Mediterranean Multi-Programme Mechanism

4P

Culture - Tourism - Skills - Intangible heritage - Itineraries



Where?

Italy - Slovenia

What is it about?

The "4P Crossborder routes discovering Pier Paolo Pasolini" project intends to enhance Pasolini's inestimable heritage by placing emphasis on the places where he lived: the Pordenone area in Friuli Venezia Giulia and Idrija in Slovenia, in locations located in rural and peri-urban areas not involved in traditional tourist flows.

Project main outputs

Integrated Pasolini's itineraries in FVG and Slovenia
Web app
Immersive space

Who will it benefit to?

Public Authorities regional and local level
Universities, Schools, VET organisations (education sector)
SME in cultural, tourism and creative sectors

Most innovative element

Valorisation of intangible heritage trough integrated intineraries in out of classic touristic destinations

Greatest implementation challenge

The coordination of different actors and stakeholders related to the figure of Pasolini, in order to offer an integrated innovative touristic offer.

Synergies with programmes, projects, strategies or funds

Pordenone national caputal of culture 2027, Gorizia Nova Gorica european capital of culture 2025, CATI project European integrated regional funds on territorial development, *BeROOTS Interreg Ita Slo

Website : https://www.ita-slo.eu/it/4p

Present in the Split event : Anna Ulian

Interreg Italia-Slovenija
Cofinanziato dall'Unione europea
Sofinancira Evropska unija

Mediterranean Multi-Programme Mechanism

ADRINCLUSIVE

Inclusive Tourism - Dementia-Friendly Destinations - Social Inclusion - Accessible Travel - Cultural Heritage Access



Where?

Italy - Croatia

What is it about?

ADRINCLUSIVE is a project that creates inclusive and accessible tourism in the Adriatic region for people with dementia and cognitive decline. It connects tourism and welfare sectors to design supportive travel experiences, train staff, and test new vacation models that promote social inclusion and year-round tourism.

Project main outputs

ADRINCLUSIVE strategy to allow cross-sectorality between the tourism and the welfare sector in the new cross-border model of inclusive tourism offer for people with dementia and cognitive decline

ADRINCLUSIVE Action plan for improving the competences of tourism and welfare operators in the IT-HR area

Pilot Actions & Replication Package – 5 pilot vacations for people with dementia, with solutions shared for wider use.

Who will it benefit to?

People with dementia and cognitive decline. Main Benefit: Access to inclusive, tailored, and supportive tourism experiences that improve their quality of life, promote social inclusion, and allow them to enjoy safe and meaningful vacations in the Adriatic region.

Tourism and welfare sector operators (e.g., staff, service providers, organizations). Main Benefit: Improved skills and knowledge through targeted training, enabling them to offer accessible, inclusive, and high-quality services for people with dementia, enhancing their professional capacity and service impact.

Most innovative element

The most innovative element is the pilot actions—real, tailored vacations co-designed for people with dementia, combining tourism and welfare to test inclusive, sustainable travel models.

Greatest implementation challenge

The greatest challenge for the initial territorial analyses we faced at the beginning of the project was that Croatia doesn't have a register of people with dementia and Alzheimer's.

Synergies with programmes, projects, strategies or funds

EUSAIR, EUSALP, EUSDR, Maritime Spatial, Europe 2020, Territorial Agenda of the European Union 2020, Research and Innovation Strategies for Smart Specialization, various EU-funded projects.

Website : https://www.italy-croatia.eu/web/adrinclusive

Present in the Split event : Zorana Škare, Željka Raguž

Interreg Italy – Croatia

Co-funded by the European Union

Mediterranean Multi-Programme Mechanism

BLOCKCHAIN MARE NOSTRUM

Sustainability - Artisanal fisheries - Blockchain & market place - Circular economy - Cross-border cooperation



Where?

Tunisia - Italy

What is it about?

BLOCKCHAIN MARE NOSTRUM helps small-scale fishers in Tunisia and Sicily sell traceable seafood using blockchain. With a simple QR code, consumers access transparent info on origin and quality. The project boosts local economies, supports sustainable tourism, and protects marine resources through digital fish markets and training.

Project main outputs

Two digital fish markets (Tunisia & Sicily)
Blockchain traceability systems for fish products
Cross-border training for fishers and cooperatives

Who will it benefit to?

Small-scale fishers: access to new markets and fair prices via digital platforms
Consumers: trusted fish origin and quality via blockchain-QR traceability
Local communities: strengthened coastal economy and sustainable fishing practices

Most innovative element

Integration of blockchain-based QR code traceability in artisanal fisheries, enabling transparent, real-time consumer access to product origin while linking fishers to digital markets.

Greatest implementation challenge

Convincing small-scale fishers to adopt blockchain technology, overcoming resistance to digital tools due to limited skills, fear of market disruption, and lack of trust in new systems.

Synergies with programmes, projects, strategies or funds

Strong synergies with SUREFISH (PRIMA), QUALIMED, BiovecQ, SECURAqua and Club Bleu Artisanal to harmonize quality standards, expand traceability, and support sustainable Mediterranean fisheries.

Website : https://www.bc-marenostrum.fish/

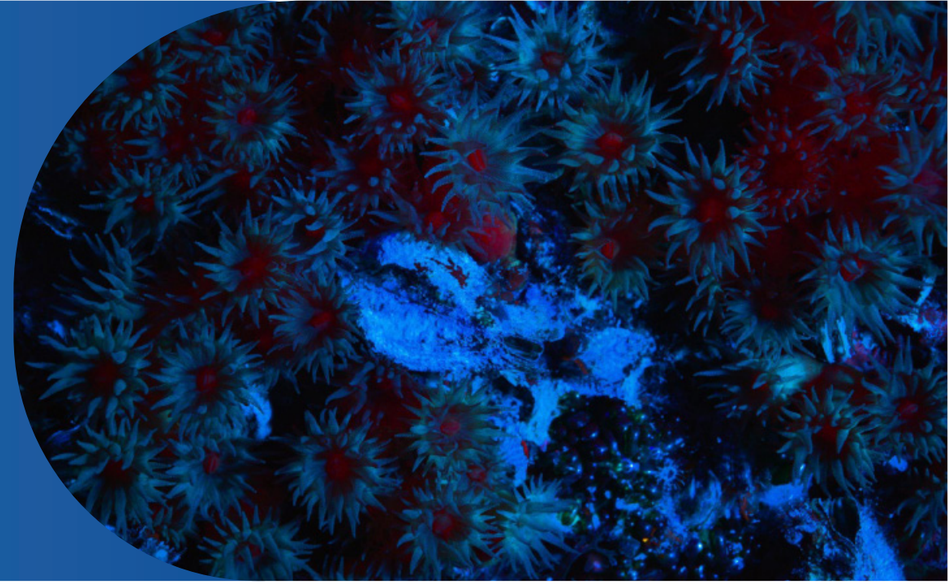
Present in the Split event : Majdi EL MANOUCHI

Interreg
Cofinancé par l'Union Européenne
NEXT Italie – Tunisie

Mediterranean Multi-Programme Mechanism

CLIMED

Maritime tourism - Sustainable development - Marine habitat - Mitigation strategies - Climate change



Where?

Italy

What is it about?

Impacts of climate change on endemic marine habitat in Mediterranean coastal and island ecosystems: understanding and mitigation strategies. CLIMED aims to improve resilience and adaptive governance to the risk of coastal and marine erosion in the Plemmirio and Kerkennah Marine Prorected Areas. This can only be done by enhancing the conservation role as nature-based solutions and strengthening local communities' capacities through the implementation of a strategic economic plan based on community actions.

Project main outputs

Strategies and action plans jointly developed
Establishment of a standard methodology for collecting and capturing climatological, meteorological and geophysical data
Climate change adaptation plan as a decision support tool

Who will it benefit to?

Resident population
Fishermen
Tour operators

Most innovative element

CLIMED will create two living laboratories open to researchers and practitioners with shared resources and open access. It will be a space that will allow links to cross-border innovation.

Greatest implementation challenge

Collect and develop scientific data on climate change and share it with marine operators to influence responsible use of coastal marine resources

Synergies with programmes, projects, strategies or funds

Corallo and Corallo + projects, funded by Interreg V A Italy Malta; AMPA Project projects, funded by Interreg V A Italy Malta; Bythos Project, funded, by Interreg V A Italy Malta;

Website : https://www.plemmirio.eu

Present in the Split event : Sabrina Zappalà, Livio Caruso

Interreg
Cofinancé par l'Union Européenne
NEXT Italie – Tunisie

Mediterranean Multi-Programme Mechanism

CLUSTERATLAS4MED

Rural - Soustainable - Tourism - Digital innvoation - SMEs

Interreg NEXT MED — Co-funded by the European Union

#MADE4MED

Where?

Italy - Malta - Spain - Greece - Turckey - Egypt - Tunisia

What is it about?

CLUSTER for a dATa driven ruraL sustAinable touriSm for MEDiterranean SMEs - CLUSTERATLAS4MED brings together partners from Mediterranean countries to help small rural tourism businesses grow using digital tools and shared data. We'll set up a network that connects local authorities, trainers, and businesses, create training programs, and build an online dashboard so rural tourism can become more sustainable, innovative, and competitive.

Project main outputs

CLUSTERATLAS4MED Dashboard: an interactive platform uniting rural tourism data for strategic planning and promotion.

Digital Innovation Hub: regional hubs equipped to train locals on sustainable tourism practices across partner areas.

Local spokes: village-based points furnished to display eco-friendly attractions and guide sustainable visitor experiences.

Who will it benefit to?

Rural tourism SMEs: Boost visibility, optimize resources, and attract eco-conscious travelers via the CLUSTERATLAS4MED Dashboard.

Local Authorities: Use shared data and tools to develop and manage eco-friendly tourism strategies regionally.

BSOs and VET providers: Access Digital Innovation Labs and curriculum to teach sustainable tourism practices effectively.

Most innovative element

The CLUSTERATLAS4MED Dashboard's real-time integration of multi-source rural tourism data enables communities to plan and promote sustainable tourism collaboratively.

Greatest implementation challenge

It will be ensuring all partners and local businesses adopt and consistently feed accurate data into our shared digital tools—bridging different digital skills and motivations across regions

Synergies with programmes, projects, strategies or funds

New European Agenda for the Mediterranean; Mediterranean Strategy for Sustainable Development; SME Strategy for a Sustainable and Digital Europe; COSME; EYE; TANGO project; CyclOps project

Website :

Present in the Split event :

EXO (L.A., Italy); Izmir Valiligi (Turkey); EXACT (Egypt)

Interreg NEXT MED — Co-funded by the European Union

Mediterranean Multi-Programme Mechanism

COMMUNITY4TOURISM

Governance - Innovation and technologies - Circular economy - Climate change adaptation - Nature and biodiversity



Where?

Spain - Greece - Croatia - France - Belgium - Italy - Albania

What is it about?

Community4Tourism builds upon the community of projects (20 so far) of the Interreg Euro-MED Sustainable Tourism Mission focusing on the reuse of results and best practices, supporting the transferring of initiatives and results and fostering the coordination among the tourism stakeholders in the MED Area. C4T contributes to sustainable tourism through 4 main topics: innovation, circular economy,

Project main outputs

Blueprint for Tourism Climate Action Plans - Mediterranean Clusters - Join the MED Platform

Who will it benefit to?

Regional Authorities Knowledge: capacity building and uptake/integration of the Mission's results
Local authorities Knowledge: capacity building and uptake/integration of the Mission's results
Destination Management Organisations: Knowledge, capacity building and uptake/ integration of the Mission's results

Most innovative element

The community of projects: engaging diverse stakeholders, building critical mass, and sharing impactful actions and results to advance in sustainable tourism, tackling a wide range of topics.

Greatest implementation challenge

The main challenge is to ensure the adoption and integration of the project's results by local and regional stakeholders, private sector, etc... across the MED area.

Synergies with programmes, projects, strategies or funds

EU Tourism Transition Pathway, Glasgow Declaration, WestMED Initiative, UfM, Mediterranean Strategy for Sustainable Development UNEP/MAP, ICZM Protocol, Dialogue4Tourism, ISE Mission Euro-MED

Website : https://sustainable-tourism.interreg-euro-med.eu/

Present in the Split event : Josep Rodriguez, Georgina Calvo, Dora Papatheochari, Andrea Di Girolamo, Flora Leroy, Adriana Tramullas, Nathalie Clauter, Chloé Martin, Ledjon Shahini

Interreg Euro-MED
Co-funded by the European Union

Mediterranean Multi-Programme Mechanism

CRESINMED

Tourism - Rural and peripheral development - SME and entrepreneurship



Where?

Italy - Spain - Greece - Jordan - Palestine - Türkiye - Tunisia

What is it about?

Competitiveness and Internationalisation of Rural Tourism SMEs in the Mediterranean - CReSInMed strengthen, improve the internationalisation capacities of tourism (M)SMEs in the Mediterranean rural areas which face unique challenges: they are small uncompetitive, their remoteness from large urban centres reduces access to markets, limiting opportunities for growth. The action increases their potential, improve skills and entrepreneurship, strengthen transnational Med cooperation

Project main outputs

Task Force - Mediterranean Experts Alliance - Guide and Holistic Operational Plan - Methodologies and tools for creating a Tourism Cluster - Memorandum of Understanding for creating a MetaCluster

Who will it benefit to?

50 (M)SMEs selected, experts of Task Force; Rural (M)SMEs, local stakeholder, tourists especially interested in cultural and agro tourism activities.

A good rural tourism experience will be provided through (M)SMEs with increased international service quality and capacity

Most innovative element

Promotion of sustainable tourism by addressing Mediterranean challenges through rural development, cultural exchange, and international collaboration to boost skills and transnational cooperation

Greatest implementation challenge

Find a common view at transnational level to adopt shared solution for (M)SMEs according to internationalization challenges in the rural tourism sector

Synergies with programmes, projects, strategies or funds

TANIT NDICI-THE-NEAR/2023/451-233 ; INCLUSIVE TOURISM Erasmus+ (2017-1-ES01-KA202-038574), INERNISA ENI CBC MED 2014 - 2020, InClust - Interreg IPA II CBC Greece-Albania 2014 – 2020

Website : https://www.interregnextmed.eu/

Present in the Split event : Annamaria D’angelo, Rafael Mossi, Ahmet Ümit Yalçin, Ömer Ferda AKYOL

Interreg NEXT MED

Co-funded by the European Union

Mediterranean Multi-Programme Mechanism

CROSSCONNECT

Cruise passengers - Green intermodality - ICT data integration - Ports - Airports



Where?

Croatia - Italy

What is it about?

CROSSCONNECT fosters inter-modality capacities of Italian and Croatian ports and airports, making them greener, ICT-based, and integrated with the hinterland's transportation modes and needs (addressing the cruise business model seasonality peaks). Via a series of pilot actions it eases luggage and passengers flows with urban areas, improving passenger's mobility and reducing congestion.

Project main outputs

Transfer strategy - capitalisation of the available knowledge from Interreg projects, summary of best practices and solutions that will be tested in pilot action. Strategic document for policy makers, other ports / airports to follow in inter-modality connection

Sustainable ICT solutions' - aim to test new sustainable & innovative ICT based solutions which will speed up the passenger and luggage processing from/to ports and airports and urban areas

Strategic Roadmap - aimed at transferring the CROSSCONNECT model to other port authorities to explain on how to adapt modernised and sustainable operational and technological solutions that have been tested

Who will it benefit to?

Tourists and passengers - Benefit: Faster, greener, and better-connected transport to reach coastal destinations with reduced congestion.

Port, airport, and urban transport operators - Benefit: Tools and tested solutions to improve intermodal passenger mobility and environmental performance.

Local authorities and municipalities - Benefit: Strategic roadmaps to promote sustainable transport and improve tourist flow management in urban areas.

Most innovative element

innovative ICT based solutions, which will speed up the passengers processing from/ to ports and airports and urban areas as well as introducing new green intermodal transport in peak seasonal months.

Greatest implementation challenge

Low level of integration and insufficient investments in sustainable and low-carbon transportation technologies in Adriatic touristic destinations, reached by millions of tourists (Dubrovnik, Venice,

Synergies with programmes, projects, strategies or funds

CROSSCONNECT capitalizes 2 previous Interreg IT-HR projects (ADRIGREEN and INTERPASS) and 1 Interreg Adrion project (INTERCONNECT).

Website : https://www.italy-croatia.eu/web/crossconnect

Present in the Split event : Hrvoje Spremic, Mara Pitaccolo

Interreg
Italy – Croatia

Co-funded by the European Union

Mediterranean Multi-Programme Mechanism

DARK SKY TOUR

SUSTAINABLE GREEN TOURISM - LIGHT POLLUTION - INNOVATION - ECONOMIC OPPORTUNITIES - BIODIVERSITY



Where?

SLOVENIA - CROATIA - ITALY - PORTUGAL - SPAIN - MONTENEGRO

What is it about?

Goal is to mainstream DarkSky tourism as an important regional eco-tourism asset and thus change tourism practices to be more environmentally friendly. Development of 8 innovative eco-tourism services in remote Euro-MED areas raising awareness about the dark sky as an important local asset encourage prevention of the dark sky poluttion for health/animals.

Project main outputs

Regional action plan
Strategy
Dark sky guidelines

Who will it benefit to?

Local authorities
Regional authorities
SMEs

Most innovative element

Development of innovative tourism offer in rural areas

Greatest implementation challenge

Development of innovative approaches in rural areas connecting tourism and dark sky

Synergies with programmes, projects, strategies or funds

We are just starting the project, synergies with running projecs in Euro-MED is expected.

Website : https://darkskytour.interreg-euro-med.eu/

Present in the Split event : Helena Cvenkel

Interreg Euro-MED
Co-funded by the European Union

Mediterranean Multi-Programme Mechanism

DIALOGUE4TOURISM

Governance - Institutional dialogue - Sustainable tourism - Transnational cooperation - Shared solutions



Where?

Spain - Italy - France - Croatia - Montenegro - Greece - Cyprus - Bulgaria

What is it about?

Dialogue4Tourism is an Interreg Euro-MED project fostering cooperation among Mediterranean stakeholders to shape sustainable tourism policies. It promotes multi-level dialogue, strengthens governance, and supports a resilient, inclusive, and eco-conscious tourism ecosystem across the region.

Project main outputs

Network of Sustainable Tourism Observatories - Cross Network Alliance in Sustainable Tourism - Sustainable Tourism Policy Labs

Who will it benefit to?

Public authorities and policy-makers Benefit: Access to harmonized policy tools and strategic frameworks to design and implement more sustainable tourism policies at local, regional, and national levels.

Sectoral agencies and destination organizations Benefit: Improved coordination and integration of sustainable practices into infrastructure, transport, and destination management through shared methodologies and capacity-building.

Other Programs and Strategies in the MED and beyond (e.g., EU-funded initiatives, macro-regional strategies, global tourism frameworks) Benefit: Enhanced synergies and policy alignment — They benefit from coordinated actions and shared governance mechanisms, allowing for stronger impact, reduced duplication of efforts, and the ability to scale up successful sustainable tourism models across regions.

Most innovative element

The most innovative element of the D4T project is its establishment of a permanent multi-level institutional dialogue mechanism specifically dedicated to sustainable tourism governance.

Greatest implementation challenge

The greatest implementation challenge faced in the Dialogue4Tourism project is achieving effective coordination and alignment among diverse governance levels and stakeholders across multiple countries

Synergies with programmes, projects, strategies or funds

West MED, UfM, Interact, European Commission, Interreg NEXT MED, Interreg Italy-Croatia, Global Sustainable Tourism Council (GSTC), Danube Strategy Point, Horizon Europe – Tourism Research

Website : https://sustainable-tourism.interreg-euro-med.eu/

Present in the Split event : Julia Saiz-Pardo, Luis Miranda, Ioannis Mardikis, Alexia Spyridonidou, Ferdinando Rossi, Oscar Maronda,Katerina Pantazi

Interreg Euro-MED

Co-funded by the European Union

Mediterranean Multi-Programme Mechanism

INSPIRE

Biodiversity preservation - Interdependencies between tourism destinations management and ecosystems preservation - Valorisation of agrobiodiversity - Living Labs methodology - Synergic sustainable management of tourism and biodiversity heritage



Where?

Spain - Greece - France - Italy - Albania

What is it about?

INtegrating biodiverSity Preservation and agroBiodiversity valorisation In touRism managEment in the MED area. INSPIRE helps Mediterranean communities improve tourism by valuing local food and farming traditions (agrobiodiversity). It shows how these traditions can attract visitors and support the environment. By working with local people, the project creates real-life solutions that benefit culture, economy, and ecosystems.

Project main outputs

Alliance for sustainable tourism model grounded on MED Agrobiodiversity (Organisations cooperating across borders)

Sustainable tourism experiences grounded on agrobiodiversity (actions)

INSPIRE Tourism & Agrobiodiversity PACT (Strategies and action plans jointly developed)

Who will it benefit to?

Local Communities - Boosts income through agrobiodiversity grounded tourism experiences while preserving local culture and nature.

Public Authorities (PAs) – Access tools and methods to develop, manage, and scale sustainable tourism policies and practices across territories.

Tourism & Food Operators – SMEs adopt new services and skills, co-create tourism products, and boost income through collaboration with communities and public actors.

Most innovative element

The most innovative element is the use of Living Labs to co-create tourism solutions with all stakeholders, ensuring long-term impact, governance, and financial sustainability.

Greatest implementation challenge

The greatest challenge is balancing the needs of tourism growth with strict biodiversity conservation, while ensuring local communities see tangible benefits without overexploiting resources.

Synergies with programmes, projects, strategies or funds

Slow Food Travel, Slow Food Agrobiodiversity mapping methodology, Slow Food Farms, Slow Food Earth markets , Sustainable Food Urbact I, InterACT Green , Interreg Europe INHERIT - Sustainable tourism

Website : https://inspire.interreg-euro-med.eu

Present in the Split event : Valentina Russo (Slow food) - Dino Alessi, Rita Melita (Municipality of Messina)

Interreg Euro-MED

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Mediterranean Multi-Programme Mechanism

KAŠTELLIERI

Prehistoric hillforts - Sustainable tourism - Social inclusion - Preserve - Revitalise



Where?

Slovenia - Italia

What is it about?

The KAŠTellieri project revives shared prehistoric hillfort heritage («castellieri») across Slovenia, Croatia, and Italy. Through digital tools, creative industries, and sustainable tourism, it promotes cultural preservation, reduces seasonality, supports eco-friendly rural development, and fosters social inclusion by involving local communities and working with people with disabilities.

Project main outputs

Revitalized and interpreted prehistoric hillfort sites for eco-friendly cultural tourism.

Digital tools and creative content promoting inclusive, accessible heritage experiences.

Cross-border tourist routes connecting inland heritage sites, reducing coastal overcrowding.

Who will it benefit to?

Local communities – Gain increased visibility, economic development, and cultural pride through sustainable tourism and site revitalization.

Tourists – Enjoy enriched, eco-friendly cultural experiences beyond coastal areas, discovering hidden prehistoric heritage sites.

Most innovative element

Integration of digital technologies and creative industries to interpret and revitalize prehistoric hillforts («castellieri») in an eco-friendly and socially inclusive way.

Greatest implementation challenge

The greatest challenge is ensuring long-term sustainability and maintenance of revived heritage sites while balancing environmental protection, local engagement, and cross-border coordination.

Synergies with programmes, projects, strategies or funds

Interreg SLO-CRO KAŠTELIR

Website : https://www.ita-slo.eu/sl/kastellieri

Present in the Split event : dr. Maša Saccara, Mitja Lovriha

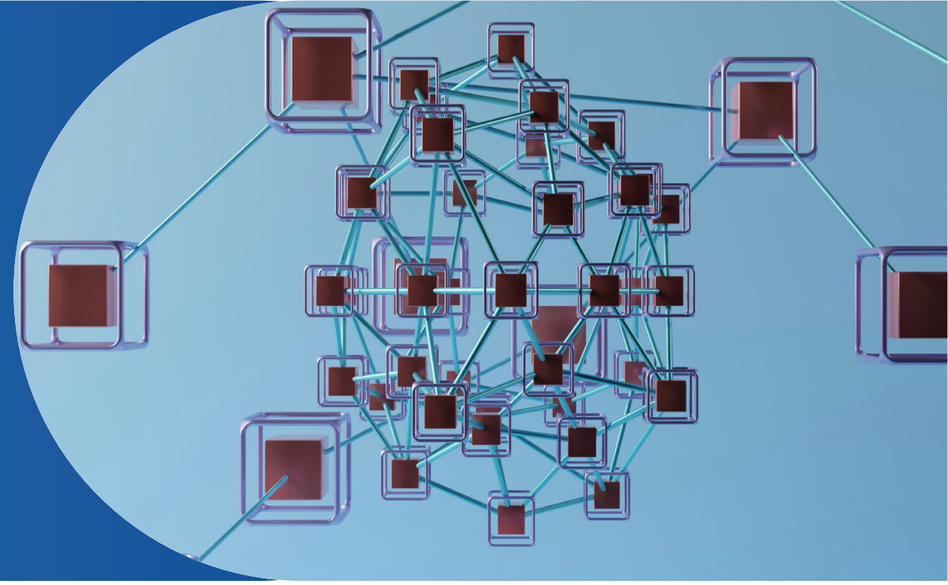
Interreg Italia-Slovenija

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Mediterranean Multi-Programme Mechanism

LIBECCIO

Tourism governance - Resilience against risks - Data-based decision making - Destination management - Networking platform



Where?

Italy - Greece - Spain - Bulgaria - Slovenia - Montenegro - Bosnia Herzegovina

What is it about?

Libeccio aims at addressing the lack of resilience to unforeseeable risks, the need to provide more timely information to tourism decision makers (both public and private) by providing a prototype Destination Management Support System (DMSS). Also, it aims at boosting transnational cooperation in the Mediterranean area via the Euro Med Tourism Innovation Platform and Living Lab methodology.

Project main outputs

Destination Management Support System
Capitalization strategy and action plan
EUROMed Tourism Innovation Platform

Who will it benefit to?

Regional / Local public authorities - better decision-making processes and targeted networking
BSOs - better decision-making processes and targeted networking
DMOs - better decision-making processes and targeted networking

Most innovative element

DMSS is a big data analytics platform integrating public, statistical, sensor, and web data via APIs/scraping, offering tourism leaders insights for evidence-based decisions and tailored services.

Greatest implementation challenge

Stakeholder involvement and participation intended through a Living Lab methodology including nudging techniques for active engagement and co-creation of the Libeccio network.

Synergies with programmes, projects, strategies or funds

Community4Tourism, Dialogue4Tourism, HERIT ADAPT project (Euro-MED), MAST project (Euro-MED).

Website : https://libeccio.interreg-euro-med.eu/

Present in the Split event : Silvia De Geronimo - LP

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Mediterranean Multi-Programme Mechanism

MED4REGEN

Regenerative tourism - Museums as drivers of the cultural change in tourism - Museum innovation towards climate change adaptation and community resilience - Hyperlocal approach in tourism - Capacity Building for museums and tourism SMEs



Where?

Italy - Slovenia - Spain - Bosnia and Herzegovina - Croatia - Greece - France

What is it about?

MED4REGEN fosters a radical cultural change towards regenerative models, with the promotion of a novel understanding of sustainable development, and a new awareness on climate change/ecosystem/community resilience. Museums can be innovative catalysts of this transformation, as they can address the main tourism challenges and deliver values to communities, visitors and the tourism industry.

Project main outputs

Organisations cooperate in 5 thematic working groups: within the thematic working groups PPs and Associated Partners (museums) can pro-actively shape regenerative tourism in the areas by looking at local and transnational communities / solutions.

Strategy defines the tools, methodologies, ecosystem mapping, challenges and opportunities for the project. Partners will activate in their local areas capacity building processes that aim at making museums catalysts of regenerative tourism. Every Partner will coordinate the capacity building process at local level in close cooperation with Associated Partners, which will host the upskilling activities.

Who will it benefit to?

Public or private Museums and cultural heritage organisations: skills, approaches necessary for the co-design and co-creation of hyperlocal generative tourism ideas and solutions.

SMEs operating in the cultural, creative and tourism sectors: They will have an active role in the formulation and testing of innovative solutions.

Culture and Tourism regional department, Regional DMO and organizations: Regions are crucial targets as they can implement supportive policy frameworks that lead to changes in tourism.

Most innovative element

The project addresses the challenges by creating a hyperlocal collaboration system, driven by shared social sustainability values among local and international groups.

Greatest implementation challenge

MED4REGEN envisions the transformation of museums and cultural heritage organizations into agents that convey essential values of sustainable and regenerative tourism.

Synergies with programmes, projects, strategies or funds

1) Regenera4MED (Interreg Euro-MED 2021-2027) - ongoing synergy; 2) Community4Tourism (Interreg Euro-MED Sustainable Tourism Mission); 3) C2T Capacity2Transform - Interreg Central Europe 2021-2027

Website : https://med4regen.interreg-euro-med.eu

Present in the Split event : Mr. Joško Stella, from Tourist board of the Split – Dalmatia County

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Mediterranean Multi-Programme Mechanism

OMNIS

Inclusive - Sustainable - Culture - Development - Inner areas



Where?

Italy - Croatia

What is it about?

Co-creatiOn of inclusive sustainable tourisM itiNeraries and packages from coastal to Inner areaS. The OMNIS project seeks to promote sustainable and inclusive tourism across coastal and inland regions of Italy and Croatia, with a strong focus on accessibility for individuals with special needs. By fostering collaboration between coastal and inland tourism stakeholders, OMNIS enhances travel experiences for targeted groups, such as travelers with dogs and visually impaired individuals.

Project main outputs

Jointly develped solutions
Website
Community

Who will it benefit to?

DMOs: developed itineraries to use to promote and achive off season travel and to promote rural areas
Visually impaired individuals: arranged itineraries and possibilty to book them on the project website
Travelers with dogs: arranged itineraries and possibilty to book them on the project website

Most innovative element

Change the behaviours of tourism operators in coastal and inner areas fostering collaboration for a balanced tourism flow.

Greatest implementation challenge

Awareness, adaptabilty, prejudice, coopration coordination, seasonal coastal tourism

Synergies with programmes, projects, strategies or funds

TOURISM4ALL - DEVELOPMENT OF A CROSSBORDER NETWORK FOR THE PROMOTION OF THE ACCESSIBLE TOURISM DESTINATIONS - Interreg V-A Italy-Croatia 2014-2020 ,“Alte Marche Creative. Cuore accogliente dell’App

Website : https://omnistourism.it/

Present in the Split event : Nenad Bašic-Kostadinovic

Interreg
Italy – Croatia
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Mediterranean Multi-Programme Mechanism

POSEIDONE

Biodiversity - Natura 2000 - Sustainable development - Tourism - Ecosystem services



Where?

Italy - Slovenia

What is it about?

The general goal of the project is the promotion of local development by favouring the protection of nature and biodiversity, the development of green and blue infrastructures in Natura 2000 sites, the reduction of tourist pressure on natural areas and promotion of sustainable tourism and agriculture, the dissemination of knowledge.

Project main outputs

Communication campaign on sustainable tourism and agriculture

Guidelines to limit the impacts of mass tourism on costal and marine protected areas

Functional activities to enhance the sustainability of tourism on marine and coastal area, promotion of rural tourism

Who will it benefit to?

Local communities – Benefit from a cleaner environment, local sustainable development, and the growth of the sustainable tourism sector.

Protected area managers – Gain valuable knowledge on how to reduce the impact of mass tourism.

Tourists and visitors – Enjoy a cleaner, well-preserved environment and access to sustainable tourism options

Most innovative element

The integration of sustainable tourism offers in marine and coastal protected areas with those in rural areas, highlighting local cultural and natural heritage, strengthening the ecosystem services .

Greatest implementation challenge

The greatest implementation challenge was addressing the risks and vulnerabilities posed by climate change, which affect not only the environment but also the tourism and agricultural sectors.

Synergies with programmes, projects, strategies or funds

EU strategy for the Adriatic and Ionian region, EU Green Deal, EU Biodiversity Strategy for 2030, LIFE projects as LAGOON REFRESH, iNTERREG projects as ENGREEN, ECO2SMART,

Website : https://www.ita-slo.eu/en/poseidone

Present in the Split event : Liliana Vizintin (from Science and Research centre Koper), Tina Primožic (RRC Koper),

Interreg Italia-Slovenija

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Mediterranean Multi-Programme Mechanism

REGENERA4MED

Regenerative tourism - Sustainability - Climate adaptation - Ecosystems - Governance



Where?

Spain - Italy - France - Greece - Croatia - Slovenia

What is it about?

Regenera4MED will helps Mediterranean regions make their tourism policies and experiences better in terms of Regenerative Tourism. Instead of harming the environment, tourism will help restore it. The project works with local communities to test new ways of traveling that protect culture, fight climate change, and create positive change in six different coastal areas.

Project main outputs

Regenra4MED Blueprint
RISET Tool
Pilot Test Actions

Who will it benefit to?

Local communities
Public authorities
Tourism SMEs

Most innovative element

The conceptualization of Regenerative Tourism and the use of a 5-Helix governance model, creating a strong foundation and tools that can guide and support future sustainable tourism projects.

Greatest implementation challenge

Ensuring active and long-term engagement from all 5-Helix stakeholders—especially SMEs and local communities—to co-create and maintain regenerative tourism experiences.

Synergies with programmes, projects, strategies or funds

MED4REGEN, E4RT, Regenera Water Sport, TOURBIT, Med Pearls, DestiMED, RESTART MED, Take it Slow, TOURBAN, Sustainable Tourism Mission of the Interreg Euro-MED Programme, EU Green Deal, Tourism pathway

Website : https://regenera4med.interreg-euro-med.eu/

Present in the Split event : Paula Di Iorio Norverto, Cristina Bajet

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Mediterranean Multi-Programme Mechanism

RETOUR

Sustainable tourism - Resilient tourism SMEs - Digital innovation - Transnational collaboration - Capacity building



Where?

Greece - Cyprus - Jordan - Turkey - Lebanon - Italy

What is it about?

Building Resilient SMEs in the Tourism Industry (ReTour) - ReTour helps small tourism businesses in the Mediterranean become stronger and more sustainable. It offers them smart tools, training, and support to handle crises like pandemics or economic shocks. By working together across countries, the project makes tourism better for local communities, visitors, and the environment.

Project main outputs

Digital Innovation Hub for sustainable tourism solutions and cross-border collaboration.

Tailored Technology Action Plans helping SMEs adopt eco-friendly and resilient practices.

Online Training Platform boosting green skills and crisis-readiness in the tourism sector.

Who will it benefit to?

Tourism SMEs – Gain tools and training to become more sustainable, efficient, and crisis-resilient.

Tourism Workers & Jobseekers – Improve green and digital skills for better jobs and long-term employability.

Local Communities – Benefit from eco-friendly tourism that protects resources and supports local economies.

Most innovative element

The most innovative element is the integration of AI, IoT, and blockchain to help tourism SMEs predict, manage, and recover from crises while adopting sustainable practices.

Greatest implementation challenge

The greatest implementation challenge is ensuring that small tourism SMEs adopt and effectively use advanced technologies, given varying digital readiness and resources across countries.

Synergies with programmes, projects, strategies or funds

FU-TOURISM 5.0 (COSME Programme) – Leveraging tools for SME green and digital transition. Early Warning Europe (EU COSME Programme)

Website : https://interreg-euro-med.eu/

Present in the Split event : Yianna Orphanidou, Pinar Alegoz, Qusai Abu Ein

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Mediterranean Multi-Programme Mechanism

SMAC

Sustainability - Tourism - MSMEs - Innovation - AI Tool



Where?

GREECE - EGYPT - SPAIN - TUNISIA - TURKEY

What is it about?

Sustainability Model for Accommodation MSMEs - SMAC helps small tourism accommodation businesses go green by creating a simple sustainability model and AI tool. It provides training, pilot tests, and support to make sustainability achievable and affordable, improving competitiveness and reducing environmental impact

Project main outputs

Simplified Sustainability Model for Accommodation (SSMA)
AI Recommendation Tool (AIRET) with Pilot Implementations
Joint training of sustainability mentors and creation of a support network

Who will it benefit to?

Accommodation MSMEs: Gain tools and support to implement sustainability and improve competitiveness
Tourism policy makers and authorities: Receive policy recommendations for sector-wide improvement
Tourists & local communities: Benefit from environmentally responsible tourism and improved services

Most innovative element

The development of an AI-powered Recommendation Tool (AIRET) that personalizes sustainability guidance for small accommodation businesses, making sustainability standards accessible and actionable.

Greatest implementation challenge

Engaging and transforming MSMEs, who typically lack resources, knowledge, and motivation to adopt sustainability due to the complexity and cost of existing standards.

Synergies with programmes, projects, strategies or funds

EUROPEAN CORPORATE SUSTAINABILITY REPORTING DIRECTIVE (CSRD), Global Sustainable Tourism Council (GSTC), EU Ecolabel, MITOMED+, CASTWATER, CerTour I & II, CO-EVOLVE, Co-Evolve4BG, COASTING PLUS,

Website : https://www.dramanet.gr/drama/shared/index.jsp?context=101&js=1

Present in the Split event : Io CHATZIVARYTI, Tania Sikotidou

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SMITOUR

Tourism - Smart - Industry - AR/VR - Advanced Technologies



Where?

Italy - Spain - Greece - Slovenia - Croatia - Portugal

What is it about?

The SMITour project aims to support Mediterranean regions in the development of Smart Industrial Tourism (SMIT) activities and products, by leveraging the partners' expertise and know-how, and by analyzing existing practices and technologies to stimulate economic and social growth, minimize environmental impact, and encourage research and innovation.

Project main outputs

SWOT Analysis of Smart Industrial Tourism in the Mediterranean

Common Strategy for the development of Smart Industrial Tourism in the Mediterranean

Action Plan for developing Smart Industrial Tourism in the Mediterranean

Who will it benefit to?

Public Administrations (Local, Regional, National). Main Benefits: Imcreased Knowledge-Base + Strategic Planning + Diversification and Technology

Tourism SMEs. Main Benefits: Advancement in Tourism Innovation and Up-skilling + New Business Models and Activities

Industrial SMEs and Actors. Main Benefits: Innovation and Up-skilling + New Business Models and Activities

Most innovative element

The analysis of Smart Industrial Tourism (SMIT) GPs, whereby Industrial Tourism and Advanced and Immersive Technologies join forces to diversify the offer and minimize the environmental impact.

Greatest implementation challenge

The main challenge has been to effectively gather, process, and organize the vast and varied data and information (GPs) relevant to the industrial tourism landscape across the participating countries.

Synergies with programmes, projects, strategies or funds

EPIC (Experience Prato Industrial Culture) project, lead by the Prato Municipality in the framework of the European Urban Innovation Programme, to develop smart industrial tourism products in Prato.

Website : https://smitour.interreg-euro-med.eu/

Present in the Split event : Paolo Guarnieri

Interreg Euro-MED

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TO CARE MED

Overtourism - Tourism Carrying capacity - Big data - Knowledge transfer - Co-planning



Where?

Italy - Portugal - Croatia - Spain - Greece - Slovenia - Bulgaria

What is it about?

The TO CARE MED project aims to expand the application of the Tourism Carrying Capacity Limit (TCCL) calculation tool across coastal, island, rural, and protected natural tourist destinations in the EURO MED region. This will help effectively manage the risk of tourist overcrowding and mitigate its impact on natural and cultural heritage.

Project main outputs

Tourism Carrying capacity calculation tool
Tourism local plans
Trasin

Who will it benefit to?

Tourism destinations
DMO
Residents

Most innovative element

TO CARE MED stands out as an innovative project because it doesn't just promote sustainable tourism—it systematically enables it through tailored tool optimization, collaborative strategy development.

Greatest implementation challenge

Conducting statistical surveys among tourists in the Euro-Med area outside the tourist season

Synergies with programmes, projects, strategies or funds

Euro-MED programme; Italy Croatia Programme; PNRR ITALY

Website : https://interreg-euro-med.eu/en/our-projects/

Present in the Split event : University of Venice

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TOURISMO

Tourism management - Overtourism - Innovation - Advanced technologies - Mediterranean



Where?

Greece - Italy - Spain - Cyprus - Bulgaria - Croatia - Malta

What is it about?

Tourism Innovative and Sustainable Management of flows – TOURISMO Project aims at addressing overtourism challenges by using innovative technologies that offer new solutions and novel services to monitor and manage tourist flows. Better flows handling will be implemented through the development of a monitoring and decision-making support management structure and testing in 8 MED pilot sites.

Project main outputs

Smart toolkit for monitoring and managing tourism flows using real-time data and advanced technologies.

Infrastructure setup in 8 pilot sites, including sensors, counters, and digital platforms to track tourist activity.

Action plans and tested methodologies for data-driven, sustainable tourism management at destination level.

Who will it benefit to?

Public authorities: gain real-time data tools for better tourism flow management and long-term sustainable planning.

Tourist agencies & DMOs: access analytics to improve visitor experiences and reduce overcrowding in high-pressure destinations.

Solution providers & traditional tourism SMEs: test and adopt smart tools to optimize services, improve sustainability, and attract conscious travelers

Most innovative element

The most innovative elevent of TOURISMO is the use of open-big-smart data, ICT tools, on-site equipment (thermal cameras, pax counters) & innovative methodologies for the management of tourism flows.

Greatest implementation challenge

The greatest implementation challenge that we are currently facing is obtaining the necessary permits from local authorities to install the pilot equipment, mainly in UNESCO protected areas.

Synergies with programmes, projects, strategies or funds

We are developing a synergy with project SMITOUR and we are now starting a synergy also with the recently approved project TO CARE MED, given the thematic proximity and shared objectives.

Website : https://tourismo.interreg-euro-med.eu/

Present in the Split event : Mr Ivo Benzon, Advisor, Department for EU programmes and projects implementation, Public Institution RERA S.D for Coordination and Development of Split Dalmatia County

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VIA PATRIMONIA-ACT

Sustainablility - Accessibility - Inclusivity - Cross-border cooperation - Cultural heritage promotion

VIA PATRIMONIA ACT

Where?

France - Italy

What is it about?

VIA PATRIMONIA - ACT project aims to create the accessible «Via Patrimonia» cultural routes network. This project promotes resilient, sustainable, and inclusive tourism through an action plan that strengthens inclusive governance, improves policies, enhances cross-border routes, and increases accessibility to cultural and natural heritage, supporting local economies.

Project main outputs

Governance plan for sustainable tourism
Pilot actions to promote sustainable cros-border routes

Who will it benefit to?

Local Public Authority
SME
Local Residents

Most innovative element

Realization of a cross-border, accessible, and sustainable cultural routes' network.

Greatest implementation challenge

Project implementation just began, this is the greatest challenge so far: realization and functioning of a multilevel inclusive governance for cross-border routes' management.

Synergies with programmes, projects, strategies or funds

Still working on it

Website : http://interreg-marittimo.eu/web/via-patrimonia-act

Present in the Split event : Sofia Mortati

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WALKOFPEACE+

Sustainable cultural tourism - Slow tourism development - Cross-border heritage valorisation - Governance model for managing sustainable cultural tourism - WW1 cultural memory



Where?

Slovenia - Italy

What is it about?

To encourage the sustainable development, strenghtening the connection between Italy and Slovenia left by the heritage of the Great war. The WALKofPEACE+ connects and promotes historical sites from WWI across Slovenia and Italy. It turns old battlefields into peaceful walking and cycling routes, boosting local tourism in a sustainable way. It unites nations once at war into one family, promoting peace and remembrance. The goal is to list this shared heritage on the UNESCO list and certify the Walk of Peace as an EU Cultural Route.

Project main outputs

Improved walking and cycling infrastructure along WWI heritage trail, including signage and trail enhancements.

Tools and strategy for cross-border governance of the Walk of Peace brand involving all key stakeholders.

Digital and printed promotional materials supporting sustainable cultural tourism and peaceful remembrance.

Who will it benefit to?

Local, regional and national cross-border stakeholders - Cooperate in managing and promoting sustainable heritage tourism.

Youth and schools – Learn history and understand the value of peace through engaging, place-based experiences.

Tourism providers – Benefit from increased visibility and demand for sustainable, culturally rich travel offers

Most innovative element

The most innovative element is the creation of 500 km long cross-border WALK OF PEACE trail that transforms WWI heritage into a unified, sustainable tourism product and symbol of European unity

Greatest implementation challenge

Ensuring long-term cross-border coordination and stakeholder commitment, including successful nomination for Council of Europe Cultural Route and UNESCO listing

Synergies with programmes, projects, strategies or funds

WALKofPEACE, BiWoP - Interreg ITA-SLO, GOV4PeaCE, Interreg CE, UNESCO Tentative List, Council of Europe Cultural Routes, European Capital of Culture Gorica-Nova Gorica 2025;

Website : https://www.ita-slo.eu/en/walk-of-peace

Present in the Split event : Vesna Kozar, Posoški razvojni center/Soca Valley Development Center, Trg tigrovcev 1, 5220 Tolmin, Slovenia

Interreg Italia-Slovenija

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