

BleuTourMed_C3

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Introduction to the event and horizontal activities by BleuTourMed_C3

Capitalisation activities of our Community



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 - Mapping (*presentation of the online platform TAKE THE MED by Marie-Mathilde Basile, DEFISMED*)
 - Declaration of the MED Sustainable Tourism Community

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BleuTourMed calendar of events – 2018-2019



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Events on Sustainable Tourism in the Mediterranean region

1. . Different types of events: *different level, within or outside the community, etc.*
2. . Shared calendar to connect events and projects

European Event

Events from other Progra...

Interreg Med Programme

Mediterranean Level Event

Med Sustainable Tourism ...

National Level Event

Other International Event

Sep 28 - Dec 27, 2017

October 2017

Wed Oct 4 All day - Sun Oct 8 **Summer School on Leadership and Governance for Sustainable Tourism** - Calabria, Italy (Foundation for European Sustainable Tourism (FEST), the European Travel Commission (ETC) and Sila National Park, a UNWTO member affiliate.)

Sun Oct 8 All day - Tue Oct 10 **2nd UNWTO Global Conference on Talent Development in Tourism: Strategies for Competitive Destinations** - Marbella, Spain (World Tourism Organization (UNWTO), Les Roches Global Hospitality Education, with support of the city government of Marbella, Malaga Regional Tourism Board, and Andalusia Regional Government)

Tue Oct 10 All day **European Week of Regions and Cities** - Brussels (Participating: Diputacion de Barcelona)
All day - Wed Oct 11 **MITOMED+ Project meeting** - Girona (MITOMED+)

Mon Oct 16 All day - Tue Oct 17 **First Investour Workshop on financing in the tourism sector** - Las Palmas de Gran Canaria, Spain (The World Tourism Organization (UNWTO), the International Tourism Trade Fair of Madrid (IFEMA/FITUR) and Casa África (organization representing the Government of Spain))

Thu Oct 19 All day - Fri Oct 20 **Sustainability: A key factor of competitiveness in the tourism industry** - Lanzarote, Spain (Organiser: Instituto de Turismo Responsable & Sociedad de Promoción Exterior de Lanzarote ; Participating: Diputacion de Barcelona)

Mon Oct 23 All day - Tue Oct 24 **UNIMED General Assembly** (UNIMED)

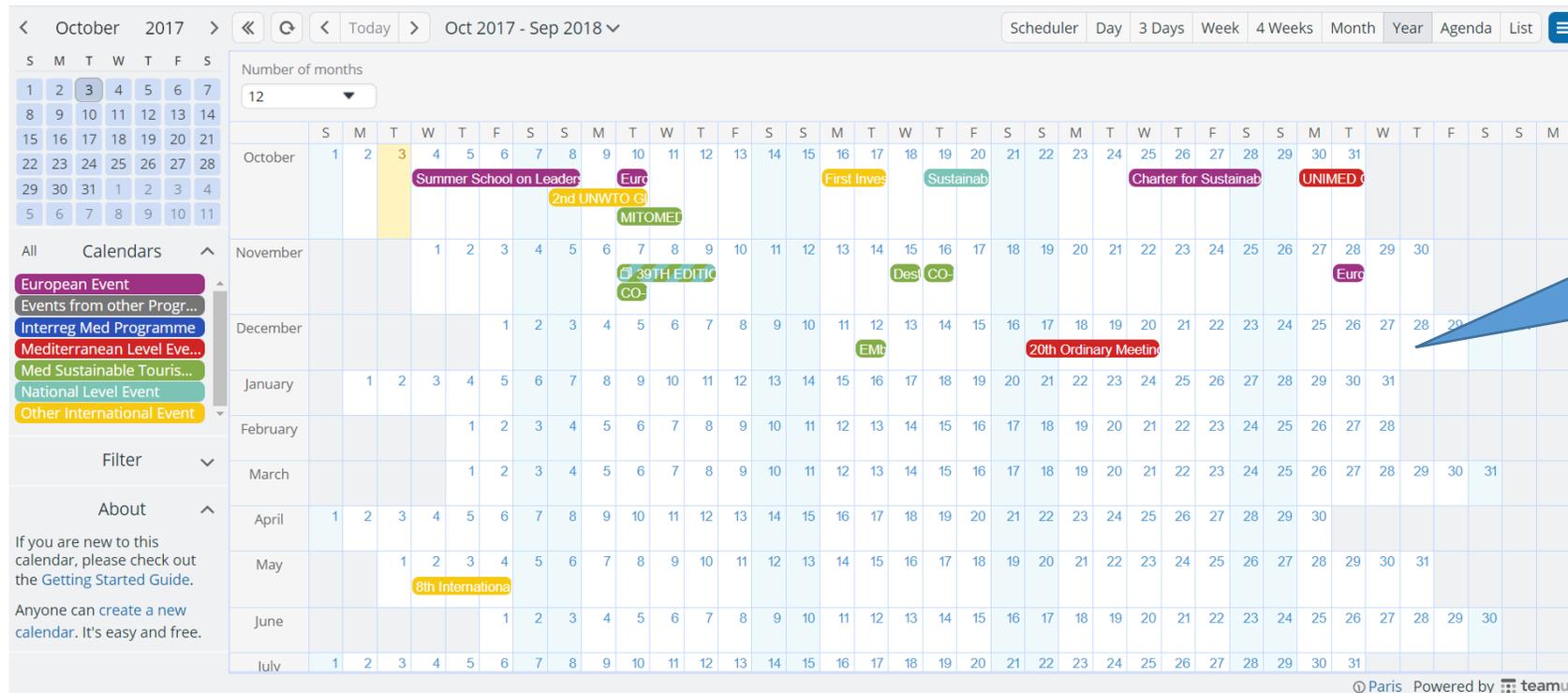
Wed Oct 25 All day - Sat Oct 28 **Charter for Sustainable Tourism: Working to support recovery and renewal** (Federparchi - EUROPARC Italy with Gran Sasso e Monti della Laga National Park)

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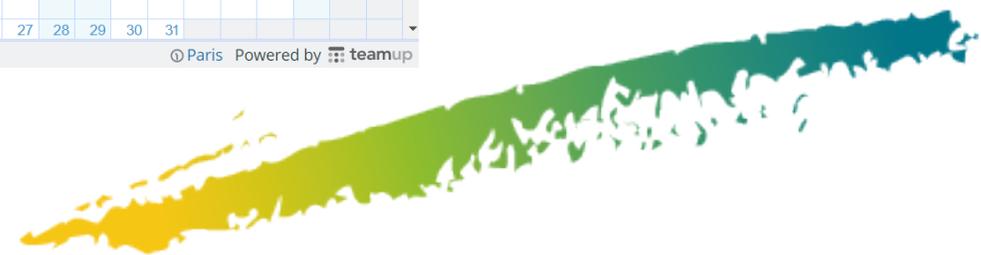
Events on Sustainable Tourism in the Mediterranean region



Easy access to modify the events' description and add events

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Events on Sustainable Tourism in the Mediterranean region

- Regular update thanks to the Community's contributions
- Both modular projects and BleuTourMed partners can modify this calendar

Shared link to update the calendar:

<https://teamup.com/ksj2oa5me4p99mzux8>

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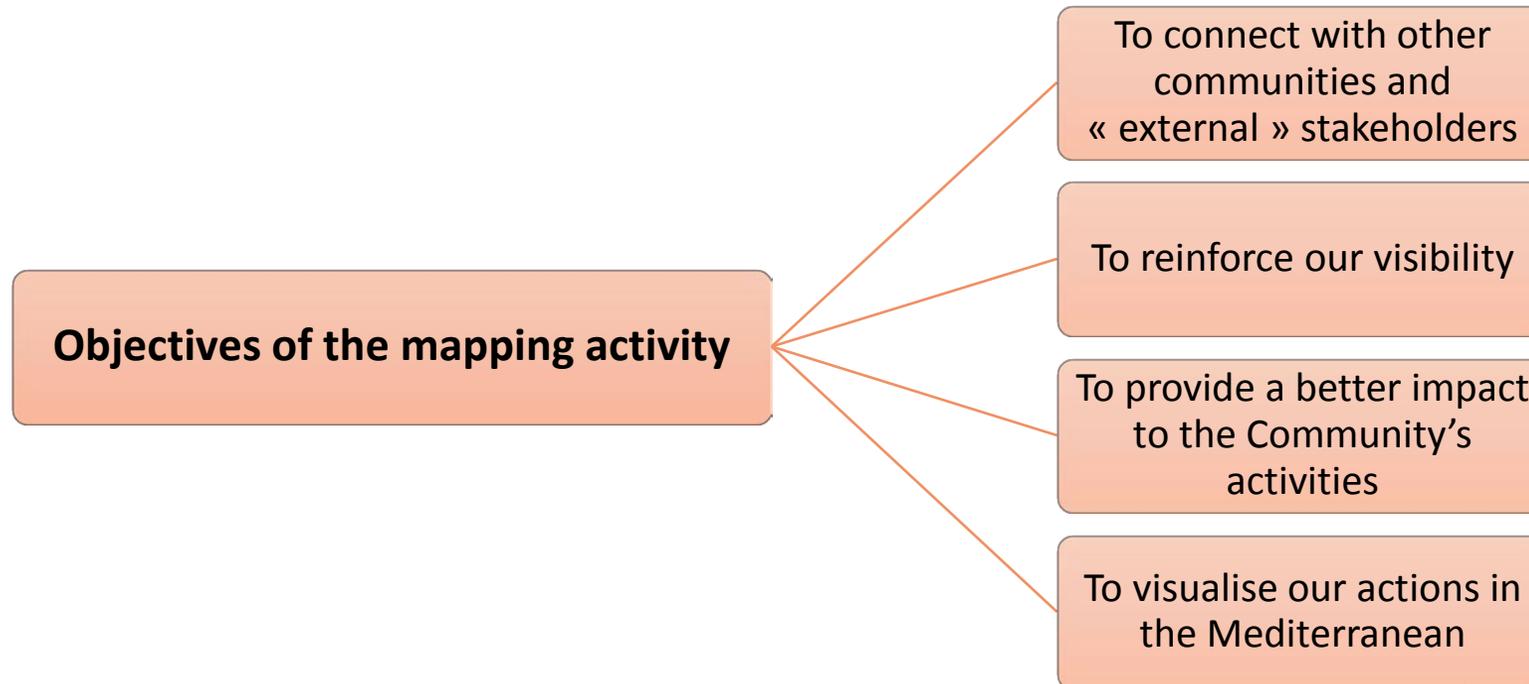
Analysing the Community's targets

- 1. . List the different target group**
- 2. . Develop a contact database (ongoing process)**
- 3. . Next steps / objectives:**
 - *Prioritise target groups*
 - *Develop community messages and communication material adapted to each target group*
 - *Develop a strategy to reach policy & decision-makers more specifically*



Reaching stakeholders and decision-makers through user-friendly tools

1. . Mapping challenges and activities regarding Sustainable Tourism in the Mediterranean



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Reaching stakeholders and decision-makers through user-friendly tools

1. . Mapping challenges and activities regarding Sustainable Tourism in the Mediterranean
2. . **Links with DEFISMED activity => *presentation by Marie-Mathilde BASILE, DEFISMED***





Gather Sustainable Tourism Actors in Europe and Around the Mediterranean

<http://www.defismed.fr>



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DEFISMED's 2 majors recent realisations:

1. . **Animate the 1st French MOOC on Ecotourism** (in partnership with the university of Jendouba, Isthia- Toulouse, Kuala Lumpur , Mexico...)
2. . **Co-organize an Euromediterranean Congress in Marrakech about Sustainable Tourism on the mediterranean linked to COP22** (with the Mondial Bank, The Royal Academy of Morocco, ...)



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What is DEFISMED working on Today?

**For 30 years, in the French Pyrennees, hundreds of local economies
were successfully reinforced by tourism project.**

**All those projects were linked to natural or patrimonial sites and knowledge and created thousands of jobs.
Simply through 1 year accompanishment with experts those projects became success stories.**



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What is DEFISMED working on Today?

Those projects inspired us to reproduce the same all around the Mediterranean

And DEFISMED would like to do the same with BLEUTOURMED Projects.



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TAKE THE MED

Is DEFISMED's online platform that will help share and promote all your projects and others through an large international network.



Agenda

Messages

Créer une fiche

Pour tout savoir sur l'association

DéfiMed

ZGHARTA - EHDEN

Promouvoir le développement d'un tourisme pourvoyeur de développement économique sur ...

ISOS

Le projet ISOS - Isole Sostenibili entend créer un réseau d'îles françaises et italiennes engagées ...

ART LAB NET

Proposer aux professionnels des métiers d'art et du tourisme franco-italiens un projet ...

TRANSFRONTOUR

Structurer les acteurs du tourisme franco-suisses en réseaux pour

Rejoignez-nous!

DéfiMed

TAKE THE MED



ART LAB NET

Interreg **ART LAB NET**
MARITTIMO-IT FR-MARITIME
CENTRES DE RESSOURCE
D'INNOVATION POUR LES METIERS

Résumé: Proposer aux professionnels des métiers d'art et du tourisme franco-italiens un projet structurant. Ce projet place l'économie de partage et le développement durable au cœur de ...

Porteur de l'action : Localisation : France
Chambre des arts et métiers
PACA

Avancement du projet: Action en développement

[Voir la fiche complète](#)

Rejoignez-nous!
DéfiMed



TAKE THE MED



Fonds européen de développement régional

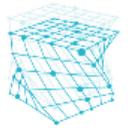


Interreg 
MARITTIMO-IT FR-MARITIME

Fonds européen de développement régional



Artisanat



ART LAB NET
CENTRES DE RESSOURCES ET
D'INNOVATION POUR LES MÉTIERS D'ART

ART LAB NET

Proposer aux professionnels des métiers d'art et du tourisme franco-italiens un projet structurant. Ce projet place l'économie de partage et le développement durable au cœur de ses actions. Il fait de l'innovation un levier de développement durable en mettant à la disposition des entreprises des pôles de compétences et de services partagés. C'est un défi que les partenaires du programme veulent relever afin d'optimiser la compétitivité des entreprises et l'attractivité des territoires. Ce projet doit permettre une redynamisation du tissu économique local (développement d'entreprises existantes et création de nouvelles) via une approche réseau et un travail effectué sur la filière du tourisme durable. Ce projet s'articule autour de lieux d'échanges et de partage qui permettront aux acteurs de la filière touristique de se fédérer et de gagner en visibilité. Une approche transnationale s'avère indispensable pour une meilleure cohésion économique et sociale des territoires concernés, réduire les inégalités de développement, optimiser la visibilité des entreprises, mettre en place des échanges efficaces et des coopérations durables.

Avancement de l'action Action en développement



2014-01-01

🕒 Début de l'action



Nom Prénom
Fonction

Envoyer un message

Partenaires et financeurs

Partenaires : la Côte d'azur, la Corse, la Ligurie et la Sardaigne (les 4 Régions qui sont représentées dans le projet avec 7 partenaires)

Financeurs : Europe (Interreg)

Liens externes

[🌐 : Page Web](#)

[📘 : Page Facebook](#)

Pour tout savoir sur l'association

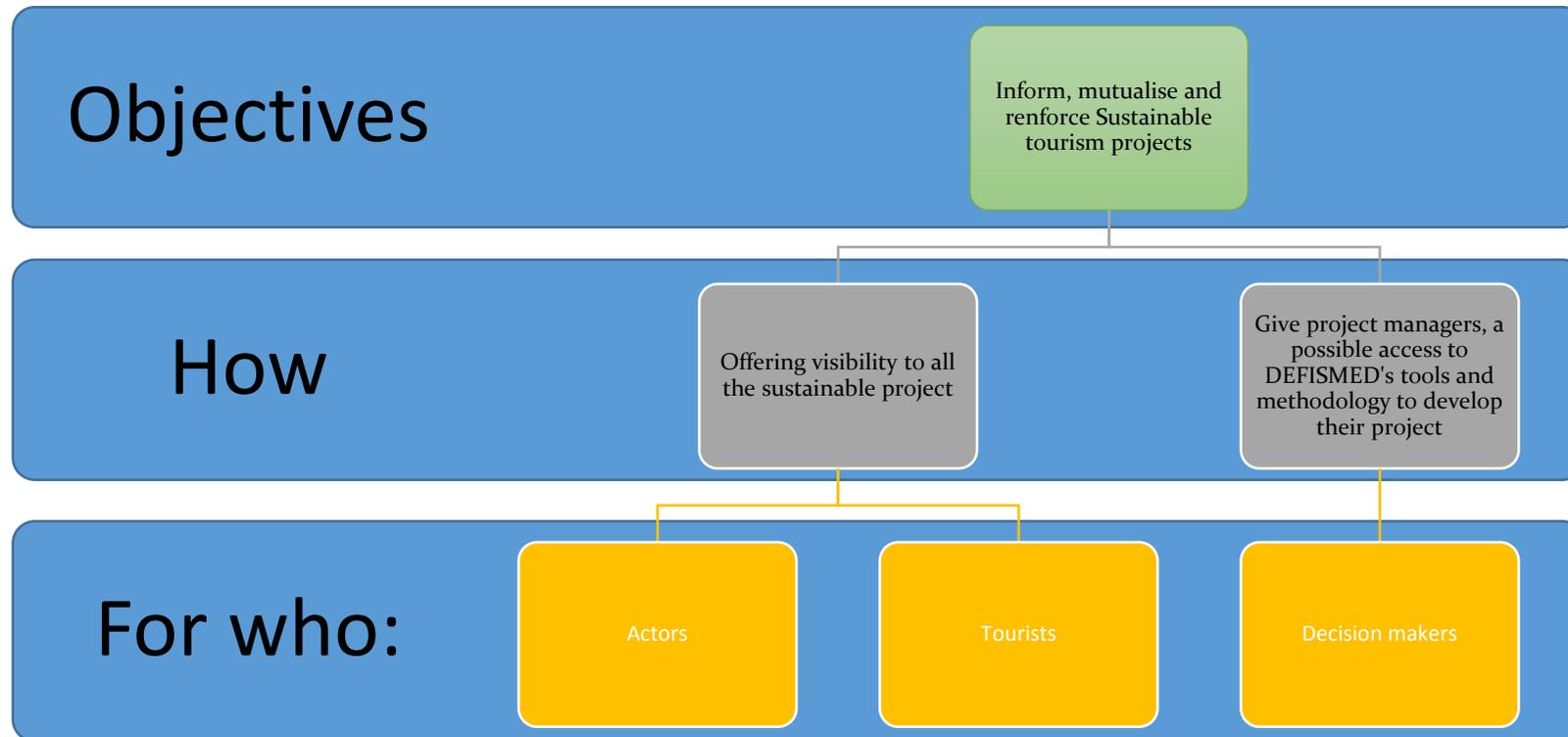


Rejoignez-nous!





TAKE THE MED



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Reaching stakeholders and decision-makers through user-friendly tools

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2. . Links with DEFISMED activity => *presentation by Marie-Mathilde BASILE, DEFISMED*
3. . **The Declaration of the MED Community on Sustainable Tourism** => *specific session on October, 5th*

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