

## 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

25<sup>th</sup> June

8.30 – 9.00	Registration
9.00 – 9.30 	Welcome remarks <ul style="list-style-type: none"><li>Croatian Representative (Minister for Regional Development and EU funds TBC)</li><li>Dubravka ŠUICA, EU Commissioner for the Mediterranean (video)</li></ul>
9.30 – 10.30 	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 <ul style="list-style-type: none"><li>Silvia COMIATI, Managing Authority of Interreg Italy-Croatia</li><li>Guillaume HUET, Managing Authority of Interreg Euro-MED</li><li>Aldo PULEO, Managing Authority of Interreg NEXT MED</li><li>Filippo GIABBANI, Managing Authority of Interreg Italy-France Maritime</li><li>Maria NEZERITI, Managing Authority of Interreg Greece-Cyprus</li><li>Managing Authority of Interreg Italy-Malta and Italy-Tunisia - TBC</li></ul>
10.30 – 11.00	Coffee Break
11.00 – 11.15 	Quiz time
11.15 – 12.15 	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. <ul style="list-style-type: none"><li>Erwin SIWERIS, Programme Director, Interreg Europe</li><li>Luca FERRARESE, Head of Joint Secretariat, Interreg Central Europe</li><li>Mercedes ACITORES, Senior Expert, MedLab group, Interact</li></ul>

- 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



## 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
- Bernard DIKA, Tuscany Region
- IVY representative - TBC
- Next MED - TBC
- IT-HR - TBC

13.00 – 14.30

*Lunch*

14.30 – 15.30

## 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.

- 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 - TBC

## 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.

- Véronique EVERS, Programme Officer, Priority Actions Programme Regional Activity Centre (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. The goal is to show that the EU Territorial Cooperation (ETC) programmes can collaborate effectively with their partners to enhance synergy, governance, and impact in the regions, benefiting the citizens.

18.00 – 20.00

## Networking cocktail

26<sup>th</sup> June

9.00 – 9.30	<i>Registration of participants</i>
9.30 – 12.30	Workshops (5 parallel sessions)
12.30 – 14.30	<i>Lunch</i>
14.30 – 16.30	Key Takeaways: Insights & Conclusions from the Workshops Connecting Minds: Launch of MMM Peer Learning & Study Visits
16.30 – 17.00	Wrapping Up, Moving Forward: Final Thoughts & Next Steps

WORKSHOPS TITLE	TOPIC
Shared and strategic governance of the tourism offer	Governance of the tourism offer and strategic coordination
The social dimension of tourism (employment and upskilling)	Fair and stable jobs, inclusive training, upskilling and recruitment
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
Inclusive and accessible tourism	Accessibility and universal design of tourism products Alternative and special interest tourism
Innovative tourism products	Tourism and innovation (AI, open innovation, twin approach)