



5. Letter of Intent signed by the four Cultural Routes of the Council of Europe participating in the MED-Routes project.

We, the undersigned Representatives of the four Cultural Routes certified by the Council of Europe

- European Route of Ceramics
- Routes of the Olive Tree
- Phoenicians' Route
- Destination Napoleon

participating, as associated partners, in the project **“MED-Routes: Enhancing MED sustainable cultural tourism through the creation of eco-itineraries inside European Cultural Routes”**, co-funded by the Euro-MED Interreg programme of the European Union,

hereby declare our joint commitment to support the uptake of the **“MED-Routes Transnational Strategy for the valorisation of Sustainable Practices in Mediterranean Cultural Itineraries”** and to contribute actively to its implementation.

Recognizing the importance of coordinated action in addressing shared challenges and opportunities, we hereby affirm our commitment to:

- **Promote the Transnational Strategy** as a reference framework for the creation and development of MED-Routes small-scale eco-itineraries within our Cultural Route. This includes encouraging our members—beyond those already involved in the project—to replicate the MED-Routes methodology through targeted actions and extending this effort to other Cultural Routes.
- **Support the Green Label** as a strategic tool to enhance the visibility of eco-itineraries and to foster cooperation among the four Cultural Routes participating in the MED-Routes project (as starting point), ensuring the Green Label's long-term sustainability and success. In particular, at the conclusion of the project, the signatories undertake to:
 - Monitor the proper existence and continuity of the Green Label;
 - Verify with entities that have already been awarded the label, that the conditions under which it was granted continue to be met, in collaboration with its own members involved;



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- Assess and respond to new requests—both from operators seeking to join existing eco-itineraries and from proposals for new itineraries to be created from scratch;
- Convene an annual joint monitoring session on a continuous basis, to ensure shared oversight and strategic alignment;
- **Actively cooperate to include in this agreement other Cultural Routes of the Council of Europe** that choose to adopt the MED-Routes methodology, by developing additional small-scale eco-itineraries. New members will be able to join under the same conditions as the initial signatories, sharing the same rights, responsibilities, and opportunities within the network.

By signing this Letter of Intent, we affirm our collective dedication to fostering sustainable cultural tourism through a common strategic lens.

Signed in mutual agreement,

European Route of Ceramics
Director, Benedetta Diamanti

Routes of the Olive Tree
Director, George Karabatos

Phoenicians' Route
Director, Antonio Barone

Destination Napoleon
Director, Eleonora Berti

