

Interreg



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Mediterranean
Multi-Programme
Mechanism

Guidelines for projects Mediterranean Peer Learning Visits on Sustainable Tourism



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What are the Mediterranean Peer Learning Visits for Sustainable Tourism?

The Mediterranean Peer Learning Visits for Sustainable Tourism (MPLVs) are a collaborative tool developed by the ten Interreg Programmes participating in the Interreg Mediterranean Multi-Programme Mechanism (MMM). They have been created in order to facilitate the exchange of information, experiences and best practices between ongoing projects working on sustainable tourism in the Mediterranean area and funded by one of the ten programmes involved in the MMM.

The objective of the MPLVs is to organise physical on-site peer visits, with a view to facilitating mutual learning between partners working on sustainable tourism in the Mediterranean area. The aim is to encourage the transfer of knowledge and the replication of good practices on sustainable tourism learned during the peer visit in the territories of the visiting projects' partners. This approach enables partners to identify and exchange tools, methods, approaches, good practices and governance models, facilitating the enhancement of their projects through the application of lessons learned from other projects. In this way, the MPLVs will also facilitate the creation of connections between projects and new networks and synergies of stakeholders, beyond their respective programmes.

What is the Interreg Mediterranean Multi-Programme Mechanism (MMM) and who is involved in it?

The Mediterranean region is one of the world's top destinations, renowned for its rich cultural heritage, unique natural landscapes, and stunning seaside. Tourism plays a vital role in the socio-economic development of Mediterranean territories, contributing significantly to local economies and employment. However, this approach is not without its challenges, including overcrowding during peak seasons, environmental pressures, and the imperative to safeguard local culture and traditions. Addressing these challenges while enhancing the sector's sustainability is a shared priority across many European Union-funded initiatives operating in the Mediterranean region.

In recent years, a significant number of projects focusing on sustainable tourism in the Mediterranean region have been supported by Interreg programmes. These projects have developed valuable tools, tested innovative solutions, and engaged local communities in fostering a way of tourism that is more respectful of people and the Planet. While these projects often share common goals and thematic focuses, opportunities for cross-programme collaboration have remained limited to date.

In order to address this challenge, ten Interreg programmes - Italy-France Maritime, NEXT MED, Euro-MED, Italy-Croatia, Italy-Malta, Italy-Tunisia, Greece-Cyprus, Italy-Slovenia, IPA South Adriatic, and ADRION - have united their forces to establish the Interreg Mediterranean Multi-Programme Mechanism (MMM). This joint initiative has been developed with the aim of promoting a more integrated approach between the programmes working on sustainable tourism in the Mediterranean area through their

projects. It will also coordinate actions and activities, carry out joint capitalisation actions, and enhance the visibility of the results of the ten participating programmes.

What is the role of the Multi-Programme Mechanism (MMM) in the frame of the Mediterranean Peer Learning Visits?

In the frame of the Mediterranean Peer Learning Visits, the role of the Mediterranean Multi-Programme Mechanism (MMM) is to provide overall coordination, facilitate exchanges across Programmes, and support the capitalisation of results at Mediterranean scale.

Although the MPLVs are implemented within the framework of the MMM, the individual Interreg Programmes involved remain responsible for the selection, follow-up and support of the participating projects, in line with their respective rules and procedures, and for ensuring coherence with programme priorities.

Because the MPLVs aim to strengthen the impact of Interreg projects working on sustainable tourism by supporting structured peer learning, fostering the exchange of practices and solutions, and enhancing their transferability across different territorial and programme contexts, MPLVs are conceived as part of a broader capitalisation process, and not as a stand-alone event. In this sense, it aims to contribute to the transformation of project results, practices and governance approaches into reusable and transferable solutions, both within participating projects and beyond.

Why participate in the Mediterranean Peer Learning Visits for sustainable tourism?

The Mediterranean Peer Learning Visits offer projects working on sustainable tourism in the Mediterranean area a unique opportunity to learn directly from the experiences of other projects. By visiting pilot sites and meeting local stakeholders, participants will have the opportunity to observe practical solutions, innovative approaches, and governance models that have already been successfully implemented.

These visits enable projects to:

- Exchange knowledge and best practices in a structured on-site setting.
- Share results, experiences and knowledge between organisations that have already developed expertise in these areas and those that want to capture knowledge, based on a peer-to-peer exchange approach.
- Adapt and replicate proven solutions in their own territories and/or with their stakeholders.
- Expand networks and foster collaboration across different Interreg programmes and Mediterranean areas.
- Enhance visibility and public awareness of sustainable tourism initiatives through engagement with local media and professional associations.

- Strengthen the impact of Interreg projects by adopting a cross-border or transnational approach, improving strategies for sustainable tourism and maximising social, economic and environmental benefits.

By participating, projects can gain hands-on insights of other realities, inspiration, and tools that help them improve their project activities, replicate successful practices, and contribute to a more sustainable Mediterranean tourism sector.

Who can participate?

To be eligible, projects must fulfil the following criteria:

- **Only ongoing projects dealing with sustainable tourism** and being **funded by one of the ten programmes involved in the Mediterranean Multi-Programme Mechanism (MMM)** can participate in the Mediterranean Peer Learning Visits.
- MPLVs shall be focused on one of the key four topics defined by the MMM:
 - **Shared and strategic governance of the tourism offer**, mobilising approaches aimed at establishing strategic, multi-level and cross-sectoral governance frameworks to strengthen coordination between tourism stakeholders and integrate governance structures into broader territorial development processes.
 - **Tourism and green transition**, addressing the role of tourism in promoting green transition and sustainable, inclusive and resilient tourism models, with a focus on the environmental dimension and the transition towards long-term transformation.
 - **Social, inclusive, and accessible tourism**, facing the social dimension of tourism, from employment and upskilling to inclusive and accessible practices.
 - **Innovative tourism products**, including smart tourism, digital transformation, innovation in tourism business models and start-ups, involving cutting-edge practices, addressing emerging gaps and identifying concrete strategies for embedding digital and innovative approaches.
- Participating projects must be **ongoing at the time of application and when MPLV will be organised**, in order to allow effective learning, transfer, adaptation and uptake of practices within their implementation phase.
- **Partnerships should comprise at least two projects from two different Interreg programmes and that could normally not collaborate within their respective programme:** for example, a partnership involving a project from Bulgaria (funded under the Interreg Euro-MED) with a project from Lebanon (supported by Interreg NEXT MED). The partnership could involve more than two programmes, offering participants the opportunity to explore different sustainable practices implemented in another part of the Mediterranean. Ideally, proposals of MPLVs should allow participating projects to visit a pilot site located outside the eligible area of the Interreg programme they belong to.

- MPLVs should be designed as a **learning opportunity**, based on **the logic of “Giver” and “Taker”**:
 - **“Giver”** is the project hosting the visit at one of its pilot sites or premises. It is responsible for sharing knowledge, showcasing good practices, tools, methodologies, and governance models with the visiting partner(s) (takers). The hosting project should ensure the visit is well-organized and effectively facilitate the exchange of knowledge.
 - **“Takers”** are project partners from one or more projects, other than the one represented by the organisation hosting the Mediterranean Peer Learning Visits. They should take this opportunity to gain exposure to knowledge and solutions, and draw inspiration from the practices presented, with the aim of adapting and replicating them within their own projects and local contexts.
- To ensure **matchmaking** between interested projects, a **shared database** has been created containing information on projects and organisations funded by the ten programmes participating in the MMM that are willing to engage in a MPLV and act as Giver or Taker. Interested projects are invited to consult this database to find partners and establish their own partnerships in view of submitting an application of MPLVs.

How to submit a request for participation?

The request for organising a Mediterranean Peer Learning Visits should be submitted by **filling in the [online application request](#)**, in particular highlighting the practical modalities of the visit and the potential for knowledge exchange.

The request for participation should include the letter of **support of the Lead Partners** of the respective projects involved in the MPLV. Even if they do not intend to participate in the MPLV, the Lead Partners of the projects are required to present their support letter.

How the request for participation will be reviewed?

- **Participation requests will be reviewed** by the respective programmes involved in the proposed MPLV.
- Attention will be paid to the demonstrated need of **exchange of experience and good practices and potential for knowledge transfer and replication**.
- Furthermore, particular attention will be paid to the geographical area covered by the partnership and if the projects involved are from areas that normally cannot cooperate (because they are not involved in the same programmes).
- Finally, if the participation request is approved, the main applicant organisation will receive the **authorisation** to conduct the MPLV.
- **MPLV should be concluded three months before the closing date** of the projects.

What is expected from the Mediterranean Peer Learning Visits?

Mediterranean Peer Learning Visits should deliver **tangible outcomes highlighting the activities implemented and the knowledge exchanged**, insisting on the **potential for transferring and replication**. In this sense, each partnership will present, at the end of the process, an **activity report** describing the key highlights of the visit, lessons learned, sustainable tourism practices observed, and ideally including photos, short videos, interviews, etc. to support the visibility of the MPLVs.

Furthermore, to enhance visibility and raise public awareness about sustainable tourism efforts, it is suggested that **projects also plan communication actions**. Between other actions, it is recommended to **involve local media** (press, TV, radio or digital) during their visit. In the same sense, **inviting local and regional tourism-related professional associations** to key moments of the MPLV - such as site visits or networking events - is also suggested to help expand stakeholder networks and support the local uptake and replication of successful practices.

Physical visits could be complemented by **online events**, allowing exchange of information and good practices between a wider community of projects representatives and stakeholders around key topics related to sustainable tourism (low-carbon approaches, governance models, innovative/diversified tourism products, etc.).

Eligible costs

The costs linked to the organisation of Mediterranean Peer Learning Visits are considered as eligible expenses under the project budget. In this sense, respective programmes will consider eligible the costs related to travel, accommodation, staff time, and any other organisational expenses that are strictly necessary for carrying out the visits.

After receipt and validation by the programmes representing the projects involved in each MPLV, the programmes will authorise the expenses incurred for the purpose of the visit in accordance with their internal procedures. For further information on eligible costs, organisations are invited to contact the reference person within their respective programme (please check the contact list below).

Further support

Should you have any further request, please contact the representative of your programme responsible for the Mediterranean Peer Learning Visits. They will be happy to assist you and answer any other questions you may have.

Programme	Contact person	Email address
Interreg Euro-MED	Pascale Fauveau Lagaye	pfauveau_lagaye@maregionsud.fr
Interreg Greece-Cyprus	Katia Sagona	ksagona@mou.gr

	Konstantinos Serderidis	kserderidis@mou.gr
Interreg IPA Adrion	Lucia Calliari	Lucia.Calliari@regione.emilia-romagna.it
Interreg IPA South-Adriatic	Chiara Campanile	c.campanile.js@regione.puglia.it
Interreg Italy-Croatia	Sara Battini	sara.battini@regione.veneto.it
Interreg Italy-France Maritime	Jessica Huntingford Irene Ropolo	marittimo2127@regione.toscana.it
Interreg Italy-Malta	Giuseppe Polizzano	giuseppe.polizzano@regione.sicilia.it
Interreg Italy-Slovenia	Francesca Sibilla	francesca.sibilla@regione.fvg.it
Interreg NEXT MED	Ivan Delamare Sancho	idelamare@jsnextmed.eu
Interreg NEXT Italie-Tunisie	Giuseppe Polizzano	giuseppe.polizzano@regione.sicilia.it

Final check list for applicants

Before submitting the request for participation, please ensure that:

- The participation request shall be submitted **EXCLUSIVELY** through the dedicated form published on EU Survey ([available here](#)).
- The proposal of Mediterranean Peer Learning Visit focuses on one of the four key topics on **sustainable tourism** (Shared and strategic governance of the tourism offer; Tourism and green transition; Social, inclusive, and accessible tourism; and Innovative tourism products), and the projects are funded by one of the **ten Interreg programmes** involved in the Mediterranean Multi-Programme Mechanism.
- The projects are **ongoing at the time of application**.
- The MPLV should be **concluded three months before the end of the projects**.
- The partnership involves **at least two projects** and ideally from **different Interreg programmes** that cannot normally cooperate because of Programmes' geographical areas limitations.
- The roles of **“Giver” and “Taker(s)”** are clearly defined and consistent with the learning objectives of the MPLV.
- The proposed MPLV is designed as a **learning opportunity**, with clear objectives and expected learning outcomes.
- A **pilot site or premises** relevant to the peer exchange is identified.
- The **online application request form** is fully completed.
- Support letters** from the Lead Partners of all involved projects are provided.
- The application demonstrates a **clear potential for sharing** knowledge beyond the single peer visit.