



**MED-Routes**

**Interreg  
Euro-MED**



Co-funded by  
the European Union



**MED-Routes FORUM**  
to promote Eco-Itineraries within  
European Cultural Routes  
**Focus on the Routes of the Olive Tree**

**Friday, November 22nd, 2025**

**Athens Chamber of Commerce and Industry (ACCI)**  
**7 Akadimias Street, Athens (Greece)**  
**from 9:30 a.m. to 11.30 am, 5th floor**

**<https://med-routes.interreg-euro-med.eu>**



Host Organization: Associated Partner of the MED-Routes Project



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## **AGENDA**

### **9:30 – 9:45 AM | Welcome speech & introduction of forum objectives**

Mr George Assonitis, INSULEUR TC member, EU Advisor at Union of Hellenic Chambers of Commerce

Mrs. Marinella Katsilieri, Head of Planning & Development Dpt. Routes of the Olive Tree – Cultural Route, OTR cultural Foundation

### **9:45 – 10:05 AM | Presentation of the MED-Routes Project and Activity 4.2**

Mrs Irene Mikelis, Communication Officer MED-Routes, INSULEUR EU-projects manager  
Overview of MED-Routes objectives, partners, work packages, transferability guidelines and Action Plans.

Focus on Activity 4.2: Promotion of eco-itineraries and support for European Cultural Routes

### **10:05 – 10:45 AM | Presentation of the MED-Routes eco-itineraries in Croatia & Greece**

Mrs. Francesca Maimone, Senior Project Officer, OTR cultural Foundation  
The Olive Tree Route “Messinia Olive Odyssey” highlighting sustainability features, cultural and natural points of interest, and expected benefits.

Presentation of a short video introducing the eco-itinerary “Messinia Olive Odyssey”

Mr Stepjan Rezo, project manager, Regional Development Agency of Dubrovnik-Neretva County – DUNEA

The Olive Tree Route in Croatia: “From Warriors to Guardians: The Adriatic’s Legacy of Resilience”

Presentation of a short video introducing the eco-itinerary “From Warriors to Guardians: The Adriatic’s Legacy of Resilience”

### **10:45 – 11:00 AM | Open feedback session: Questions & answers**

### **11:00 – 11:15 AM | Signing of the Letter of Mutual Commitment and Support**

Brief explanation of the letter’s purpose

Formal signing by participating members

### **11:15 – 11:30 AM | Closing remarks**

Mrs Irene Mikelis, Communication Officer MED-Routes, INSULEUR EU-projects manager

Summary of key points and next steps

Acknowledgements to participants