

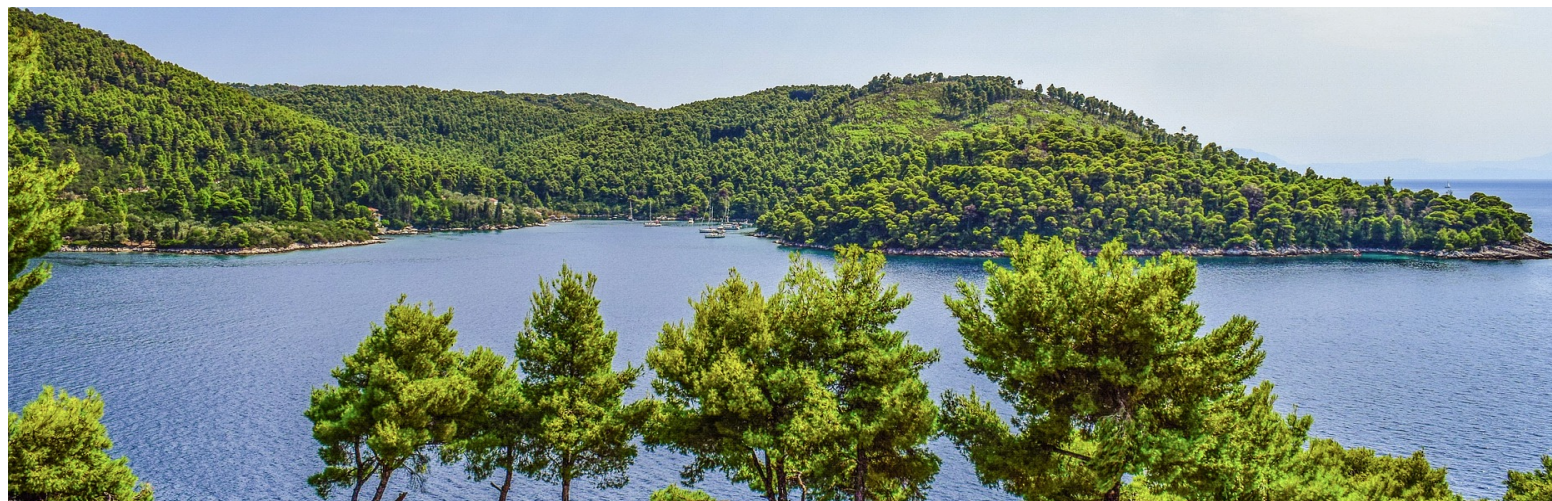


**ASSOCIATION
INTERNATIONALE
FORETS
MEDITERRANEENNES**



**VI MFW
Mediterranean
Forest Week**

Valorising Mediterranean forests through sustainable tourism: INHERIT and BleuTourMed European projects



April 2nd 2019, 6th Mediterranean Forest Week
Ioanna Augustides, AIFM



Project co-financed by the European
Regional Development Fund





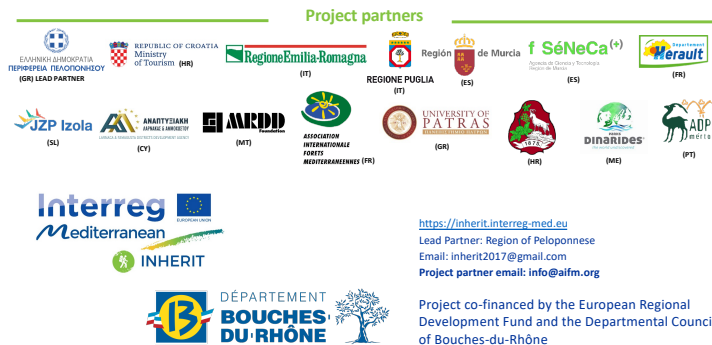
**ASSOCIATION
INTERNATIONALE
FORETS
MEDITERRANEENNES**



Project co-financed by the European
Regional Development Fund



INHERIT project promotes sustainable tourism using a double approach. Valorizing underexploited natural heritage areas, labelled as "INHERITURA" areas, with the integration of tourism activities to obtain sustainable destinations, under enhanced protection of natural and cultural resources, while tackling mass tourism pressure, seasonality and locality peaks in MED coastal and maritime tourism destinations.



<https://inherit.interreg-med.eu>
Lead Partner: Region of Peloponnese
Email: inherit2017@gmail.com
Project partner email: info@aifm.org

Project co-financed by the European Regional
Development Fund and the Departmental Council
of Bouches-du-Rhône

The INHERIT project

INTERREG MED European funding for 4
years 2018 – 2022

15 partners from 10 countries in the
Northern Mediterranean area





Situation analysis in Med partner countries

Three main negative impacts (UNEP, 2001):

- ❖ **Depletion of natural resources:** water, land degradation, energy, food
- ❖ **Pollution:** air pollution and noise, solid waste and littering, sewage, aesthetic pollution
- ❖ **Physical impacts:** construction activities and development of infrastructure, deforestation, marina development, extensive paving of shorelines, trampling, anchoring, alteration of ecosystems by activities





Positive aspects of tourism development

- ✓ **Income:** stimulation of rural development, dynamism and attractivity, public investment
- ✓ **Preservation** of natural sites if considered economically valuable
- ✓ **Valorization** of cultural heritage





**ASSOCIATION
INTERNATIONALE
FORETS
MEDITERRANEENNES**



Project co-financed by the European
Regional Development Fund



The project objectives

1. Identify **efficient protection measures** for natural heritage, forests and biodiversity
2. Test and capitalize **sustainable tourism activities**
3. Create **INHERITURA areas** to promote exchange of practices, compliance with measures, multi-destination tourism



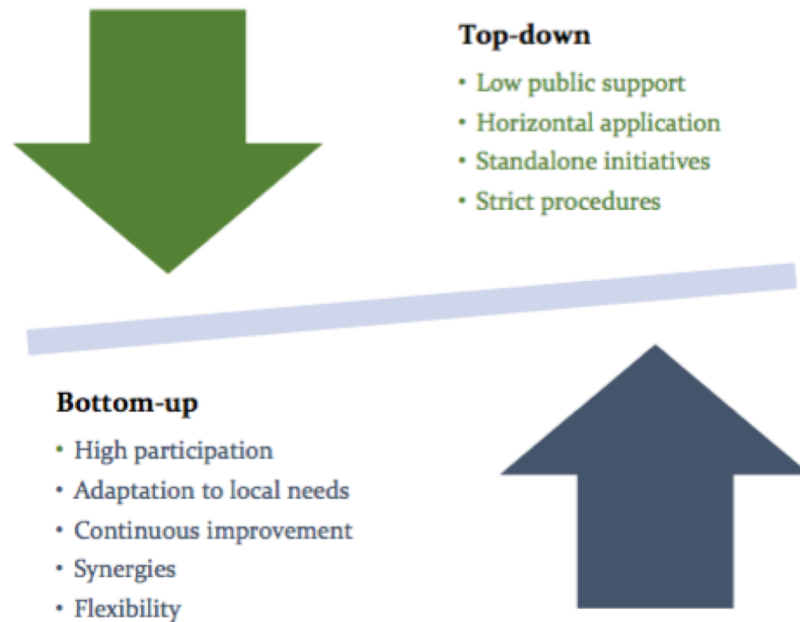
**ASSOCIATION
INTERNATIONALE
FORETS
MEDITERRANEENNES**



Project co-financed by the European
Regional Development Fund



The bottom-up approach



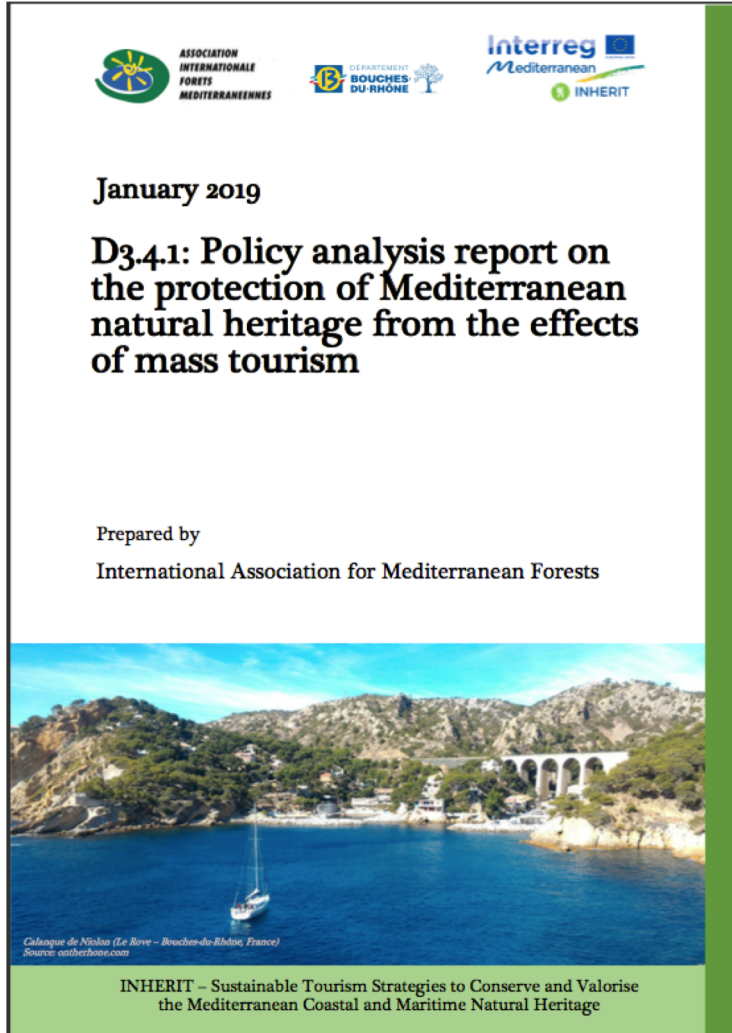
- Participative
- Inclusive
- Sustainable



**ASSOCIATION
INTERNATIONALE
FORETS
MEDITERRANEENNES**



Project co-financed by the European
Regional Development Fund



Where are we at?

- End of the **studying phase** and **data collection**
- Formulation of **recommandations** based on situation analysis
- Key findings thus far:
 - Coordinated action & concertation between key actors (A. 3.4)
 - Early stakeholders involvement (A. 3.3)
 - Improvement of environmental awareness through concrete activities proposed (A. 3.6)



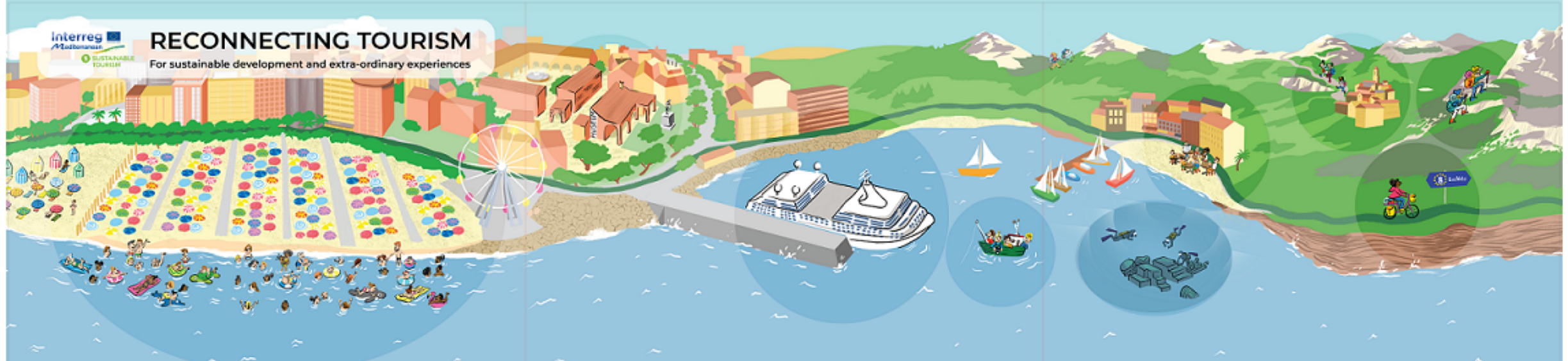
ASSOCIATION
INTERNATIONALE
FORETS
MEDITERRANEENNES



The BleuTourMed project

More than **200** public and private organizations have joined forces to make tourism a real driver for sustainable development in the Mediterranean region

17 Projects of the MED Sustainable Tourism Community





BleuTourMed project objectives

1. transferring results delivered by the Modular Projects to specific target groups
2. mainstreaming projects' results into tourism policies, and create policy messages
→ Towards European and Mediterranean stakeholders





**ASSOCIATION
INTERNATIONALE
FORETS
MEDITERRANEENNES**



Ongoing work

Four main topics have been identified :

1. Monitoring the sustainability of tourism: what are the knowledge gaps of policy-making processes? How to bridge the data gaps on tourism?
2. How to reduce the environmental-cultural- social impacts of tourism in the Mediterranean region?
3. How can the tourism sector ensure a sustainable and responsible economic growth and prosperity in the Mediterranean region?
4. How to address the complexity of the tourism sector, including local actors, decision-makers and consumers?

Output :

a policy paper gathering all policy recommendations coming from the community



**ASSOCIATION
INTERNATIONALE
FORETS
MEDITERRANEENNES**



**VI MFW
Mediterranean
Forest Week**

THANK YOU

Find out more on : INHERIT <https://inherit.interreg-med.eu/>
BleuTourMed <https://sustainable-tourism.interreg-med.eu/>

Contact details: ioanna.augustides@aifm.org



Project co-financed by the European
Regional Development Fund

