



The Interreg Med Sustainable Tourism Community: Success stories of cooperation and best practices. Future opportunities for Sustainable Tourism in North Macedonia

19th December 2022

On-line Event

09:30 - 12:00 (CET)

[Register here](#)

Background

The [Sustainable Tourism Community](#) is an Interreg MED initiative co-funded by the European Regional Development Fund (ERDF) to make tourism a real driver for inclusive and sustainable growth.

The community has been launched in November 2016 and will last until December 2022.

Since 2016, several cooperation projects financed by the Interreg MED Programme have joined the Community that now gathers 30 projects engaging almost 300 organisations (public authorities, private companies, universities, NGOs and international organisations) active in 12 European-Mediterranean countries to promote sustainable tourism by capitalizing on tools and good practices.

The MED Sustainable Tourism community is coordinated by DIBA - Barcelona Provincial Council (Barcelona, Spain), in partnership with UNIMED - Mediterranean Universities Union (Italy), University of Thessaly (Greece), NECSTour - Network of European Regions or Sustainable and Competitive Tourism (Belgium), Plan Bleu UNEP MAP, the Regional Activity Centre of Mediterranean Action Plan (France), the Adriatic Ionian Euroregion (Croatia) and RDA Green Karst Regional Development Agency (Slovenia).

Objective of the event

The new Interreg Euro Med Program 2021-27, launched in December 2021, is now involving North Macedonia as an eligible Country, allowing public and private actors to participate in the cooperation projects as beneficiaries of funds.

This event is organized with a double objective: to present the Interreg Euro Med programme and its opportunities for North Macedonia's stakeholders and to showcase how the projects already implemented have worked in the recent years, the outputs they have produced and the results achieved.

The event wants to open doors to the stakeholders of North Macedonia active in the field of sustainable tourism, giving an opportunity to know better the Sustainable Tourism Community and some best practices realized in the Mediterranean and Balkan area. The event is coordinated by the Adriatic Ionian Euroregion and supported by the Sustainable Tourism partnership.



AGENDA

Working language: English

09:15 - 09:30 Connecting to the platform

09:30 - 09:45 Institutional opening

- **Andrea DI GIROLAMO**, Project Officer, Adriatic Ionian Euroregion

09:45 - 10:00 The Interreg Euro-MED Programme

- **Pascale FAUVEAU LAGAYE**, Joint Secretariat of Interreg Euro-MED

10:00 - 10:50 Main achievements of the MED Sustainable Tourism Community

Moderation by: **Andrea DI GIROLAMO**, Adriatic Ionian Euroregion

- *General Presentation of the Community* by **Josep RODRIGUEZ**, Coordinator MED Sustainable Tourism Community, Barcelona Provincial Council
- *State of Play of Tourism in the Mediterranean - A Roadmap for a greener, inclusive and resilient tourism in the Mediterranean* by **Céline DUBREUIL**, Programme Director. Plan Bleu
- *The added value of the Sustainable Tourism Community* by **Dora PAPATHEOCHARI** - University of Thessaly
- *Capitalisation of projects* by **Roberto GRASSI**, NECSTouR
- *Interreg Euro-MED Community's learning program on Sustainable Tourism* by **Ermete MARIANI**, UNIMED - Mediterranean Universities Union

10:50 - 11:00 Break

11:00 - 12:00 Models of sustainable tourism practices in the Med area: Examples of successful cooperation projects

- *VIA DINARICA Trail Project* - **Dejan ISKRA**, RDA Green Karst
- *CONSUME-LESS Project* - **Barbara SARNARI**, SVI.MED. - EuroMediterranean Center for the Sustainable Development
- *DestiMED Project* - **Lucía PRIETO FUSTES**, Centre for Mediterranean Cooperation - IUCN
- *EmbleMatiC Project* - **Kostas ZAPOUNIDIS**, Pieriki Development Agency
- *SuSTown Project* - **Claudio BORDI**, ANCI Lazio's External Expert
- *I-TOUR Project* - **Ivanka NESTOROSKA**, Full Professor, Faculty of Tourism and hospitality, University St. Kliment Ohridski-Bitola

11:55 - 12:00 CONCLUSION

