Winter Islands Network for all year round Tourism Experience in the MEDiterranean
WINTER MED project is co-financed by the Interreg MED Programme, through the European Regional Development Fund (ERDF). It gathers 13 European countries from the Northern shore of the Mediterranean working for sustainable growth in region.

WINTER MED promotes the transition from the 3S (Sea-Sun-Sand) tourism of insular tourist destinations during the summer to an alternative, sustainable, all-year round use of these territories.

It provides tools to change and upgrade one of the key sectors of the Mediterranean area.
Mediterranean Islands destinations struggle to find steady sources of income outside of tourism, mainly due to geographical constraints and lack of alternative economic activities.

The tourism sector brings a huge pressure on cultural and natural heritage of territories.

Loss of biodiversity, coastal erosion, pressure on local resources such as energy, food, land and water, commercialisation of the local culture and traditions, are some of the factors that hamper the sustainable development of the sector.
OBJECTIVE AND ACTIONS

The main objective: to implement integrated transnational strategies for the development of all year round sustainable and responsible tourism in Mediterranean island destinations, through joint planning and cooperation between involved regions.

To achieve this objective, the project intends to:

- Promote participatory process in each partner region for a better decision-making
- Empower local & regional policy makers, economic operators & local communities in sustainable tourism planning
- Deliver tools to improve regional & national action plans and policies for a more sustainable & responsible tourism in the MED islands
- Mainstream results into local, regional and national policies through an EU wide advocacy campaign
Project co-financed by the European Regional Development Fund

2020

- WINTER MED Transnational tourism context analysis
- WINTER MED toolbox
- WINTER MED Draft Transnational strategy

WINTER MED Webinar series

2021

- WINTER MED policy exchanges

WINTER MED regional workshops

WINTER MED Regional Action Plans

2022

- WINTER MED Policy Recommendations
- WINTER MED Protocol agreements

WINTER MED Final capitalisation conference

[Diagram showing the timeline and activities for each year]
MAIN OUTPUTS

WINTER MED self assessment toolbox and a draft transnational strategy with regional roadmaps for involved partners regions

Regional Action Plans delivering concrete policy measures and a set of actions for a sustainable & responsible tourism planning in islands of the regions of Tuscany, South Aegean, Cyprus, Dubrovnik-Neretva, Corsica and Balearic Islands.

WINTER MED transnational strategy built on common specificities and challenges of territories and delivering a joint vision for the Mediterranean islands as an all year round tourism destination.

Policy recommendations calling on regional governments to exploit project results in order to promote and implement policies contributing to the development of a sustainable and responsible tourism in Mediterranean islands and beyond.
PROJECT PILOTS
Focus on WINTER MED Policy Paper Towards an all-year-round Tourism ExpeRience in the MEDiterranean

The Policy Paper advocates a collective commitment of tourism stakeholders towards a Transnational year-round Tourism Strategy for Mediterranean Island Destinations and aims at establishing political links, synergies and guidelines across the different initiatives of the project in order to prepare WINTER MED capitalisation at European level. In this sense, it intends to serve as policy advice to regional and national governments with the aim to share principles, tools and initiatives for the extension of the tourism season, fostering its replication at the European decision-making level.
General commitments of the WINTER MED Policy Paper

All year round sustainable and responsible tourism in Mediterranean island destinations

Collective commitment of tourism stakeholders
WINTER MED Policy Paper acknowledges and builds on

CPMR IMC Political Agenda on Sustainable Tourism in the Mediterranean Regions and Final Declaration on tourism (2020) and Blue Economy (2021)

WINTER MED Policy Paper acknowledges and builds on

The principles of the recent European Green Deal, of a new approach of the Blue Economy for a Sustainable Future, EP's resolution on establishing an EU strategy for sustainable tourism, DG GROW transition pathway for tourism

The documents of the Interreg MED Sustainable Tourism Community: Athens Declaration; Policy recommendations, Policy Factsheets and the work of NECSTouR: Interregional strategy 2019-2021 for the Sustainable Tourism of Tomorrow’, Barcelona Declaration "Better Places to Live, Better Places to Visit"
WINTER MED Policy Paper acknowledges and builds on

Key governance tools developed in framework of other Interreg MED funded projects: MED Network of Sustainable Tourism Observatories (NSTO), BEST MED Sustainable Path and Cultural Routes Model, Granada Charter on Sustainable Tourism, SMART Tourism Business Model, SMARTMED’s Report for post 2020 INTERREG projects, Mediterranean Ecotourism Consortium (MEC) of DestiMED PLUS, etc.

Other relevant initiatives and frameworks of cooperation aiming to promote the sustainable development of Mediterranean territories and sustainable tourism in particular: WestMED initiative, Strategy for Adriatic and Ionian Region, MED Cooperation Alliance, UfM work on Blue Economy and in particular the UfM Ministerial Declaration on Sustainable Blue Economy – 2021, the work of Future of Tourism Coalition, the Glasgow Declaration, etc.
WINTER MED Policy Paper key policy messages

1. EU: Highlight/Promote/Provide funding opportunities, dialogue, year-round transport, sustainable tourism initiatives, guidance on good practices, tourism statistics, information and data, insular/less know destinations.

2. Interreg Euro-MED programme, NEXT MED programme, DG GROW: Endorse/disseminate/implement the WINTER MED Strategy and related tools

3. States: Commit/include/consider/develop the transformation of the tourism sector as an integral component of their national development and recovery plan, necessary funding, Interconnections between tourism and other industries, collaborate, tourism digitalization/education

4. Regions: Monitor/include/develop data about seasonality/tourism flows, integrated strategies and cooperation projects, public-private partnership, tourism policies and sea-basin/macro-regional strategies, integrated policies

5. Businesses and Destinations: Benefit/promote/diversify/highlight funding, up/re-skilling of the workforce, alternative offer, innovation/digitalization, sustainability/environmental quality components, relevant data
Public administrations at all levels: Support the implementation of cooperation initiatives and frameworks at Mediterranean level fostering sustainable maritime and coastal tourism

All Sustainable Tourism stakeholders: contribute to strengthening integrated/macro-regional and sea-basin related multilevel governance

Encourage necessary improvements for the sector in terms of: Cooperation, Better consideration of territorial needs/challenges at national and European policy-making, Deseasonalisation of territories, Accessibility of the territories throughout the year, Consideration of local communities, Public-Private partnership

Stress the need for specific attention to islands considering the importance of this sector for the economy of insular territories and the challenges it is facing to recover
WINTER MED Memorandum of Understanding

Next steps:

- Endorsement of the Policy Paper in the framework of the CPMR-IMC Political Bureau

- Implementation of an Advocacy Campaign promoting the Strategy and its key policy recommendations

- Invite other regions and key organisations to commit themselves for the implementation of year-round sustainable and responsible tourism by signing WINTER MED MoU
Project co-financed by the European Regional Development Fund

PROJECT PARTNERSHIP
STAY TUNED

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