

Interreg Mediterranean



Project co-financed by the European
Regional Development Fund



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



Institut za poljoprivredu
i turizam



Institute of Agriculture
and Tourism



CPMR
CRPM



Interreg Mediterranean



Project co-financed by the European
Regional Development Fund



WINTER MED

WINTER MED project is co-financed by the **Interreg MED Programme**, through the European Regional Development Fund (**ERDF**)

Interreg MED Programme gathers **13 European countries** from the Northern shore of the **Mediterranean** working for **sustainable growth** in region

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

It provides **tools to change and upgrade** one of the key sectors of the Mediterranean area



Institut za poljoprivredu
i turizam



Institute of Agriculture
and Tourism



CPMR
CRPM



CONTEXT

1

Mediterranean Islands destinations struggle to find steady sources of income outside of tourism, mainly due to geographical constraints and lack of alternative economic activities.

2

The tourism sector brings a huge pressure on cultural and natural heritage of territories.

3

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.



OBJECTIVE AND ACTIONS

The main objective : 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 participatory process in each partner region for a better decision- making



Empower local & regional policy makers, economic operators & local communities in sustainable tourism planning

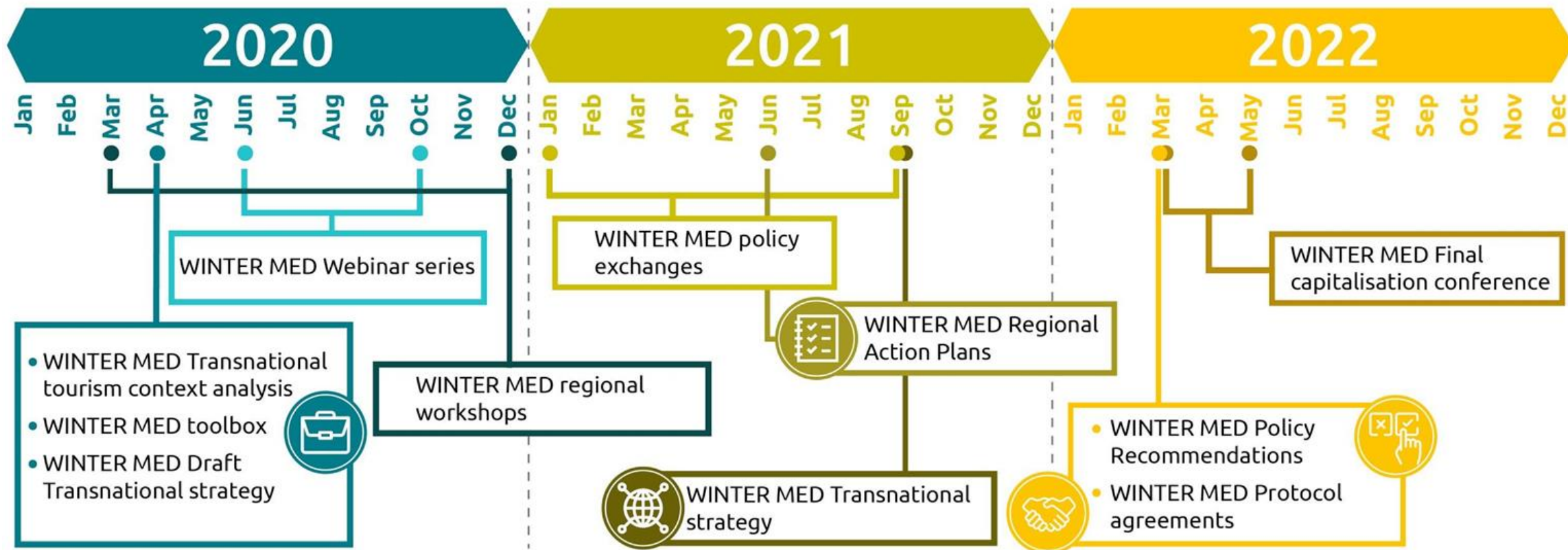


Deliver tools to improve regional & national action plans and policies for a more sustainable & responsible tourism in the MED islands



Mainstream results into local, regional and national policies through an EU wide advocacy campaign





MAIN OUTPUTS

WINTER MED **self assessment toolbox** and a draft transnational strategy with regional roadmaps for involved partners regions

Regional Action Plans delivering **concrete policy measures and a set of actions for a sustainable & responsible tourism planning** in islands of the regions of Tuscany, South Aegean, Cyprus, Dubrovnik-Neretva, Corsica 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.**



READ S.A.A.
 www.readsa.gr
 Development Agency of South Aegean Region

Institut za poljoprivredu
 i turizam



Institute of Agriculture
 and Tourism



ANAPTYEIAKH
ΑΡΝΑΚΑΕ & ΑΜΜΟΧΕΤΟΥ
 LARNACA & FAMAGUSTA DISTRICTS DEVELOPMENT AGENCY



DENE A
 DUBROVNIK-NERETVA
 REGIONAL DEVELOPMENT AGENCY



CPMR
CRPM



G CONSELLERIA
O MODEL ECONOMIC,
I TURISME I TREBALL
B AGENCIA ESTRATEGIA
 TURISTICA ILLES BALEARS

PROJECT PILOTS

Tuscany



Cyprus



South Aegean



Corse



Balearic Islands



Croatia



Focus on WINTER MED Policy Paper Towards an all-year-round Tourism Experience in the MEDiterranean



Project co-financed by the European Regional Development Fund



WINTER MED Policy Paper

Towards an all-year-round Tourism Experience in the MEDiterranean

I. INTRODUCTION AND MAIN AIMS

The Interreg MED **WINTER MED** "**Winter Islands Network for all-year-round Tourism Experience in the Mediterranean**" aims at promoting the transition from the **3S (Sea-Sun-Sand) tourism** of Mediterranean insular tourist destinations during the summer to an **alternative, sustainable, all-year round** experience of these territories¹.

In a recent study from the European Commission on the impact of the COVID-19 on the Blue Economy sector, coastal tourism was identified as the most impacted sector with a recovery path that is forecasted to be the longest. This is even truer in Mediterranean insular territories, whose economies tend to heavily rely on tourism. Indeed, tourism is a major economic driver for local communities, being an important source of employment, and revenue. The OECD indicates that a significant proportion of jobs are at risk in European destinations such as the Ionian Islands in Greece, the Balearic and Canary Islands in Spain, given the large share of tourism in the local economy.²The very hard impact of the COVID-19 pandemic, on insular economies, employment and their tourism industries has put in focus the necessity to rethink the sector and find ways for a safer, greener and more sustainable recovery of tourism. Developed amid the crisis, the WINTER MED project is greatly contributing to change islands' tourism destination practices, not only to be more conscious of the destinations' natural and cultural environment but also to better benefit local communities.

The activities of the project aim at:

- Promoting participatory process in each partner region for a better decision-making;
- Empowering local and regional policy makers, economic operators and local communities in sustainable tourism planning;

¹WINTER MED partnership includes ANO Toscana (Lead Partner) (IT), Eufino EGTG (EL), Development Agency of South Aegean Region (EL), Institute of Agriculture and Tourism – IPTO (HR), Balearic Islands Agency for Tourism – AITIB (ES), Larissa-Famagusta District Development Agency – ANETEL (CY), Dubrovnik Neretva Regional Development Agency – DUNEA (HR), Confédération Toscana (IT), Corsican Tourist Agency – ATC (FR), Confederation of Peripheral Maritime Regions of Europe – CPMR (FR), Chamber of commerce, industry, services and navigation Mallorca (ES).

² <https://www.oecd.org/coronavirus/policy-responses/tourism-policy-responses-to-the-coronavirus-covid-19-6466aa20/>

The **Policy Paper** advocates a collective commitment of tourism stakeholders towards a **Transnational year-round Tourism Strategy for Mediterranean Island Destinations** and aims at establishing political links, synergies and guidelines across the different initiatives of the project in order to prepare WINTER MED capitalisation at European level. In this sense, it intends to **serve as policy advice to regional and national governments** with the aim to **share principles, tools and initiatives for the extension of the tourism season, fostering its replication at the European decision-making level.**



General commitments of the WINTER MED Policy Paper

**All year round sustainable
and responsible tourism
in Mediterranean island
destinations**

**Collective commitment of
tourism stakeholders**

WINTER MED Policy Paper acknowledges and builds on



CPMR IMC Political Agenda on Sustainable Tourism in the Mediterranean Regions and Final Declaration on tourism (2020) and Blue Economy (2021)

Policies and instruments regulating Coastal and Maritime activities related to sustainable tourism: Barcelona Convention, MSP Directive, ICZM Protocol, Ecosystem-Based Management principles, UNEP/MAP Mediterranean Strategy for Sustainable Development, EU Blue Growth Strategy, BlueMed and Bologna Charter Initiatives etc.

WINTER MED Policy Paper acknowledges and builds on



The principles of the recent European Green Deal, of new approach of the Blue Economy for a Sustainable Future, EP's resolution on establishing an EU strategy for sustainable tourism, DG GROW transition pathway for tourism

The documents of the Interreg MED Sustainable Tourism Community: Athens Declaration; Policy recommendations, Policy Factsheets and the work of NECSTouR: Interregional strategy 2019-2021 for the Sustainable Tourism of Tomorrow', Barcelona Declaration "Better Places to Live, Better Places to Visit"



WINTER MED Policy Paper acknowledges and builds on



Key governance tools developed in framework of other Interreg MED funded projects: MED Network of Sustainable Tourism Observatories (NSTO), BEST MED Sustainable Path and Cultural Routes Model, Granada Charter on Sustainable Tourism, SMART Tourism Business Model, SMARTMED's Report for post 2020 INTERREG projects, Mediterranean Ecotourism Consortium (MEC) of DestiMED PLUS, etc.

Other relevant initiatives and frameworks of cooperation aiming to promote the sustainable development of Mediterranean territories and sustainable tourism in particular: WestMED initiative, Strategy for Adriatic and Ionian Region, MED Cooperation Alliance, UfM work on Blue Economy and in particular the UfM Ministerial Declaration on Sustainable Blue Economy – 2021, the work of Future of Tourism Coalition, the Glasgow Declaration, etc.

WINTER MED Policy Paper key policy messages

- 1 EU: Highlight/Promote/Provide funding opportunities, dialogue, year-round transport, sustainable tourism initiatives, guidance on good practices, tourism statistics, information and data, insular/less know destinations.
- 2 Interreg Euro-MED programme, NEXT MED programme, DG GROW: Endorse/disseminate/implement the WINTER MED Strategy and related tools
- 3 States: Commit/include/consider/develop the transformation of the tourism sector as an integral component of their national development and recovery plan, necessary funding, Interconnections between tourism and other industries, collaborate, tourism digitalization/education
- 4 Regions: Monitor/include/develop data about seasonality/tourism flows, integrated strategies and cooperation projects, public-private partnership, tourism policies and sea-basin/macro-regional strategies, integrated policies
- 5 Businesses and Destinations: Benefit/promote/diversify/highlight funding, up/re-skilling of the workforce, alternative offer, innovation/digitalization, sustainability/environmental quality components, relevant data



WINTER MED Policy Paper key policy messages

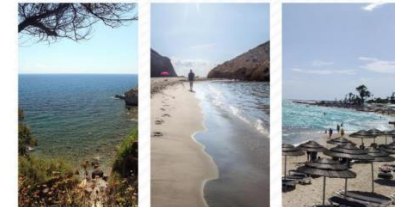
- 6 Public administrations at all levels: Support the implementation of cooperation initiatives and frameworks at Mediterranean level fostering sustainable maritime and coastal tourism
- 7 All Sustainable Tourism stakeholders: contribute to strengthening integrated/macro-regional and sea-basin related multilevel governance
- 8 Encourage necessary improvements for the sector in terms of: Cooperation, Better consideration of territorial needs/challenges at national and European policy-making, Deseasonalisation of territories, Accessibility of the territories throughout the year, Consideration of local communities, Public-Private partnership
- 9 Stress the need for specific attention to islands considering the importance of this sector for the economy of insular territories and the challenges it is facing to recover



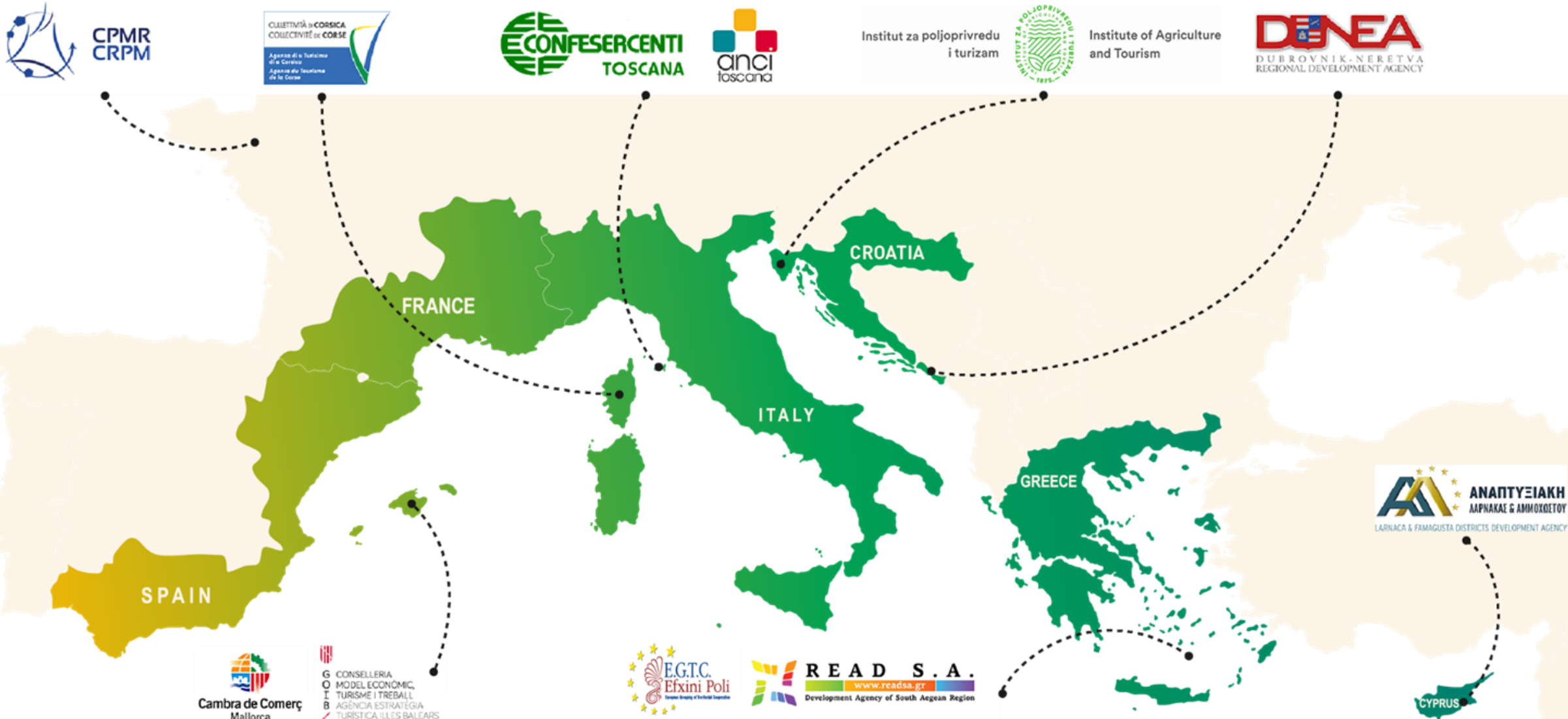
WINTER MED Memorandum of Understanding

Next steps:

- Endorsement of the Policy Paper in the framework of the CPMR-IMC Political Bureau
- Implementation of an Advocacy Campaign promoting the Strategy and its key policy recommendations
- Invite other regions and key organisations to commit themselves for the implementation of year-round sustainable and responsible tourism by signing WINTER MED MoU



PROJECT PARTNERSHIP



STAY TUNED

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

E-mail : wintermed@ancitoscana.it



[@WintermedInterreg](#)



[@med_winter](#)



[@WINTER MED](#)



[@wintermedinterreg](#)

CONTACT

Name : Flora Leroy

Email : flora.leroy@crpm.org



Institut za poljoprivredu
i turizam



Institute of Agriculture
and Tourism



CPMR
CRPM

