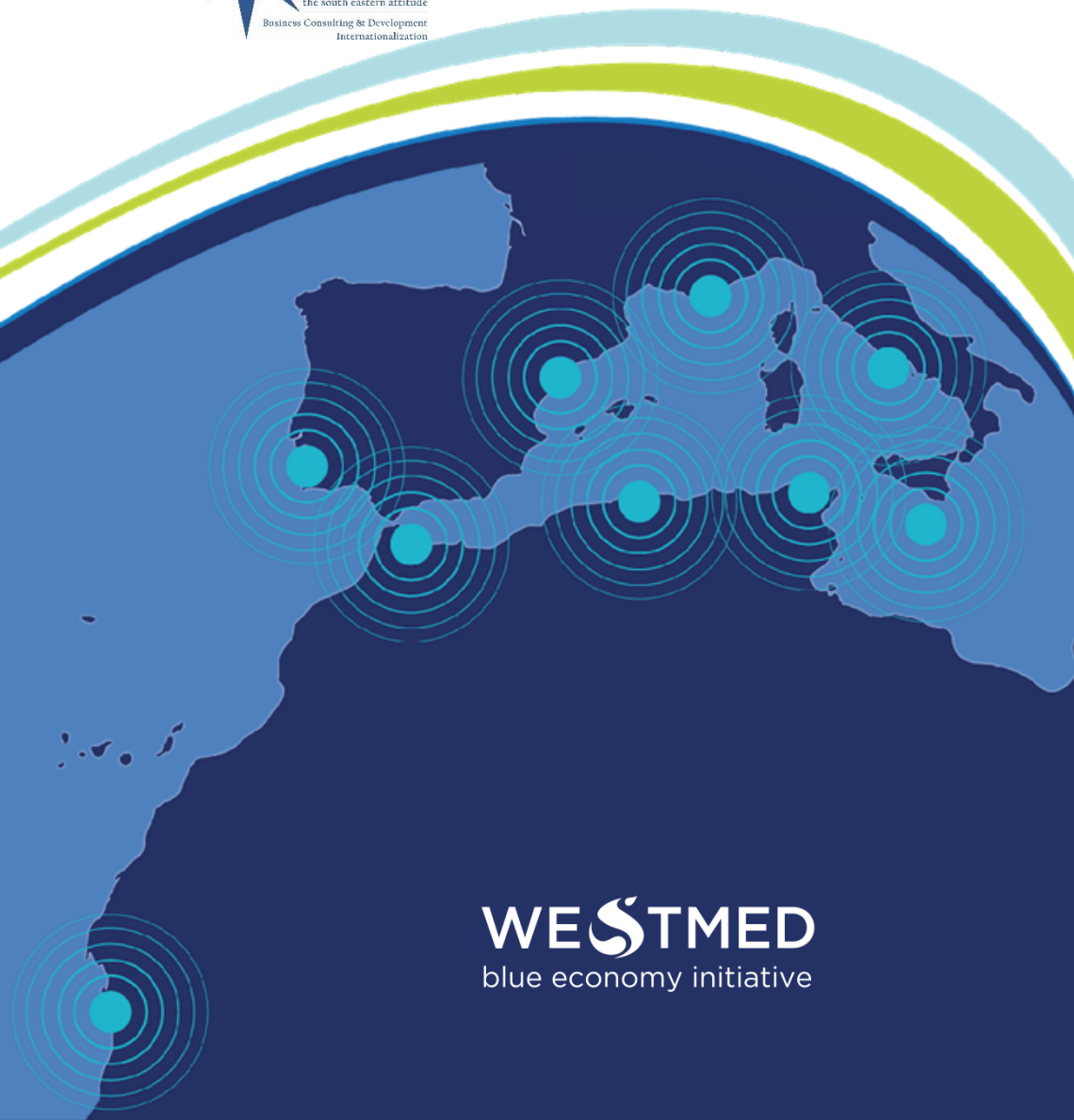




WestMED Initiative

HERIT – DATA

Interreg- MED



WESTMED
blue economy initiative

WestMED Strategic Initiative

Contribute to the development of a
sustainable blue economy in the
western Mediterranean region

ALGERIA

FRANCE

ITALY

LIBYA

MALTA

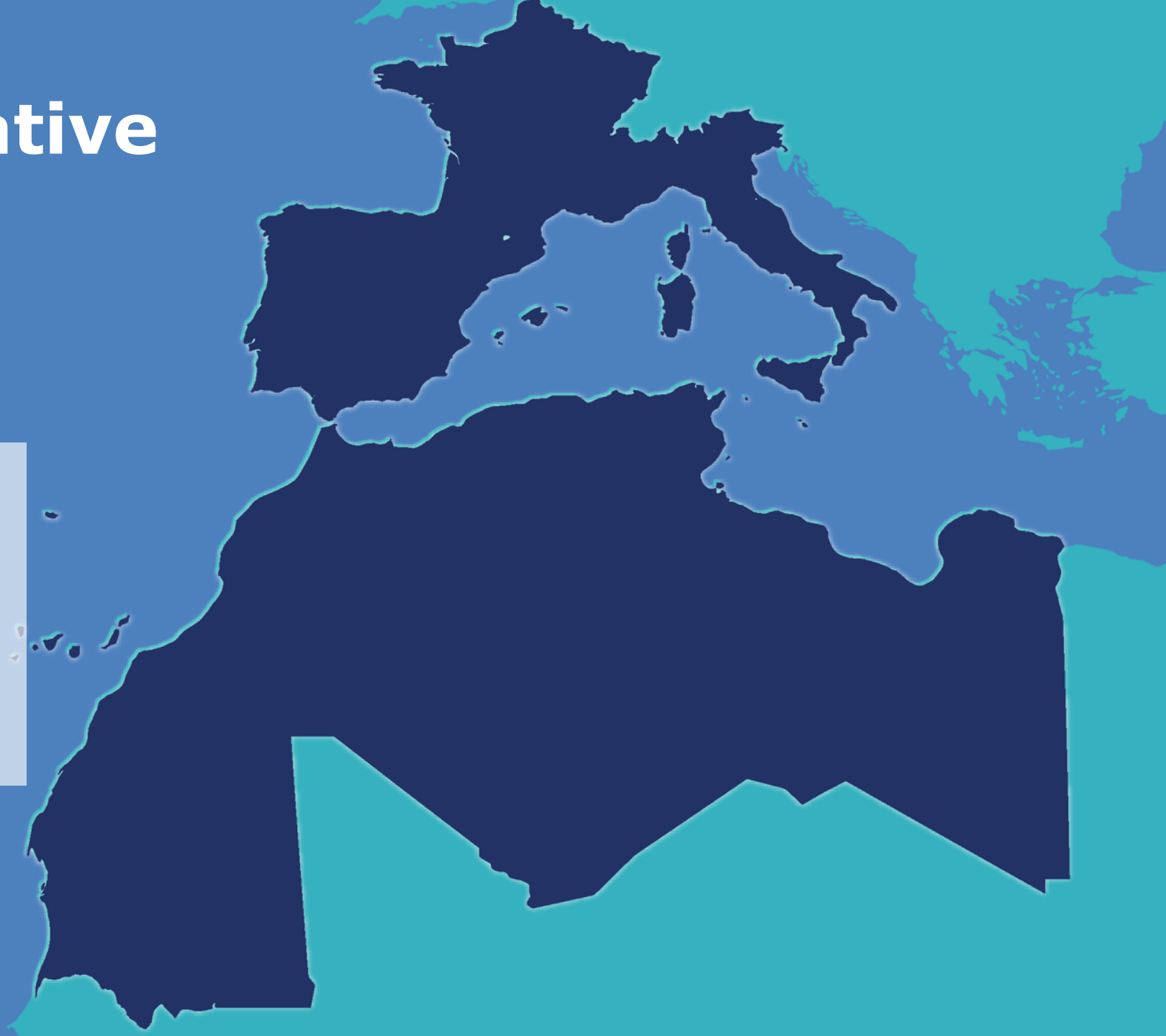
MAURITANIA

MOROCCO

PORTUGAL

SPAIN

TUNISIA



Priorities



**Maritime safety
and security**



**Environment,
biodiversity and
climate change**



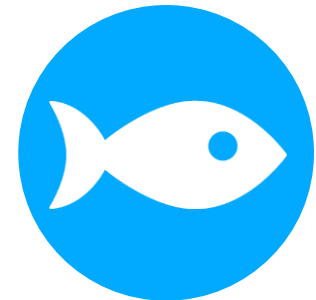
**Maritime clusters
and networks**



**Skills development
and circulation**



**Sustainable tourism,
transport and fight
against pollution**



**Fisheries and
Aquaculture**

Sustainable Tourism – WestMED initiative

Outcome of
Webinars organised
by WestMED (Dec
2020 and Nov 2021)

Common to
all WestMED
countries

Risks and
Challenges facing
the sector

COMMON AND
JOINT
solutions

Focus on the QUALITY
of tourism rather than
the QUANTITY

Development of new
Tourism Investment
Opportunities

The use of
ICT and
digitilisation

Measurable ways of greening and
sustainability

Diversification of
Product

The role of
Innovation

Changes to management and policy
making is required which internalizes
competencies across destinations and
emphasizes sustainability.

Social and economic regeneration of the Mediterranean after the crisis

Digitalisation should be properly considered given that data and **market intelligence** will be vital **Climate friendly**, while sustainable travel experiences have further boosted the demand for “slow tourism” and outdoor, nature-based destinations

Support the **collection, sharing and updating of local relevant tourism-related data**, as an essential tool to assess strengths and weaknesses in local offers and back up development strategies to be discussed with relevant stakeholders

Operational HandBook
By the UfM and CPMR

Sustainable Tourism –

HERIT – DATA (Collection and utilisation of data, digitalisation, sustainable tourism, quality tourism.....)

CAPITALISATION



Opportunities for Southern Partners

- Lessons which can be extended to Southern partners range from the application of methodologies which can be replicated, learning on how to effectively engage stakeholders and the transfer of knowledge
- Application of the methodology which has the potential to be scaled up.
- Showcasing of best practices
- Scope for improving capacity building
- Scope in engaging policy makers and incorporating the tool in the development of tourism strategies which remain weak in the region.

Upcoming Event - WesMed Hackathon

- Objective of the Hackathons: Facilitating the exchange of project ideas and promotion of concrete project development among stakeholders in the region
- The exchange will take place in the framework of the objectives of the Westmed with emphasis on the current themes including sustainable tourism.
-
- The event will involve practitioners across the western Mediterranean (and beyond) with the purpose of taking existing project ideas to the next level, so to strengthen project partnerships and further develop the project concepts in line with the available funding opportunities for the region.
- Event will take place in Malta on the 29th June.

You **29⁺** expert team
r

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