

Interreg
Euro-MED



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Thematic Seminar

Open Call for proposals

Euro-MED04

Thematic projects : TEST or TRANSFER
Mission Sustainable Tourism

22nd March 2024

Agenda

11:30 – 12:00

Terms of Reference for the Mission Sustainable Tourism

Questions & Answers

12:00 – 12:30

Presentation of the activities involving Thematic projects in the Mission
Information about approved projects under Call 02

Questions & Answers

Calendar of the call - upcoming key dates

Opening – Closing of the Call	12/03/2024 – 12/06/2024 13.00 (Brussels time)
Technical meetings (online)	<p>04/04/2024 10.00-12.30: Partnership & Logical framework, Strategic framework</p> <p>15/04/2024 10.00-12.30: Work Plan / Mandatory activities / Communication activities / Indicators / Investments</p> <p>17/04/2024 10.00-12.30: Budget/Eligibility of expenditure/ State aid</p> <p>16/05/2024 10.00-12.30: Q&A</p>
Instruction phase	June 2024 - January 2025 (depending on number of applications submitted)
MC selection decision	February 2025 (see above)
Projects Starting date	01/04/2025

National Info Days
Malta 13/03
Montenegro 18/03
Slovenia 04/04
France 05/04
Spain 08/04
Croatia 15+16/04
Cyprus 25/04
Portugal 22/04
Bulgaria 25/04
Republic of North Macedonia 29/04



ALL CATEGORIES EXTERNAL NATIONAL INFORMATION PROGRAMME SUSTAINABLE TOURISM

By month : By year : By project :

All months

All years

All projects

SEARCH

18 MAR	NATIONAL INFORMATION Info Day on the 4th Call for Thematic Projects – MONTENEGRO	13 MAR	NATIONAL INFORMATION Info Day on the 4th Call for Thematic Projects – MALTA
01 DEC	NATIONAL INFORMATION Seas of Synergies - Interreg MED & Adrion capitalisation event	03 OCT	NATIONAL INFORMATION Networking for capitalisation in Montenegro
13 JUN	NATIONAL INFORMATION Transnational Cooperation in Bosnia and Herzegovina Under the Spotlight	30 MAR	NATIONAL INFORMATION Cooperation projects on sustainable tourism in Italy
07 MAR	NATIONAL INFORMATION Launch of European programmes 2021/2027, Corsica	19 SEP	NATIONAL INFORMATION Italy – Info Day: Preparing the 2nd call for proposals
16	NATIONAL INFORMATION	12	NATIONAL INFORMATION



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Mission Sustainable Tourism Terms of Reference

Missions and specific objectives at a glance



Strengthening an innovative sustainable economy

- 1.1** Consolidating a competitive innovation ecosystem
- 2.6** Supporting circular economy



Protecting, restoring and valorising the natural environment and heritage

- 2.4** Promoting climate change adaptation and risks prevention
- 2.7** Enhancing Nature & biodiversity



Promoting green living areas

- 2.4** Promoting climate change adaptation and risks prevention



Enhancing sustainable tourism

- ~~**1.1** Consolidating a competitive innovation ecosystem~~
- ~~**2.6** Supporting circular economy~~
- ~~**2.4** Promoting climate change adaptation and risks prevention~~
- ~~**2.7** Enhancing Nature & biodiversity~~



Enhancing Sustainable Tourism

This mission aims to support a permanent and sustainable change in tourism practices

> integrate **tourism in circular economy**

> contribute to **environmental neutral tourism**



> improve **sustainability of ecosystem services**

> preserve **natural resources and reduce pollution**

Indicative financial allocation : **11 M€**
Indicative expected projects : **5 projects**





Target areas

All Programme areas, including :

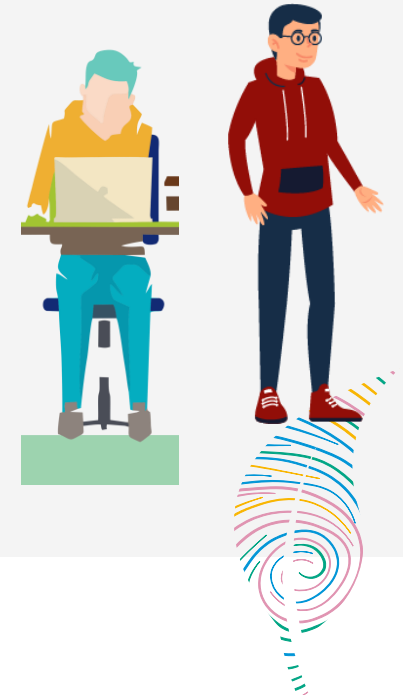
- **Natural protected areas and green areas** in general offering ecosystem services
- **Urban areas** suffering of lack of resources or excess of waste due to high tourism pressure
- **Areas with potential to offer sustainable tourism alternatives** to traditional tourism activities
- **Touristic areas** especially vulnerable to climate change and natural disasters
- Other **inland water areas** affected by tourism pressure (wetlands in inland, freshwater, rivers, lakes, dams, ...)
- **Areas of special interest** (natural and cultural heritage)





Target groups

- Local, regional, and national authorities with competences related to tourism, resources and waste management, urban planning, transport, and environmental matters
- SMEs and economic operators in the tourism sector
- Universities, high education institutions and research centres
- Destination Management Organizations
- Tourism management agencies
- Recycling organizations
- Infrastructure operators (Port Authorities, Marine Protected Areas, etc.)





Project focus under SO 2.4

2.4 Promoting climate change adaptation and risk prevention

- Increasing the **resilience** of tourism destinations and the tourism sector against climate change and natural risks.
- Fostering a **regenerative** tourism model, which minimizes the negative impacts and enhances the positive impacts of tourism on the climate, environment, society, and culture.





Project output and result indicators under SO 2.4

Crisis management included in destination's management plans

Impact reduction of touristic activities on environment, including reduction of CO2 emissions

Challenge addressed



Solution elaborated by the partnership



Testing phase to validate the solution

OUTPUT : **Jointly developed solutions**



Clear actions towards **upscaling of the solution**

RESULT : **Solutions taken up or up-scaled by organisations**

Recovery of ecosystems turned vulnerable because of mass tourism





Project output and result indicators under SO 2.4

Identification of relevant **EU strategy**



Methodology for drafting the contributing strategy/ action plan



Objectives, targets, actions, timeframe, finances, stakeholders engaged

OUTPUT : **Strategies and action plans jointly developed**



Clear actions towards **taking up of the joint strategy/ action plan** by organisations

RESULT : **Joint strategies/ action plans taken up by organisations**

Renovation of tourism infrastructure or reorientation of buildings' purpose towards tourism

Implementation of existing policies and better access to funding and investment

Identification and adoption of regenerative practices in tourism sector





Project focus under SO 2.6

2.6 Promoting the transition to a circular and resource-efficient economy

- Promoting an **efficient use of natural resources** and **waste reduction** by all concerned actors in tourism destinations.
- Boosting **green and circular transition of business models** in the tourism and hospitality sector.
- Cultivating a **'reuse' philosophy** in touristic destinations.





Project output and result indicators under SO 2.6

Challenge addressed



Solution elaborated by the partnership



Testing phase to validate the solution

OUTPUT : **Jointly developed solutions**



Clear actions towards **upscaling of the solution**

RESULT : **Solutions taken up or up-scaled by organisations**

Adoption of circular practices in tourism SMEs

Promotion of local consumption through tourism activities

Shift tourists' behaviour towards circularity and responsible practices





Project output and result indicators under SO 2.6

Identification of relevant **EU strategy**



Methodology for drafting the contributing strategy/ action plan



Objectives, targets, actions, timeframe, finances, stakeholders engaged

OUTPUT : Strategies and action plans jointly developed



Clear actions towards **taking up of the joint strategy/ action plan** by organisations

RESULT : Joint strategies/ action plans taken up by organisations

Resources management to increase resources efficiency and productivity in the tourism sector

Increase waste prevention and recycling during the development of tourist activities

Support transnational legislation for tourism green transition





Project focus under SO 2.7

2.7 enhancing nature and biodiversity

- Promoting **smart and sustainable ecotourism** in touristic areas, including rural and inland areas.
- Facilitating the participation and engagement of local communities, stakeholders, and tourists in activities that **raise awareness and appreciation of the local environmental resources**.
- Promoting the adoption of **green infrastructure and nature-based solutions** that improve the urban environment and enhance the biodiversity and attractiveness of tourist destinations.
- Boosting the accessibility and use of **advanced technologies on tourism services** in order to preserve and enhance the natural and cultural heritage of tourist destinations.





Project output and result indicators under SO 2.7

Challenge addressed



Solution elaborated by the partnership



Testing phase to validate the solution

OUTPUT : **Jointly developed solutions**



Clear actions towards **upscaling of the solution**

RESULT : **Solutions taken up or up-scaled by organisations**

Preserve biodiversity
in areas suffering
from high touristic
pressure

Restore degraded
natural habitats
and enhance
tourism potential

Increase connectivity
between natural
ecosystems with high
touristic asset





Project output and result indicators under SO 2.7

Identification of relevant **EU strategy**



Methodology for drafting the contributing strategy/ action plan



Objectives, targets, actions, timeframe, finances, stakeholders engaged

OUTPUT : **Strategies and action plans jointly developed**



Clear actions towards **taking up of the joint strategy/ action plan** by organisations

RESULT : **Joint strategies/ action plans taken up by organisations**

Integration of protection, conservation, and restoration of natural resources into territorial tourism strategies

Implementation of environmental policies/legislation regarding the tourism sector





Complementarity with other programmes and initiatives

- Interreg Adrion, NextMed, Marittimo...
- DG MARE, DG ENV ...
- Eusair, Eusalp...
- UfM, Westmed, Bluemed...

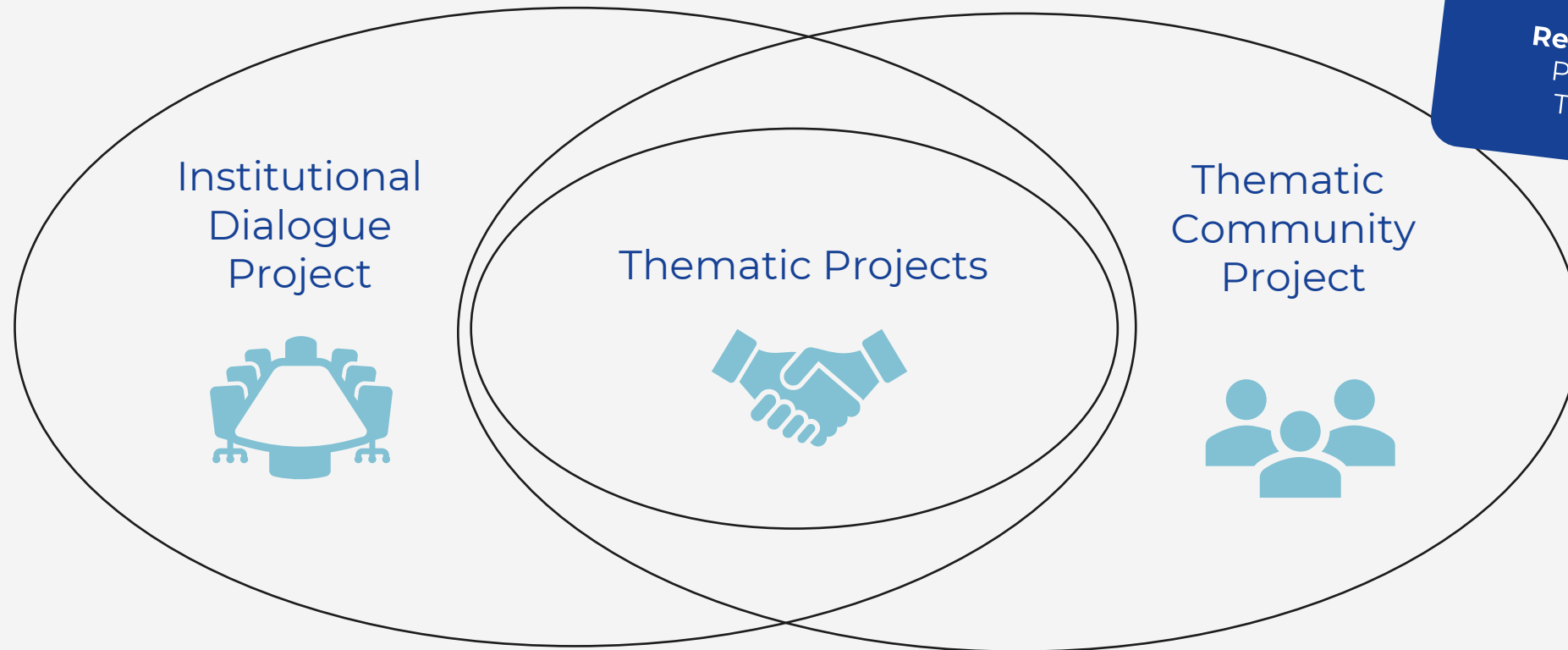
SPECIAL FOCUS: building on complementary approach with results from

- **PRIMA/Horizon Europe**
- **LIFE**
- **EMFAF**
- **Multiprogramme Coordination Mechanism (Euro-MED / NEXT MED / IT-FR Marittimo)**





Two governance projects per mission



To support thematic projects in finding synergies, transferring and amplifying their results.



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Questions?