

Interreg
Mediterranean



MITOMED+

Models of Integrated Tourism in the MEDiterranean Plus

WP5 CAPITALISING Capitalisation Plan



WP5 / Capitalisation Plan

Work package: WP5 *Capitalising*

Type of deliverable: Capitalisation Plan

Dissemination level: PU - Public

Document history

Date:	Author:	Version:	Text:
24 January 2019	CPMR Intermediterranean Commission	V1.	First draft created
19 February 2019	CPMR Intermediterranean Commission	V2.	Second draft to be circulated among the partners for feedback
25 February 2019	CPMR Intermediterranean Commission	V3.	Final version including partners' feedback

E-mail: mitomed@regione.toscana.it

Website: www.mitomedplus.interreg-med.eu

MITOMED+ Project is co-financed by the European Regional
Development Fund within the Interreg Mediterranean Programme

Contents

INTRODUCTION	4
CAPITALISATION STRATEGY	4
Description and objectives	4
Consistency with other Work Packages	5
Target Groups involvement.....	6
CAPITALISATION ACTIVITIES AND DELIVERABLES	6
Description of WP5 Deliverables	6
• Activity 5.1 – Mainstreaming results in regional policies	6
○ Deliverable 5.1.1 Policy Paper	6
• Activity 5.2 – MED M&C tourism management model	6
○ Deliverable 5.2.1 Capitalisation Workshop	6
○ Deliverable 5.2.2 Draft of MED M&C tourism management model	7
○ Deliverable 5.2.3 Policy learning seminars	7
○ Deliverable 5.2.4 Capitalisation Conference	8
○ Deliverable 5.2.5 MED M&C tourism management model	8
○ Deliverable 5.2.6 Memorandum of Understanding	9
Delivery date and involved partners	9
Timeline	10
Financial and Human Resources.....	11

INTRODUCTION

The elaboration of this Capitalisation Plan was not foreseen in the project's application form. However, Work Package 5 (WP5) leader (CPMR-IMC) suggested to have this document to provide guidance on WP5 activities and deliverables.

This document aims to provide clear and detailed information (expected results, calendar, budget, target audience, etc.) about all the activities and deliverables related to WP5.

CAPITALISATION STRATEGY

Description and objectives

- ✓ **Develop tools and methods to ensure durability of MITOMED+'s principles and tools in MED territories and beyond**
- ✓ **Spread results of Testing and Transferring activities to CPMR/NECSTouR members**
- ✓ **Ensure project results are endorsed and capitalised on by CPMR/NECSTouR members so as to influence/improve tourism policies**
- ✓ **Influence/Contribute to the MED Sustainable Tourism Thematic Community's capitalisation efforts**
- ✓ **In fine, ease the implementation of EU legislation and principles related to ICZM and MSP**

WP5 aims to capitalise on the results of WPs 3&4 as well as on the main best practises and results delivered by other EU and/or MED projects (e.g. CO-EVOLVE, ALTER ECO, BleuTourMed, PANORAMED's Strategic Projects on M&C Tourism, ERNEST, TOURMEDASSET, etc.).

At first, an initial set of outputs-describing models, good practices, methodologies, etc. provided by the capitalised projects - will be assessed. Through a co-creative bottom-up brainstorming approach, outputs will be pooled into one integrated MED M&C tourism management model to be refined through "policy learning" activities, involving workgroups of external stakeholders (HL policy people, local/ regional policy makers, experts' community).

As a result of the capitalisation activities, the new integrated MED M&C tourism management model will be shared with Regional and National governments/ministries to promote the update of the tourism policies. In this context, the mainstream of the project results/deliverables will go further beyond policies in the field of tourism development, including as well the 10 NECSTouR's policy themes. This innovative approach will ensure the development of a new integrated approach to policy development.

Thanks to the wide spectrum of partners of the consortium, the project will be able to target and involve the main public and private stakeholders operating in the M&C tourism sector with the final objective of establishing a transnational structured dialogue.

The capitalisation activities will contribute to provide policy and decision makers at European, national and regional level with effective tools to renew their current policies dealing with M&C tourism and make them more effective and sustainable.

Thanks to the contribution of the CPMR and NECSTouR, the consortium will disseminate the model across a significant number of MED Regions and call on regional governments to endorse it in order to add and implement the MITOMED+ model in their own sectorial as well as structural policies contributing to the development of sustainable M&C growth and jobs.

Consistency with other Work Packages

The project's Capitalising phase builds on all the project's results, in particular those of the Testing and Transferring Work Packages and related deliverables (i.e. Pilot Actions 1 and 2 and related evaluations; Plan of Transferability of Results).

Besides, the MED M&C tourism management model, which is one of the main outcomes of the Capitalising Work Package, will be fed by the project's outcomes and best practices. The different steps of the activities developed under the testing and transferring Work Package should be clearly explained with the help of the partners into the MED M&C tourism management model in order to guarantee their dissemination and replication.

One of the main actions of MITOMED+ project include the observation and monitoring of tourism data indicators to measure the sustainability of tourism activities and their economic, social and environmental outcomes and impacts in several M&C tourism destinations.

The other pilot actions of MITOMED+, the "Green Beach Model" identifies the main features of the MITOMED+ sustainable beaches. It is a tool for local authorities and beach operators that helps make better-informed decisions about managing beaches in a sustainable way, using a consistent approach. To develop this model, a top-down approach has been put in place through the involvement of NECSTouR and CPMR-IMC members. The idea was to involve them in the definition of the model in order, amongst other things, to guarantee their interest and start the dissemination and involving process. This idea was pursued through the organisation of the dissemination event organised in May 2018 in Malaga and involving MED regions and other European regions as well as important political actors of sustainable tourism. Both activities have been already shared with NECSTouR and CPMR-IMC members through the "MITOMED+ Community" campaign that offered them the possibility to replicate these activities into 1 or 2 local destinations.

This document shall thus integrate the pilot methodology and results as well as the elaboration process of these activities in order to make it interactive and as realistic as possible for a better implementation of an integrated management model.

Target Groups involvement

Since its very beginning, MITOMED+ has been stimulating a structured dialogue among the following key stakeholders, to be involved in the project community: EU Institutions: Commission (DGs GROWTH, MARE, REGIO), EU PARLIAMENT, Euro-Mediterranean Institutions (Union for the Mediterranean); National Ministries, Regional Governments, national & Regional public Agencies; Consortia of EU projects dealing with M&C tourism management and policy development; Tourism industry; NGOs; Research & academic institutions; NECSTOUR and CPMR will organise 2 conferences addressed to their community to exchange good practises, needs and/or proposals on sustainable tourism management models & policies. Main lessons learnt will be used to draft the main project results (e.g. the policy paper, MoUs) in order to update the final target knowledge on sustainable tourism policies. A MoU will be submitted to regional assemblies to allow Regions governments to endorse mainstreaming and implementation of main project results.

CAPITALISATION ACTIVITIES AND DELIVERABLES

Description of WP5 Deliverables

- **Activity 5.1 – Mainstreaming results in regional policies**

- **Deliverable 5.1.1 Policy Paper**

A policy paper proposing policy improvements of the regional policies in M&C tourism development will be produced. It will have a holistic and integrated approach, and focused on the 10 NECSTouR's policy themes, ICZM protocol and MSP Directive.

The policy paper should be a complementary work to the policy paper to be produced by the Sustainable Tourism thematic community to address Maritime and Coastal tourism management from a critical, proposal-oriented perspective. It shall translate the information collected into the MED M&C tourism management model into clear and simple political messages and will be aimed at European institutions and Maritime regions (not only addressed to the MED maritime regions) with the aim of sustainably modifying the decisions taken in terms of sustainable tourism within the European maritime regions.

- **Activity 5.2 – MED M&C tourism management model**

- **Deliverable 5.2.1 Capitalisation Workshop**

The Capitalisation workshop was co-organised by the CPMR and NECSTouR on 8 November 2018 in Brussels, back-to-back with the project's International Workshop (WP4).

The event brought together more than 150 destination managers, professionals and regional policy makers, representatives from the academic and private sectors, as well as well as representatives from the main European Institutions (including MEPs) and the World Tourism Organisation. It was the opportunity to share existing good practices, expertise and inspiration to achieve sustainable Coastal and Maritime Tourism in the Mediterranean and beyond.

The morning session was hosted by MEP Ivan JAKOVČIĆ, to present the main outcomes of the project up to know: the Set of Indicators to measure and the Benchmarking Platform to develop evidence based Tourism Policies.

The afternoon session was organised in the frame of the European Parliament Intergroup on Seas, Rivers, Islands and Coastal Areas (SEARICA), giving the opportunity to have a discussion between the members of the European Parliament, European Commission, Destination managers and policy makers on existing good practices that can inspire the set-up cooperation to develop Sustainable Coastal and Maritime Tourism Communities.

○ **Deliverable 5.2.2 Draft of MED M&C tourism management model**

After pooling the different outputs of M&C tourism projects, a first draft of the MED M&C tourism management model will be released to be refined through “policy learning” activities at regional level.

A first very draft structure was presented to a wide range of stakeholders on the occasion of the Capitalisation Workshop 'Towards sustainable maritime and coastal tourism communities' (in the frame of the European Parliament’s SEARICA Intergroup) in Brussels at the European Parliament on 8 November 2018.

○ **Deliverable 5.2.3 Policy learning seminars**

The first draft of the MED M&C tourism management model will be refined through “policy learning” seminars in each region (2 per region), involving stakeholders, high-level policy people, local and regional policy makers and experts’ community.

A policy learning process, characterised by a co-creative bottom-up brainstorming approach, will be stimulated to refine the management model by involving working groups of external stakeholders (HL policy people, local/ regional policy makers, expert’s community, research and academic institutions as well as EU institutions -e.g. DG Mare, DG Growth, DG Regio, Tourism Committee of the EU Parliament-, etc.).

Partners have the possibility to organise only one Policy Learning Seminars as long as they are able to gather a good quality sample of external stakeholders. The CPMR-IMC will encourage the organisation of Policy learning seminars in parallel with other events on tourism, including those of the community (e.g. Interreg MED Sustainable Tourism community’s Forum to be held in Barcelona on 5/6/7 June 2019).

Partners will also have the opportunity to choose the format of their own seminar(s): open seminar/focus group.

The content of the seminar will be based on the one hand on the problems encountered within or from destinations in the region - exchange between the pilot destinations and the destinations outside the project. Specific problems should be addressed by the partner organising the seminar in order to gather a list of solutions spontaneously developed by the external stakeholders.

With the help of the expert in charge of drafting the MED M&C Tourism Management (which will be participate physically or remotely to some of the seminars), the information gathered will be linked to the work done by MITOMED+ and other projects from the Sustainable Tourism Thematic Community or from other European projects/initiatives deemed relevant. During the seminar MSP directive, ICZM protocol and NECSTouR’s 10 policy themes should be discussed taking into account their implementation through the project’s activities in order to get feedback from the local and regional stakeholders and start involving them in the replication of a common model (MED M&C tourism management model) to which they can contribute.

In order to avoid overlapping and thus ensure maximum participations of EU tourism stakeholders, a shared calendar dedicated to policy learning seminars will be created by the CPMR-IMC and shared with the whole partnership. Detailed guidelines (objective, number of people to be invited, kind of topics, activities to consider for the seminar) will also be supplied by the CPMR-IMC once the contributions of the partners regarding the capitalisation plan have been collected.

○ **Deliverable 5.2.4 Capitalisation Conference**

A capitalisation conference involving high-level policy people, local and regional policy makers, experts community will be organised in Brussels to present the MED M&C tourism management model and share it with other MED and EU regions.

The capitalisation Conference should ideally be organised back-to-back with a wider European event focusing on EU sustainable M&C tourism and gathering high-level stakeholders in order to ensure the dissemination and anticipate the implementation of the MED M&C Tourism Management Model and Policy Paper. It will also possibly be organised back-to-back with other relevant events i.e. CPMR-IMC thematic meeting, Interreg MED Sustainable Tourism thematic community meeting, etc. The commitment of regional governments wishing to follow the policy paper and implement the MED M&C tourism management model shall be concretised through the signature of MoUs.

○ **Deliverable 5.2.5 MED M&C tourism management model**

This deliverable is the final release of the MED M&C tourism management model

The management model, that aims to improve sustainable and responsible maritime and coastal tourism planning in the Mediterranean area, builds on the results and outputs of past and current EU and MED projects related to sustainable tourism management. It stems from the Interreg MED MITOMED project (2007-2013 programming period), which sought to promote an integrated management of maritime and coastal tourism by improving knowledge on data, products, services and policies through an assessed set of indicators based on the NECSTouR model. It also feeds on current projects and initiatives, in particular the activities and outputs of the Interreg MED Sustainable Tourism thematic community - including some of its modular projects (i.e. CO-EVOLVE, ALTER ECO, etc.), as well as the EU legislation and actions related to sustainable tourism.

This model builds on the Athens Declaration of Interreg MED's Sustainable Tourism Community and especially aims to contribute to reaching its 3rd objective "to strengthen planning and management practices towards sustainable tourism" by the end of 2019.

This model also acknowledges and feeds on the CPMR Intermediterranean Commission (IMC) Political Agenda 'Promoting Sustainable Tourism in the Mediterranean Regions', which was approved by the IMC Political Bureau in Cartagena (Region of Murcia) on 15 February 2018 and updated on the occasion of the IMC General Assembly in Patras on 28-29 June 2018. This document details joint present and future actions carried out by the IMC Regions, as well as political messages to EU and Euro-Mediterranean Institutions, towards a more sustainable and responsible maritime and coastal tourism planning in the MED area.

By the end of February TORs will be published for the selection of the expert in charge of drafting the final version of the management model.

The CPMR-IMC -which is in charge of the coordination of the capitalisation activities- will take care of the evaluation of the applications and make sure to have hired an expert by the

beginning of March. A first draft of the final version of the model will be ready before June 2019.

On the other hand, ANCI (with the support of the CNR-IBIMET and other partners) will ensure the implementation of the MED M&C tourism management model, with a dedicated budget. The implementation of the model will be carried out by providing support to regional governments and tourist destinations in the use of pilot's actions implemented during the project and promoted by the MED M&C Management Tourism Model, until the end of the project (January 2020).

○ **Deliverable 5.2.6 Memorandum of Understanding**

This deliverable will provide a model of the MoUs to be signed by the LP and other MED and EU regions to transfer the MED M&C management model.

The MoU shall be signed by the regional governments and the observers' touristic destinations willing to replicate the MED M&C tourism management model. By signing this MoU, the actors will commit themselves to replicate the methodology used in the MITOMED+ project and beyond and will be led to pursue a certain number of medium-long term objectives.

The MoUs shall be signed during the Capitalisation Conference and final event.

Delivery date and involved partners

Type of deliverable	Coordinating partner	Participating partners	Date of delivery
5.1.1 Policy Paper	CPMR	All	May 2019
5.2.1 Capitalisation Workshop (organised with the International Workshop 4.2.2)	CPMR (with NECSTouR)	All	November 2018
5.2.2 Draft of MED M&C tourism management model	CPMR	All	February 2019
5.2.3 Policy learning seminars	CPMR	TUSCANY, ANDALUSIA, UDG, ANETEL, IPTPO, CPMR	March-June 2019
5.2.4 Capitalisation Conference	CPMR	All	September/October 2019
5.2.5 Final MED M&C tourism management model	CPMR	All	September 2019
5.2.6 MoUs	CPMR, NECSTouR	All	March-May 2019

Timeline

		2018				2019												2020
WP / activity		9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1
WP5 Capitalisation	Deliverable																	
5.1	5.1.1 - Policy Paper									5.1.1								
5.2	5.2.1 - CAP Workshop			5.2.1														
	5.2.2 - Draft model					5.2.2												
	5.2.3 - Policy Learning Seminars							5.2.3	5.2.3	5.2.3	5.2.3							
	5.2.4 - CAP Conference													5.2.4	5.2.4			
	5.2.5 - Model													5.2.5				
	5.2.6 - MoU							5.2.6	5.2.6	5.2.6								

Financial and Human Resources

- General WP5 budget distribution

TYPE OF COST	LP - TOSCANA	PP1 - ANCI	PP2 - CNR	PP3 - IPTPO	PP4 - ANETEL	PP5 - CPMR	PP6 - ANDALUSIA	PP7 - UDG	PP8 - NECSTouR
STAFF	49,000	14,000	14,000	26,000	21,000	39,000	40,000	30,000	16,000
TRAVELS	7,825	2,200	-	4,000	1,800	4,100	3,650	5,200	4,000
EXTERNAL EXP.	33,000	36,500	-	13,300	11,000	25,000	19,000	15,000	22,000

- WP5 budget distribution per deliverable

Activity	Deliverable	LP - TOSCANA	PP1 - ANCI	PP2 - CNR	PP3 - IPTPO	PP4 - ANETEL	PP5 - CPMR	PP6 - ANDALUSIA	PP7 - UDG	PP8 - NECSTouR
5.1	5.1.1 Policy paper	2000 (staff)	1000 (staff)	500 (staff)	1000 (staff)	2000 (staff)	2500 (staff)	2000 (staff)	2000 (staff)	2000 (staff)

5.2	5.2.1 CAP Workshop	2,000 (travel)	1,200 (travel)	-	2,000 (travel)	1,000 (travel)	3,500 (staff) 2,000 (external travels) 5700 (external) 2,000 (travel)	1,650 (travel)	2,500 (travel)	4,000 (external: conf. + travels)
	5.2.2 Draft model	3,000 (staff)	3,000 (staff)	3,000 (staff)	3,000 (staff)	3,000 (staff)	16,000 (staff)	3,000 (staff)	3,000 (staff)	3,000 (staff)
	5.2.3 Policy learning seminars	20,000 (staff) 23,000 (external) 1,835 (travel)	2,000 (staff) 11,500 (external)	2,000 (staff)	10,000 (staff) 13,300 (external)	10,000 (staff) 11,000 (external)	2,000 (staff) 2,000 (travel)	8,000 (staff) 24,000 (external)	10,000 (staff) 15,000 (external)	2,000 (staff) 2,000 (travel)
	5.2.4 CAP Conference	2,000 (staff) 5,000 (external travels) 4,000 (travel)	2,000 (staff) 5,000 (external travels) 1,000 (travel)	-	2,000 (staff) 2,000 (travel)	2,000 (staff) 800 (travel)	5,000 (staff) 9,300 (external) 1,100 (travel)	2,000 (staff) 5,000 (external travels) 2,000 (travel)	2,000 (staff) 2,700 (travel)	3,000 (staff) 22,000 (external: conf. + travels) 2,000 (travel)
	5.2.5 Final model	21,000 (staff) 10,000 (external)	5,500 (staff) 20,000 (external)	8,000 (staff)	9,500 (staff)	3,500 (staff)	9,000 (staff) 10,000 (external)	2,000 (staff)	12,500 (staff)	5,000 (staff)
	5.2.6 MoUs	1,000 (staff)	500 (staff)	500 (staff)	500 (staff)	500 (staff)	1,000 (staff)	500 (staff)	500 (staff)	1,000 (staff)