



MED-Routes

Interreg  
Euro-MED



Co-funded by  
the European Union

# MED-Routes media kit

## The Project in one sentence

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

## The Project in one paragraph

MED-Routes aims to pioneer a sustainable tourism model focused on the shared heritage of four Cultural Routes of the Council of Europe (CRs) in the Mediterranean (MED), emphasizing a “slow tourism” approach. Why? Because cultural tourism is a key-asset for economies in the MED region, but it clashes with climate change when sustainable practices aren’t embraced. To tackle this, the MED area must rethink its cultural tourism to blend local heritage with sustainability. The MED-Routes Project offers a solution by promoting cultural tourism across the MED-area by establishing and disseminating a local-based, low-impact model of sustainable tourism rooted in the common heritage of these 4 CRs.

## Project logo

  <p>Co-funded by the European Union</p> <hr/> <p>MED-Routes</p> 	standard
 <p>MED-Routes</p>   <p>Co-funded by the European Union</p>	horizontal



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## Photo depicting the project (non-abstract)



## Photo depicting the project (abstract)





## Social Media references

<https://www.facebook.com/MEDRoutes>

@MEDRoutes

## Mandatory in all publications

If the publication includes a photo, both the MED-Routes logo and the Programme/EU co-funded logo must be included.

- Check the [Project Brand Book](#) and the [Interreg Euro-MED Projects Visual Identity](#) for further guidelines.

In case you want to introduce the logo of the partners, all of them must appear, as following image:

