

SMAC **Sustainability Model for** **Accommodation MSMEs**

01. Context

Tourism is one of the Mediterranean's most important economic sectors. However, micro, small, and medium-sized accommodation enterprises (MSMEs) often lack the resources, knowledge, and required tools to adopt sustainable practices. Although sustainability has become a key factor for competitiveness, MSMEs continue to face major barriers including limited budgets, complex certification systems, and fragmented regulations.

- Develops a simple, practical, and accessible sustainability model
- Supported by the AI Recommendation Tool (AIRET)
- Implemented across five Mediterranean countries
- Makes sustainability achievable for all accommodation MSMEs

02. Mission

SMAC's mission is to empower accommodation MSMEs to begin and advance their sustainability journey through:

- Simplified Sustainability Model for Accommodation (SSMA)
- AI tool (AIRET) with tailored guidance
- Training, capacity-building, mentorship
- Pilot testing in accommodation businesses
- Mediterranean network for long-term impact
- Policy recommendations for sustainability



03. Consortium

Lead Partner:

- Drama Chamber of Commerce and Industry (Greece)

Associated partners:

- CCI Serbia

Project Partners:

- Alexandria Chamber of Commerce (Egypt)*
- Confederation of Egyptian European Business Associations - CEEBA (Egypt)*
- ASCAME - Association of the Mediterranean Chambers of Commerce and Industry (Spain)*
- Democritus University of Thrace - Special Account for Research Funds (Greece)
- Tunis Chamber of Commerce and Industry (Tunisia)*
- Adana Metropolitan Municipality (Turkiye)

**ASCAME Members*

04. ASCAME's Role

ASCAME contributes to:

- Transnational coordination and project governance
- Communication and dissemination
- Support pilot actions in Spain
- Capacity-building and training activities
- Policy recommendations at Mediterranean level



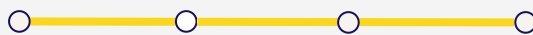
05. Budget

TOTAL amount of the **project**: **2.300.000 €**

ASCAME budget: **327.425€**

06. Timeline

START DATE:
19/09/2025



END DATE:
18/03/2028

07. Challenges

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Opportunities

- Limited financial and human resources among MSMEs
- Complexity of sustainability standards
- Need for tailored, practical tools
- Low awareness of sustainability benefits
- Fragmented regulatory frameworks across Mediterranean countries

- Growing demand for sustainable tourism
- Increased competitiveness for MSMEs adopting sustainability practices
- Strengthened cooperation among Mediterranean chambers
- Digital transformation through AIRET
- Potential to influence regional tourism policies