



RECIRCLED MED

01. Context

RECIRCLE MED promotes sustainable tourism in Mediterranean coastal areas by integrating blue and circular economy principles through local engagement, cross-border cooperation, and targeted actions.

Building on past initiatives, it provides a step-by-step process to help coastal destinations develop and implement local action plans, fostering collaboration, knowledge exchange, and capacity-building for a more resilient and sustainable tourism model.

02. Mission

- Supports Mediterranean coastal destinations in adopting sustainable tourism
- Based on circular and blue economy principles
- Organized into three work areas:
 - Design: develop a sustainability blueprint
 - Transfer: adapt and apply it in selected destinations
 - Offset: increase visibility and policy impact of results



03. Project Development

The Mediterranean's linear tourism model has led to high resource use and ecosystem degradation, now threatening its sustainability. At the same time, new trends demand more innovative and digitalised services.

With strong assets (cultural heritage, leisure boating, fisheries, and protected areas) the region has high potential for a blue and circular economy. This requires stakeholder engagement and behavioural change through awareness.

RECIRCLE MED addresses these challenges by transferring knowledge to reposition Mediterranean tourism towards sustainability.

- Receiving destinations: Cefalù, Ohrid, Bar, Pomorie
- Geographical scope: Greece, Spain, Malta, Italy, Bulgaria, North Macedonia, Montenegro





04. Consortium

Lead Partner:

- University of Thessaly Greece

ASCAME's Associated partners:

- CCIS Tanger-Tetouan-Al Hoceima
- CCI Serbia

Project Partners:

- Energy and Water Agency Malta
- Municipality of Cefalù Italy
- National Association of the Municipalities in the Republic of Bulgaria Bulgaria
- Municipality of Ohrid North Macedonia
- Municipality of Bar Montenegro
- ME Living Prospects Greece

05. ASCAME's Role

ASCAME contributes to:

- Engages businesses and stakeholders
- Promotes knowledge sharing and sustainability
- Supports capitalisation, building on key initiatives
- Strengthens cooperation and transnational exchange
- Enhances communication and outreach



06. Budget

TOTAL amount of the **project**: **1.484.490 €**

ASCAME budget: **240.000€**

07. Timeline

START DATE:

01/04/2025



END DATE:

30/06/2027

08. Challenges

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Opportunities

- Resource-intensive tourism model
- Pressure on coastal ecosystems
- Waste and water challenges
- Limited capacity and tools
- Barriers to blue and circular economy

- Growing demand for sustainable tourism
- Competitive edge for sustainable MSMEs
- Stronger cooperation among Mediterranean chambers
- Potential to influence regional policies

