

# Peer Exchange Mechanism for Sustainable Tourism

*Fostering cross-project learning  
throughout the Mediterranean region*

Interreg



Co-funded by  
the European Union



Mediterranean  
Multi-Programme  
Mechanism



# Why a peer exchange mechanism?



Mediterranean = **global** tourism hotspot.



**Shared challenges:** Overcrowding, environmental pressure, seasonality, protection of local cultures.



Huge pool of **solutions** from 8 Interreg Programmes.



Need for stronger **cross-programme collaboration** to avoid duplication and foster synergies.

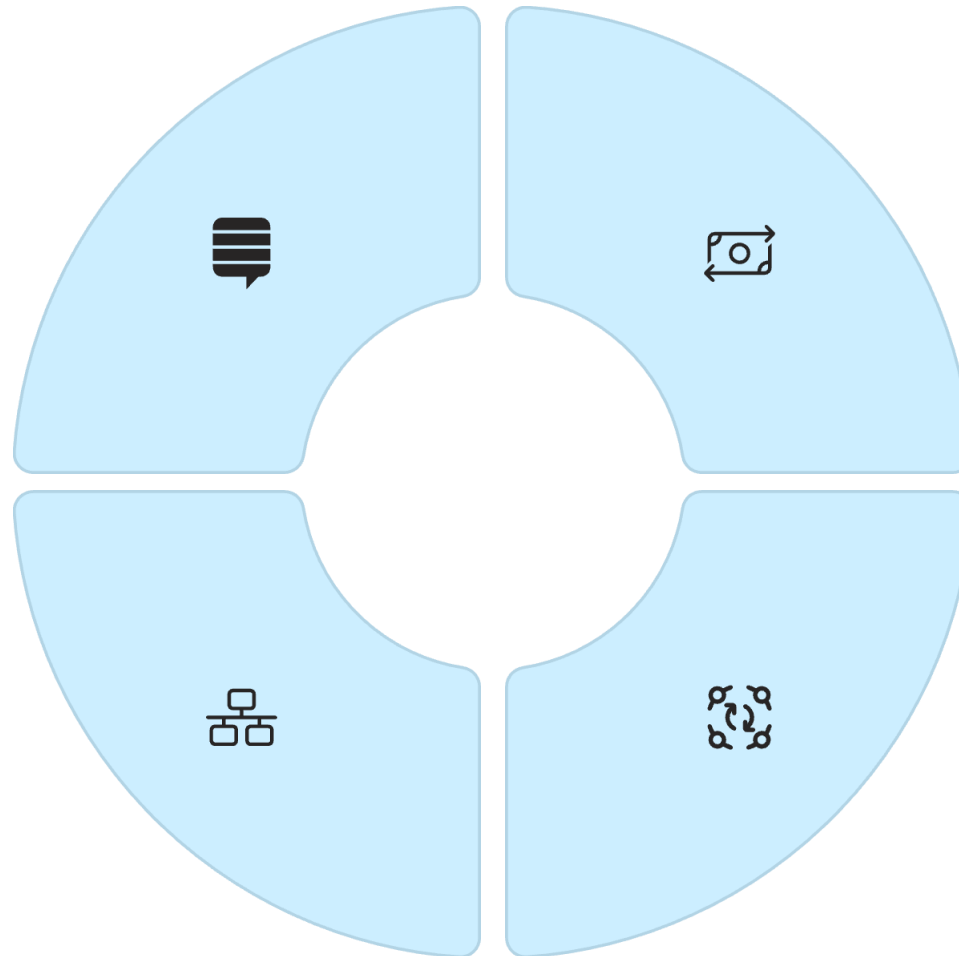
# What are the objectives?

## Peer-to-peer learning

Facilitate knowledge exchange among projects from 8 different Interreg programmes.

## Network Building

Create lasting connections beyond 'usual' Interreg programme boundaries.



## Transfer and replication

Promote adaptation of successful tools, models, and practices in sustainable tourism.

## Mediterranean “contamination”

Project solutions transferred towards different geographical areas, larger (from cross-border to transnational) or deeper (from transnational to cross-border),

# How it works?

## Organization of peer learning physical visits



Implemented by projects from at least **two different Interreg programmes**.



An opportunity to witness **working solutions in action** and meet local tourism stakeholders.



**Givers and Takers:** Hosting projects share knowledge while visiting projects gain inspiration and knowledge.



**Tangible results:** transfer plans and activity reports to substantiate knowledge and solutions exchange, adaptation and replication.

# A practical example of peer visit

## Host visit in Split

A project from Interreg Italy–Croatia Programme hosts partners from NEXT MED (Tunisia) and Greece–Cyprus at one of its pilot site, showcasing local sustainable tourism practices.

## Optional Return Visit

The Tunisian partner later hosts a return visit in Sousse, offering additional knowledge and territorial perspective.

## Implementation

The partners from NEXT MED and Greece–Cyprus integrate the learnings from the visit into the implementation of their projects.







# Why should you get involved?



## **Gain valuable knowledge**

Learn from real and successful practices across different Mediterranean contexts.



## **Connect with collaborators**

Connect with potential collaborators for future initiatives beyond your programme.



## **Share your expertise on a larger scale**

Showcase your solutions, inspire others and extend your project's influence across the Mediterranean region.



## **Join a Mediterranean community**

Join a Mediterranean-wide community shaping the future of sustainable tourism.

# Support from Programmes



Matchmaking to connect projects from different Programmes.



Review and authorization for submitted applications.



Eligibility of travel and accommodation expenditures.



Communication and visibility on peer learning visits.

→ **Stay tuned for more details!**



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