

CPMR Intermediterranean Commission Task Force on Tourism and Culture UfM – CPMR-IMC Capacity-Building Session

December 15th, 2021 – Online

9.30-17.30 (CET)

Introduction

From 14th to 17th December a key upcoming event in the field of sustainable tourism will be hosted by Regione Lazio: the **MED Sustainable Tourism Days**. During these days different Interreg MED projects and different Euro-Mediterranean actors will join forces with the aim of contributing to a smarter and greener recovery of the tourism sector.

In this context, the second meeting of the CPMR-IMC Task Force on “**Culture and Sustainable Tourism**” will take place with the aim to follow up to the first meeting of this kind which was organised in July with the title of “Towards an effective transferring of tourism project results for the IMC regions in a post-COVID context”.

During the meeting we will present **existing efficient tools** from [BEST MED](#), [SMARTMED](#) & [DestiMED PLUS](#) and [MEDCYCLETOUR](#) responding to the needs identified through the last survey's outcomes.

These projects will address **evidence-based sustainable tourism planning, tourism stakeholders empowerment, ecotourism development in Protected Areas and cycling tourism development at transnational level**.

In order to give more food for thought and to allow the participant to leave with solutions adapted to their needs, the Task Force meeting will be completed with a **Capacity-building for sustainable tourism implementation in the Mediterranean** co-organised by the CPMR-IMC and the Union for the Mediterranean (UfM). Participants will be involved in a concrete exercise for the identification of practical proposals aimed at triggering development processes for sustainable tourism through multi-level governance cooperation.

To validate your participation, we kindly ask you to register via the following link:

>> [REGISTRATION HERE](#) <<

The agenda is also available on the page of the event on the CPMR Intermediterranean Commission website:
[HERE](#) !



DRAFT AGENDA

CPMR-IMC TASK FORCE

Working languages: EN, FR (tbc.) – Online

09.30-09.40 | Opening

- **Elodie Nunes**, Executive Secretary of the CPMR Intermediterranean Commission (CPMR-IMC)
 - Background and outline of the meeting
- **George Alexakis**, Coordinator of the CPMR-IMC Task Force, Vice Governor of Kriti Region
 - Political context and last updates on sustainable tourism in Mediterranean Regions

09.40-10.30 | Session 1: Towards tourism experiences benefitting the environment and the host communities

Moderation: Flora Leroy, CPMR-IMC Project and Policy Officer

- **Dolores Ordoñez**, AnySolution S.L., CPMR-IMC expert for **DestiMED PLUS**
 - DestiMED PLUS ToRs of the Mediterranean Ecotourism Consortium (MEC): towards a more structured Mediterranean dialogue on ecotourism
 - *Political and technical feedback from member Regions*
- **Josep Rodríguez**, EU Projects, International Relations and Tourism Officer, Diputació de Barcelona, **Interreg MED Sustainable Tourism Community**
- **Marta Orihuel**, EuroVelo and Projects Officer in European Cyclists' Federation, **MEDCYCLETOUR**
 - *Political and technical feedback from member Regions*

10.30-10.45 – Coffee break

10.45-11.45 | Session 2: Towards integrated and sustainable tourism in the Mediterranean

Moderation: Barbara Favaro, CPMR-IMC Project Officer

- **Zrinka Dužević**, Ministry of Tourism of the Republic of Croatia, Lead Partner of SMARTMED
 - SMART Tourism Business Model: strategic framework to strengthen tourism multi-level stakeholders capacities for innovative and smart tourism development
 - *Political and technical feedback from member Regions*
- **Dolores Ordoñez**, AnySolution S.L., CPMR-IMC expert for BEST MED
 - BEST MED Sustainable Path and Cultural Routes Model: sustainable tourism development along cultural routes and paths
 - *Political and technical feedback from member Regions*

11.45-12.00 | Wrap-up and conclusions

12.00-13.30 – Lunch break





UNION FOR THE MEDITERRANEAN & CPMR-IMC CAPACITY BUILDING SESSION

Working languages: EN, FR (tbc.)

Online

13.30-14.00 | Introduction to Capacity-Building session

- **Michele Colavito**, Union for the Mediterranean Technical Assistance
 - Presentation of the Handbook "Social and economic regeneration of the Mediterranean after the crisis: shared methods and tools for relaunching a sustainable post COVID-19 tourism model"
 - Questions and answers from the participants
 - Presentation of the Capacity-Building activity and exercises

14.00-15.05 | Data management for tourism planning

- Case study n°1
- Joint restitution and exchange with the participants

15.05-15.15 – Break

15.15-16.20 | Co-evolution of coastal human activities & Med natural systems for sustainable tourism & Blue Growth in the Mediterranean

- Case study n°2
- Joint restitution and exchange with the participants

16.20-16.30 – Break

16.30-16.45 | Overall discussion, restitutions and feedback

16.45-17.00 | Wrap-up and conclusions

- **Michele Colavito** (Union for the Mediterranean Technical Assistance), and **Adriana Salazar** (Union for the Mediterranean Blue Economy Expert)
- **Elodie Nunes**, Executive Secretary of the CPMR Intermediterranean Commission (CPMR-IMC)

End of the event