BleuTourMed_C3
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PLAN BLEU / DEFISMED
Project manager- Project officer / Associated partner representative

Introduction to the event and horizontal activities by BleuTourMed_C3
Capitalisation activities of our Community
Content


2. Events on Sustainable Tourism in the Mediterranean region

3. Analysing the Community’s targets

4. Reaching stakeholders and decision-makers through user-friendly tools
   - Mapping (*presentation of the online platform TAKE THE MED by Marie-Mathilde Basile, DEFISMED*)
   - Declaration of the MED Sustainable Tourism Community

Introduction to the event and horizontal activities by BleuTourMed_C3

Capitalisation activities of our Community
BleuTourMed calendar of events – 2018-2019

January 2018

- INTERREG MED Midterm Conference
  Rome – mid April 2018

- 2nd Capitalisation workshop
  Croatia – March/April 2019

- Working group: preparing FC
  Barcelone – June 2019

- Final Conference
  Barcelone – September/October 2019

December 2018

- 1st Capitalisation workshop
  Marseille – October/November 2018

January 2019

- Midterm Conference
  Working group on sharing results
  Rome – early February 2018

- 2nd Community Building event
  4-5 October 2017
  Athens

December 2019

- 2nd Capitalisation workshop
  Croatia – March/April 2019

- Capitalisation activities of our Community

- Final Conference
  Barcelone – September/October 2019

- Working group: preparing FC
  Barcelone – June 2019
# 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

## Introduction to the event and horizontal activities by BleuTourMed_C3

**Capitalisation activities of our Community**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct 25</td>
<td>Charter for Sustainable Tourism: Working to support recovery and renewal (Penedes - EUPORIA; EU Italy with Gran Sasso e Monti della Laga National Park)</td>
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<tr>
<td>Nov 16</td>
<td>UNWTO General Assembly (UNWTO)</td>
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<tr>
<td>Nov 15</td>
<td>XXXX</td>
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<td>Nov 13</td>
<td>XXXX</td>
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<td>Nov 9</td>
<td>XXXX</td>
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<tr>
<td>Oct 23</td>
<td>Mediterranean Level Event</td>
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<tr>
<td>Oct 22</td>
<td>Interreg Med Programme</td>
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<tr>
<td>Oct 15</td>
<td>Mediterranean Level Event</td>
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<tr>
<td>Oct 10</td>
<td>Med Sustainable Tourism ...</td>
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<tr>
<td>Oct 3</td>
<td>National Level Event</td>
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<tr>
<td>Oct 1</td>
<td>European Event</td>
</tr>
<tr>
<td>Sep 28</td>
<td>Other International Event</td>
</tr>
</tbody>
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*Project co-financed by the European Regional Development Fund*
Events on Sustainable Tourism in the Mediterranean region

Introduction to the event and horizontal activities by BleuTourMed_C3

Capitalisation activities of our Community
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

Introduction to the event and horizontal activities by BleuTourMed_C3
Capitalisation activities of our Community
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
Making Tourism more sustainable! Sharing methodologies for a joint action

2nd Community Building event
4-5 October 2017
Athens

Reaching stakeholders and decision-makers through user-friendly tools

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

Objectives of the mapping activity

- To connect with other communities and « external » stakeholders
- To reinforce our visibility
- To provide a better impact to the Community’s activities
- To visualise our actions in the Mediterranean

Introduction to the event and horizontal activities by BleuTourMed_C3

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

Introduction to the event and horizontal activities by BleuTourMed_C3
Capitalisation activities of our Community
Gather Sustainable Tourism Actors in Europe and Around the Mediterranean

http://www.defismed.fr

Introduction to the event and horizontal activities by BleuTourMed_C3
Capitalisation activities of our Community
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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Introduction to the event and horizontal activities by BleuTourMed_C3

Capitalisation activities of our Community
What is DEFISMED working on Today?

For 30 years, in the French Pyrenees, 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 accompaniment with experts those projects became success stories.

Introduction to the event and horizontal activities by BleuTourMed_C3

Capitalisation activities of our Community
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.

Introduction to the event and horizontal activities by BleuTourMed_C3
Capitalisation activities of our Community
TAKE THE MED

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

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Making Tourism more sustainable! Sharing methodologies for a joint action

2nd Community Building event

4-5 October 2017

Athens
Making Tourism more sustainable! Sharing methodologies for a joint action
2nd Community Building event
4-5 October 2017
Athens

TAKE THE MED
Project co-financed by the European Regional Development Fund

**Making Tourism more sustainable! Sharing methodologies for a joint action**

2nd Community Building event
4-5 October 2017
Athens

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**TAKE THE MED**

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 tissus économique local (développement d’entreprises existantes et création de nouvelles) via une approche réseaux et un travail effectué sur la filière du tourisme durable. Ce projet s’articule autour de lieux d’échanges et de partage qui permettraient 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 directs et des coopérations durables.

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**Interreg**

**MARITTIMO-IT FR-MARITIME**

**ART LAB NET**

**Capitalisation activities of our Community**

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

**Financiers** : Europe (Interreg)

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**Avancement de l’action**

2014-01-01

Début de l’action
Making Tourism more sustainable! Sharing methodologies for a joint action
2nd Community Building event
4-5 October 2017
Athens

TAKE THE MED

Objectives

Inform, mutualise and reinforce Sustainable tourism projects

How

Offering visibility to all the sustainable project

Give project managers, a possible access to DEFISMED’s tools and methodology to develop their project

For who:

Actors

Tourists

Decision makers

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Capitalisation activities of our Community
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
3. The Declaration of the MED Community on Sustainable Tourism => specific session on October, 5th

Introduction to the event and horizontal activities by BleuTourMed_C3

Capitalisation activities of our Community