Building upon the achievements of 2023, ASCAME is gearing up for a transformative year with a heightened focus on sustainable business development and robust climate change initiatives. Recognizing the imperative for a green and resilient post-COVID-19 recovery, ASCAME’s 2024 Action Plan is strategically designed to spearhead initiatives fostering a new era of economic sustainability in the Mediterranean basin.

Central to this plan is the official declaration of ASCAME’s commitment to sustainable business practices, aiming to position the Mediterranean region as a leader in climate-conscious economic development. This declaration will serve as a rallying call for members and the wider private sector to align their strategies with environmental stewardship.

ASSOCIATION IMPACT SNAPSHOT

+3200
New Business connections

1,8M
Reach on Social Media

+700
Media & Press Impacts in MENA region
ASCAME’S 2024 SUSTAINABLE DEVELOPMENT PLAN
Shaping a resilient Mediterranean Future

ASCAME will establish a collaborative platform to facilitate dialogue and partnerships among stakeholders committed to climate action. Through a series of events, projects, and institutional meetings, ASCAME will provide a dynamic space for its members to contribute to and benefit from sustainable solutions, fostering economic recovery while preserving the region’s natural resources.

The 2024 Action Plan emphasizes innovative events that promote sustainability, international cooperation projects dedicated to climate resilience, and strategic communications to advocate for a green agenda. ASCAME’s commitment extends beyond regional borders, seeking to strengthen ties with other regions and continents, creating a global alliance for sustainable development.

As ASCAME enters its fifth decade, the 2024 Action Plan solidifies its strategic vision. The private sector, catalyzed by ASCAME’s advocacy, is positioned at the forefront of the regional political agenda. The plan not only underscores ASCAME’s role as a key player in Mediterranean economic integration but also accentuates its commitment to providing private sector-driven solutions to the evolving socioeconomic challenges in the region: climate change, more cooperation on the MENA region (uniting 3 continents) or driving transformation. Through these sustainable initiatives, ASCAME remains dedicated to shaping a resilient and prosperous future for the united Mediterranean basin.

Climate Change Official Declarations
New partnerships to take action
Launching a Regional Plan for Climate Change
All actions aligned with Sustainable Objectives
MEDITERRANEAN REGIONAL PLAN FOR CLIMATE CHANGE

This Mediterranean regional plan for climate change should address proposals agreed upon by all 43 countries in the region related to environmental protection, social justice, and sustainable economy. Some of these proposals include jointly implementing green technologies to reduce carbon footprint, decreasing reliance on fossil fuels, promoting the use of renewable energy sources (solar, wind, hydro, and geothermal), and encouraging efficient waste management along with initiatives supporting green transportation. This will require constant information exchange and scientific/technical transfer among countries.

Building a more equitable future together is a priority, with a focus on promoting women’s entrepreneurship, ensuring women’s representation in Mediterranean company boards, empowering youth in both sustainable transition and digitalization, and ensuring equal access to green financing in all countries to support SMEs in developing sustainable projects. Fostering green jobs to reduce environmental impact and invigorate the labor market is emphasized, with a focus on renewable energy, eco-design for product optimization, reduced use of raw materials, and reuse/recycling.

Exploring the opportunity presented by the Islamic financial sector for the Mediterranean is also highlighted, as it aligns with environmental, social, and governance (ESG) factors valued by international investors, supporting start-ups and SMEs and contributing to the region’s sustainable transition.

**OBJECTIVE**

- SMEs supporting
- Joint regional proposals for climate change protection
- More investment in green technologies
- Carbon emission reduction in all sectors

**HOW**

- Green Finance and investment
- Green Economy
- New water management systems
- More public & private collaboration

**OUTCOME**

- Financial assistance and opportunities
- Energy & Climate sustainable transition
- 0 carbon emissions and footprint reduction
- Women & young involvement and empowerment
The 2024 strategy for the Mediterranean Association of Chambers of Commerce centers on driving transformation, innovation, and digitalization as its primary axes. Embracing a forward-looking approach, this regional plan aims to catalyze change and propel the Mediterranean business landscape into a new era. In addressing climate change, the strategy emphasizes collaborative initiatives for environmental protection, social justice, and a sustainable economy across all 43 countries in the region. Key components include the joint implementation of cutting-edge green technologies, reduction of carbon footprint, and promotion of renewable energy sources such as solar, wind, hydro, and geothermal power.

Moreover, the 2024 strategy prioritizes the creation of an inclusive and equitable future. It places a special emphasis on promoting women's entrepreneurship, ensuring women's representation in Mediterranean company boards, and empowering the youth in both sustainable transition and digitalization efforts. Equal access to green financing across all countries is a key objective, supporting SMEs in developing innovative and sustainable projects.

Additionally, the strategy recognizes the potential of the Islamic financial sector as a driving force for Mediterranean transformation. Aligned with environmental, social, and governance (ESG) factors valued by international investors, this sector is poised to support start-ups and SMEs, contributing significantly to the region's sustainable transition. Through these pillars of transformation, innovation, and digitalization, the Mediterranean Association of Chambers of Commerce aims to spearhead a resilient and progressive business environment for the years ahead.
ASCAME is embarking on a visionary strategy to lead the unification of three continents through the dynamic gateway of the Mediterranean region. Recognizing the shared aspirations of business leaders across Europe, the Middle East, and Africa, our goal is to establish a strategic partnership that transcends borders, fostering collaboration and propelling economic development.

At the heart of this strategy lies the collective pursuit of common objectives, including streamlining trade, dismantling existing barriers, and enhancing the overall business environment. ASCAME envisions uniting forces across continents to empower companies and individuals, driving positive change that not only transforms our regions but also contributes to global economic evolution.

The current economic model calls for a paradigm shift, addressing the persistent issue of growing inequalities. ASCAME aims to be a catalyst for change, channeling the energy and potential of young people disenchanted with economic and political realities. This strategy seeks to modernize neighboring countries, aligning education with future needs, and championing the rights of women to foster development across the entire region.

Now is the opportune moment for cooperation, exchange, and active participation. ASCAME encourages stakeholders to collaborate strategically, leveraging challenges and apparent contradictions as opportunities for innovation. Together, we will forge a path that meets the evolving needs of our interconnected world, creating a future economy that benefits everyone and stands as a testament to the power of collective action.

EUROPE - MIDDLE EAST - AFRICA (EMEA) SUMMIT FOR ECONOMIC LEADERS
United by the Mediterranean

This big event will analyze how economic leaders from the three regions Europe, the Middle East and Africa can work together and develop long-term sustainable solutions to pressing regional challenges.

ASCAME, has part of the organization, will launch proposals committed to creating a platform that would bring out and improve the role of the private sector. A strategic platform to facilitate trade in the mediterranean and worldwide.
ASCAME IN 2024; THE CHALLENGE OF BEING A REFERENCE

ASCAME is a referent organization for:
- Taking advantage of all Mediterranean opportunities
- Boosting good practices and contribute to economical & social development
- Being the main reference to connect actors across the Mediterranean
- Establish connections with business purpose for companies and chamber’s networks

To continue achieving these goals, we need to work on our Corporate Development Department, that includes: COMMUNICATION, EVENTS & MEMBERS.

OUR STRATEGIES

MEMBERS & COMMUNITY
- Clear Objective
- Fluid communication
- Regular contacts
- Being representative
- Personalization
- Constant follow up
- Measuring engagement & implication

New partnerships to increase member’s value & new advantages

INTERNAL & EXTERNAL COMMUNICATIONS
- Clear Messaging
- Multichannel Approach
- Engagement and Collaboration
- Visibility and Advocacy
- Events and Webinars
- Transparency and Feedback

More Member’s news and opinions: Interviews, news, quality content
Ongoing projects: More participation and implication
Improving website and other channels

DEVELOPMENT & EVENTS
- Clear Objective
- Engaging content
- Innovative formats
- Networking Opportunities
- Personalization
- Post-event follow up
- Measuring impact

More activities involving members
Promote business connections & development
ASCAME EVENT PLAN 2024

- EMEA Economic Business Forum (Cairo, May 2024)
- MedaLogistics (5th -7th June 2024)
  - 20th Mediterranean Logistics Forum
  - 16th MedPorts Shipping Summit
  - 3rd Africa Logistics Meeting
- ASCAME Community Week - International Development Plan (TBC, June 2024)
  *reformulated
- MedaWomen (Tangier, September 2024)
- MediTex (Tangier, September 2024)
- MediTour (TBC Mediterranean City, October 2024)
- BNEW (7th -10th October 2024)
- MedCosmetics (TBC, 2024)
- MedaWeek (November 2024)
- Others

MedaWeek Barcelona is nowadays the iconic conference dedicated to promoting the Mediterranean region worldwide. This event endorses the key economic sectors and the cultural values of this region through a wide variety of forums. MedaWeek Barcelona serves as the main meeting point for voicing the interests of the private sector in the socio-economic development of the Mediterranean countries.
ASCAME remains committed to expanding its global footprint and cultivating impactful partnerships that bring tangible benefits to our members. In the pursuit of robust international relations, we will strategically forge efficient collaborations with key international and regional organizations. These partnerships are tailored to boost economic development, sustainability, and entrepreneurship in the Mediterranean, aligning closely with the evolving needs of ASCAME members.

In the preceding year, ASCAME has successfully established valuable partnerships as outlined in our Action Plan. These collaborations are strategically designed to empower our members, offering them opportunities to thrive in an ever-changing business landscape. Noteworthy alliances have been forged in critical domains such as digitalization & technology, sustainability and climate change.

Through these partnerships, ASCAME members can leverage valuable resources, access cutting-edge technologies, and participate in initiatives that drive innovation and sustainability across the Mediterranean. As we continue our quest for impactful collaborations, ASCAME remains dedicated to ensuring that our members extract maximum value from these strategic alliances, fostering growth and prosperity throughout the region.
In the evolving landscape of ASCAME’s 2024 strategy, our focus sharpens on enhancing internal communications, fostering deeper member involvement, and ensuring the creation of coherent, high-quality content. Recognizing the pivotal role of rigorous and fresh communication, ASCAME aims to become the authoritative voice of the Mediterranean private sector in the external domain.

Building on our successful foray into digital communication over the past year, 2024 marks a strategic leap forward. We acknowledge the power of member engagement and plan to transform our newsletter into dynamic short video capsules, delivering compelling content that captures the essence of economic life across the Mediterranean. Embracing a more participatory approach, we will actively join video campaigns initiated by our members and partners, creating a united front in championing the vibrancy of the Mediterranean business landscape.

Externally, ASCAME is committed to raising the bar. Our communication initiatives will be designed to generate heightened engagement and interactions. We aim to be the reference point for the Mediterranean private sector, contributing thought leadership and insightful perspectives that resonate across borders.

In essence, ASCAME’s 2024 strategy is a comprehensive commitment to communication excellence, member engagement, and thought leadership, positioning us as the driving force behind the transformative narrative of the Mediterranean private sector.
ASCAME INTERNATIONAL COOPERATION PROJECTS
ACTION PLAN

EMPHASIS - Euro-Mediterranean Network to facilitate the market uptake of SME innovations

This project aimed to implement an open innovation system that supports SMEs in the search for sustainability-related business opportunities through cross-border collaborations across the Mediterranean. The project (September 2021 – August 2023) led to the capture of the results of a series of projects to identify SMEs, assess their "readiness" to engage with the concept of open innovation and provide them with advisory services to improve their innovation capacity. Countries and institutions involved:

- Greece - KINNO INNOVATION INTERMEDIARIES LTD
- Spain - ASCAME
- Italy - Science and Technology Park of Sicily
- Jordan – Jordan University of Science and Technology
- Egypt - Confederation of Egyptian European Business Associations (CEeba)
- Lebanon - Industrial Research Institute (IRI)

Project’s total budget: € 0.8 million
EU Contribution : € 0.7 million (90%)
ASCAME’s total budget : € 132,960.68

Final results:

Products created
- 1 Handbook on Euro-Mediterranean Open Innovation Network
- 1 Roadmap for mainstreaming EMPHASIS approach/ policy adoption
- 1 Roadmap Operational uptake of EMPHASIS

Results
- 24 Mediterranean SMEs have benefited from the services offered by the project (Innovation audit, exploitation roadmap, twinning activities and OI missions).
- 24 Mediterranean SMEs were coached to find their main weaknesses and gaps in the implementation of their strategies and what kind of collaboration would be beneficial.
- 24 Mediterranean SMEs were able to carry out IO missions to different Mediterranean countries.

Impact for ASCAME
This project is in line with ASCAME’s Strategic Plan by supporting the capacity building of SMEs in innovation, providing them with the possibility to create international partnerships, with the aim of commercialising new products or services related to sustainability.
ECO-CRUISING FU_TOUR

ECO-CRUISING FU_TOUR project aims to boost the management, innovation, green and digital capacities of WestMed tourism SMEs and ultimately public and private stakeholders in charge of promoting EU and Western European coastal and maritime destinations through a dedicated programme of capacity building, knowledge and technology transfer, preparation of best practice transfer and multiplication of results. The project (September 2022 – December 2024) aims to exploit the ecological potential of WestMed tourism SMEs and cross-border cooperation to open up new business opportunities around the new cruise tourism sector. Countries and institutions involved:

- Italy - X23 The Innovation Bakery
- Italy – The Italian National Tourist Board (ENIT)
- Spain – ASCAME
- Greece – Green Evolution (GE)
- Morocco – Tangier City Port Management Company (SGPTV)
- Cyprus – Cyprus Marine and Maritime Institute (CMMI)
- Tunisia – Chamber of Commerce and Industry of Tunisia (CCIT)
- Algeria – Leancubator
- Cyprus – Celestyal Ship Management

Project’s total budget: € 990,222
EU Contribution : € 792,178 (80%)
ASCAME's total budget : € 131,143,85

Final results:

Aimed milestones:
- Exploit the green potential of WestMed tourism SMEs and cross-border cooperation to unlock new business opportunities around the new eco-cruise tourism sector;
- Deliver specialized capacity building program ensuring knowledge and technology transfer;
- Design eco-smart cruise packages targeting Millennials and Gen Z, offer innovative routes and solutions paving the pathway towards Net-Zero for Cruise and Coastal Areas.

Impact for ASCAME
This project is in line with ASCAME’s Strategic Plan in boosting the management, innovation, green and digital capacity building of cruise sector actors such as WestMed tourism SMEs and providing cross-border cooperation possibilities for new business opportunities in the sector.
INTERNATIONAL PROJECTS

REBOOT - (Recovering, experimenting and boosting ecotourism in the WestMed area)

REBOOT aims to recover, experiment and boost ecotourism in the WestMed area by addressing the themes of the present call, namely “Innovation in destination management” and “Designing smart ecotourism packages”. The project (September 2022 - August 2024) aims to foster collaboration between the public and private sectors in the definition of blue economy action plans for the recovery of the tourism sector, as well as to create and test new sustainable/blue economy tourism packages. Countries and institutions involved:

- France – Petra Patrimonia
- Italy – PRISM Impresa Sociale
- France – Conference of Peripherical Maritime Regions (CPMR)
- Spain - ASCAME
- Italy – FAR Maremma
- Tunisia – WWF
- Spain – Balearic Islands Government
- Morocco – Chamber of Commerce of Industry and Service Tanger-Tetouan-El Hoceima
- Mauritania – Diawing National Park

Project’s total budget: € 1.200,000
EU Contribution: € 999,380 (83.3%)  
ASCAME’s total budget: € 105,395,00

Final results:

Aimed milestones:
- Develop new and applicable policy pathways and recommendations or action plans to support public authorities (national and regional) and services
- Resumption of tourism services in coastal and insular territories incorporating new, innovative services for the whole value chain and for destinations
- Increase awareness of the Western Mediterranean as a sustainable, high quality and safe destination
- Resumption of tourism services in coastal and insular territories incorporating new, innovative services for the whole value chain and for destinations
- Create new eco-tourism packages promoting cross border and interregional cooperation, with replication potential across the Mediterranean

Impact for ASCAME
This project is in line with ASCAME's Strategic Plan in boosting ecotourism, encouraging the definition of a sustainable blue economy action plan in the Mediterranean that provides a better living environment for Mediterranean populations and at the same time generating economic growth, creating new jobs.
INTERNATIONAL PROJECTS

ORGANIC ECOSYSTEM - Boosting cross border Organic Ecosystem through enhancing agro-food alliances.

Countries: Jordan, Italy, Greece, Lebanon and Spain.
CCI members of ASCAME: Chamber of Commerce of Zahle and Bekka (Lebanon)
Total Budget: 2.4M€ / ASCAME's budget: 248,827,43€
Main products:
1. Report: Organic Agriculture Prospects in the Mediterranean Region
2. Executive Agreement: Alliance for Organic Agriculture in the Mediterranean
3. Technical Assistance Platform for Organic Agriculture: roaster of experts on organic agriculture that provide support for free to professionals working in the sector. This support includes online and onsite consultations. Eligible countries: Jordan, Lebanon, Puglia (Italy) and Western Greece (Greece)
5. Attendance to international fairs: ASCAME gathers in BIOFACH multiple SMEs from the Mediterranean working on the organic sector.

INTECMED - Incubators for innovation and technological transfer in the Mediterranean

Countries: Greece, Spain, Tunisia, and Egypt.
CCI members of ASCAME: Chamber of Commerce of Achaia (Greece), Chamber of Commerce of Seville (Spain), Chamber of Commerce of Cap Bon (Tunisia), Confederation of Egyptian European Business Association- CEEBA (Egypt). Associated: Chamber of Commerce of Alexandria (Egypt).
Total Budget: 3.6M€ / ASCAME's budget: 358,221,02€
Main products or achievements:
3. Alliance: Regional Alliance of Innovation Transfer composed of key representatives' members of the regional innovation ecosystem of each participant country.
4. Events: Mediterranean Innovation Hub and Mediterranean's Innovators Conference position ASCAME as a key advocate for entrepreneurship in the Mediterranean.
5. E-bazaar of Innovation: it connects individuals with innovative ideas to those who want to invest in them.
6. Incubator programme: position Chambers of Commerce as a key actor to commercialise innovative solutions.
8. Co-working spaces: INTECMED put at your disposition free co-working spaces in Patras (Greece), Seville (Spain), Alexandria (Egypt), and Borj Cedria (Tunisia).
INTERNATIONAL PROJECTS

MEDUSA - Development and promotion of Mediterranean Sustainable Adventure Tourism

Countries: Spain, Tunisia, Italy, Jordan and Lebanon.
CCI members of ASCAME: Chamber of Commerce of Barcelona
Total Budget: 3.3M€ / ASCAME’s budget: 159,794,87€

Here are some of the products we have develop and that can be of useful for you and your members:
1. Mediterranean Adventure Treasures, an marketing alliance of 5 countries that aims to expand to other territories. With the objective of positioning the Mediterranean as a first-class destination for adventure tourism (hiking, cycling, birdwatching, skiing, canyoning, caving...).
3. Research and Study of Market Demand, Supply and Competitiveness in Adventure Tourism in the Mediterranean and outbound markets. In English and Arabic
4. Attractions, Inventory and Mapping for Adventure Tourism by country: Jordan, Tunisia, Lebanon, Catalonia (Spain) & Puglia (Italy). Our experts have provided an exhaustive list of all the present activities and attractions by country.
5. Destination Review for adventure tourism: Jordan, Tunisia, Lebanon, Catalonia (Spain) & Puglia (Italy).

Promotional videos and other marketing materials: Mediterranean Adventures and by country Jordan, Tunisia, Lebanon, Catalonia (Spain) & Puglia (Italy).

MAIA-TAQA

Mobilizing New Areas of Investments and together aiming to increase quality of life for all (MAIA-TAQA)

Objective: Considering the lack of Resource Efficiency Services (RE) due to the absence of a proper innovation process, the project aims at promoting innovative RE services in the Southern Mediterranean countries through the creation of an enabling environment based on EU-MED networks. Countries: Greece, Egypt, Italy, Jordan, Lebanon, Spain.
CCI members of ASCAME: CEEBA

Total Budget: 3.1 MEUS (EU contribution of 90% and 10% project co-financing)
ASCAME contribution: 26,875,94€
INTERNATIONAL PROJECTS

iHERITAGE

Name of the project: ICT Mediterranean platform for UNESCO cultural heritage
Objective: The Mediterranean UNESCO cultural heritage needs new techniques to improve its level of interpretation, taking advantage of new technologies. iHERITAGE will provide new solutions through an innovation-driven growth process to promote cross-border technological transfer, Living Labs, industry-academia collaboration and the creation of spin-offs and new products, using the latest Information and Communication Technologies (ICT): Augmented Reality (AR), Virtual Reality (VR) and Mixed Reality (MR).

Countries: Italy, Egypt, Spain, Jordan, Lebanon, Portugal. CCI members of ASCAME: CEEBA and the Chamber of Commerce of Beirut Mount Lebanon.
Total Budget: 3.8 MEUS (EU contribution of 90% and 10% project co-financing)
ASCAME contribution: 18.553,50€

Here are some of the main results/products that we have develop and that can be of useful for you and your members:

-See the website with virtual products: iHeritage
- Some of the amazing products developed by iHERITAGE of great impact for the MED tourism sector. All these products are public and available for ASCAME’s members:

HERITAGE virtual products (Augmented reality/ Virtual reality heritage)
Immersive Instagram filters (for Spain, Italy, Portugal, Egypt, Jordan and Lebanon)
Immersive virtual exhibitions (For instance, regarding the Arab-Norman legacy in Sicily; the Arabs in Alhambra and Generalife in Granada; and Petra in Jordan).
Development of Holograms
Virtual archaeological reconstructions
Interactive experiences
6 Augmented reality brochures
Augmented reality products (For instance, the MED Diet Mobile App)
Virtual visits (AR/VR guided tours)
Archaeo cinema
Archaeological gamification
art festivals
Creation of REIM
MoU for the creation of the ICT Cluster of Mediterranean UNESCO cultural cluster
MoU for the establishment of CRESPIEM

These two MoU were launched because of the evidence that there is no entity that considers the Mediterranean heritage as a whole. In particular, the ICT Cluster intends to create a big “network of key stakeholders interested in the MED cultural heritage”, to share information, discuss about common MED cultural interests and future activities related to the Mediterranean heritage. Therefore, it is open to all MED institutions working with MED heritage related to ASCAME’s members that would like to participate.
INTERNATIONAL PROJECTS

EBSOMED

Main Objective:
- To strengthen the capacities of intermediary organisations in the view of providing improved business services and tools towards their members, as well as towards trade and investment partners.
- To reinforce BSO’s management capacity and efficiency, particularly in support to SMEs’ internationalization, by providing capacity building and training to improve the Euro-MED Private Sector Organizations and help them address existing gaps.

Countries: Spain, Egypt, Tunisia, France, Belgium.
Partners: ASCAME, GACIC, CAWTAR, BUSINESSMED, ANIMA and EUROCHAMBERS.
Participant Chambers of Commerce of ASCAME (6 Associated Partners): CCI Amman, CCI Barcelona, CCI Fès Meknès, CCI Málaga, CCI Marseille and CCI Sfax.

Total Budget: 6,250,000€ (EU contribution of 80% and 20% project co-financing)
ASCAME contribution: 119,924€

Main results & impact for ASCAME:

- Labelling BSO Services à [Sep. 2022, June 2023]. Precisely, last June 2023, in the context of the Ascame Community Week (ACW), we organized a free training activity addressed to ASCAME’s members.
- Visit Exchange Mission à [June. 2023] On June 2023, in the framework of the ACW, we organized a visit exchange mission to strategic innovation centers in Barcelona.
- Business Matchmaking Forum à [Jun. 2019, Jul. 2022, June 2023] 3 different BMMF organized in the context of the MEDALOGISTICS (at SIL Exhibition), inviting many SMEs to participate and make businesses.
- Sector Alliance Committee à [Jun. 2019, Dec. 2020, Nov. 2021] 3 activities complemented with 3 strategic documents have been released on Logistics, Tourism and Green transition & sustainable issues in the MED region.
- EU Med Roadshows in the North à [Nov. 2022] in Barcelona

This project had a very positive impact on ASCAME’s members allowing many of them to participate in the yearly Academies, B2B and Roadshows organized in the framework of the MedaWeek Barcelona (2018-2023), MEDALOGISTICS at SIL Exhibition (2018-2023) and many other events. During its 6 years of life, it promoted business exchanges in the Mediterranean and played a key role in the strengthening capacities and management skills of many of ASCAME’s Chambers of Commerce.
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NEW INTERNATIONAL PROJECTS FOR 2024

STAPLES (PRIMA program)

STable food Access and Prices and Lower Exposure to Shocks

The project aims at informing private and public resilience strategies through new evidence-based knowledge that is created, systematized and spread on external stressors and shocks deriving from cereal global value chains (GVCs) on the MENA region and on the feasible local solutions to address them, with a specific focus on Morocco and Egypt.

Dialogue4Tourism Project (D4T)- Interreg Euro Med Program

Mediterranean tourism destinations are facing additional threats in view of the environmental, socio-economic, and cultural challenges and climate change impacts. To enhance tourism resilience, it is necessary that the increasingly digitized society & economy require regulatory changes to ensure fair, safe & successful tourism services that meet demand in a sustainable manner.

The overall objective of Dialogue4Tourism Project is to increase the coordination level and institutional capacity of public authorities, multi-level bodies, Programmes, strategies and initiatives in the Mediterranean aiming to transform tourism into greener, smarter and more resilient, embracing the approach of circularity of tourism services, environmental neutrality, sustainable ecosystem services, and cultural and natural preservation of resources.
Inspiring positive future;

Thank you to all our members and partners.

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