



**Sustainable
tourism**

**Interreg
Euro-MED**



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MED-Routes: Enhancing MED sustainable cultural tourism through the creation of eco-itineraries inside European Cultural Routes

Benedetta Diamanti

Unione della Romagna Faentina

Rome, 10th April 2024



MED-Routes partnership

- ❖ **8 partners** from **7 different countries** (Italy, Spain, Croatia, Cyprus, Greece, Portugal, Bulgaria)
- ❖ **4 Associated Partners** (CoE's Cultural Itineraries) from 3 different countries (Italy, Greece and France)
- ❖ 7 partners involved are members of the associated Cultural Itineraries + 1 technical partner

Associated Partner	Responsible Project Partner
Association European Route of Ceramics	URF
Cultural Foundation «Routes of the Olive Tree»	INSULEUR
The Phoenicians' Route	LIU
European Federation of Napoleonic Cities	CMVFX

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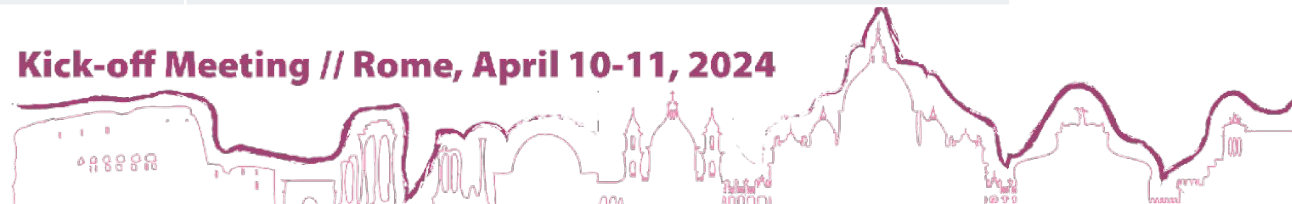


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MED-Routes objective

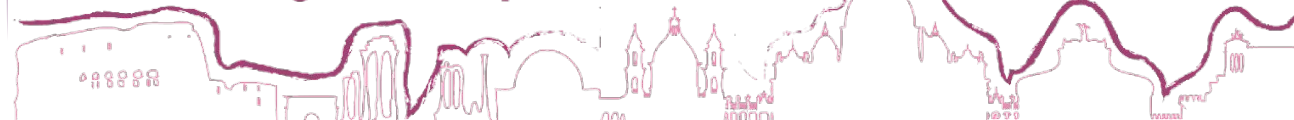
Programme priority specific objective: Promoting the transition to a circular and resource efficient economy

Project overall objective: Establish and disseminate a local-based, low impact model of sustainable tourism across Cultural Routes in the MED area

- ➔ 1. Promoting more diverse itineraries for small-scale cultural tourism that could attract tourists beyond the most popular, overcrowded destinations;
- 2. Enhance integrated circular and sustainable practices in small-scale touristic itineraries to promote a more efficient management of the overall tourism sector linked to cultural heritage, with positive spillovers for the tourism industry and also to the benefit of local territories' socio-economic profile.

TRANSFER MECHANISM

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MED-Routes main activities

WPI - ASSESSMENT OF OUTPUTS TRANSFERABILITY AND CIRCULAR ECONOMY PATTERNS IN THE CULTURAL TOURISM SECTOR

- A1.1 **State of art research**: assessment of eco-friendly and sustainable economic activities in the targeted territories
- A1.2 Preliminary analysis of INCIRCLE and EMBLEMATIC **outputs for transferability**
- A1.3 Cross-route analysis of **circular economy & sustainable** patterns in the tourism sector
- A1.4 Ideation of a **Roadmap** to guide CRs in pursuing greater sustainability and circular economy patterns
- A1.5 Carbon footprint calculation and monitoring

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MED-Routes main activities

WP2 - CREATION OF ECO-ITINERARIES

- A2.1 Strategic stakeholders' engagement for the launch of small-scale eco-itineraries: participatory labs
- A2.2 Ideation of **2 regional eco-itineraries** for each involved Mediterranean Cultural Routes
- A2.3 Creation of an official Green Label of Mediterranean Cultural Routes for the certification of eco-itineraries in their territories
- A2.4 Elaboration of Cultural Route's **individual strategies** for the promotion of their new small-scale eco-itineraries
- A2.5 Ideation of a **Transnational Strategy** for the valorization of sustainable practices in Mediterranean Cultural Itineraries

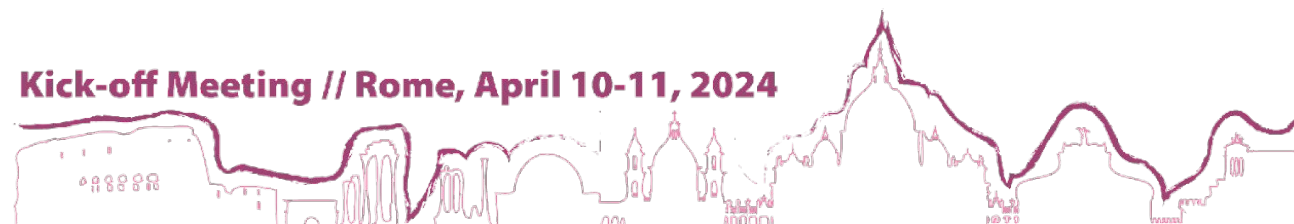


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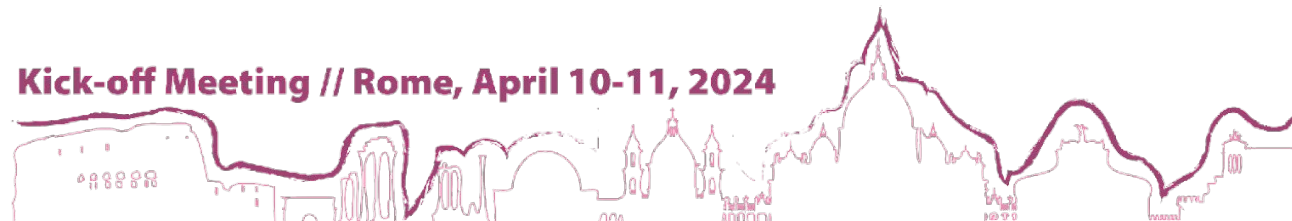


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WP3 - LOCAL CAPACITY BUILDING FOR THE TRANSFER AND CONSOLIDATION OF ECO-ITINERARIES

- A3.1 Creation of **training materials** for the dissemination of eco-itineraries
- A3.2 Training with **key institutional actors** in the cultural, political and socio-economic sphere & MED-ROUTES Package
- A3.3 Training with operators and businesses in the local **tourism sector**



MED-Routes main activities

WP4 - TRANSFER OF ECO-ITINERARIES IN POLICY-MAKING STRUCTURES

- A4.1 MED-Routes **Action Plans**
- A4.2 **Promotion of eco-itineraries** within European Cultural Routes involved in the project
- A4.3 Official **dissemination** of MED-Routes approach and eco-itineraries oriented to policy makers
- A4.4 **Synergies with EURO-MED projects**, including Thematic Community Projects and Institutional Dialogue projects
- A4.5 Awareness raising and partnership with the **Council of Europe**



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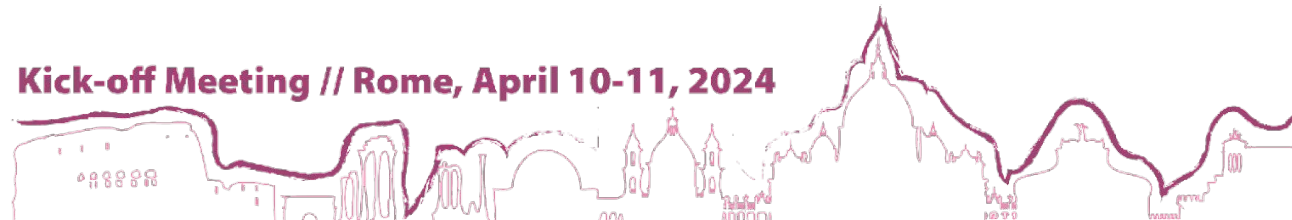


MED-Routes main outputs

OT 1.1 activation of **MED-Routes consortium** (8 Partners + 4 Associated Partners) with **increased institutional & operational capacity** and increased expertise in the thematic field of the project, as well as extended capacity to contribute inside the local, regional and transnational governance field.

OT 2.1 CREATION OF ECO-ITINERARIES > **Transnational strategy for sustainable tourism and eco-itineraries in the MED area**, inside partner institutions and Cultural Routes involved in the project (and to all their members). A policy-orienting document for cultural institutions and public bodies to adopt the project vision, setting the theoretical framework to evenly address the circular transition of the tourism sector at MED level.

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MED-Routes main outputs

D 3.1 **training activities** at local level involving key institutional actors in the cultural, political and socio-economic sphere, operators and businesses in the local tourism sector, with the creation of a comprehensive **training package**

OT 4.1 **MED-Routes Action Plans** > 4 MED-Routes Action Plans produced by each Cultural Route involved, outlining key actions to apply the Transnational Strategy into CRs' agenda (in 2023: 47 Cultural Routes of the Council of Europe / 46 Member States). Each Action Plan expresses the specific vision of a single CR on how to improve circularity in the tourism sector according to its area of intervention and through a cross-regional, transnational approach.

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Thank you for your attention!

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