



# Dialogue4Tourism Project

**Hybrid work session (On site / on-line) –  
Enhancing the MED Network of Sustainable  
Tourism Observatories: Insights and Strategies  
from the Interreg Euro-MED Thematic Projects  
of the Sustainable Tourism Mission –  
Headquarters of Lazio Region  
Rond point Schuman, 14 - Brussels**

**Official language: English**

**REGISTRATION FORM ON SITE /  
ON-LINE** <https://shorturl.at/BzzhJ>

**LINK TO THE WORK SESSION**  
<https://shorturl.at/SM6kW>

## AGENDA, 14 May 2025

### CONCEPT NOTE

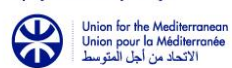
Following the conclusions of the first webinar, this second event will deepen discussions on the role of the **Interreg Euro-MED Network of Sustainable Tourism Observatories (Euro-MED NSTO)** in advancing data-driven policies for sustainable tourism. Hosted in Brussels, this second meeting of the Network aims to **strengthen institutional cooperation, enhance data-sharing strategies, and explore innovative solutions** for sustainable tourism in the Mediterranean region.

In the frame of the objective **6.6. Actions to support better cooperation governance** of the European Commission for 2021-2027 selected by the Interreg Euro-MED Program and, as part of the **Sustainable Tourism Mission of the Interreg Euro-MED Programme**, the NSTO brings together policymakers, institutions, and stakeholders to **facilitate knowledge exchange** and promote the transition towards greener and more resilient tourism models. The network aligns with key global and regional frameworks such as the **EU Transition Pathway for Tourism** and the **Glasgow Declaration for Climate Action in Tourism**, ensuring its contributions to sustainable development goals.

This Network is led by the Euro-MED **Dialogue4Tourism Project** with the support of the **Community4Tourism Project** and integrates in its core the **Thematic Projects of the Sustainable Tourism Mission** as a forum for exchange and debate. Led by Lazio Region (partner of D4T Project) with the support of the Università Europea di Roma (Associated Partner of D4T Project) and other project partners as: El legado andalusí Andalusian Public Foundation (Regional Ministry of Culture and Sport of Andalusia, Spain), ASCAME (Association of the Mediterranean Chambers of Commerce and Industry, Spain), GTI (Greening the Islands Foundation, Italy), Institute of Agriculture and Tourism of Porec (Croatia), European Public Law Organisation (Greece) and Region SUD (France),



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among others. It counts as well on the support of CPMR-IMR (Conference of Peripheral Maritime Regions).

Currently, **40 institutions are members of the Observatory**, representing a diverse network of stakeholders. These members are part of the partnerships and associated partnerships of the former Interreg MED fostering cooperation across the Mediterranean Region. In addition to this, the Observatory is starting its collaboration with various Thematic Projects of the Sustainable Tourism Mission of Interreg Euro-MED. Furthermore, it works with several institutions linked to sustainable tourism at a European level but includes the Western and Southern Med area as well. The objective is to enhance the scope and impact of the initiative by bringing in expertise from a wide range of sectors.

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

**Integrating the thematic projects of the Sustainable Tourism Mission into this network enhances the capacity to address challenges effectively and amplify positive outcomes.**

The event will serve as a **forum for debate and knowledge exchange**, focusing on:

- The role of observatories in **shaping policy frameworks** through data-driven insights.
- The integration of **new technologies and innovative practices** to measure and improve sustainability in tourism.
- Strengthening **institutional cooperation** to address common challenges in the Mediterranean region.

This webinar will also mark the launch of two different working groups to **enhance collaborative actions and deliver a best practice report on Sustainable Tourism Observatories highlighting the role of the ST**



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**Observatories as tool for governance planification.** Therefore, these working groups will focus on:

1. **Data-driven decision-making for sustainable tourism**
2. **Recommendations for integrating sustainable tourism into policies**

These two groups will discuss the statements that will be content in the annex to the existent MoU of the MED NSTO that will enlarge the contents and will define their common vision and their commitment for transnational collaboration and their commitment to sustainability.

By fostering a multi-stakeholder dialogue, this event will contribute to defining **clear strategies** for the Observatory's work in 2025 and beyond.

9:30

## Registration

10:00

## Welcome by

*Ms. Elena Palazzo, Regional Minister for Tourism Lazio Region (Italy), partner of the Interreg Euro-MED Dialogue4Tourism (on-line)*

*Mr. Giuliano Tallone, Lazio Region (Italy), partner of the Interreg Euro-MED Dialogue4Tourism Project (on site)*

10:15

## Opening remarks and objectives of the work session by

*Ms. María de la Concepción de Santa Ana Fernández, Managing director of El legado andalusí Andalusian Public Foundation (Regional Ministry of Culture and Sport of Andalusia, Spain) - LP of Interreg Euro-MED Dialogue4Tourism Project (on site)*

10:20

## The Interreg Euro-MED Sustainable Tourism Mission: driving the green transition forward by

*Mr. Axel Rodríguez Garrote, Project Officer of the Interreg Euro-MED Program attached to the Sustainable Tourism Mission (on site)*

10:30

## Presentation of the White Paper on Tourism and Climate Adaptation by

*Mr. Ioannis Mardikis, EPLO (Greece), partner of the Interreg Euro-MED Dialogue4Tourism Project*





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10:40

## Roundtable 1<sup>st</sup> WG: Data-driven decision-making for Sustainable Tourism

**Moderated by:** Giuliano Tallone Lazio Region (project partner of the Interreg Euro-MED Dialogue4Tourism Project)

### Panelists:

- Mr. Alexandros Vakoulas, Innovation Consultant - Kinno, Project Partner of the Interreg Euro-MED TOURISMO project (On site)
- Mr. Daniel Iglesias – Data Scientist at NECSTouR-Tourism of Tomorrow Lab. Project Partner of the Interreg Euro-MED Community4Tourism project (On site)
- Dr. Athanasios P. Kalogeras (Research Director/Deputy Director at Industrial Systems Institute-Research Centre ATHENA, Project Partner of the Interreg Euro-MED LIBECCIO Project. (On site)
- Conclusions

11:15

Coffee break

11:45

## Roundtable 2<sup>nd</sup> WG: Recommendations for integrating Sustainable Tourism practice cases into policies

**Moderated by:** Ms. Annarita Iacopino, Università Europea di Roma (associated partner of Interreg Euro-MED Dialogue4Tourism Project)

### Panelists:

- Alen Matić, Ministry of Regional Development and EU Funds of the Republic of Croatia. Partner of Interreg Euro-MED Dialogue4Innovation and Associated Partner of Interreg Euro-MED Dialogue4Tourism. The study case of the Interreg MED Project PANORAMED. (On site)
- Dr. Raúl Hernández. Head of the La Laguna University Chair in Tourism (Spain), institution partner of Interreg Euro-MED AQUAMAN Project. Responsible for INSTO reporting process at the regional level. (On-line)
- Mr. Raphael Sachs, Pillar Officer of the Danube Strategy Point (EU Strategy for the Danube Region). (On-line)







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12:20

**Common work session: Challenges and outcomes of the thematic projects of the Interreg Euro-MED Tourism Mission and their integration into the Network of Sustainable Tourism Observatories**

**Moderated by** ELA FPA (Lead Partner of the Interreg Euro-MED Dialogue4Tourism project)

Interactive session for contributions to the Annex of the Memorandum of Understanding of the NSTO.

**Panelists:**

- Ms. Izidora Marković Vukadin, Institute of Tourism of Zagreb, Croatia. Lead Partner of the Interreg Euro-MED NT4CC Project – Croatian Sustainable Tourism Observatory (CROSTO). (On-line)
- Mr. Nicola Camatti, Department of Economics. Ca' Foscari University of Venice, Italy. Lead Partner of the Interreg Euro-MED To MED Care Project. (On-line)
- Ms. Flora Leroy, CPMR-IMC on behalf the Interreg Euro-MED Community4Tourism Innovation and Technology Capacities MED Cluster. (On site)

13:00

**Closing remarks & next steps**

- Mr. Luigi Cabrini, Chair of the GSTC (Global Sustainable Tourism Council). (On line)
- Mr. Amar Djedaoun, Greening the Islands Foundation (Italy). Project partner of the Interreg Euro-MED Dialogue4Tourism Project. (On site)
- Ms. Annarita Iacopino, Università Europea di Roma (Italy). Associated partner of the Interreg Euro-MED Dialogue4Tourism Project. (On site)
- Mr. Giuliano Tallone, Lazio Region (Italy), Project partner of the Interreg Euro-MED Dialogue4Tourism Project. (On site)

13:30

Networking lunch



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## Dialogue4Tourism Project

More info of the Interreg Euro-MED Network of Sustainable Tourism Observatories and previous events:  
[here](#)

More info about the profile to become a member:

[here](#)

Become a member:

[here](#)



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