



# MED Talks

fostering dialogue between  
Northern and Southern shores

16 December 2024

10.00 am (CEST) - online

**Interreg**  
Euro-MED



Co-funded by  
the European Union

# Mission Sustainable Tourism

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Barcelona Provincial Council  
Community4Tourism Lead Partner

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ASCAME (Association of Mediterranean  
Chambers of Commerce and Industry)  
Dialogue4Tourism project partner



# Tourism as a transversal priority





## The 10 Thematic Projects

### Climate change adaptatio

#### 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**

### Innovation & digitalisatio

#### LIBECCIO

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

#### TOURISMO

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

### Offer diversification & sustainabilit

#### SMITour

New business models for a **Smart Industrial Tourism** in the Mediterranean

#### 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

#### HERIT ADAPT

Sustainability of destinations through **natural and cultural heritage assets**

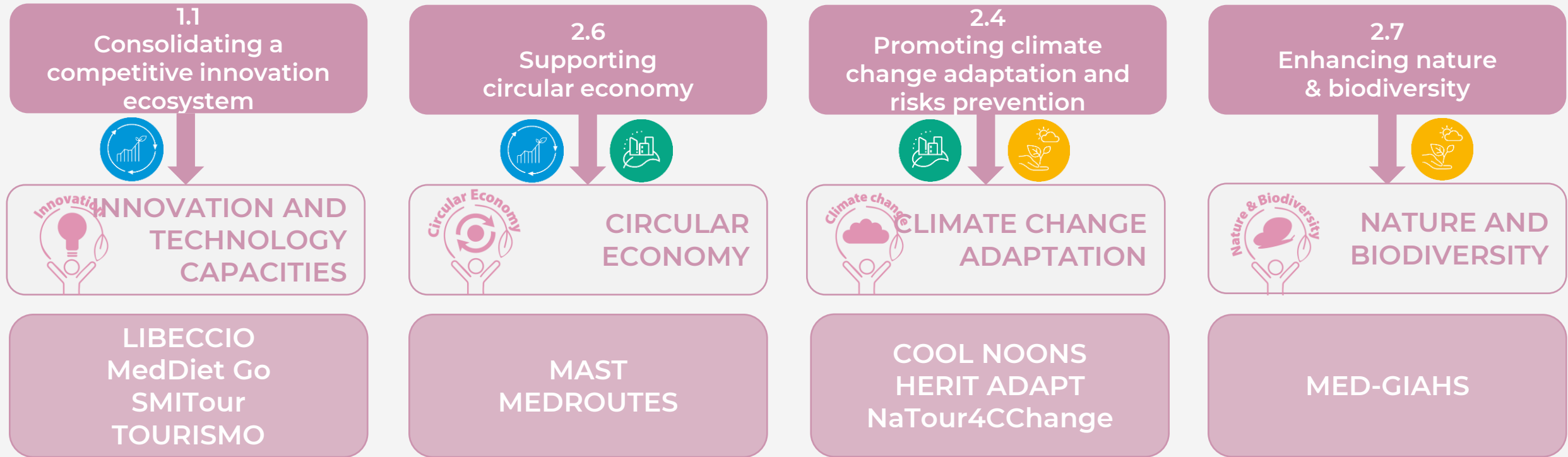
#### MED-GIAHS

Preservation of **agricultural heritage** through sustainable tourism



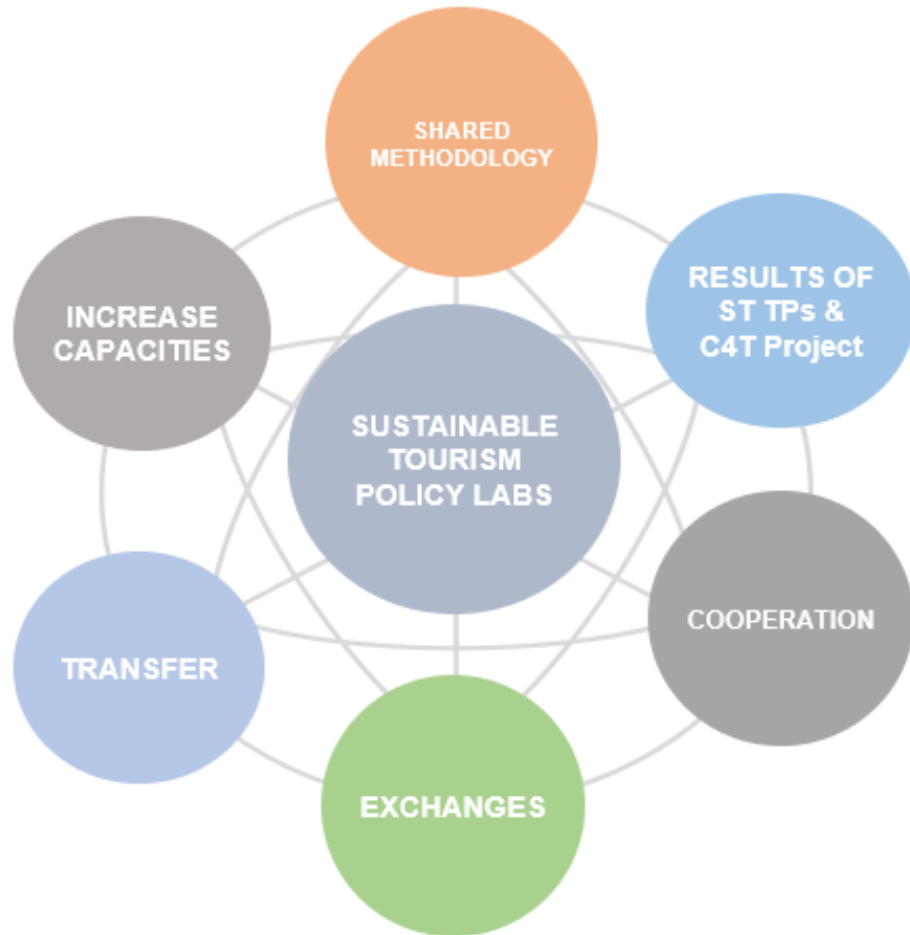


## 4 Specific Objectives = 4 MED Clusters



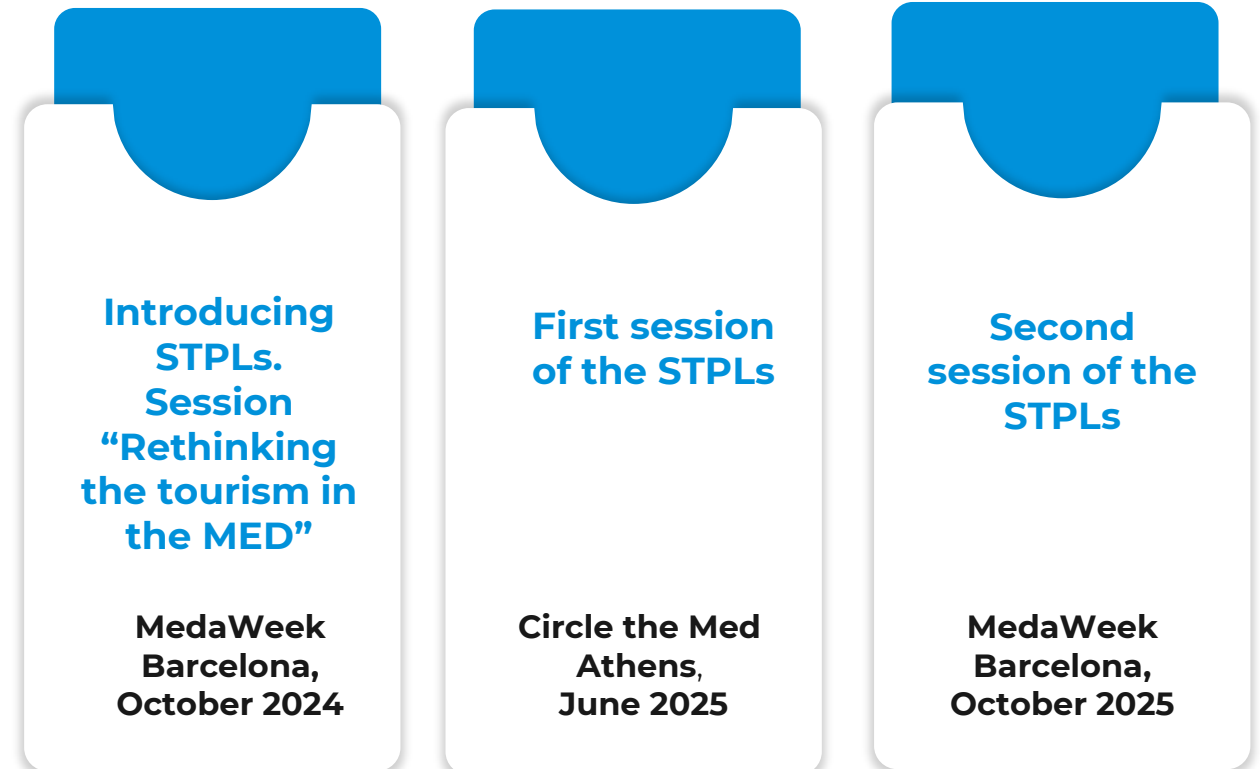
First results = **3 Orientation Papers published!**  
Upcoming results = Best Practices reports + Policy Papers





## Sustainable Tourism Policy Labs (STPLs)

- Aiming at increasing the coordination level and institutional capacity of public authorities connected to the management of sustainable tourism in the Northern & Southern Shore of the Med.
- Aiming at enable mainstreaming and sustainable tourism policy transformations in these regions. [Info last event here](#)



- **December 2025 - January 2026:** Info session of main results & evaluation addressed to the 4 INTERREG Missions, Associated Partners & interested institutions from the Southern Med.



# Activities, events & publications

## ACTIVITIES

[JOIN THE MED Platform](#)  
Online!

[Network of Sustainable  
Tourism Observatories](#)

Next events: First online  
webinar and event in  
Brussels, June 2025

[Capacity building  
activities / ST Policy Labs](#)

Next events: Athens, June &  
Barcelona, October 2025

[Cross Network Alliance](#)

Last event: Poreč (Croatia).  
Next event: Athens, June  
2025 [Info here](#)

[Mediterranean Clusters  
Orientation papers available!](#)

[Interreg Euro-MED  
Academy](#)  
In preparation

[Driving Tourism  
Transition \(DTT\) Panel &  
Hub](#)

First online webinar, March  
2025

[Mediterranean Strategy  
on Sustainable Tourism](#)

## EVENTS

[Joint Annual Forum](#)

Previous events in  
Ljubljana (Slovenia) &  
Almería (Spain) [Info here](#)

[III & IV MED Sustainable  
Tourism Convention](#)  
2026 and 2029

[Side event at 2025  
United Nations Ocean  
Conference](#)

Nice (France) June 2025

[Circle the MED](#)

Athens (Greece) June 2025

## PUBLICATIONS

[Blueprint for Tourism  
Climate Action Plans](#)  
Available!

[Practices Handbook of  
ICZM & MSP processes  
for ST in the Med](#)  
Just published!

[Policy papers](#)  
Policy Paper on climate  
resilience adaptation to be  
launched in few days





## Follow the Sustainable Tourism Mission

 [sustainable-tourism@interreg-euro-med.eu](mailto:sustainable-tourism@interreg-euro-med.eu)

 [sustainable-tourism.interreg-euro-med.eu](http://sustainable-tourism.interreg-euro-med.eu)

 Sustainable Tourism

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Testimonial: involvement of partners from non-EU countries and benefits from participating in the Sustainable Tourism Mission activities

**Prof. Ayman Harb**

**The University of Jordan –  
Tourism and Hospitality School**

**Associated Partner of  
Community4Tourism Project**





**Thank you**