

Interreg
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WINTER MED

Winter Islands Network for all year round Tourism ExpeRience
in the MEDiterranean



2.6 M€

Project
budget

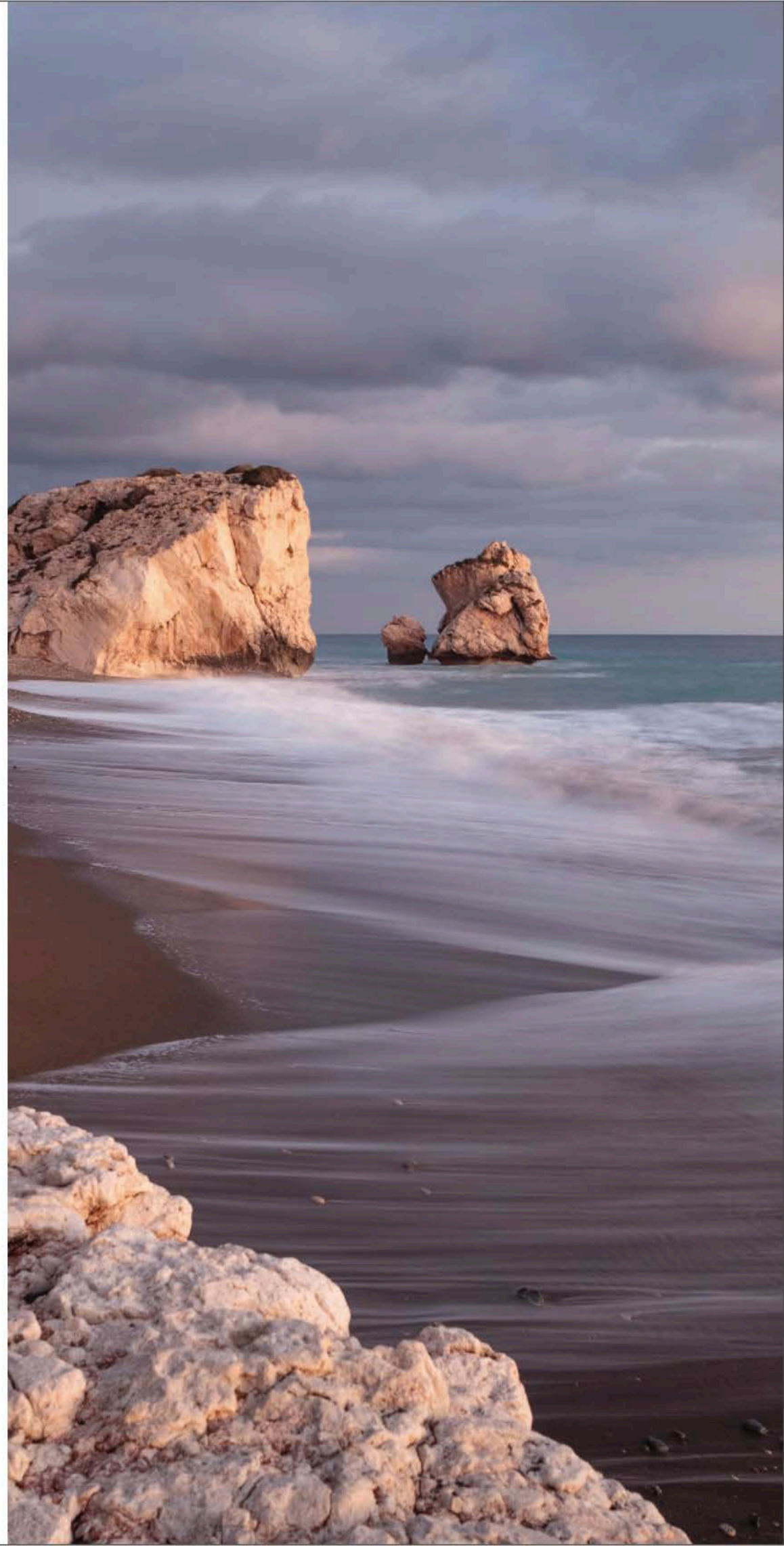
2.4 M€

ERDF

32 Months

Project
duration

**In the Mediterranean,
the tourism sector
offers great
opportunities for
economic growth
and employment.
However, the economic
activities can have an
impact on natural and
cultural heritage, this
is why sustainable
development strategies
are required for the
sector.**



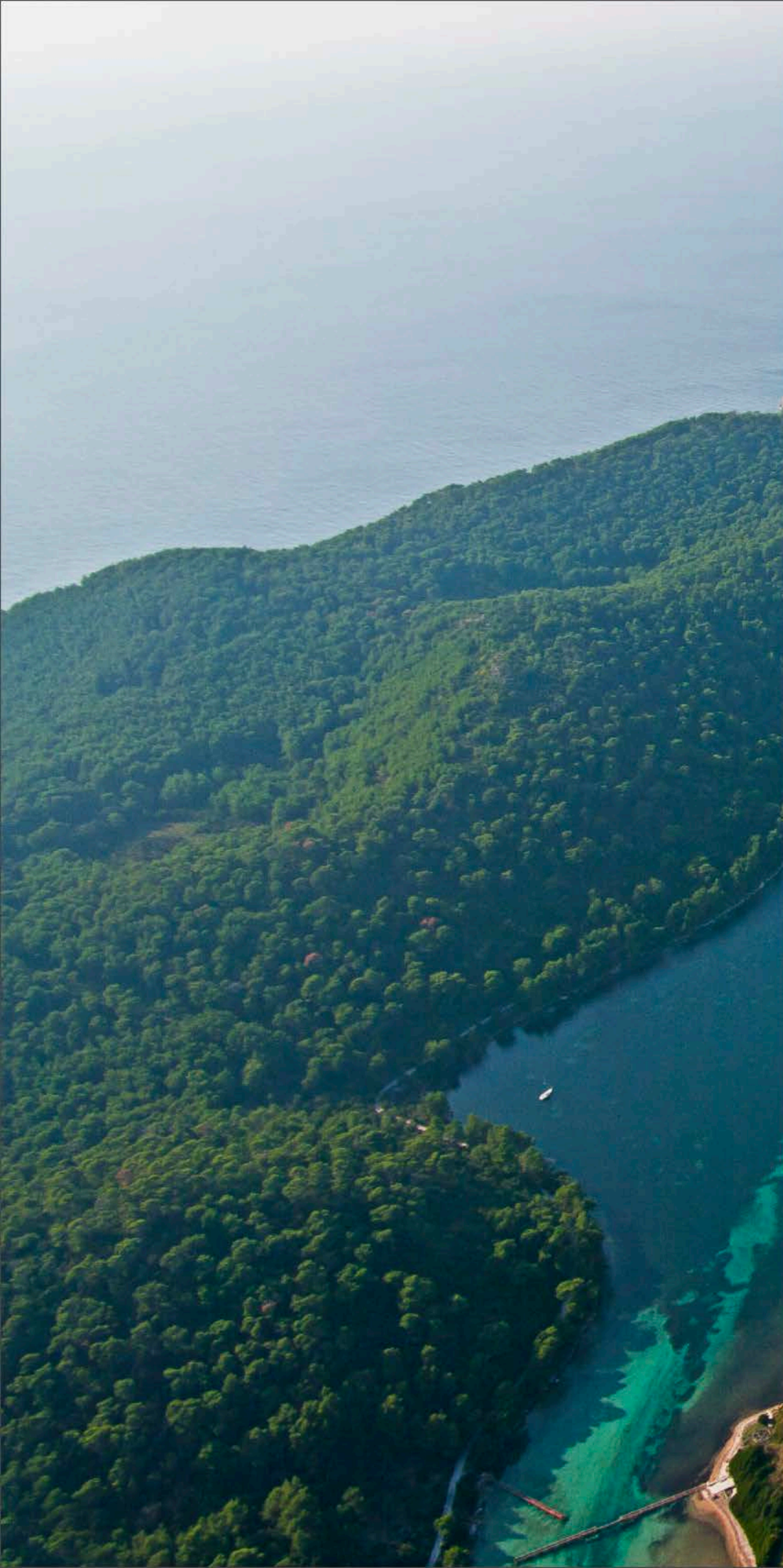


Interreg Mediterranean Programme

The project is cofinanced by the Interreg MED Programme, through the European Regional Development Fund (ERDF). The Interreg MED Programme gathers 13 European countries from the Northern shore of the Mediterranean that are working together for a sustainable growth in the region.

The overall objective of the Interreg MED programme is to promote sustainable growth in the Mediterranean area by fostering innovative concepts and practices (technologies, governance...), reasonable use of resources (energy, water, maritime resources...) and supporting social integration through integrated and territorially based cooperation approach.

<https://interreg-med.eu/>



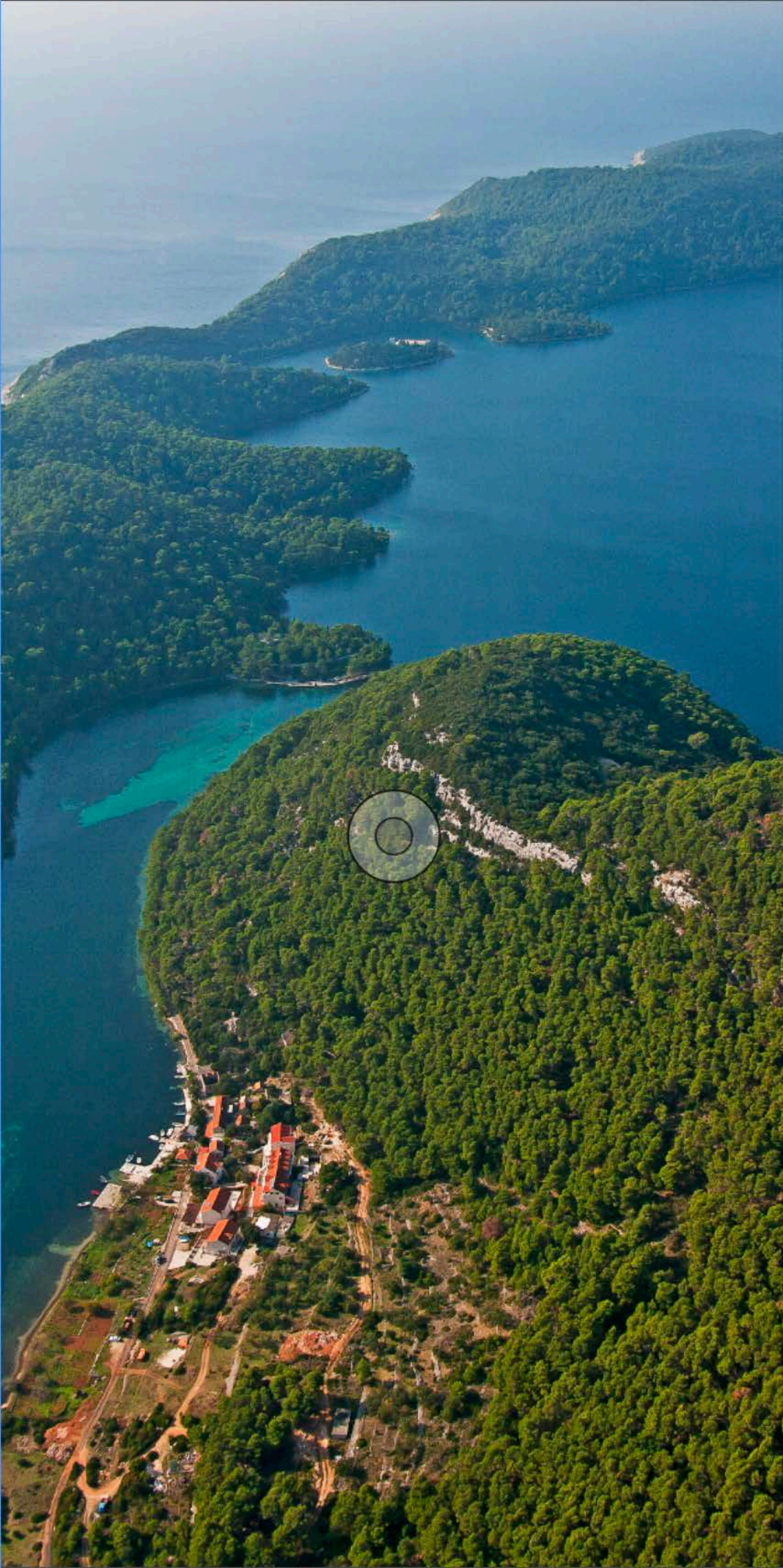
The Mediterranean is one of the world's most popular maritime and coastal (M&C) tourist destinations, its islands attracting millions of tourists each year. The tourism sector is the major economic driver that brings prosperity and economic and social development of the Mediterranean island destinations that otherwise struggle to find steady sources of income, mainly due to geographical constraints and lack of alternative economic activities. At the same time, it brings also a huge pressure on cultural and natural heritage of the territories. Loss of biodiversity, coastal erosion, pressure on local resources such as energy, food, land and water, commercialisation of the local culture and traditions, are some of the factors that hamper the sustainable development of the sector.

WINTER MED promotes the transition from the 3S (Sea-Sun-Sand) tourism of insular tourist destinations during the summer to an alternative, sustainable, all-year round use of these territories, by delivering the tools for changing and upgrading one of the key sectors of the Mediterranean area.

The main objective of the project will be to implement integrated transnational strategies for the development of all year round sustainable and responsible tourism in Mediterranean island destinations, through joint planning and cooperation between involved regions.

To achieve this objective, the project intends to:

- promote the participatory process in in each partner region for a better decision-making
- empower local and regional policy makers, economic operators and local communities in sustainable tourism planning
- deliver tools to improve the regional and national action plans and policies for a more sustainable and responsible tourism in the MED islands
- mainstream its results into local, regional and national policies through an EU wide advocacy campaign



Based on the territorial challenges identified, **WINTER MED** aims to deliver an integrated transnational strategy for the development of all year round sustainable and responsible tourism in Mediterranean island destinations, through joint planning and cooperation between involved regions. The project tackles the current seasonality of demand of the M&C tourism by capitalizing on ETC projects that have focused on the planning and diversification of the sustainable tourism in MED islands and the improvement of strategies and policy planning in view of the transition from the Sun-Sea-Sand based tourism offer to a responsible and sustainable all year-round tourism, based on the development of high-quality thematic tourism products.

MAIN OUTPUTS

- **WINTER MED** Self assessment toolbox as a tool to evaluate the most appropriate strategies for all year round tourism in MED island destinations
- Regional Action Plans delivering concrete policy measures and a set of actions for a sustainable and responsible tourism planning in islands of the regions of Tuscany, South Aegean, Cyprus, Dubrovnik-Neretva, Corse and Balearic Islands
- **WINTER MED** transnational Strategy built on common specificities and challenges of territories and delivering a joint vision for the Mediterranean islands as an all year round tourism destination
- Policy recommendations calling on regional governments to exploit project results in order to promote and implement policies contributing to the development of a sustainable and responsible tourism in Mediterranean islands and beyond.



Project partners:



ANCI Toscana - Association of
Tuscan Municipalities - ITALY



Institute of Agriculture and Tourism - CROATIA



Corsican Tourist Agency - FRANCE



Chamber of Commerce of Mallorca - SPAIN



Development Agency of South Aegean Region
- GREECE



CPMR - Conference of Peripheral Maritime
Regions of Europe - FRANCE



EGTC EXFINI POLI - GREECE



Confesercenti Tosacana - ITALY



Larnaca and Famagusta District
Development Agency - CYPRUS



G CONSELLERIA
O MODEL ECONÒMIC,
I TURISME I TREBALL
B AGÈNCIA ESTRATÈGIA
/ TURÍSTICA ILLES BALEARS

Agència Estratègia Turística Illes Balears -
SPAIN



Dubrovnik Neretva- Regional Development Agency -
CROATIA



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Project co-financed by the European Regional Development Fund