

A project labelled by the UfM



Union for the Mediterranean
Union pour la Méditerranée
الاتحاد من أجل المتوسط

Innovative Sustainable Economy Mission: updates and opportunities for collaboration

Mercè Boy Roura (merce.boy@uvic.cat)

BETA TC (UVIC-UCC)

19 February 2025

UfM Regional Platform on Sustainable Blue Economy



**Innovative
sustainable economy**

**Interreg
Euro-MED**



Co-funded by
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Innovative Sustainable Economy (ISE) Mission



It consists of **14 Thematic Projects** and **2 Governance Projects** that aim to catalyse innovation and sustainability efforts across the Mediterranean region. We are currently **155 connected partners** from **18 countries** with a well representation of the 4-ple helix, directly contributing and supporting the **2030 GreenerMed Agenda**.



Meet our projects!
<https://www.youtube.com/@Gov4Innovation>



Innovative sustainable economy

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2B-BLUE is fostering **Blue Biotechnologies (BBt)** by establishing **interactive BBHubs** facilitating collaboration, know-how transfer and innovation.

It supports **public-private cooperation**, training and scientific activities. 2B-BLUE aims to turn BBt research into practice, build **national demonstration sites** to experiment emerging practices, establish strategic alliances of **5-ple helix stakeholders** and improve regional policies.

NATIONAL DEMO SITES
6 BBHUBS



TRANSFORMATIVE LABS
(T- LABS)



Dynamic database containing a comprehensive map of best practices and stakeholders in the Blue Biotechnology sector across the Mediterranean.

COUNTRIES: SPAIN, FRANCE, ITALY, GREECE, SLOVENIA AND ALBANIA

<https://2b-blue.interreg-euro-med.eu/>



BLUE ECOSYSTEM is testing **innovative methodologies** focused on supporting territory decision-making processes through **knowledge production in the blue sustainable economy field.**

It considers the needs of the **5-helix stakeholders** to **enhance innovation and research capacities** through a **transformative and territorial co-creation approach** with the setting of regional accelerator laboratories (the so-called TRAIN labs).

5-PLE HELIX
STAKEHOLDERS
7 REGIONS



TRANSFORMATION
ACCELERATOR FOR
INNOVATION (TRAIN LABS)

Integrate the policy-innovation approach



Regional Innovation
Smart Specialisation Strategies (RIS3)
Long-term impact!

COUNTRIES: PORTUGAL, SPAIN, FRANCE, ITALY, CROATIA, GREECE, AND ALBANIA

<https://blueecosystem.interreg-euro-med.eu/>



2B-BLUE

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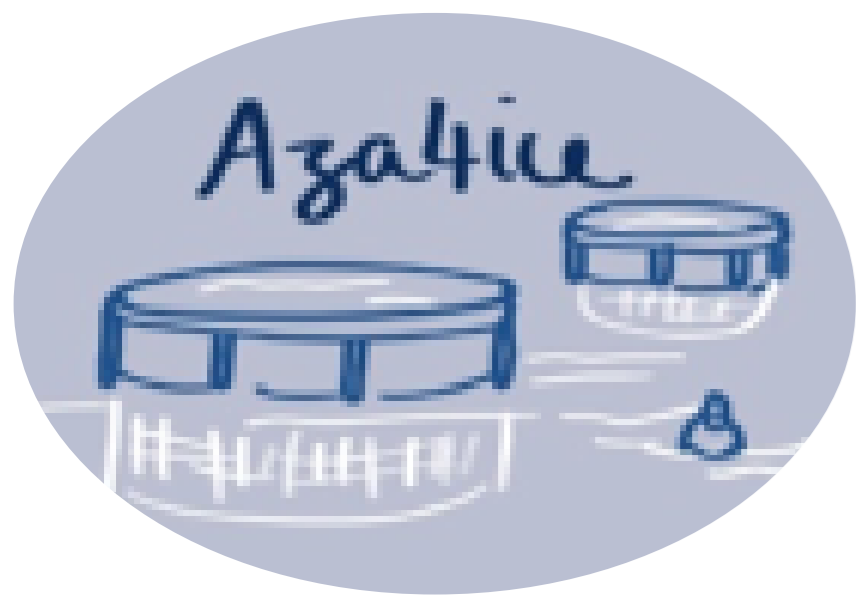


BLUE ECOSYSTEM

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AZA4ICE is dedicated to promoting sustainable and **circular aquaculture practices** and uses aquaculture **spatial planning through Allocated Zones for Circular Aquaculture (C-AZA)** to protect ecosystems and preserve aquatic resources.

It provides action plans aligned with S3, designed for adoption by public authorities.

8 PILOTS + 8 LiRRIEs (Living Responsible Research and Innovation Ecosystems)



TESTED SOLUTIONS:

- AZA4ICE methodology: Integrated multi-trophic aquaculture.
- Open access CAZA geospatial platform
- LiRRIE methodology applying the **BLUEfasma Circular Self-Assessment**
- AZA4ICE boardgame & comic book
- Guideline for aquaculture business
- Action Plans for transferability

Available in Arabic!

[Listen more!](#)

COUNTRIES: PORTUGAL, SPAIN, FRANCE, ITALY, GREECE, CROATIA, MONTENEGRO AND BULGARIA

<https://aza4ice.interreg-euro-med.eu/>



AZA4ICE

Interreg Euro-MED

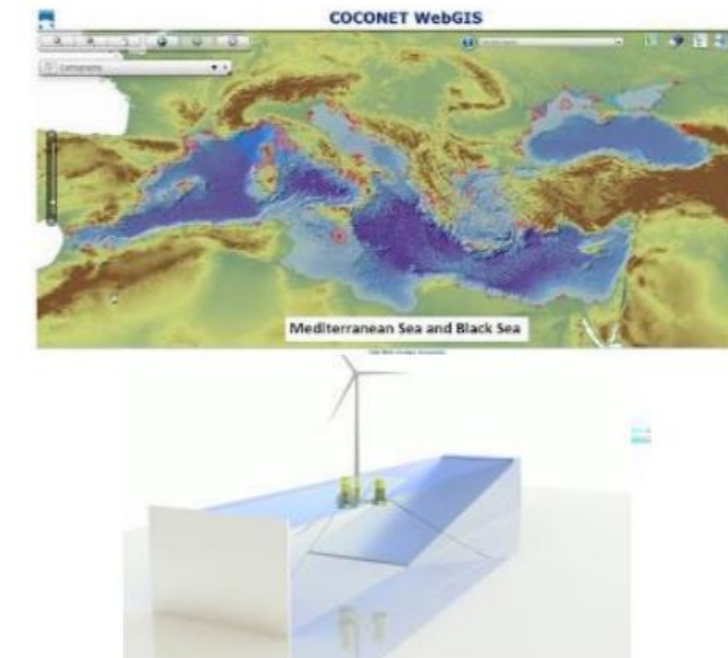


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SPOWIND is addressing offshore **wind energy potential** in the Mediterranean Sea, overcoming challenges with a marine spatial planning **WebGIS tool**.

The project assists stakeholders in **decision-making on suitable locations** and **technologies**. Through a maritime datahub and transnational cooperation, the project enhances coordination for sustainable energy production.



WebGIS tool development



Maritime datahub

COUNTRIES: PORTUGAL, FRANCE, ITALY, GREECE, CROATIA, ALBANIA, MONTENEGRO, CYPRUS

Power-to-X and energies carrier solutions

Sustainable offshore wind industry development

<https://spowind.interreg-euro-med.eu/>



SPOWIND

Interreg Euro-MED



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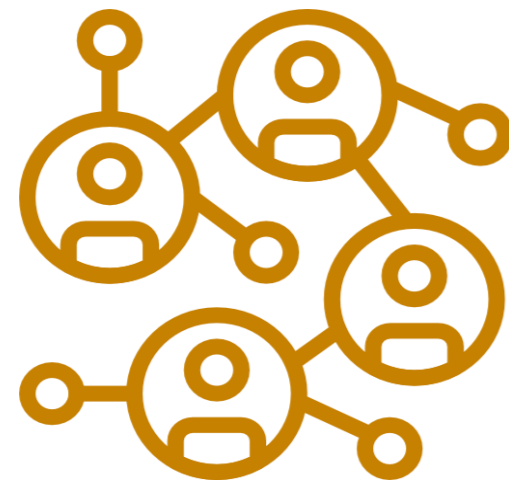
Opportunity to collaborate (I): ISEC Hub



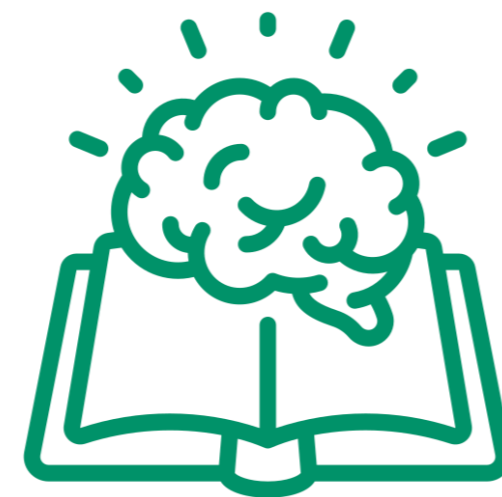
Dynamic space of **stakeholder interaction** among organizations and individuals from the North, East, West, and South Mediterranean with a common interest on **green economy**, **blue economy** and cross-cutting issues within **innovative sustainable economy**.

An opportunity to:

CONNECT



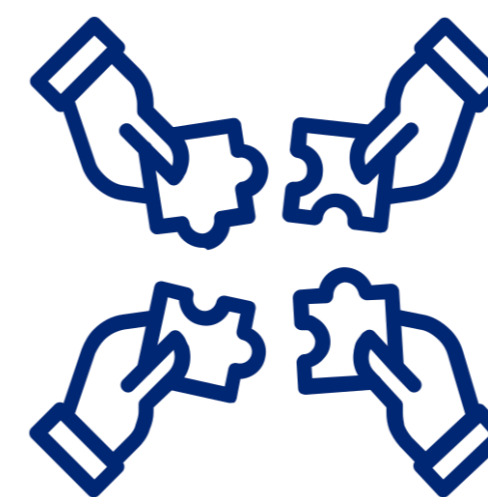
LEARN



SHARE



COLLABORATE



Become a member! <https://innovative-sustainable-economy.interreg-euro-med.eu/hub/>

232 members already!

+30 countries



Opportunity (II): Mentoring & Twinning programme

A **tailor-made, targeted, and personalized approach** to knowledge sharing, skill development, and capacity building, enabling the **transfer** of Interreg Euro-MED **project results** to Mediterranean stakeholders, supporting them in capitalizing on or replicating these results.

GIVERS

Interreg Euro-MED
Thematic Projects



TAKERS

Interested external
stakeholders

Express your interest!



Current piloting phase
with 4 takers from:

Palestine
Lebanon
Greece



Other upcoming opportunities:



Activity	Date 2025	Place	Information
LiRRIEs in different pilot countries (AZA4ICE)	18, 25 Feb 4, 11 March	Italy, Spain, Montenegro, France	https://aza4ice.interreg-euro-med.eu/events/ In local languages
3 rd ISE CoP gathering	2-4 April	Sarajevo Bosnia & Herzegovina	https://innovative-sustainable-economy.interreg-euro-med.eu/events/3-ise-cop-gathering/
Blue Task Force launch (BLUE ECOSYSTEM)	9 April	Durres Albania	Strengthen synergies and favoring policy coordination, taking into account different EU Cooperation Programmes.
4 Circular Talks	May - September (exact dates TBC)	Online	Jointly with ECESP Leadership Group on Citizen Engagement and Circular Behaviour
2 nd International T-Lab (2B-BLUE)	29-3 October	Piran Slovenia	In the framework of the European Conference on Natural Marine Products (ECMNP25) https://ecmnp25.eu/
MED Innovation Camps	October (exact date TBC)	Portugal	Check previous MED Innovation Camps: https://innovative-sustainable-economy.interreg-euro-med.eu/wp-content/uploads/sites/2/innovation-camp-report.pdf https://www.youtube.com/@Gov4Innovation

Check the **ISEC Hub Rolling Calendar** of events and opportunities in our website!



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INNOVATIVE SUSTAINABLE ECONOMY



<https://innovative-sustainable-economy.interreg-euro-med.eu>



innovative-sustainable-economy@interreg-euro-med.eu



<https://www.youtube.com/@Gov4Innovation>



<https://www.linkedin.com/company/gov4innovation/>



Sustainable
tourism

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Community4Tourism: Updates & Collaboration Opportunities

Francesco Camonita

CPMR-Intermediterranean Commission

19th February 2025 - 17th UfM Regional Platform on Sustainable
Blue Economy



CPMR
CRPM



NECSTour
European Regions for
Competitive and Sustainable Tourism



Unione delle Università del Mediterraneo
Mediterranean Universities Union
Union des Universités de la Méditerranée
إتحاد الجامعات المتوسطية



Mediterranean
Action Plan
Barcelona
Convention



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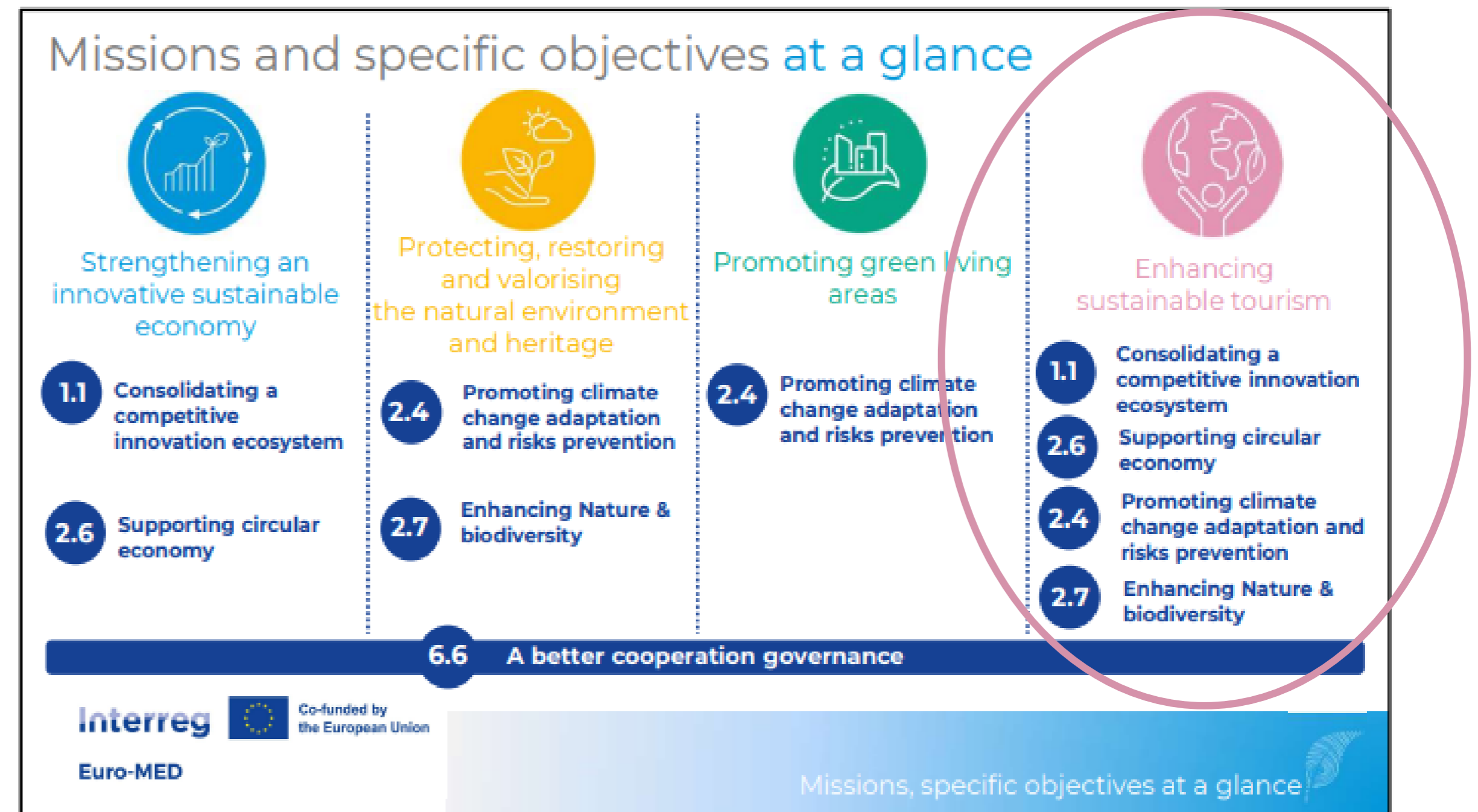
Sustainable Tourism: A Key Driver of the Blue Economy and a Cross-Cutting Priority in the Interreg Euro-MED Programme

Union for the Mediterranean (UfM) Ministerial declaration on Sustainable Blue Economy

2 February 2021

As regards coastal and maritime tourism:

54. Ministers **highlight** that coastal and maritime tourism is one of the major economic sectors for Mediterranean countries with their accessible and attractive coastlines and coastal cities, but that this sector has significant impacts on the environment and local population;
55. Ministers **highlight** that preserved marine and coastal ecosystems and marine cultural heritage contribute to the attractiveness of coastal areas;
56. Ministers **recognise** that relevant policies, including research and innovation, must acknowledge the impacts of tourism activities on coastal areas, and the vulnerability and complexity of the coastal and maritime ecosystems;
57. Concerned by the devastating effects of the COVID-19 pandemic on the tourism sector and indirectly on other blue economy sectors, Ministers **agree** to:
 - a. promote policy coordination, stakeholder collaboration and cooperation mechanisms to strengthen the resilience of the tourism sector in the Mediterranean;
 - b. develop comprehensive monitoring, evaluation and statistics schemes and promote the digitalization of the sector;
 - c. implement sectoral strategies and action plans to green and reduce carbon emissions from the whole tourism industry, including tourism-related maritime transport;
 - d. address seasonality and over tourism by promoting the diversification of the tourism offer, encouraging experience-based and slow tourism as well as associating the hinterland;
 - e. promote eco-tourism and niche tourism, including activities such as pesca-tourism, culinary tourism, and sport tourism, among others;
 - f. promote fiscal and investment policies to support sustainable coastal and marine tourism.



Sustainable tourism

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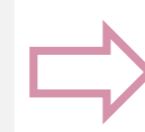


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Main topics covered by the mission

1.1

Consolidating a competitive innovation ecosystem



research and innovation capacities, uptake of advanced technologies by tourism SMEs, Smart Specialization Strategies, new business models, etc.

2.6

Supporting circular economy



reduce environmental impact of the production systems, overcome current overexploitation of resources, new economic opportunities offered by the circular economy model to the tourism sector, etc.

2.4

Promoting climate change adaptation and risks prevention



foster tourism models which ensure the protection of the environment, ecosystem-based approaches, tackle the climate change effects, promote greener transition of living areas with high touristic assets, etc.

2.7

Enhancing Nature & biodiversity



conservation of coastal and marine biodiversity in touristic areas, restoration of ecosystems degraded by tourism activities, efficient management of protected areas, connection of natural ecosystems with high touristic assets, etc.



Sustainable tourism

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Thematic projects topics & main results

	Topic	Main results expected
LIBECCIO	Digitalisation for managing destinations	EUROMed Tourism Innovation Platform - DMSS tool
TOURISMO	Innovative technologies and tourist flows	Toolkit for informed decisions and actions for the management of tourism flows in destinations
SMITour	Smart Industrial Tourism	Action Plan and Roadmaps for developing Smart Industrial Tourism in the Mediterranean
MedDiet Go	Mediterranean diet	MedDiet Euro Cluster – joint action plan and strategy
MAST	Sustainable processes in the accommodation sector	Sustainability self-assessment tool in line with ISO 21401:2018
MED-Routes	Eco-itineraries across European Cultural Routes	Transnational Strategy for sustainable tourism and eco-itineraries in the MED area
COOL NOONS	Adaptation of the urban tourism offer to face the heating in Mediterranean destinations	Solutions to tackle risks caused by climate changes for urban Tourism: catalogue, nature-based solutions, “cool noon paths”
NaTour4CChange	Nature-based solutions for coastal destinations	Regional Strategies on Climate mitigation and adaptation for the coastal tourism sector
HERIT ADAPT	Sustainability of natural and cultural heritage assets	HERIT ADAPT Sustainable Tourism Model, Sustainable & Resilient Tourism Strategies
MED-GIAHS	Preservation of agricultural heritage through sustainability	MED GIAHS strategy and creation and launching of the MED-GIAHS network



The work of the Governance Projects of the Mission open to UfM members collaboration

ACTIVITIES

JOIN THE MED platform Hub
[Online!](#)

Network of Sustainable Tourism Observatories
[MED NSTO Online Hub](#).
Next events: First online webinar on 28th March

Capacity building activities / ST Policy Labs
Next events: Athens, June & Barcelona, October 2025

Cross Network Alliance for Tourism
Last event: Poreč (Croatia). Next event: Athens, June 2025

Mediterranean Clusters
[Orientation papers available!](#)

Interreg Euro-MED Academy
Under preparation

Driving Tourism Transition (DTT) Panel & Hub
First online webinar, March 2025

Mediterranean Strategy on Sustainable Tourism

EVENTS

Joint Annual Forum of the ST Mission
Previous events in [Ljubljana](#) (Slovenia) & [Almería](#) (Spain)

MED Sustainable Tourism Conventions
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
[Online!](#)
[Ongoing Online Capacity Building series](#) – last session on 27th Feb

Unpacking the Potential of ICZM & MSP processes for ST in the Med
[Online!](#) French translation available soon!

White Paper on climate resilience adaptation
Under development



Sustainable tourism

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Follow the Sustainable Tourism Mission


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 sustainable-tourism.interreg-euro-med.eu

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