

DestiMED Plus

Supporting Sustainable Tourism in the West Mediterranean and Beyond

DestiMED PLUS aims at setting up the enabling conditions for integration of tourism and conservation agendas at local, regional and Med Level, by offering new solutions that capitalize outcomes from previous projects and apply them towards protected area ecotourism. The project will capitalize in particular on activities implemented in previous projects, such as MEET and DestiMED, by supporting Mediterranean regions to establish an enabling environment for ecotourism in Protected Areas that: 1) enhances cross-sectoral local and regional policies; 2) improves integrated planning strategies; and, 3) provides stakeholders with effective training and tools to manage, measure, and promote ecotourism at all levels.


DestiMED PLUS will develop in particular tools for measuring and improving the sustainability of ecotourism products, incorporating socio-economic, governance and conservation indicators, as well as for building capacity among local ecotourism stakeholders.

DestiMED PLUS will also aim at improving policy coordination between tourism and conservation departments in each project partner region, through the joint creation and promotion of ecotourism itineraries in Mediterranean protected areas.

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DestiMED PLUS works to establish a Mediterranean Ecotourism Consortium (MEC) open to all regions at EU level. This will advocate for integrated ecotourism policies, incorporating conservation, sustainability and economic perspectives, and strive for including ecosystem services approaches in tourism planning processes.

WESTMED PRIORITIES  **Sustainable Tourism, transport and fight against pollution**

 **Environment, biodiversity and climate change**

Supported
by the



WESTMED
blue economy initiative

Interreg
Mediterranean
DESTIMED PLUS



Iacopo Sinibaldi

Regional officer/ Project leader

“The WestMED Initiative is important to improve the cooperation among different projects/initiatives in the area in order to achieve the common goals and address together the many challenges we face.”

Project - responsible

Iacopo Sinibaldi
isinibaldi@regione.lazio.it

WestMED Assistance - responsible

Matteo Bocci
matteo.bocci@ecorys.com


WestMED Assistance

The WestMED Initiative Assistance Mechanism assisted in the conformation of the consortium and partners' engagement in the south shore of the sub-sea-basin, in particular of an Algerian regional partner. Also, DestiMED+ activities are being supported by WestMED, in particular in the capitalisation phase, in facilitating the creation of synergies with other relevant stakeholders, projects and initiatives.

Countries	IT, ES FR, HR, EL, UK, AL
Financing	INTERREG MED Call: 3rd call for modular projects
Budget	€ 3.247.000
Duration	32 months (Nov. 2019 – Jun. 2022)
Partners	LEAD: Lazio Region Regione (IT) <ul style="list-style-type: none"> • Catalonia Region (ES) • Croatian Institute of Tourism (HR) • Balmes University Foundation, University of Vic (ES) • South Aegan Development Agency READ S.A. (EL) • WWF MED (IT) • Corsican Tourist Agency (FR) • Sardinia Region - RAS (IT) • IUCN (ES) • Region of Crete (EL) • NAPA Albania (AL) • Conference of Peripheral Maritime Regions of Europe – CPMR (FR) • Regional Ministry of Environment and Spatial Planning of Andalusia – CSJA (ES)

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

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