for communication
PP7	Plan Bleu for Mediterranean Environment and Development	PB	<ul style="list-style-type: none"> • TA for France • Thematic Coordinator Climate Change
PP8	University of Tirana	UT	<ul style="list-style-type: none"> • TA for the IPA countries • Thematic Coordinator Biodiversity



Community4Tourism – Associated Organisations

Advisory group

- University of Barcelona – CETT (ES)
- University of Alicante (ES)
- University of Évora (PT)
- University of Palermo (IT)
- Found. for Research and Innovation (IT)
- University of Ljubljana (SL)
- Institute for Tourism (HR)
- University of Aegean (GR)
- University of Jordan (JR)
- University of Toulon (FR)
- University of Durres (AL)
- University of UNWE (BG)

End-users/beneficiaries

- Andalucía region (ES)
- AEITB, Balearic Islands (ES)
- Corsica Tourism Agency (FR)
- Lazio region (IT)
- RDA Green Karst (SL)
- Dubrovnik-Neretva region (HR)
- Region of Thessaly (GR)
- Malta Tourism Authority (ML)
- ANETEL (CY)
- Albanian National Tourism Agency (AL)

Observers/suporters

- IUCN / MEET Network
- Medcities
- Eurorégion Pyrénées-Méditerranée (EPM)
- Comitato Internazionali per lo Sviluppo dei Popoli (CISP)
- Regional Activity Centre for Sustainable Consumption and Production (SCP/RAC)
- European Tourism Association (ETOA)
- Association of Med. Chambers of Commerce and Industry (ASCAME)
- Observatory on Tourism for Islands Economy (OTIE)
- Assoc. of Cities and Regions for Sustainable Resource Management (ACR+)
- Priority Action Program / Regional Activity Center (PAP/RAC)



Community4Tourism - Work Plan

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...



Community4Tourism - Work Plan

WPI Reuse

Facilitate the exploitation, sharing and reuse of knowledge, experiences and project results by other Euro-MED projects or other programmes to foster the production of relevant work, and establish conditions to develop synergies between projects.

Thematic papers / scientific publications integrating collective results for its dissemination.

Working groups integrating the thematic projects supporting the exchange of knowledge, live-testing of results and mapping potential synergies among them.

Join the Med platform as a visual data base integrating all the information, inputs and results of the project's, together with other programmes and initiatives related to Tourism in the Mediterranean.

Catalogue of outputs, regular **monitoring** of the projects and assessment on the **transferring potential** of the project's results.



Community4Tourism - Work Plan

WP2 Transfer

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

The creation of **4 Mediterranean Clusters**, one per each SO, as key networks to facilitate transferring and mainstreaming processes (involving external stakeholders)

Policy documents and best practices reports will be produced by the MED Clusters integrating the results of the projects

The MED Sustainable Tourism Convention (III & IV editions) to support the knowledge exchange and the capitalisation of results of the thematic projects and the results of the 4 MCs

The Interreg Euro-MED Academy as a key tool for the dissemination of project results and capacity Building related activities



Community4Tourism - Work Plan

WP3 Coordination

Increase coordination between actors in the MED (multi-level, transnational) on the basis of the acquired knowledge, experience and results. Improve synergies responding to Mission4 challenges, contribute to the macro-regional and sea basin strategy.

The production of a Blueprint for the development of **Regional Climate Action Plans in the MED** together with capacity-building sessions

Memorandum of Understanding and the **Joint Annual Forum of the Sustainable Tourism Mission** as a joint activity of Community4Tourism and Dialogue4Tourism

Mapping of synergies with EU policies and initiatives and participation in key events at EU and MED level MCs

Coordination of the project activities with the Institutional Dialogue Project + joint work plans



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Sustainable Tourism Community KICK OFF MEETING April 10-11, 2024

Rome, Italy



CPMR
CRPM



NECSTouR
European Regions for
Competitive and Sustainable Tourism



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Mediterranean
Action Plan
Barcelona
Convention





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Dialogue4Tourism Project

Duration:

January 2023 – September 2029

Main objective:

The overall objective of the Dialogue4Tourism Project is to capitalize the results of the Thematic Community Projects in close collaboration with the Community4Tourism Project under Mission 4: “Enhancing Sustainable Tourism”. Through the involvement of the policy level, our aim is to increase the institutional capacity of public authorities, Programmes, strategies and initiatives in the Euro-Med area and beyond to transform tourism into greener, smarter and more resilient. For the achievement of this objective, we are developing several tools as policy papers, advocacy activities and creation of networks.



Dialogue4Tourism partnership

Number	Name	Acronym	Role
LP	El legado andalusí Andalusian Public Foundation – Regional Ministry of Tourism, Culture and Sport of Andalusia (Spain)	ELA FPA	-LP – Coordinator of WP2 Transfer -Coordinator of the Driving Tourism Transition Panels and Hub -Supporter in advocacy activities and policy papers
PP2	National Tourism Organisation of Montenegro	NTOMNE	-Supporter in WP1 Reuse and WP2 Transfer
PP4	European Law Public Organisation (Greece)	EPLO	-Coordinator of WP-3 Coordination -Coordinator of the Cross Network Alliance -Coordinator Tourism Leaders Summit
PP5	Provence Alpes Côte d'Azur Region (France)	REGSUD	-Coordinator of the Interreg Euro-MED Academy
PP6	Region of Lazio (Italy)	REGLAZ	-Coordinator of WP-1 Reuse
PP7	Institute of Agriculture and Tourism of Porec (Croatia)	IPTPO	-Coordinator of activities related to WP1-Reuse
PP8	Ministry of Transport, Communication and Works (Cyprus)	MTCW	-Coordinator of the Carbon footprint
PP9	Municipality of Varna (Bulgaria)	MV	-Supporter in WP2 Transfer and WP3 Coordination
PP10	Association of the Mediterranean Chambers of Commerce and Industry (Spain)	ASCAME	-Coordinator of the Sustainable Tourism Policy Labs
PP11	Greening the Islands (Italy)	GTI	-Coordinator of activities for advocacy and for the Expansion of the Network of Sustainable Tourism of Observatories



Dialogue4Tourism – Associated Organisations

OBSERVERS / END USERS / TAKERS	ADVISORS / SUPPORTERS FOR ENDORSEMENT
Environment without Borders Foundation, Egypt	Ministry of Regional Development and EU Funds of the Republic of Croatia
Human Environmental Association for Development, Lebanon	Adriatic Ionian Euroregion
Regional natural Park of Sainte-Baume, France	Conference of Peripheral Maritime Regions of Europe (CPMR)
Statistical Office of Montenegro	Board of European Students of Technology, Belgique
Regional Ministry of Tourism, Culture and Sport of Andalucia, Spain	Green Evolution, Greece
Portugal Tourism	European Institute of Cultural Routes, Luxembourg
Local Government Division within the Ministry for National Heritage, the Arts and Local Government, Malta	International Union for Conservation of Nature and Natural Resources, Spain
Lebanese American University-Louis Cardahi Foundation	Network of European Regions for Competitive and Sustainable Tourism
Sofia Municipality, Bulgaria	European University of Rome, Italy
Development Agency of Una-Sana Canton, Bosnia-Herzegovina	Veneto Region-Direction of Tourism, Italy
Casablanca- Settat Chamber of Commerce, Industry and Services, Morocco	Foundation Euro-Mediterranean Centre on Climate Change (CMCC), Italy
	Greek National Tourism Organization, Greece
	Croatian National Tourist Board



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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)



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The objectives of the Sustainable Tourism governance projects

TO AMPLIFY THE DIALOGUE WITH NATIONAL AND SUPRANATIONAL AUTHORITIES

TO TRANSFER THE RESULTS OF THE THEMATIC COMMUNITY PROJECTS

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

TO IMPLEMENT MAINSTREAMING STRATEGIES

TO FAVOUR THE CONDITIONS FOR POLICY CHANGES

TO IMPROVE THE MEDITERRANEAN TERRITORIAL COHESION



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Effective synergies Institutional Dialogue Project



GOALS



IMPACT



GOVERNANCE



OPEN
DISCUSSION



MED AREA AND
BEYOND





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Effective synergies Institutional Dialogue Project



BATTERY OF PROPOSALS

CONCRETE ACTIONS

COLLECTIVE STATE OF MIND

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 / C4T Project / Other Missions and UfM



Dialogue4Tourism - Work Plan

WPI Reuse

To create the framework of collaboration with the Sustainable Tourism Community & the Programme's Missions 1,2,3 Community4Tourism & Dialogue4Tourism so as to share & reuse knowledge produced having identified the policy making institutions that will receive that knowledge.

Workshop and Action Plan with Community4Tourism for policy-driven REUSE and TRANSFERRING.

Enlargement of permanent collaborative networks for boosting the impact of REUSE and TRANSFERRING, in collaboration with Community4Tourism.

Cross-Mission Workshop (WS) with PPs/APs for enlarging the initial collaborative network and results of the project's, together with other programmes and initiatives related to Tourism in the Mediterranean.

Digital Awareness Days involving policy makers.



Dialogue4Tourism - Work Plan

WP2 Transfer

To fully exploit the “multi-SH Hub for Transforming MED Tourism” & NSTO so as to reinforce the transfer of reusable results, mainstreaming them into policies. To increase capacity of recipients’ institutions & integrate results into their policies.

Creation and expansion of D4T networks within and beyond Euro MED Programme “Driving Tourism Transitions DTT Panel” and Hub

Sustainable Tourism Policy Labs aim at consolidate and systematise transferring to effectively influence public policies for transforming tourism

Expansion of the Network of Sustainable Tourism Observatories (NSTO) in favour of tourism transformation

Participation in the Euro-Med Academy with the creation of a MOOC



Dialogue4Tourism - Work Plan

WP3 Coordination

To increase coordination between policy making actors within and beyond Euro-MED area and across different governance levels and sectors. Joint advocacy activities involving in the dialogue EU policy making authorities and different programmes.

MOU with the Community4 Tourism Project

Cross network alliance for governance in sustainable tourism and its policy recommendations

Euro-MED Sustainable Tourism white papers

Joint Political Declarations as outcome of the multilevel and multisectoral advocacy activities that will be developed and circulated for endorsement among the policy level



Thematic Projects of the Sustainable Tourism Mission (2nd call)

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

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

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
<i>*Not Albania nor North Macedonia are represented</i>	



Thematic Projects of the Sustainable Tourism Mission (2nd call)

Project name

LIBECCIO

TOURISMO

SMITour

MedDiet Go

MAST

MED-Routes

COOL NOONS

NaTour4CChange

HERIT ADAPT

MED-GIAHS

Short description

Enhancing **digital transformation** to support the management of destinations

Innovative **technologies** to monitor and manage **tourist flows**

Smart **Industrial Tourism**

Mediterranean diet as a tourist attraction

Implementation of sustainable processes in the **accommodation sector**

Eco-itineraries across European Cultural Routes

Adaptation of the **urban tourism offer to face the heating** in the Mediterranean

Nature-based solutions for increasing the resilience of coastal destinations

Reinforce the sustainability of destinations through **natural and cultural heritage assets**

Preservation of **agricultural heritage** through sustainable tourism

C4T Angel

AIE

CPMR

DIBA

AIE

UNIMED

DIBA

UTH

PB

NECStouR

UT



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