



Sustainable  
tourism

Interreg  
Euro-MED



Co-funded by  
the European Union

Climate adaptation in tourism: Building  
capacity and policy integration

## Sustainable Tourism Mission 2nd Joint Annual Forum

21<sup>st</sup> November 2024, 09:00-11:15 CEST

SUN&BLUE Congress, Almería, Spain  
Palacio de Exposiciones y Congresos, Cabo de Gata

Organized by  
**COMMUNITY4TOURISM**  
&  
**DIALOGUE4TOURISM**

Interreg Euro-MED projects  
Enhancing Sustainable Tourism Mission



A project labelled by the UfM



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



# AGENDA

09:00-09:05	<b>Introduction</b> <b>Flora Leroy</b> , Conference of Peripheral Maritime Regions
09:05-10:35	<b>Towards the development and implementation of Climate Action Plan in tourism</b> Short introduction of the Blueprint <b>Alicia Fajardo Márquez</b> , Travel Foundation Capacity Building Session <b>Alicia Fajardo Márquez &amp; Martina Bradáčová</b> , Travel Foundation
10:35-11:15	<b>Policy Debate - Adapting and mitigating Climate Change in Tourism: Strategies and Policies</b> <i>Moderated by</i> <b>Ioannis Mardikis</b> , European Public Law Organisation <b>Robin Degron</b> – Director of Plan Bleu <b>Paul Holthus</b> – CEO of WOC, World Ocean Council <b>Stephanie Vella</b> – National Hub Malta, West MED <b>Marjan Nauwelaert</b> – Chairperson of Climate Task Force, NECSTouR

*Working language will be English*



## One mission, two governance projects

The Sustainable Tourism Mission of the Interreg Euro-MED Programme focuses on fostering a circular tourism, considering the sustainability of ecosystem services using innovation technologies, and promoting the preservation of natural resources and cultural heritage. Two governance projects work jointly to develop solutions and promote cooperation in the Euro-MED and beyond, to increase the coordination level and institutional capacity to make tourism greener, smarter and more resilient.

### THEMATIC COMMUNITY PROJECT

Community4Tourism contributes to the Sustainable Tourism Mission of the Interreg Euro-MED programme by increasing the coordination and institutional capacity to make the tourism greener, smarter and more resilient. The project fosters the reuse of results and best practices of the community of projects, supports the transferring of successful initiatives and results and increases the coordination among the stakeholders who - in the Mediterranean Region and beyond - are committed to the tourism governance and territorial cooperation. Community4Tourism aims at consolidating a competitive innovation ecosystem, to support a circular economy, to promote climate change adaptation, to safeguard nature and biodiversity and collaborate to the transition towards a climate-neutral and resilient society.

#### Project consortium



### INSTITUTIONAL DIALOGUE PROJECT

Dialogue4Tourism enhances transnational governance coordination across the Mediterranean by amplifying the visibility of the Euro-MED Sustainable Tourism Thematic Community's outcomes. The project seeks to engage key policy actors through targeted advocacy and transfer initiatives. It aims to boost the coordination and institutional capacity of public authorities, programs, strategies, decision-making networks, and funding mechanisms not only within the Euro-MED cooperation area but also in the Southern and Eastern Mediterranean regions. This comprehensive approach promotes a greener, smarter, and more sustainable tourism industry.

#### Project consortium

