

## **DestiMED Plus Project Final Event**

**Rome, Cavour Congress Centre, V. Cavour 50/a**

**(near “Termini”, Rome main railway station)**

**21<sup>st</sup> of June 2022**

**15.00-17.30 CEST**

In the open-to-the-public “Final event” the DestiMED Plus project will showcase the main outputs and achievements as carried out and reached in almost three years of work, in such hard times.

Presentation of main activities and outcomes will be implemented in a “participatory” way, involving the main actor of such a project, i.e. the pilot destinations that worked hard to test the whole approach. A specific attention will be paid to the upscale – to the Regional Administrations level – the project started to do, and its first results.

Finally the event will focus on development of DestiMED Plus-driven ecotourism in the Mediterranean region and on concrete new ideas to ease such a “good infection”.

### **Provisional agenda**

- Opening speeches
- The MEET/DestiMED approach: rationale, main features and achievements
- How to assure a “truly sustainable” ecotourism: MEET Standard and assessment tools
- The DestiMED Plus “testimonials”: key messages from the pilot actions on the lessons learnt
- Tools for ecotourism products development: training & monitoring online platforms
- Policy and Governance: the “Mediterranean Ecotourism Consortium” and its Mediterranean Ecotourism Policy RoadMap
- Challenges and opportunities of ecotourism development in the Mediterranean region: round table with policy makers, researchers, tourism networks and economic operators