

3rd TRANSNATIONAL POLICY EXCHANGE WORKSHOP

Mediterranean Islands Towards the Implementation of a Transnational Sustainable Year-round Tourism

6 October 2021 - 09.00 – 16.15 CET

HYBRID EVENT

Hotel Valamar Diamant 4*, Brulo 1, 52440 Poreč, Istria County, Croatia

Programme

The evolution of tourism towards more sustainable practices has been at the top of European destinations' agenda, this is particularly the case in the Mediterranean basin and islands, as one of the main economic sectors. The impacts of the COVID-19 crisis, that stroke unevenly coastal and insular areas, shined a light on the utmost necessity to put sustainability at the center of the tourism sector recovery. In line with the objectives set in the framework of the [new European strategy for sustainable tourism](#), the Interreg MED project WINTER MED contributes a cleaner, safer and more sustainable tourism with the efficient tools to bounce back after the pandemic. This could hopefully be a source of inspiration for the implementation of the national recovery plans.

Indeed, WINTER MED brings together 6 Mediterranean island territories to tackle one major shared issue: overtourism during the summer months and a low level of tourism activity during the winter months, replying to the necessity to pay greater attention to the island territories and foster their collaboration on common challenges. Moreover, the project provides innovative solutions to increase the resilience of the tourism sector and commits to its diversification as a crucial means to overthrow seasonality, this, through the design of the WINTER MED transnational strategy. Finally, WINTER MED specifically supports local SMEs and microenterprises as motors for the sustainable recovery of the sector, thanks to their direct implication within the regional action plans, also reflected in the final transnational strategy.

The implementation of a transnational and integrated year-round tourism strategy for Mediterranean island destinations and beyond is one of the key outcomes of the WINTER MED project. For this reason, on 2021, October 6th, the project will organize its 3rd and last transnational policy exchange workshop focusing on:

Mediterranean Islands: Towards the Implementation of a Transnational Sustainable Year-round Tourism

The workshop will take place on-site in Poreč with the possibility of joining the event remotely, from 09.00 to 16.30, and will present the WINTER MED final “Transnational year-round tourism strategy for Mediterranean island destinations and beyond.” The workshop will also feature practical cases developed by Interreg MED Sustainable Tourism Community projects on the evolution of tourism towards responsible behaviours and destinations, addressing crucial aspects of the future of tourism such as governance and management models to ensure integrated planning, tourism circularity, sustainable water, energy and waste management, etc.

The session will be followed by two debates. The first, gathering key tourism stakeholders from the local, regional, national and European level and will aim to discuss the opportunities for Mediterranean Island Destinations to cooperate to increase competitiveness and to move forward sustainable year-round destinations. The second debate will bring together WINTER MED regional actors to share lessons learned from the design and implementation of Regional Action Plans in their destinations.

If you are willing to attend the workshop and participate in the reflection on the implementation of sustainable tourism throughout the year, please register [here](#).

For more information, please visit our website.

AGENDA

Interpretation will be provided from and into English, Croatian, Spanish, Italian, French and Greek.

9:00 - 9:30 Registration of participants

9:30 - 9:50 Opening session

- Ministry of Tourism and Sports of Republic of Croatia - **Jelena Šobat**, Head of the Sector for Special Forms of Tourism and Analytics, Innovation and Sustainable Development
- Interreg MED program - **Fauveau-Lagaye Pascale**, project officer for JS Interreg Med program
- Institute of Agriculture and Tourism - **Dr. Dean Ban**, Director of the Institute of Agriculture and Tourism
- The lead partner of ANCI Tuscany - **Elena Conti**, Head of European Policies Unit - Association of Tuscan Municipalities

9:50 - 10:20 Presentation of the Transnational Year-round Tourism Strategy for Mediterranean Island Destinations - **Dr. Nagore Espinosa**, CEO at IN2destination, ANCI Toscana, Italy

10:20 - 11:30 Session 1: Encouraging responsible behaviours at destinations: best practices from MED projects

Moderator: **Tina Šugar**, Department of Tourism, Institute of Agriculture and Tourism

- CONSUMELESS PLUS - **Manuel Sapiano**, Chief Executive Officer, CEO office, The Energy&Water Agency, Malta
- INHERIT - **Stylliani Zafeiropoulou**, Region of Peloponnese
- DESTIMED PLUS - **Dr. Izidora Marković Vukadin**, Institute for Tourism, Zagreb, Croatia
- INCIRCLE - **Fabrizia Salvi**, Project Manager, Area Science Park, Italy

11:30 - 12:00 Coffee break

12:00 - 13:30 Session 2: Year-round Competitive & Sustainable Islands Destinations: Opportunities from Collaboration

Moderator: **Flora Leroy**, Conference of Peripheral Maritime Regions (CPMR-IMC)

DEBATE

- Ministry of Regional Development and EU Funds of Republic of Croatia - **Marko Opančar**
- MEP & member of Seas, Rivers, Islands and Coastal Areas Intergroup (SEArice) - **Josiane Cutajar**
- Croatian National Tourist Board - **Saša Popovac**, Head of Market Research and Analytics
- Sustainable Tourism Community - **Dunja Mahne**, senior project manager at RDA Green Karst
- NECSTouR - **Tomaso Comazzi**, Communication and Membership Manager

13:30 - 14:30 Lunch Break

14:30 - 16:00 Session 3: Regional Action Plans design & implementation lessons learnt

Moderator: **Dr. Kristina Brščić**, Head of the Department of Tourism, Institute of Agriculture and Tourism

DEBATE

- Larnaca-Famagusta District Development Agency, Cyprus - **Dr. Eudokia Balamou**, Operations Manager, Larnaca and Famagusta Districts Development Agency
- Association of Tuscan Municipalities, Tuscany - **Sonia Pallai**, Tourism Policies Expert at Association of Tuscan Municipalities
- Corsican Tourism Agency, Corsica - **Jean Dominique CESARI**, Chargé de Mission, Agence du Tourisme de la Corse
- Development Agency of South Aegean Region - Efxini Poli - **Dr. Anna Zarkada**, Associate Professor, Department of Public Communication, Cyprus University of Technology
- Balearic Islands Tourism Agency/Mallorca Chamber of Commerce, Balearic Islands - **Dolores Ordóñez**, Technical Director in AnySolution
- Regional Development Agency Dubrovnik-Neretva County - **Barbara Savin**, Head of the Department for Physical Planning, Department for Physical Planning of the Dubrovnik-Neretva County
- Mali Lošinj Tourist Board - **Dalibor Cvitković**, Director of Mali Lošinj Tourist Board
- Administrative Department for Tourism of Istria County - **Nada Prodan Mraković**, Head of the Administrative Department for Tourism of the Istrian County

16:00 - 16:15 Closing remarks - Dr. Nagore Espinosa & Dr. Kristina Brščić