

WINTER MED FINAL PROJECT & CAPITALISATION EVENT

Shared vision and commitment to year-round sustainable tourism in Mediterranean island destinations and beyond

31st May 2022
Rhodes & online

Introduction

On 31st May 2022 the [WINTER MED project](#) will hold its Final Project & Capitalisation Event "*Shared vision and commitment to year-round sustainable tourism in Mediterranean island destinations and beyond*" in Rhodes (Greece) and online.

The Final Project & Capitalisation Event will be the occasion to share the key results of 3 years of strong cooperation for more responsible and sustainable tourism all year-round in Mediterranean Island destinations. The event will be held in a hybrid format, on-site in Rhodes (Greece) and online, and it is co-organised by the Development Agency of South Aegean Region (READ S.A) and the Conference of Peripheral Maritime Regions (CPMR), with the support of the whole WINTER MED partnership.

The aim of this event is to present the [main results](#) of the project as well as to invite key high-level actors outside the partnership to exchange views and react to the [WINTER MED Policy Paper](#) and its main recommendations. Any interested territory, region, or tourism stakeholder attending the event will be invited to sign the [Memorandum of Understanding](#), committing themselves to acknowledge and implement [WINTER MED's Transnational Year-Round Tourism Strategy](#) and disseminate and transfer other project results.

To validate your participation, we kindly ask you to register via the following link:

[LINK](#)

Draft agenda

31st May 2022 | 09:30 to 13:30 CET

RODOS PALACE HOTEL,

Iraklidon Avenue (Trianton), Ixia

Rhodes, Greece

Interpretation: EN, FR, ES, IT, HR, EL

General moderation: CPMR (Flora Leroy tbc) and READ S.A.

09:00 - 09:30 Welcome & on-site registration

09:30 – 09:45 Opening

- **Mr. Ioannis Themelaros**, President of READ S.A and member of South Aegean Region Regional Council (tbc) - Openings words
- Ms. **Sonia Pallai** , ANCI Toscana Tourism Policies Expert – Opening words
- UNWTO – Keynote speech

09:45 – 10:30 Transnational Year-Round Tourism Strategy for Mediterranean Island Destinations

This section will present the WINTER MED transversal strategy, one of the main deliverables of the project, as well as its possible application in other territories of the Mediterranean and beyond

- Ms. **Lorena Vidas**, WINTER MED Lead Partner (Anci Toscana) – Brief presentation of WINTER MED project objectives and partnership
- Dr. **Nagore Uresandi**, CEO at IN2destination, consultant - Presentation of the Sustainable Tourism Transnational Year-Round Strategy for Mediterranean Island Destinations & results of the Advocacy Campaign (**online**)

10:30– 11:30 Operational Capacity Building on all year round sustainable tourism implementation

In this section participants will be invited to put into perspective the transfer and capitalisation of the results of the WINTER MED project, especially in other EU-Mediterranean heritage sites.

*Introduction and moderation by Mr. **Michele Colavito**, representative of the UfM:*

- Ms. **Dolores Ordóñez**, Technical Director in AnySolution, consultant - Presentation of the results of Balearic Islands' pilot site

- Ms. **Marija Premužić Ančić**, Junior partner at ASK Atelier - Presentation of concrete results of Croatia's pilot site (Development of guidelines for renovation of traditional settlements and recommended construction forms)

11:30 – 11:45 Coffee Break

11:45– 12:45 WINTER MED Policy Paper: Towards an all-year-round Tourism Experience in the Mediterranean

This session will serve to share WINTER MED's policy recommendations aimed at integrating the results of the project into public policies. Key actors, such as the European institutions, will be invited to react and share their vision.

*Moderation by **Maria Garcies**, representative of the CPMR (tbc) :*

- Ms. **Ramune Genzbigelyte-Venturi** - Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs - European Commission (**online**)
- Ms. **Josianne Cutajar** - MEP & member of Seas, Rivers, Islands and Coastal Areas Intergroup (SEArICA) (**online**)
- Mr. **Savvas Perdios** - Deputy Minister of Tourism of Cyprus (tbc)
- Mr. **Houcine Jrad** - Mayor of Houmet Essouk, Djerba Island, Tunisia
- UNWTO (tbc)
- Mr. **George Alexakis**, Regional Vice Governor of Crete in charge of European Programmes
- Mr. **Thomas Guillot**, NECSTouR Project Officer (**online**)
- Ms. **Pascale Fauveau-Lagaye**, Interreg EURO-MED PROGRAMME Project Officer (**online**)

12:45 – 13:00 MoU Signature Ceremony

In this section, destinations of the project and beyond will be invited to sign a Memorandum of Understanding to commit to the implementation of the transnational year-round sustainable tourism strategy.

*Moderation by **Ms. Nidaa Botmi**, Project officer at the CPMR Islands Commission*

13:00 Closing

- Regional authority (South Aegean governor/vice governor related to tourism) (tbc)