

Interreg
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Interreg Euro-MED Mission on Sustainable Tourism

19th UfM Regional Platform on Sustainable Blue Economy
21 April 2026



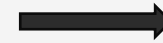
Mission Sustainable Tourism

Results on blue economy



PortCREW

Sustainable tourism model for MED cruise ports through a platform that promotes lesser-known rural and natural areas.

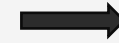


Online platform and long-term joint Strategy and Action Plans



ECO-SEAROUTES

Improving interconnections of MED touristic ports to neighbour areas with a collaborative approach.

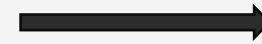


Creation of eco-nautical routes and local itineraries + Community Heritage Hubs



NaTour4CChange

Addressing the climate crisis with an ecosystem-based approach.

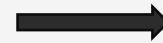


5 Regional strategies for the adaptation of coastal Tourism sector + 6 Tourism Destinations Climate Action Plans



AQUAMAN

Reinforce the capacity of public authorities involved in water resources management in coastal tourism destinations.

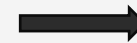


Strategies of Water scarcity Mitigation measures + MED Water Scarcity Mitigation Action Plan



WATERISE

Practical & low-impact solutions against water waste in tourist areas, combining local knowledge & technological innovations.







• Nature-based Innovation solutions, action plans and protocols.





III MED Sustainable Tourism Convention **“Tourism transition in the Mediterranean”**

Fostering a strategic debate on new tourism agendas, climate change, resource management, digitalisation, circular and regenerative economy approaches, as well as the role of Mediterranean cooperation in the transition towards more sustainable, resilient and inclusive tourism models. The Convention will also provide a platform to showcase the solutions and knowledge generated by the projects of the MED Sustainable Tourism Mission.

-  **Barcelona**
-  **18–19 June 2026**
-  **250 tourism stakeholders**
-  **Face-to-face event**



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Mediterranean Multi-Programme Mechanism

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Mediterranean
Multi-Programme
Mechanism

10 Interreg Programmes united to enhance joint action, increase visibility, and ensure the long-term sustainability of regional investments.



Synergies & Cooperation	Foster collaboration among programmes and initiatives.
Policy Support	Develop shared and reinforced policy recommendations.
Monitoring & Evaluation	Promote joint assessment based on tested good practices.
Innovation & Sustainability	Transfer innovative solutions to increase territorial impact.
Sustainable tourism	

A coordinated call for proposals to be launched between June and September 2026!

Governance of the coordinated call

The MMM call is **coordinated but not joint**.

This means that:

- each Programme launches and manages its **own Call for Proposals**
- projects apply to **one Programme only**
- administrative procedures remain **Programme-specific**

Despite this, Programmes coordinate several elements at MMM level in order to strengthen **capitalisation and cooperation across the Mediterranean**.

Core logic of the coordinated call

Projects supported under the coordinated call are **capitalisation projects**.

In particular:

- proposals must build on **at least one output developed under another MMM Programme**
- the selected output must be **re-used, adapted or scaled-up** in a different cooperation area
- the objective is to **amplify the impact of validated solutions across Mediterranean territories**
- Developing entirely new outputs is **not the primary objective** of the call

Operational coordination tools

To support coordination across Programmes, several **operational tools** are being developed:

- **joint database of outputs** available for capitalisation
- **harmonised application form for quality sections** > *Possible simplified AFs*
- **coordinated communication campaign**
- indicative **overlap of 10 months** between projects to allow inter-programme exchanges

Structure of the MMM ToR

Section I – Common MMM framework

- rationale and objectives of the call
- thematic focus and shared challenges
- common operational principles for projects

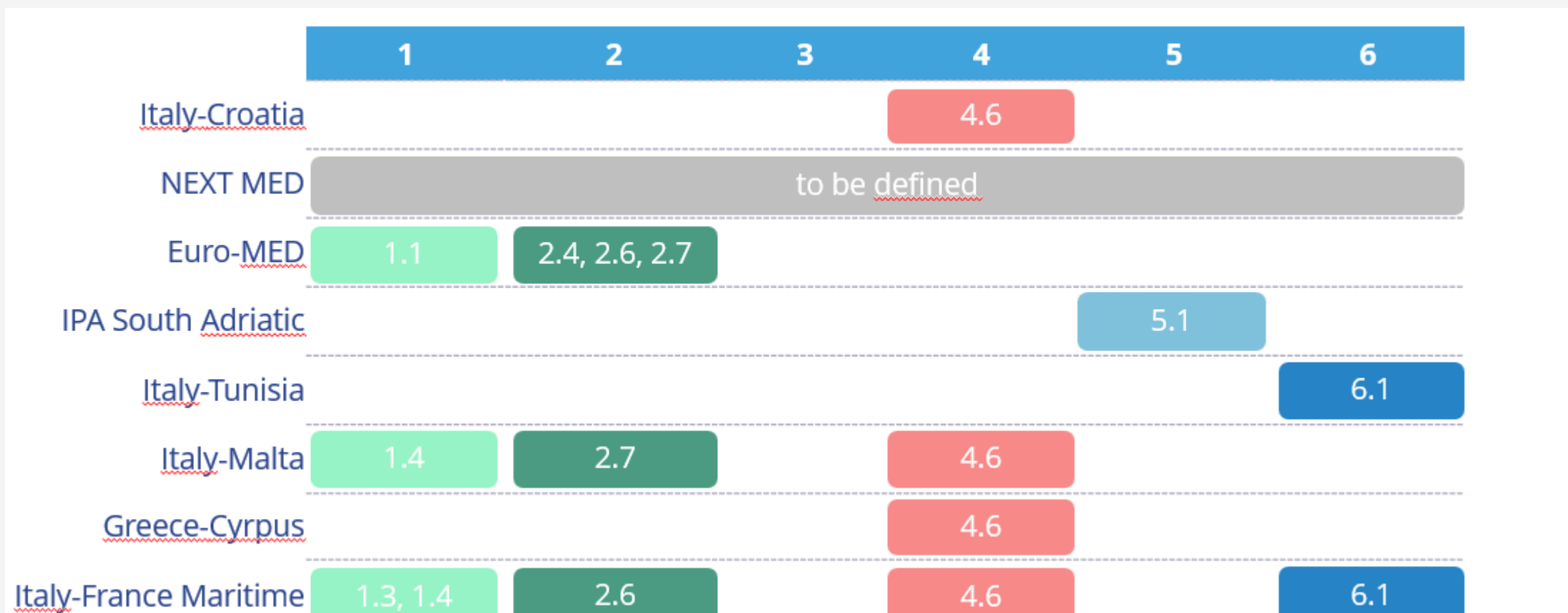
MMM

Section II – Programme specific provisions

- budget, duration and eligibility rules
- partnership composition and selection procedures
- technical elements of the call documentation

each Programme

Priorities & SOs of the MMM Call



Communication campaign at MMM level

Key elements include:

- common **visual identity** for all MMM calls
- shared communication **materials** (news texts, templates, social media cards)

Timeline:

March 2026 : “save-the-date” announcements and initial news and social media posts
April – May 2026: preparation of communication materials for the call launch

Promotion will rely on existing Interreg events:

- ✓ Italy–Slovenia event in **Grado** (April 2026)
- ✓ Italy–Croatia event **Youth4Sea – Ancona** (May 2026)
- ✓ Euro-MED Sustainable Tourism Convention – **Barcelona** (June 2026).

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THANK YOU