Paths That Last

Collaborating for a sustainable tourism in the Mediterranean

25-26 June 2025
Radisson Blu Hotel, Split (Croatia)

Agenda

Working language: English
Karen COLEMAN, Moderator

25th June

8.30 – 9.00	*Registration*
9.00 – 9.30 LIVE	**Welcome remarks** • Matea Dorčić, Deputy Mayor of City of Split • Stipe Čogelja, Deputy County Prefect of Split – Dalmatia County • Dubravka Šuica, European Commissioner for Mediterranean • Zrinka Raguž, State Secretary who manages the Ministry of Regional Development and EU Funds, Croatia
9.30 – 10.30 LIVE	**Stronger together: experience the Multi-Programme Mediterranean Mechanism** Round table *Programmes from the Mediterranean Multi-Programme Mechanism will share their experience and tackle the different joint activities included in the Action Plan for 2024/2025.* • Silvia COMIATI, Managing Authority of Interreg Italy-Croatia • Guillaume HUET, Managing Authority of Interreg Euro-MED • Aldo PULEO, Managing Authority of Interreg NEXT MED • Filippo GIABBANI, Managing Authority of Interreg Italy-France Maritime • Vaya TSIAGANTE, Managing Authority of Interreg Greece-Cyprus • Daniela SEGRETO, Managing Authority of Interreg Italy-Malta and Italy-Tunisia • Francesca SIBILLA, Managing Authority of Interreg Italy-Slovenia
10.30 – 11.00	*Coffee Break*

11.00 – 11.15 LIVE

Quiz time

11.15 – 12.15 LIVE

Powering synergies: capitalisation & mainstreaming

Round table

Interreg Programmes will present their capitalisation practices and methodologies to increase synergies. A specific focus on the synergies between Interreg and "mainstream" programmes is also foreseen.

- Erwin SIWERIS, Programme Director, Interreg Europe
- Luca FERRARESE, Head of Joint Secretariat, Interreg Central Europe
- Mercedes ACITORES, Senior Expert, MedLab group, Interact
- Rosario SAPIENZA, Senior Expert, MedLab group, TESIM
- Monica BELLISARIO, Senior Expert, Presidency of the Council of Ministers, Department for cohesion policy and the South, Italy
- Giuseppe RUBINO, Head of the Special Structure for Euro-Mediterranean Cooperation, Puglia Region

12.15 – 13.00 LIVE

Beyond 2027: building a sustainable future of Cooperation

An exchange on post-2027 cooperation, focusing on challenges, innovative ideas, and youth involvement.

- Jean-Pierre HALKIN, Head of Unit for "Interreg, Cross-Border Cooperation, Internal Borders", Directorate-General for Regional and Urban Policy

IVY and Youth representative

- Théo BRIAND, European Projects Coordinator at AFPJR and former IVY at the Italy–France Maritime Programme
- Anastasia SAKKOULA, Innovation Consultant, YIELD project
- Matteo FRANCESCONI, President of ANCI Giovani Tuscany
- Alessandro ROSATI, Representative of Giovanisì project, Tuscany Region
- Emma MAGISTRI, Representative of Youth for Future Cooperation and former IVY at the Interreg Italy–Croatia Programme

13.00 – 14.30 *Lunch*

14.30 – 15.30 LIVE

Mediterranean strategic and sectoral initiatives: how do they deal with sustainable tourism?

A highlight on initiatives, strategies, and approaches beyond Interreg that enhance synergies and governance for sustainable tourism in the Mediterranean to better policy coordination and impact.

Moderated by Martin HEIBEL, Communications Manager, Interreg NEXT MED Programme

- Adriana SALAZAR, Sustainable Blue Economy Expert, Union for the Mediterranean
- Christos ECONOMOU, Deputy Director / Head of Unit, Directorate-General for Maritime Affairs and Fisheries
- Senka DANIEL, Coordinator of Pillar 4 "Sustainable Tourism", EUSAIR

Sustainable Tourism in the Mediterranean – Trends and Future Perspectives

Keynote Speeches

A focus on the Mediterranean Strategy for Sustainable Development (MSSD), sharing insights on policy coordination and governance, providing concrete examples of how combining different approaches can enhance impact in the region.

- Marina MARKOVIC, Senior Programme Officer, PAP/RAC - UNEP/MAP
- Giulia BALESTRACCI, Tourism Policy and Project Officer, Eco-union, Blue Tourism Initiative project

15.30 – 17.00	**Workshops (5 parallel sessions)** This session is designed primarily for the beneficiaries of the Interreg Programmes within the Mediterranean Multi-Programme Mechanism. It provides an opportunity to encourage capitalisation, dialogue, exchange, and the sharing of solutions within a structured, common framework.
18.00 – 20.00	**Networking cocktail**

26th June

9.00 – 9.30	*Registration of participants*
9.30 – 12.30	**Workshops (5 parallel sessions)**
12.30 – 14.30	*Lunch*
14.30 – 16.30	**Key Takeaways: Insights & Conclusions from the Workshops** • 5 Workshops representatives **Connecting Minds: Launch of MMM Peer Learning & Study Visits** • Martin HEIBEL, Communications Manager, Interreg NEXT MED Programme
16.30 – 17.00	**Wrapping Up, Moving Forward: Final Thoughts & Next Steps** • Curzio CERVELLI, Head of Joint Secretariat, Interreg Euro-MED **Final remarks** • Jean-Pierre HALKIN, Head of Unit for "Interreg, Cross-Border Cooperation, Internal Borders", Directorate-General for Regional and Urban Policy • Stella ARNERI, Director at Ministry of Regional Development and EU Funds of the Republic of Croatia

WORKSHOPS TITLE	TOPIC
#1 and #2 Shared and strategic governance of the tourism offer	Governance of the tourism offer and strategic coordination
#3 Tourism and green transition	Green transition of the tourism offers Tourism impact reduction on natural and cultural heritage Circular and sustainable practices in tourism sector Tourism and Climate Change Tourism and peak season transport
#4 Social, inclusive and accessible tourism	Accessibility and universal design of tourism products Alternative and special interest tourism Fair and stable jobs, inclusive training, upskilling and recruitment
#5 Innovative tourism products	Tourism and innovation (AI, open innovation, twin approach)