

Sustainable Tourism Med Community

contributing to
The Stakeholder Conference on Blue Economy

29 – 30 November - Naples, Italy



Union pour la Méditerranée
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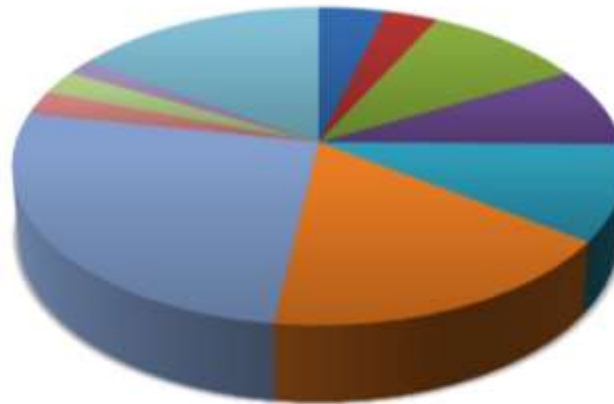
Milena Zoppeddu – Project Officer Arco Latino



Project co-financed by the European
Regional Development Fund



Actors Involved and Projects' Objectives



- Albania
- Belgium
- Croatia
- Cyprus
- France
- Greece
- Italy
- Malta
- Portugal
- Slovenia



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- MED countries
- Other countries



Implementation Areas & Expected results



- ❖ 17 instruments will enhance the development of sustainable and responsible tourism
- ❖ 108 tourist destinations will be covered by a sustainable tourism evaluation tool
- ❖ 11 strategies will be applying sustainable tourism management criteria
- ❖ 144 regions and sub-regions will be engaged in implementing sustainable tourism plans



Horizontal Dimension & Expected results

Challenges

- **Carrying Capacity**
 - **System of tourism indicators**
 - ❖ **Stakeholder Engagement**
 - ✓ **Diversification of the tourism Offer**
 - ✓ **Enhancement of a common Mediterranean Identity**
 - ✓ **Deconcentrating Tourism Flows**
 - ✓ **Sustainable management models**
- **1st thematic paper:** “Identifying challenges and gaps towards sustainable and responsible coastal and maritime tourism in the Mediterranean”

We aim at reaching the four following objectives by the end of 2019:

- To enhance attractiveness and innovation in the tourism offer
 - To contribute to address tourism pressures
 - To strengthen planning and management practices towards sustainable tourism
 - Building a strong community of projects and stakeholders
- **Declaration of Intents of the Med Community on Sustainable Tourism** - Athens September 2017



Thanks !



<https://sustainable-tourism.interreg-med.eu/>



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[MEDCommunity3_1](#)



Interreg Med Sustainable Tourism Community



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MITOMED+ , CO-EVOLVE & MC4BG

Examples of complementary projects from the Interreg MED Community promoting innovative Planning tools and Management models for Sustainable M&C Tourism and potential for the capitalization at a wider Mediterranean scale

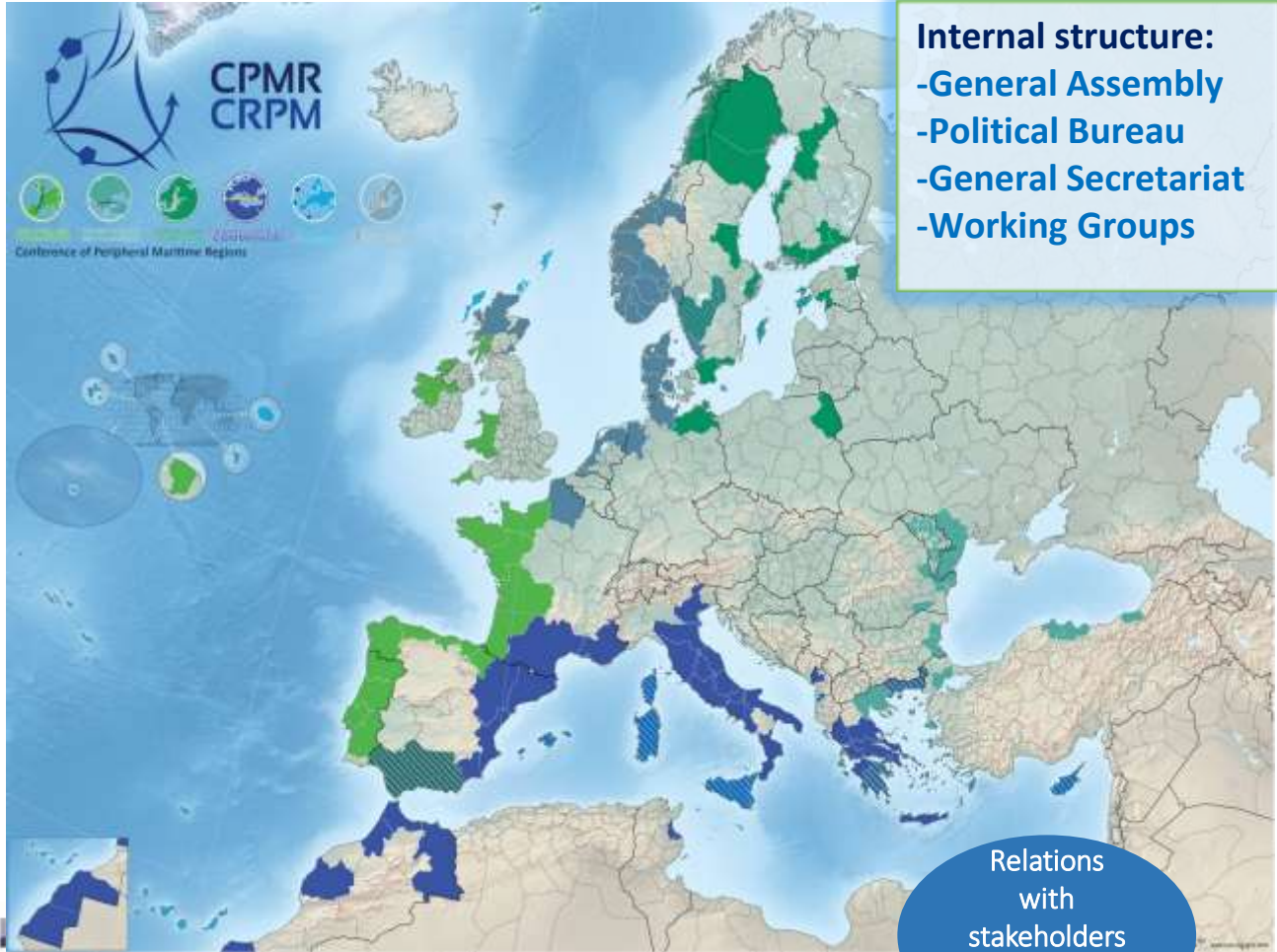
Daive Strangis, Executive Secretary
CPMR Intermediterranean Commission



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CONFERENCE OF PERIPHERAL MARITIME REGIONS



Relations
with
stakeholders
of all the
basin

- ## CONFERENCE OF PERIPHERAL MARITIME REGIONS
- ### 6 Geographical Commissions
- Baltic Sea (BSC)
 - North Sea (NSC)
 - Atlantic Arc (AAC)
 - Intermediterranean (IMC)
 - Balkans & Black Sea (BBSC)
 - Islands (IC)

CPMR: +150 Regions, 28 Countries, 200 M inhab.
Intermediterranean Commission: 44 Regions, 10 MED Countries



MITOMED+

Models of Integrated Tourism in the MEDiterranean Plus

<https://mitomed-plus.interreg-med.eu/>

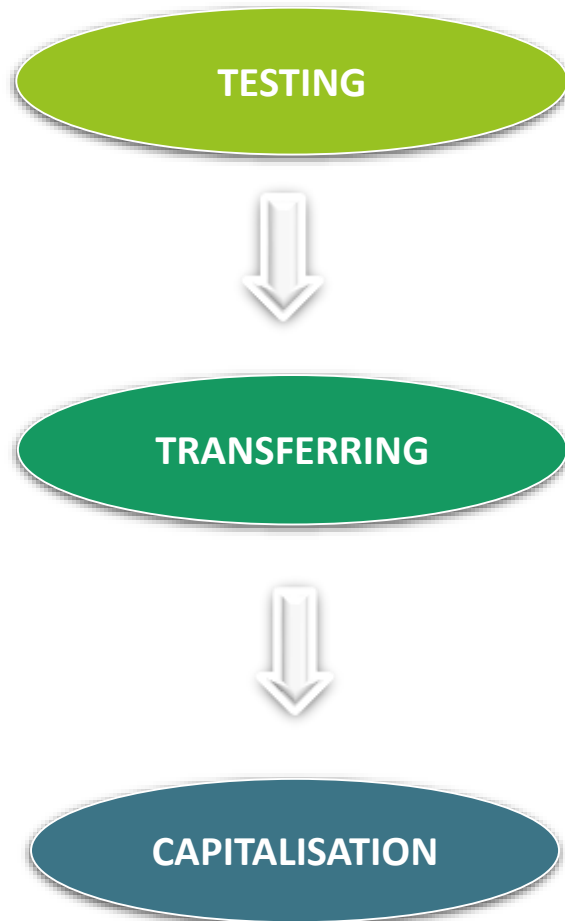
MITOMED+ is an Interreg MED Testing and Capitalising project aiming to enhance sustainability and responsibility in maritime & coastal (M&C) tourism

- Spin-off of MITOMED: integrated management of M&C tourism by improving knowledge of data, products and services through set of indicators
- **Main challenge:** Scarcity of tourism data
- **Key aim:** Improve decision-making

Expected outputs

- Increasing **knowledge** of and social dialogue about the development of **sustainable/responsible M&C tourism** in each **partner region** for informed decision-making
- Improving **sustainable and responsible M&C tourism planning** at **tourism destination** level and its **coordination** at **MED area level** for a **transnational governance**
- Transferring the results to **other EU MED territories**
- Mainstreaming **policy recommendations** and **Mediterranean M&C tourism management model** into **local regional and national policies**.





Setting up and monitoring 2 pilot actions in different territories

- Pilot preparation
 - Meetings at destination level + Open Platform for data indicators
- Pilot Action 1 (TUSCANY)
 - Analysis of tourism data at transnational level + release of Platform
- Pilot Action 2 (ANETEL)
 - Implementing the 'Green Beaches' Model in 12 beaches
- Evaluation of Pilot Actions (UNIVERSITY OF GIRONA)

Developing and transferring the Plan of Transferability

- Development of Plan of Transferability of Results (ANDALUSIA)
- Transfer of Plan of Transferability (ANDALUSIA)
 - Capacity Building events (one per region)

Mainstreaming results & disseminating the tourism management model

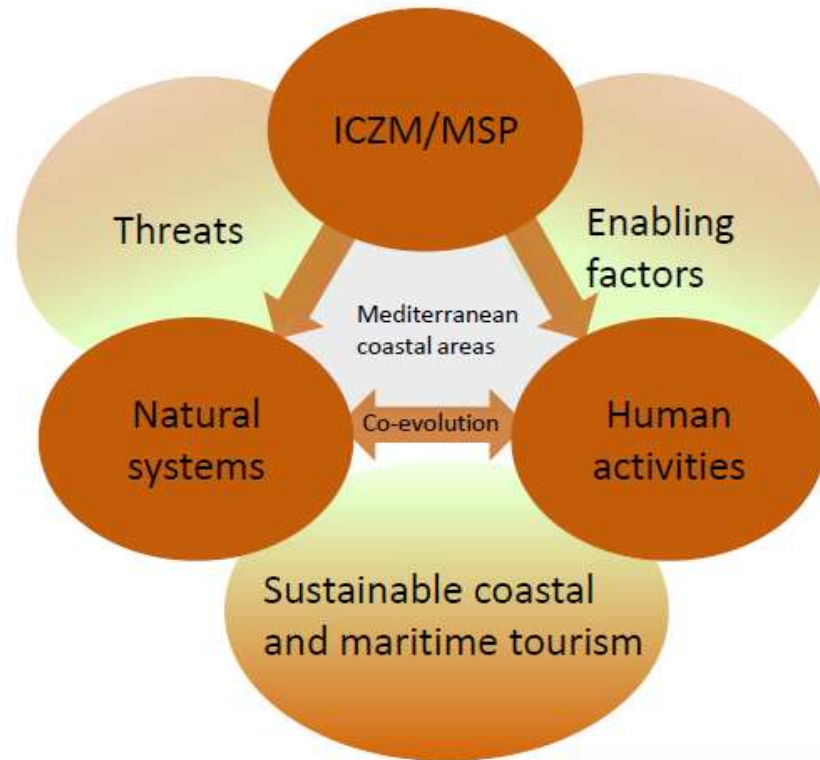
- Mainstreaming Results into Regional Policies (CPMR)
 - Production of a Policy Paper
- Mediterranean M&C Tourism Management Model (CPMR)
 - Capitalisation Workshop and Conference in Brussels, Policy Learning Seminars to refine the Model (2 per region), MoU to be signed by Tuscany with other regions

COMMUNICATION

CO-EVOLVE

Promoting the co-evolution of human activities and natural systems for the development of sustainable coastal and maritime tourism

<https://co-evolve.interreg-med.eu/>



CO-EVOLVE is an Interreg MED project aiming at analysing and promoting the **co-evolution** of **human activities** and **natural systems** in touristic coastal areas, allowing **sustainable development** of **touristic activities** based on the principles of **Integrated Coastal Zone Management/Maritime Spatial Planning**.

CO-EVOLVE couples a presently unavailable analysis at **MED scale** of threats and enabling factors for sustainable tourism with **local studies on seven representative Pilot Areas**, to demonstrate through pilot actions the **feasibility** and **effectiveness** of an **ICZM/MSP-based planning process**.



CO-EVOLVE PARTNERSHIP & MAIN OUTPUTS

- **Integrated analysis of threats and enabling factors for sustainable tourism** at MED scale in order to:
 - ✓ Address policies at wide scale
 - ✓ Develop sustainable action plans and seven pilot actions
 - ✓ Develop transferability plans
- **Sustainability analysis** containing:
 - ✓ A conceptual model for assessing the level of sustainable development of tourism in the Mediterranean
 - ✓ Tourism Sustainability Toolkit to be applied at Mediterranean scale
- **ICZM/MSP based action plans** for sustainable tourism development in pilot areas and transferring actions at MED scale





MED COAST FOR BLUE GROWTH (MC4BG)

- **Umbrella project** retaking **CO-EVOLVE's methodology/aim** and **expanding** it to **other territories in the Med basin (Eastern + Southern)**: boosting capitalization, synergies & matchmaking of different funding instruments/sub-projects
- **UfM labelling process ongoing**: Lead Promoter: CPMR - 3 years project / € 3 M aprox. Evaluation by the SOM in December 2018.
- **Partnership**: Managing Board (CPMR, REMTH, RER, CNR-ISMAR) + All Co-Evolve partners (SC including UfMS) + partners from Tunisia, Montenegro and Lebanon (and new others linked to the sub-projects in the pipeline)
- **Interactions & Capitalization**: RITMARE; MUSES; SIMWESTMED; BleuTourMed; InnoBlueGrowth; PANACeA + emerging strategies and initiatives at MED scale (e.g. Bologna Charter, West Med, BLUEMED)...
- **Key activities & expected results**:
 - ✓ Refining + focusing Co-Evolve analysis on key aspects at wider Med Level
 - ✓ Applying approaches, tools and guidelines to more pilot areas (different characteristics & outside the EU)
 - ✓ Monitoring processes and practices through appropriate data acquisition and sharing
 - ✓ Reinforcing training and capacity building



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- ✓ **Objective** - Extension of CO-EVOLVE's analysis and testing activities to southern and eastern Med coastal areas
- ✓ **Direct link** with Med Coast for Blue Growth umbrella project
- ✓ **Program ENI CBC MED** – 1st call for standard projects, priority ICZM
- ✓ **Partnership - Med Partner countries:** INSTM (TN) – Lead Partner, ANPE (TN), Ministry of Public Administration and Transport (LB), NGO Al-Midan and AMWAJ (LB) **EU Med:** LAZIO (IT), REMTH (GR), Universidad de Murcia (ES), Department of Hérault (FR), Crete (GR) + **Several Associates:** e.g. APAL, Sousse and Monastir Gouvernorates, CPMR IMC, PAP/RAC Crete, Hérault, among many others....



ENI CBC MED - Geographical eligibility



✓ 13 countries have already adhered to the Programme: Cyprus, Egypt, France, Greece, Israel, Italy, Jordan, Lebanon, Malta, Palestine, Portugal, Spain, Tunisia.



Thank you very much for your attention !!

Davide STRANGIS

Executive Secretary

CPMR Intermediterranean Commission

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Visit our websites!

www.cpmr-intermed.org - www.cpmr.org

<https://co-evolve.interreg-med.eu/>

<https://mitomed-plus.interreg-med.eu>

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