

Capitalising smart solutions in the Mediterranean

Models of Integrated Tourism in the Mediterranean: MITOMED+

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Andalucía
MÁLAGA, 5-6 APRIL 2018

OUTLINE

- **THE CPMR AND ITS IMC: AN OVERVIEW**
- **MEDITERRANEAN REGIONS POLITICAL AGENDA ON SUSTAINABLE TOURISM**
- **COOPERATION PROJECTS ON TOURISM INVOLVING THE IMC AND ITS MEMBER REGIONS**
- **SUSTAINABLE M&C TOURISM AND EMERGING INITIATIVES AT EUROMED LEVEL**
- **CO-EVOLVE PROJECT AND ITS ACTIVITIES CONCERNING INDICATORS**
- **«MED COAST FOR BLUE GROWTH» - MC4BG**
- **OTHER INTERESTING PROJECTS TO CAPITALISE ON**



CPMR
CRPM

**28 EU
Countries &
South/East
Neighborhood**

**160 +
Regions**

**200 + M
inhab.**

6 Geographical Commissions

- Baltic Sea
- North Sea
- Atlantic Arc
- **Mediterranean Sea (IMC)**
- Balkans & Black Sea
- Islands

Internal structure

- General Assembly
- Political Bureau
- General Secretariat
- Inter-commissions Working Groups and Task Forces

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Internal organisation of the IMC

- General Assembly
- Political Bureau
- Secretariat
- Working Groups and Task Forces
- **Biannual Global Action Plan**

44 member
Regions

10 MED
Countries

CPMR Intermediterranean Commission
President 2017-18: Governor Katsifaras, Western Greece

Relations with
stakeholders of
all the basin

Promoting macro-regional and sea basin strategies in the Med

Increasing the participation of the regions in decision making on migration and supporting their actions

Promoting a MED of Projects & mobilise the Mediterranean southern partners

Encouraging dialogue between civil society to promote a Mediterranean citizenship

4 Working Groups

Territorial
Cooperation
& Macro-
Regional
Strategies

Transport &
Integrated
Maritime
Policy

Water &
Energy

Economic &
Social
Cohesion

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MEDITERRANEAN REGIONS POLITICAL AGENDA ON SUSTAINABLE TOURISM (1/2)

- IMC member Regions **particularly active in the field of Sustainable Tourism**
 - IMC **Task Force on Sustainable Tourism**
 - Many of them participate in **cooperation projects**
- They adopted a [political agenda](#) entitled *“Promoting Sustainable Tourism in the Mediterranean Regions”*
- Agenda adopted in the frame of IMC Political Bureau (Cartagena, 14-15 February)
 - Aimed to **key EU and Euromed stakeholders** and contains **messages for policy makers**
 - Takes stock of the **results of a series of cooperation projects**, incl. **MITOMED+, CO-EVOLVE, BleuTourMed, ALTER ECO, CIVITAS DESTINATIONS**, etc.

MEDITERRANEAN REGIONS POLITICAL AGENDA ON SUSTAINABLE TOURISM (2/2)

- **Main issues raised**
 - ✓ Need for **integrated approach** to the **co-evolution of human activities and natural systems in coastal and maritime areas**
 - ✓ **Coordinated action of Public Administrations of all levels** to achieve sustainable tourism
 - ✓ **Better knowledge** concerning the tourism sector
 - ✓ **Strengthening the sustainability and culture aspects** of the tourism sector while applying the **principles of ICZM/MSP** and promoting **innovative forms of tourism** (eco-tourism, cultural itineraries, protection & promotion of cultural heritage)
 - ✓ **Mainstreaming** of sustainable tourism in the **emerging strategies and initiatives or framework of cooperation at Euromed scale**
 - ✓ Fully exploiting **innovation and ICT** in the tourism sector
- **Capitalisation of cooperation projects** is essential to **mainstream messages into public policy at all levels**

COOPERATION PROJECTS ON TOURISM INVOLVING THE IMC AND ITS MEMBER REGIONS

- **Projects in which the IMC participates as full partner**

- Interreg MED programme

- ✓ MITOMED+ (Models of Integrated Tourism in the MEDiterranean Plus)
- ✓ [CO-EVOLVE](#) (Promoting the co-evolution of human activities and natural systems for the development of sustainable coastal and maritime tourism)
- ✓ HERIT-DATA (Sustainable Heritage Management towards Mass Tourism Impact thanks to a holistic use of Big and Open Data)

- Horizon 2020

- ✓ CIVITAS DESTINATIONS

- UfM labelled project

- ✓ MedCoast4BG - Med Coasts for Blue Growth

- **Projects in which the IMC participates as associated partner**

- Interreg MED programme

- ✓ BleuTourMed (Maritime and Coastal Sustainable Tourism in the Mediterranean – Community building, Communication and Capitalisation)
- ✓ PANORAMED

- ENI CBC MED (1st call 2018)

- ✓ CO-EVOLVE4BG (submitted-under evaluation)

COOPERATION PROJECTS ON TOURISM INVOLVING THE IMC AND ITS MEMBER REGIONS

• Projects in which IMC Member Regions participate

- [ALTER ECO](#) (Alternative tourist strategies to enhance the local sustainable development of tourism by promoting Mediterranean Identity)
- [BLUEISLANDS](#) (Seasonal variation of waste as effect of tourism)
- [MEDCYCLETOUR](#) (Mediterranean cycle route for sustainable coastal tourism)
- [CONSUMELESS](#) (Consume less in Mediterranean touristic communities)
- [CASTWATER](#) (Coastal areas sustainable tourism water management in the Mediterranean)
- [DESTIMED](#) (Mediterranean ecotourism destination: main components for a governance system in Mediterranean protected areas)

SUSTAINABLE M&C TOURISM AND EMERGING INITIATIVES AT EUROMED LEVEL (1/3)

BLUEMED'S STRATEGIC RESEARCH AND INNOVATION AGENDA

- DG RTD (with support of DG MARE) Initiative for **promoting R&I in the BE at MED level** through **cooperation**
- Starting from 9 MED EU Countries, it involves now 28 EU Countries + all UfM Member States
- Main aim: Contribute to **creation of new 'blue' jobs, social well being and a sustainable growth in marine and maritime sectors** through **implementation of its Strategic Research and Innovation Agenda (SRIA)**
- Governing body: **Euro-Med GSO Bluemed Working Group** (former Bluemed Strategic Board: steering and promoting the Initiative)
- Opportunity for contribution on **tourism priorities exploiting cooperation project's** (and 3.1 MED Community) results
- IMC: **observer of the BLUEMED CSA's Policy Platform**

Sustainable Tourism considered as one of the key challenges (key sectoral enabler of BLUEMED)

PROMOTING SUSTAINABLE TOURISM IN THE MEDITERRANEAN				
GOAL	ACTION	SCOPE	LEVEL	DURATION
Linking tourism and environment	Define and assess environmental value, risk mitigation and conflicts of use by involving scientist, companies, regulators, and coastal communities	R&I activities, support to policy and training initiatives	National, EU, regional, international	Short/medium
	Develop strategies and practices to improve the wellbeing of coastal communities and their economy, and ensure the preservation of their culture/identity	R&I activities, support to policy and training initiatives	National, EU, regional, international	Short/medium
Developing smart technologies and dedicated services	Develop smart technologies and dedicated services for sustainable tourism; tackle environmental protection and human wellbeing	R&I activities, support to policy initiatives, cooperation between the public and private sectors, knowledge/technology transfer, training initiatives	National, EU	Medium
	Design and develop innovative infrastructure solutions to improve the sustainability and management of marinas, with special reference to energy efficiency	R&I activities, knowledge/technology transfer	Regional, EU, international	Medium

*Taken from BLUEMED's SRIA
first update (April 2017)*

SUSTAINABLE M&C TOURISM AND EMERGING INITIATIVES AT EUROMED LEVEL (2/3)

Union for the Mediterranean (UfM) stakeholder conference on Blue Economy

- **UfM Working Group on Blue Economy** launched in **2016** (IMC CPMR observer + agreement)
- **Partnership with the IMC** and Launch of a **IMC Task Force on UfM Blue Economy Agenda follow-up**
- **Regional Stakeholder conference on Blue Economy**, 29-30 November 2017 in Naples: **one Workshop on Sustainable Tourism** led by BleuTourMed (visibility to MITOMED+, CO-EVOLVE and MC4BG through the IMC)
- **Possibility to keep contributing to the reflections of the policy level/implementation of concrete actions** capitalizing the results from the projects of the MED Sustainable Tourism community, including CO-EVOLVE and MITOMED+

SUSTAINABLE M&C TOURISM AND EMERGING INITIATIVES AT EUROMED LEVEL (3/3)

EU WestMED Initiative

- Preparatory phase in 2015-16 (took into account IMC and [MarinA-MED](#) messages)
- [EC COM \(April 2017\) + Framework for Action](#): Sustainable Tourism at the core of WestMED priorities
- WestMED Working Group (meeting in October 2017): the 10 involved States + the EC/UfMS preparing the next Declaration and annex on Governance
- [Informal ministerial meeting](#) back-to-back with UfM Stakeholder conference on BE (Naples, 29-30.11.17): declaration and annex approved, rotatory co-presidency of the Steering Committee (SC), which started with FR-DZ
- 1st meeting of the WestMED SC, 1 March 2018, Brussels (IMC represented)
 - Definition of rule of procedures of SC, 1st discussion on prioritisation of key projects in the “Frame for Actions”, synergies with programs and funds, future perspectives
- Next SCs in April 2018 (Brussels), June (Marseille) and October (Algeria)
- Forthcoming Assistance Mechanism to be operational after June 2018

SUSTAINABLE M&C TOURISM AND EMERGING INITIATIVES AT EUROMED LEVEL (3/3)

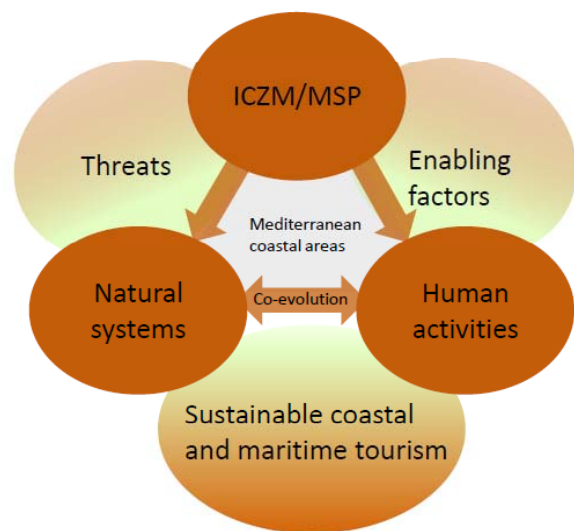
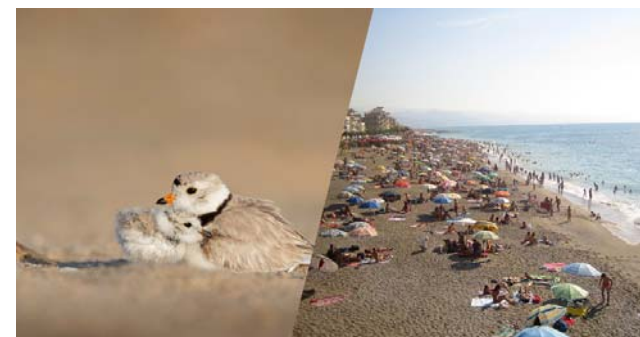
EU WestMED Initiative: indicators and key actions linked to sustainable M&C tourism

- **Indicators foreseen in the Framework for Actions dealing with sustainable tourism**
 - ✓ 25 % increase in certified eco-ports and marinas by 2022
 - ✓ 20 % increase in off-season tourist arrivals by 2022
 - ✓ Number of new sustainable tourism management schemes by 2022;
 - ✓ Number of joint touristic offers (and marketing) across the region by 2022;
 - ✓ Number of jobs created in the region by 2022.
- **Foreseen actions in the field of M&C Tourism and MSP-ICZM**
 - **Develop new theme-based tourist products and services** incl. natural, cultural and historical itineraries, nautical and cruise tourism, sustainable marinas, pesca-tourism and recreational fishing
 - **Building eco-friendly artificial reefs**
 - **Linking up sea and inland attractors** (food, culture, sports, etc.)
 - **Ensuring long-term sustainability of coastal tourism and appropriate planning**

CO-EVOLVE (1/5)



“Promoting the co-evolution of human activities and natural systems for the development of sustainable coastal and maritime tourism”



CO-EVOLVE is an **Interreg MED** project aiming at analysing and promoting the **co-evolution** of **human activities** and **natural systems** in touristic coastal areas, allowing **sustainable development** of **touristic activities** based on the principles of **Integrated Coastal Zone Management/Maritime Spatial Planning**.

CO-EVOLVE couples a presently unavailable analysis at **MED scale** of threats and enabling factors for sustainable tourism with **local studies on seven representative Pilot Areas**, to demonstrate through pilot actions the **feasibility** and **effectiveness** of an **ICZM/MSP-based planning process**.

CO-EVOLVE (2/5)

MAIN OUTPUTS

- Integrated analysis of threats and enabling factors for sustainable tourism at MED scale in order to:
 - ✓ Address policies at wide scale
 - ✓ Develop sustainable action plans and pilot actions
 - ✓ Develop transferability plans
- Sustainability analysis containing:
 - ✓ A conceptual model for assessing the level of sustainable development of tourism in the Mediterranean
 - ✓ Tourism Sustainability Toolkit to be applied at Mediterranean scale
- ICZM/MSP based action plans for sustainable tourism development in pilot areas and transferring actions at MED scale



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CO-EVOLVE's main Studying deliverables



Implementation of the tourism sustainability system at local scale



Analysis at MED scale of threats to and enabling factors for sustainable tourism



Replication of analysis of threats and enabling factors at pilot areas scale



Analysis of tourism sustainability at pilot area scale



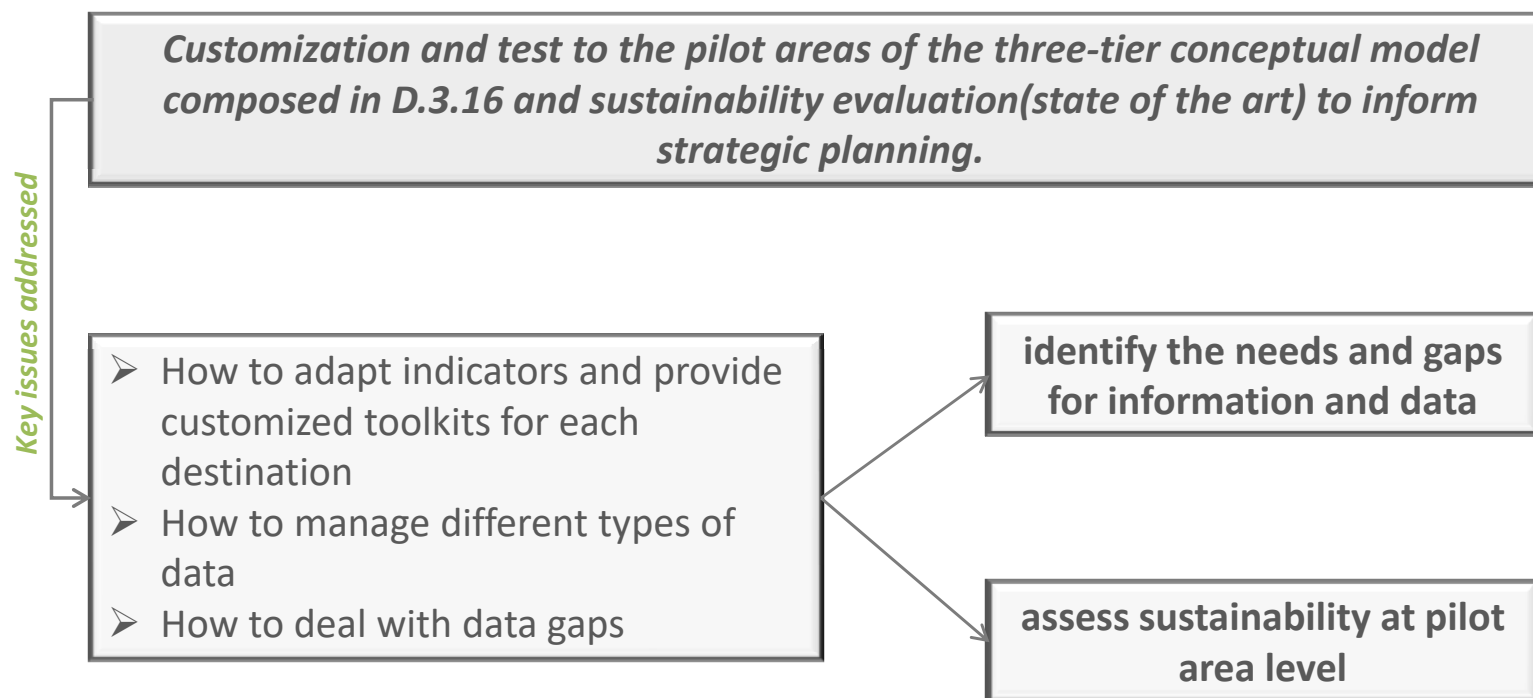
Tourism-driven strategic planning on Pilot Areas



Synthesis of threats and enabling factors analyses

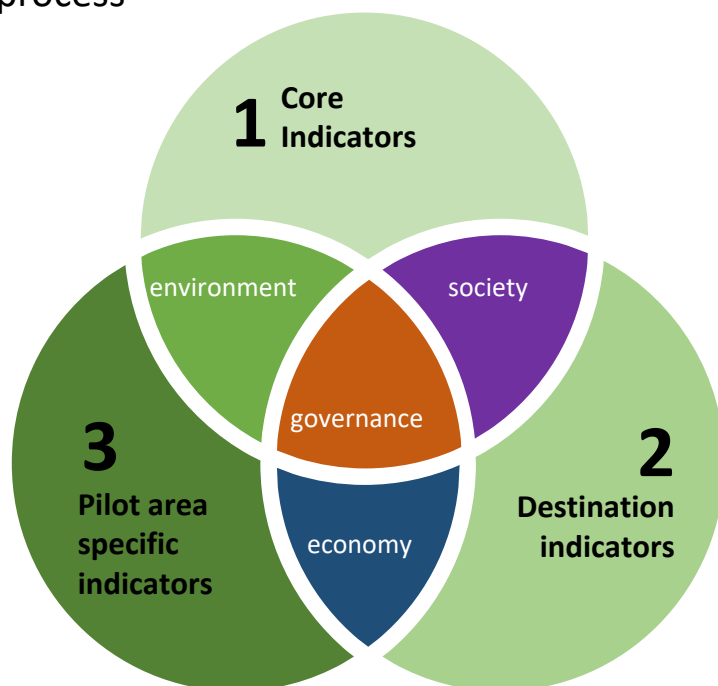
CO-EVOLVE (3/5)

Sustainability Indicators: Scope of work, Key issues and Objectives



CO-EVOLVE (4/5)

Metodological process
Starting basis...



..adapting indicators, checking data availability,
sustainability analysis at pilot area level

Destination Indicators: Di.Beach/Maritime tourism	
Di.A4	Number of second homes per 100 homes in coastal zones*
Destination Indicators: Dii.Urban/Cultural tourism	
Dii.A2	% of total tourists visiting in peak month and average for the year
Destination Indicators: Diii.Cruising	
Diii.A4	Number of ship visits per year (by month)
Destination Indicators: Div.Recreational boating (Yachting/Marinas)	
Div.A3	Number of boat visits per year (by month)
Destination Indicators: Dv.Nature/Ecotourism	
Dv.A3	Total number of visitors to parks and to key sites
Dv.B1	Number of sites/ecosystems/assets considered to be damaged or threatened (% of all defined systems/assets in protected area)
Dv.B5	Nº of visitors acceptable, according to the capacity of the equipment and facilities of the site (depends on capacity studies establishing limits)
Dv.C1	% of site area occupied by rare or unique species
Dv.C2	% of endemic species at the site
Dv.D1	Existence of up to date tourism plans and policies(YES/NO)
Dv.D2	Existence of environmental plan and management(YES/NO)
Dv.D10	Existence of performance indicators designated for evaluating the plan developed and used(YES/NO) → P.I.
Dv.D13	Existence and functioning of a representative coordinating mechanism for MSP/ICZM (YES/NO)




Priority Indicators List

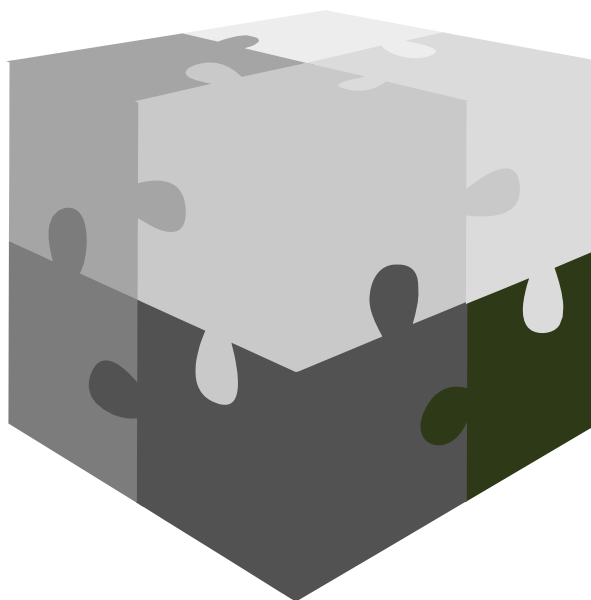
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CO-EVOLVE (5/5)

Use of sustainability indicators in planning

-  Provide hints for improving existing or shift towards alternative tourism models
-  Highlight existing data gaps & provides guidelines towards relative measurements
-  Measure and quantify stakeholders' perceptions



- Define thresholds through public consultation processes 
- Develop probability scenarios to adjust future planning actions and policies 
- Monitor changes in sustainability in the future 

«Med Coast for Blue Growth» - MC4BG (1/3)

- Umbrella **project** retaking **CO-EVOLVE's methodology/aim** and **expanding** it to **other destinations in the MED (Eastern + Southern)**.
- **Officially labelled by the 43 UfM countries** (Senior Officials Meeting held on the 11th of December 2017)
- **Partnership:** Managing Board (CPMR, REMTH, RER, CNR-ISMAR) + all Co-Evolve partners + to be added the new ones involved in Co-Evolve4BG (e.g. Lazio, Uni Murcia, INSTM, AL MIDAN, AMWAJ etc.). partners from Montenegro, Tunisia, Lebanon
- **Interactions:** RITMARE; MUSES; BLUEMED CSA; SIMWESTMED; BleuTourMed; InnoBlueGrowth; PANACeA; etc. + emerging strategies and initiatives at MED scale
- **Key activities & expected results:**
 - ✓ Refining + focusing Co-Evolve analysis on key aspects at wider Med Level
 - ✓ Applying approaches, tools and guidelines to more pilot areas (different characteristics & outside the EU)
 - ✓ Monitoring processes and practices through appropriate data acquisition and sharing
 - ✓ Reinforcing training and capacity building
- **ENI CBC MED proposal submitted: CO-EVOLVE4BG (ICZM priority)**
 - ✓ **Objective:** Extension of CO-EVOLVE's analysis and testing activities to southern and eastern Med coastal areas
 - ✓ **Partners:** **Lead Partner:** INSTM (TN), **Med Partner countries:** ANPE (TN), Ministry of Public Administration of Lebanon, NGO Al-Midan and AMWAJ (Lebanon) **EU Med:** Valenciaport Foundation, LAZIO (IT), REMTH (GR), Uni. Murcia (ES) + **many ASSOCIATES** (incl. ISMAR-CNR)

«Med Coast for Blue Growth» - MC4BG (2/3)

“Common approaches and planning tools to boost sustainable coastal and maritime tourism in the Mediterranean”

Officially labelled by
the 43 UfM countries,
Senior Officials Meeting held
on the 11th of December 2017

Sustainable tourism-driven and oriented action plans:

- Demonstrating the feasibility and effectiveness of a **planning process** on Pilot Areas following ICZM/MSP principles
- Showing the importance of local **stakeholder's engagement** on key issues for sustainable coastal tourism development.
- Preparing for the implementation of **concrete pilot actions**, such as for examples recovery of beach dunes, dredging with sediment reuse for nourishment, lodging prototypes, differentiated and de-seasonal touristic offer, etc.



Union pour la Méditerranée
Union for the Mediterranean
الإتحاد من أجل المتوسط

Creating conditions for safety, protection, wellness and sustainability-oriented development of the Mediterranean coastal areas <http://ufmsecretariat.org/project/medcoast4bg-med-coasts-blue-growth/>

MedCoast4BG – Med Coasts for Blue Growth

«Med Coast for Blue Growth» - MC4BG (3/3)

“Common approaches and planning tools to boost sustainable coastal and maritime tourism in the Mediterranean”

It responds to the priorities of the Union for the Mediterranean: **UfM Ministerial on Environment and Climate Change (2014)** and **UfM Ministerial on Blue Economy (2015)**, namely the use of **maritime spatial planning as a governance tool**, mobilizing efforts towards **adaptation to the impacts of climate change**, and referring to **coastal and maritime tourism among the main traditional and emerging economic sectors for the Blue Economy in the Mediterranean Sea**.

“MC4BG” involves the whole CO-EVOLVE partnership
and is directed to coastal areas in the **South and East Med** and in the **Balkan area**

MC4BG
UfM labelled
led by CPMR-IMC

3 M€ 2018-2020
labelled 11th December 2017
ongoing

“Co-Evolve4BG” involves CO-EVOLVE
partners and **Pilot Areas** and
partners from **Tunisia and Lebanon**

Co-Evolve4BG
ENI-CBC-MED submitted
LP: INSTM Tunisia

2,9 M€ (2019-2021)?
submitted 25th January 2018

“CO-EVOLVE” involves partners of
the **EU Mediterranean** area, from
West to East

CO-EVOLVE
Interreg MED financed
LP: REMTH (GR)

3 M€ 2016-2019
ongoing

OTHER INTERESTING PROJECTS TO CAPITALISE ON

HERIT-DATA

- **Integrated project – 4 years (2018-2022)**
 - Module 1: Studying (+/- 15 months)
 - Module 2: Testing/Transferring - implementation/pilot activities (+/- 21 months)
 - Module 3: Capitalising (+/- 12 months)
- **Mass tourism** in the Mediterranean coastal areas has an impact on “beach resorts” and is also promoted for destinations of great cultural, historical and heritage importance Tourism = major engine of economic development, but also burden affecting the local heritage
- **Key objectives** of HERIT-DATA: develop and test a new **Management system and tool**, through artificial intelligence through the collection of existing data



OTHER INTERESTING PROJECTS TO CAPITALISE ON

HERIT-DATA

- **Added value for Regions involved**

- ✓ The regions involved within HERIT-DATA will considerably increase their capacity to manage coastal tourism in a more sustainable way, implementing the ICZM recommendations in an more effective way.
- ✓ IMC-CPMR members, as well as HERIT-DATA partners, would benefit from useful insights and new technologies applied into demonstrative projects, ready to be implemented through territorial policies promoted both at local than at regional level, involving key stakeholders during the project implementation (especially during module 2 and 3).

- **Expected outcome**

- ✓ Within Module 2 activities, HERIT-DATA partners will carry out pilot actions on sites, gathering and monitoring data and indicators through sensors, software adapted to street cameras, smart traffic links between cruise ports and the sites, etc.).
 - This will contribute to take decisions not only linked to the heritage conservation, but also to create models to tackle seasonality and improve tourism products diversification or connectivity issues.

OTHER PROJECTS: [Tourmedassets](#) (Interreg MED 2007-2013)

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