Euro-MED0401165

TO CARE MED

Application Form Export

Downloaded on 2025.07.23 - 17:24:42

Version 2.0

Form language: EN

Input language: EN

Currency: EUR

A - Project identification

A.1 Project identification

Project id (automatically created)	Euro-MED0401165
Name of the lead partner organisation	UNIVERSITA' CA' FOSCARI VENEZIA
Name of the lead partner organisation in English	CA' FOSCARI UNIVERSITY OF VENICE
Project title	Transferring Tourism Carrying Capacity Tool TO CARE about Sustainability of MED ecotourism strategies, plans, products and services.
Project acronym	TO CARE MED
Programme priority	Greener MED
Specific objective	RSO2.7: Enhancing protection and preservation of nature, biodiversity and green infrastructure, including in urban areas, and reducing all forms of pollution
Project duration in months	27
Project mission	Enhancing sustainable tourism
Project category	Transfer project (Thematic Project)

A.2 Project summary

Please give a short overview of the project and describe:

- the common challenge of the programme area you are jointly tackling in your project;
- the overall objective of the project and the expected change your project will make to the current situation;
- the main outputs you will produce and those who will benefit from them;
- the approach you plan to take and why a cross-border/transnational/inter-regional approach is needed;
- what is new/original about the project.

The Tourism Carrying Capacity Limit (TCCL) tool developed in the ALTERECO project addresses the risk of overtourism and its impact on the natural and cultural heritage of Mediterranean destinations. The TO CARE MED project will extend the TCCL tool to other coastal, island, rural and protected natural tourist destinations, focusing on two aspects. First, the TCCL tool will be adapted to each destination. Then, it will be transferred using a 'cascade training model'. This will bring methodologies from the transnational level to local learning and implementation.

A.3 Project budget overview

Programme funding			Contribution					Total project budget
Funding source	Funding amount	Co-financing rate (%)	Automatic public contribution	Other public contribution	Total public contribution	Private contribution	Total contribution	
Interreg Funds	1.199.677,44	80,00%	167.777,20	67.984,56	235.761,76	64.157,60	299.919,36	1.499.596,80
Total EU funds	1.199.677,44	80,00%	167.777,20	67.984,56	235.761,76	64.157,60	299.919,36	1.499.596,80
Total project budget	1.199.677,44	80,00%	167.777,20	67.984,56	235.761,76	64.157,60	299.919,36	1.499.596,80

A.4 Project outputs and result overview

Programme Output Indicator	Aggregated value per Programme output indicator	Measurement Unit	Output	Output Title	Output target value	Programme result indicator	Baseline	Result indicator target value	Measuremen unit
Strategies and action plans jointly developed	1,00	Strategy /action plan	Output 3.1	Joint MED Ecotourism Strategy	1,00	Joint strategies and action plans taken up by organisations	0,00	6,00	Joint strateg /action plan
Jointly developed solutions	2,00	Solution	Output 1.2	Transnational Training Programs to train trainers and transfer locally the knowledge about ecotourism sustainability and principle of CCL	1,00	Solutions taken up or up-scaled by organisations	0,00	1,00	Solution
			Output 2.1	Optimized TCCL Tool for Ecotourism	1,00				

Programme Output Indicator	Aggregated value per Programme output indicator	Measurement Unit	Output	Output Title	Output target value	Programme result indicator	Baseline	Result indicator target value	Measurement unit
Organisations cooperating across borders	27,00	Organisation	Output 1.1	Destination Working Groups sharing ideas and solutions via thematic transnational workshops	11,00	PSI1 - Organisations with increased institutional capacity due to their participation in cooperation activities across borders	0,00	9,00	Organisation
			Output 2.2	Transnational Training Course on TCCL	16,00				

B - Project partners

Partners overview

Number	Status	Name of the Organisation in english	Country	Organisation abbreviation	Partner role	Associated organisations	Partner total eligible budget
1	Active	CA' FOSCARI UNIVERSITY OF VENICE	Italia (IT)	UNIVE	LP	Institute of Tourism Studies Comune di Ravenna Grad Korčula	365.122,00
2	Active	City of Pula - Pola	Hrvatska (HR)	Pula	PP	Grad Korčula Turistička zajednica grada Pule	177.600,00
3	Active	Union of Bulgarian Black Sea Local Authorities	Bulgaria (BG)	UBBSLA	PP		187.564,00
4	Active	Cell of Alternative Youth Activities	Elláda (EL)	KEAN	PP		149.500,00
5	Active	Setúbal Municipality	Portugal (PT)	Setubal	PP		156.500,00
6	Active	Community Educational Reseach Centre	Slovenija (SI)	CERC	PP		164.288,00
7	Active	Murcia Municipality	España (ES)	AdM	PP		162.322,80
8	Active	Union of Municipalities “Tifernum”	Italia (IT)	UCT	PP		136.700,00

B.1 Lead partner	
Partner number	1
Partner role	LP
Name of the Organisation in original language	UNIVERSITA' CA' FOSCARI VENEZIA
Name of the Organisation in english	CA' FOSCARI UNIVERSITY OF VENICE
Organisation abbreviation	UNIVE
Department / unit / division	Department of Economics 00816350276
Partner main address	
Country	Italia (IT)
NUTS 2	Veneto (ITH3)
NUTS 3	Venezia (ITH35)
Street, House number, Postal code, City	Dorsoduro 3246 30123 Venice
Homepage	www.unive.it
Address of department / unit / division (if applicable)	
Country	Italia (IT)
NUTS 2	Veneto (ITH3)
NUTS 3	Venezia (ITH35)
Street, House number, Postal code, City	Cannaregio 873 30121 Venice
Legal and financial information	
Type of partner	Higher education and research organisations
Legal status	Public
VAT number (if applicable)	00816350276
Partner Code for Payment (Do not modify /delete)	
Other identifier description	
PIC (from EC Participant Register)	999897341

Contact	
Legal representative	Rector Tiziana Lippiello
Contact person	Dr Nicola Camatti
Email	nicola.camatti@unive.it
Telephone no.	+390412349188

Motivation

Which of the organisation's thematic competences and experiences are relevant for the project?

The Department of Economics at Università Ca' Foscari Venezia (UNIVE) is a leading center for research and education in economic phenomena, focusing on global market complexities and exploring their social, juridical, ethical, and environmental implications. The department hosts a dedicated research group specializing in sustainable tourism, with extensive experience in EU-funded projects. This team has been instrumental in developing the Tourism Carrying Capacity Limit (TCCL) tool through key projects such as Shapetourism, AlterEco, and AlterEco Plus.

The motivation driving the Department of Economics to participate in the TO CARE MED project is twofold: to transfer the TCCL tool and support sustainable tourism development in various destinations, and to acquire new knowledge about ecotourism and Mediterranean destinations. This will enable the department to initiate further studies, research, and projects that benefit the MED area and sustainable tourism more broadly.

What is the role (contribution and main activities) of your organisation in the project?

Motivation

UNIVE, as the Lead Partner manages and coordinates all project activities, ensures quality and timely execution, as well as the amplification of results in collaboration with wp leader.UNIVE plays an actual pivotal role in transferring the Tourism Carrying Capacity Limit (TCCL) tool, that was defined by its research group during the ALTERECO project, and now it is included in the EUROMED toolkit for sustainable tourism (as referred by the call's terms of reference) to various destinations, ensuring the growth of knowledge and skills among tourism stakeholders, and raising awareness among residents, tourists, scholars, and planners. UNIVE is responsible for the overall project management, communication, and WP2 and WP3
Main Activities:
-Project Coordination and Management UNIVE oversees the entire project, ensuring that all activities are aligned with the project goals and timelines. This includes coordinating between partners, managing resources, and monitoring progress.
- Transfer of TCCL Tool: UNIVE is the key player in transferring the TCCL tool to pilot destinations. They will optimize the tool specifically for ecotourism, taking into account both general issues and specific characteristics of the pilot areas.
-Capacity Building: UNIVE organizes and promotes training sessions for local authorities, tourism operators, and other stakeholders. These sessions focus on the principles and application of the TCCL tool, enhancing local capacities for sustainable tourism practices.
-Awareness Raising: UNIVE works to increase awareness of sustainable tourism practices among a broader audience, including residents, tourists, scholars, and planners. This involves organizing events, producing educational materials, and engaging with various community groups.
-Work Package 2 Leadership: In WP2, UNIVE is responsible for optimizing the TCCL tool within the context of ecotourism, addressing both general and specific issues in the pilot areas. Unive Experts:
Collaborate with CERC to define the roadmap for the tool's transfer.
Prepare educational content to be edited by CERC.
Manage the transfer process, ensuring it is effectively carried out and recognized as a key project output.
-Educational Resource: UNIVE prepares the content for educational resources that support the transfer of TCCL tool. These resources are designed to educate and inform stakeholders about sustainable tourism practices.
Monitoring and Evaluation: UNIVE continuously monitors the implementation of the TCCL tool and the impact of the training sessions, making adjustments as necessary to ensure the project's success.
By fulfilling these roles, UNIVE not only ensures the effective transfer and optimization of the TCCL tool but also contributes to the sustainable development of tourism in the Mediterranean region. Their efforts will foster a deeper understanding of sustainable tourism among all stakeholders, promoting long-term benefits for both local communities and the environment.

Co-financing

Source	Amount	Percentage
Interreg Funds	292.097,60	80,00%
Partner contribution	73.024,40	20,00%
Partner total eligible budget	365.122,00	100,00%

Origin of partner contribution			
Source of contribution	**Legal status of contribution**	**Amount**	**% of total partner budget**
UNIVE	Public	0,00	0,00%
FDR	Automatic Public	73.024,40	20,00%

Total		
Sub-total public contribution	0,00	0,00%
Sub-total automatic public contribution	73.024,40	20,00%
Sub-total private contribution	0,00	0,00%
Total	73.024,40	20,00%

State Aid	
State aid criteria self-check	
Criterium I: Is the partner involved in economic activities through the project?	
1. Will the project applicant implement activities and/or offer goods/services for which a market exists?	No N.A
2. Are there activities/goods/services that could have been undertaken by an operator with the view to making profit (even if this is not the applicant's intention)?	No N.A
Criterium II: Does the partner receive an undue advantage in the framework of the project?	
1. Does the project applicant plan to carry out the economic activities on its own i.e. not to select an external service provider via contract procedures for example?	No N.A
2. Will the project applicant, any other operator not included in the project as a project partner or the target audience gain any benefits from its project economic activities, not received in the normal course of business (i.e. not received in the absence of funding granted through the project)?	No N.A
Result of State aid criteria self-check:	No risk of state aid
State aid relevant activities	
GBER scheme / de minimis	

B.1 Project Partner 2	
Partner number	2
Partner role	PP
Name of the Organisation in original language	Grad Pula - Pola
Name of the Organisation in english	City of Pula - Pola
Organisation abbreviation	Pula
Department / unit / division	Urban planning and development departmen
Partner main address	
Country	Hrvatska (HR)
NUTS 2	Jadranska Hrvatska (HR03)
NUTS 3	Istarska županija (HR036)
Street, House number, Postal code, City	Forum 1 52100 Pula
Homepage	www.pula.hr
Address of department / unit / division (if applicable)	
Country	Hrvatska (HR)
NUTS 2	Jadranska Hrvatska (HR03)
NUTS 3	Istarska županija (HR036)
Street, House number, Postal code, City	Forum 2/I 52100 Pula
Legal and financial information	
Type of partner	Local public authority
Legal status	Public
VAT number (if applicable)	HR7951784135
Partner Code for Payment (Do not modify /delete)	
Other identifier description	
PIC (from EC Participant Register)	951987489

Contact	
Legal representative	Mr Peda Grbin
Contact person	Mrs Antonija Babić
Email	antonija.babic@pula.hr
Telephone no.	0038552371741

Motivation

Which of the organisation's thematic competences and experiences are relevant for the project?

The City of Pula administration, with over 180 employees, has extensive operational capacity, particularly in environmental protection through its Department for Green Policies. This department drafts and implements environmental protection documents, monitors environmental elements, and conducts environmental impact assessments. Since 2004, Pula has successfully managed projects funded by European, international, and national funds. Their expertise in environmental management, sustainable development, and cooperation with various European cities makes them a valuable partner for the TO CARE MED project. Pula's efforts will demonstrate how integrated planning and stakeholder engagement can lead to sustainable tourism development, serving as a model for other coastal areas in Croatia and the broader Mediterranean region.
Pula is located in the southwestern Istrian coast, which, according to its characteristics, is a low level area formed on a karst bedrock.

What is the role (contribution and main activities) of your organisation in the project?

Motivation

The main role is to uptake the Tourism Carrying Capacity Limit (TCCL) principles and tool to enhance sustainable practices in ecotourism. Pula focuses on Valsaline, a coastal zone known for its natural beauty and ecological value. An action plan for ecotourism development within the TCCL is arranged by PULA and stakeholders.
Main Activities:
•Involvement: engage local stakeholders, including residents, businesses, and environmental groups, in ecotourism planning, carrying capacity assessment, and implementation processes. Organize Regular workshops to facilitate input and collaboration.
•Training: participate in transnational training and then transfer learning locally by organizing workshops for local authorities, tourism operators, and stakeholders, focusing on TCCL principles; develop skills for sustainable ecotourism.
•Co-design: estabilish a Destination Working Group, co-designs an integrated action plan for the Valsaline, addressing its distinctive ecological and cultural characteristics, promoting practices that preserve natural beauty, biodiversity, and cultural traditions.
•Focus: The Valsaline zone's coastal ecosystems and biodiversity are prioritized. Pula designs the action plan to manage and protect these ecosystems, ensuring tourism does not disrupt local flora and fauna and balances with community needs. Special attention is given to preserving marine life and coastal vegetation.
•Heritage: Pula integrates the preservation of local cultural heritage and traditions into its ecotourism strategy, developing a replicable plan that promotes traditional practices and historical sites as part of the sustainable ecotourism offer.
•Monitoring and Evaluation: The city establishes a monitoring system to evaluate the uptake of the TCCL and action plan results beyond the project's end. This involves regular data collection and analysis to ensure tourism activities do not exceed the area's carrying capacity. Results inform adjustments to the action plan for continuous improvement.
•Planning and Policy Integration: Pula aligns efforts with Croatia's ongoing strategic tourism planning. The city contributes to defining new tourism and ecotourism plans for the Valsaline area, ensuring sustainability principles are integrated into national and regional policies. This involves collaboration with national authorities and participation in policy development forums.
Pilot Area:
Valsaline, located along the southwestern coast of Istria, is characterized by its pristine beaches, diverse marine life, and scenic landscapes. The area faces challenges from over-tourism, including environmental degradation and strain on local infrastructure. By implementing the TCCL tool, Pula aims to balance tourism growth with the preservation of the area's natural and cultural heritage. This integrated approach will ensure the long-term sustainability of tourism activities, enhance residents' quality of life, and protect the biodiversity of the coastal ecosystem

Co-financing

Source	Amount	Percentage
Interreg Funds	142.080,00	80,00%
Partner contribution	35.520,00	20,00%
Partner total eligible budget	177.600,00	100,00%

Origin of partner contribution			
Source of contribution	**Legal status of contribution**	**Amount**	**% of total partner budget**
Pula	Public	35.520,00	20,00%
Total			
Sub-total public contribution		35.520,00	20,00%
Sub-total automatic public contribution		0,00	0,00%
Sub-total private contribution		0,00	0,00%
Total		35.520,00	20,00%
State Aid			
State aid criteria self-check			
Criterium I: Is the partner involved in economic activities through the project?			
1. Will the project applicant implement activities and/or offer goods/services for which a market exists?	No N.A		
2. Are there activities/goods/services that could have been undertaken by an operator with the view to making profit (even if this is not the applicant's intention)?	No N.A		
Criterium II: Does the partner receive an undue advantage in the framework of the project?			
1. Does the project applicant plan to carry out the economic activities on its own i.e. not to select an external service provider via contract procedures for example?	No N.A		
2. Will the project applicant, any other operator not included in the project as a project partner or the target audience gain any benefits from its project economic activities, not received in the normal course of business (i.e. not received in the absence of funding granted through the project)?	No N.A		
Result of State aid criteria self-check:	No risk of state aid		
State aid relevant activities			
GBER scheme / de minimis			

B.1 Project Partner 3	
Partner number	3
Partner role	PP
Name of the Organisation in original language	Асоциация на Българските Черноморски Общини
Name of the Organisation in english	Union of Bulgarian Black Sea Local Authorities
Organisation abbreviation	UBBSLA
Department / unit / division	N.A
Partner main address	
Country	Bulgaria (BG)
NUTS 2	Severoiztochen (BG33)
NUTS 3	Varna (BG331)
Street, House number, Postal code, City	Preslav 4 9004 Varna
Homepage	www.ubbsla.org
Address of department / unit / division (if applicable)	
Country	Bulgaria (BG)
NUTS 2	Severoiztochen (BG33)
NUTS 3	Varna (BG331)
Street, House number, Postal code, City	Preslav 4 9004 Varna
Legal and financial information	
Type of partner	Interest groups including NGOs
Legal status	Private
VAT number (if applicable)	103133943
Partner Code for Payment (Do not modify /delete)	
Other identifier description	
PIC (from EC Participant Register)	969558457

Contact	
Legal representative	Mrs Mariyana Ivanova
Contact person	Mrs Mariyana Ivanova
Email	mariana@ubbsla.org
Telephone no.	+359888601500

Motivation

Which of the organisation's thematic competences and experiences are relevant for the project?

UBBSLA is a prominent network supporting local authorities in the Black Sea region, specializing in environmental protection, sustainable development, and regional cooperation. UBBSLA has significant experience in drafting and implementing environmental policies, conducting environmental impact assessments, and promoting sustainable tourism. The extensive history of managing projects funded by European, international, and national funds, coupled with their expertise in stakeholder engagement and policy development, positions UBBSLA as a critical partner in the TO CARE MED project.
UBBSLA's efforts demonstrates how integrated planning and stakeholder engagement can lead to sustainable tourism, serving as a model for other coastal areas in the Black Sea region and beyond. The successful application of the TCCL tool in Constantine and Helena will showcase the potential for sustainable tourism practices to protect and enhance valuable cultural and natural resources.

What is the role (contribution and main activities) of your organisation in the project?

Motivation

UBBSLA plays a key role in assessing the Tourism Carrying Capacity Limit (TCCL) in the Bulgarian Riviera, then in planning actions for sustainable ecotourism in the pilot area of Constantine and Helena, renowned for rich cultural heritage, natural beauty, and significant tourism potential.
Main Activities:
Carbon Footprint Manager, supporting partners
Co lead WP3
Stakeholder and Community: lead comprehensive stakeholder engagement, involving local authorities, tourism operators, businesses, and community groups. This collaborative approach ensures that the action plan is inclusive and reflects the diverse interests of the local community. Capacity Building: organize training sessions and workshops for local stakeholders, after having acquired knowledge in the transnational trainings. These sessions focus on TCCL principles and tool, equipping participants with knowledge and skills needed to implement sustainable ecotourism practices.
Integrated Action Plan: develop an integrated action plan for Constantine and Helena to ensure that tourism activities are conducted within the sustainable limits defined by the TCCL tool. It addresses local ecological characteristics, cultural heritage, and the need for preserving biodiversity.
Focus The Constantine and Helena area, with its blend of coastal ecosystems and rich cultural traditions, is addressed to develop actions and strategies to protect marine life, coastal vegetation, and cultural heritage sites. Efforts are made to balance human and economic tourism activities with the conservation of these vital resources.
Traditions: promote sustainable tourism practices that highlight and preserve the cultural traditions and historical landmarks of Constantine and Helena, creating products that are eco-friendly and culturally enriching.
Evaluation: A robust monitoring and evaluation framework is adopted to track the implementation of the action plan; conduct regular assessments to ensure that tourism activities do not exceed the carrying capacity of Constantine and Helena, adjusting strategies as needed based on data and feedback.
Coherence: align its efforts with Bulgaria's ongoing tourism strategies, contributing to the definition of new plans incorporating sustainability principles to ensure local initiatives support broader national and regional tourism strategies.
Pilot Area Constantine and Helena, one of the oldest and most prestigious resorts on the Bulgarian Riviera, features a unique blend of natural and cultural assets, including historic landmarks, mineral springs, and lush parks. The area faces challenges from peak tourism seasons, such as environmental degradation and pressure on local infrastructure. By implementing the TCCL tool, UBBSLA aims to balance tourism growth with the preservation of the area's natural and cultural heritage, ensuring long-term sustainability and enhanced quality of life for residents.

Co-financing

Source	Amount	Percentage
Interreg Funds	150.051,20	80,00%
Partner contribution	37.512,80	20,00%
Partner total eligible budget	187.564,00	100,00%

Origin of partner contribution			
Source of contribution	**Legal status of contribution**	**Amount**	**% of total partner budget**
UBBSLA	Private	0,00	0,00%
contribution	Automatic Public	37.512,80	20,00%

Total		
Sub-total public contribution	0,00	0,00%
Sub-total automatic public contribution	37.512,80	20,00%
Sub-total private contribution	0,00	0,00%
Total	37.512,80	20,00%

State Aid	
State aid criteria self-check	
Criterium I: Is the partner involved in economic activities through the project?	
1. Will the project applicant implement activities and/or offer goods/services for which a market exists?	No N.A
2. Are there activities/goods/services that could have been undertaken by an operator with the view to making profit (even if this is not the applicant's intention)?	No N.A
Criterium II: Does the partner receive an undue advantage in the framework of the project?	
1. Does the project applicant plan to carry out the economic activities on its own i.e. not to select an external service provider via contract procedures for example?	No N.A
2. Will the project applicant, any other operator not included in the project as a project partner or the target audience gain any benefits from its project economic activities, not received in the normal course of business (i.e. not received in the absence of funding granted through the project)?	No N.A
Result of State aid criteria self-check:	No risk of state aid
State aid relevant activities	
GBER scheme / de minimis	

B.1 Project Partner 4	
Partner number	4
Partner role	PP
Name of the Organisation in original language	Kyttaro Enallaktikon Anazitiseon Neon
Name of the Organisation in english	Cell of Alternative Youth Activities
Organisation abbreviation	KEAN
Department / unit / division	NA
Partner main address	
Country	Elláda (EL)
NUTS 2	Attiki (EL30)
NUTS 3	Kentrikos Tomeas Athinon (EL303)
Street, House number, Postal code, City	Patroklou & Priamou – Ilion 57 13122 Athens
Homepage	https://kean.gr/en/
Address of department / unit / division (if applicable)	
Country	Elláda (EL)
NUTS 2	Attiki (EL30)
NUTS 3	Kentrikos Tomeas Athinon (EL303)
Street, House number, Postal code, City	Patroklou & Priamou 57 13122 Athens
Legal and financial information	
Type of partner	Interest groups including NGOs
Legal status	Private
VAT number (if applicable)	999239562
Partner Code for Payment (Do not modify /delete)	
Other identifier description	
PIC (from EC Participant Register)	999239562

Contact	
Legal representative	President Stavros Milionis
Contact person	Project Manager Raina Melissinou
Email	eu_projects@kean.gr
Telephone no.	+302102692880

Motivation

Which of the organisation's thematic competences and experiences are relevant for the project?

KEAN brings nearly 20 years of experience in environmental protection, sustainable tourism, and community-based education. With extensive work on circular economy, climate change, and eco-friendly lifestyles, KEAN has developed educational tools (e.g. Greece's first environmental board game) and organized environmental awareness campaigns, workshops, and clean-up actions. KEAN has implemented sustainable tourism projects such as "GreenCities," "Blue Bridge," and "ProGIreg," combining environmental conservation with local economic development. These projects reflect KEAN' s capacity to engage stakeholders, promote low-impact tourism, and connect cultural heritage with sustainability. KEAN's involvement in EU projects and its broad partnership network further ensure effective transfer of tools like the Tourism Carrying Capacity Limit Calculator in new contexts.

What is the role (contribution and main activities) of your organisation in the project?

KEAN has long-standing experience managing and participating in EU-funded and international projects (Erasmus+, CERV, Horizon2020, Creative Europe, AMIF, EEA Grants). It has acted as both coordinator and partner in over 60 projects focused on sustainable development, social inclusion, environmental education, and youth empowerment. Notable examples include "ProGIreg" (Horizon2020, nature-based solutions in urban settings), "GreenCities" (Erasmus+, sustainable cities), and "Blue Bridge" (linking tourism with traditional livelihoods). KEAN ensures high-quality project implementation, reporting, stakeholder engagement, and dissemination. It collaborates with municipalities, research institutions, and NGOs across Europe, and uses digital tools for monitoring and visibility. Its track record demonstrates reliability, innovation, and a strong capacity for cross-border cooperation.
KEAN will be responsible for piloting the Tourism Carrying Capacity Limit tool in Monemvasia, a culturally and ecologically significant coastal area in southern Greece. It will coordinate the transfer process locally, engage stakeholders (local authorities, tourism actors, community groups), and ensure inclusive participation. KEAN will organize capacity-building workshops and awareness sessions, support the co-creation of strategies and action plans, and facilitate community input using participatory tools. KEAN will lead the local adaptation and optimization of the tool, contribute to peer-learning and dissemination, and promote the uptake of project outcomes in local tourism policy. Its planning role includes managing the pilot, coordinating with technical partners, and ensuring alignment with sustainable tourism and biodiversity goals at local and regional level.

Co-financing

Source	Amount	Percentage
Interreg Funds	119.600,00	80,00%

Co-financing			
Source		**Amount**	**Percentage**
Partner contribution		29.900,00	20,00%
Partner total eligible budget		149.500,00	100,00%
Origin of partner contribution			
Source of contribution	**Legal status of contribution**	**Amount**	**% of total partner budget**
KEAN	Private	0,00	0,00%
-	Automatic Public	29.900,00	20,00%
Total			
Sub-total public contribution		0,00	0,00%
Sub-total automatic public contribution		29.900,00	20,00%
Sub-total private contribution		0,00	0,00%
Total		29.900,00	20,00%
State Aid			
State aid criteria self-check			
Criterium I: Is the partner involved in economic activities through the project?			
1. Will the project applicant implement activities and/or offer goods/services for which a market exists?	No NA		
2. Are there activities/goods/services that could have been undertaken by an operator with the view to making profit (even if this is not the applicant's intention)?	No NA		
Criterium II: Does the partner receive an undue advantage in the framework of the project?			
1. Does the project applicant plan to carry out the economic activities on its own i.e. not to select an external service provider via contract procedures for example?	No NA		

Criterium II: Does the partner receive an undue advantage in the framework of the project?	
2. Will the project applicant, any other operator not included in the project as a project partner or the target audience gain any benefits from its project economic activities, not received in the normal course of business (i.e. not received in the absence of funding granted through the project)?	No NA
Result of State aid criteria self-check:	No risk of state aid
State aid relevant activities	
GBER scheme / de minimis	

B.1 Project Partner 5	
Partner number	5
Partner role	PP
Name of the Organisation in original language	Câmara Municipal de Setúbal
Name of the Organisation in english	Setúbal Municipality
Organisation abbreviation	Setubal
Department / unit / division	NA
Partner main address	
Country	Portugal (PT)
NUTS 2	Área Metropolitana de Lisboa (PT17)
NUTS 3	Área Metropolitana de Lisboa (PT170)
Street, House number, Postal code, City	Praça de Bocage N/A 2901-866 Setubal
Homepage	https://www.mun-setubal.pt/
Address of department / unit / division (if applicable)	
Country	Portugal (PT)
NUTS 2	Área Metropolitana de Lisboa (PT17)
NUTS 3	Área Metropolitana de Lisboa (PT170)
Street, House number, Postal code, City	Praça de Bocage N/A 2901-866 Setubal
Legal and financial information	
Type of partner	Local public authority
Legal status	Public
VAT number (if applicable)	501294104
Partner Code for Payment (Do not modify /delete)	
Other identifier description	
PIC (from EC Participant Register)	501294104

Contact	
Legal representative	President André Martins
Contact person	Head of Office. Cristina Coelho
Email	cristina.coelho@mun-setubal.pt
Telephone no.	+351 265 541 500

Motivation

Which of the organisation's thematic competences and experiences are relevant for the project?

Setubal is a public legal person of the population and territory with representative bodies that aim at the pursuit of the common, specific and specific interests of the population. It presents as a relevant objective the approximation of the local administration to the citizens and the fastest response to the needs and demands of its citizens regarding socioeconomic development, land planning, public supply, sanitation, health, education, culture, environment, sport and the inalienable rights of the citizens it administers.
The Municipality of Setúbal is located approximately 48 km south of Portugal's capital, Lisbon and is the seat of the Setúbal District. It has an area of 230 km2 and 123 496 inhabitants.
The maritime ports keep the city links to the ocean and water well alive and vibrant. The city is also connected with the nearby Arrábida Natural Park and Sado Estuary Natural Reservation: more than 60% of Setúbal territory is a Natural Park/Reservation/Natura 2000 area.

What is the role (contribution and main activities) of your organisation in the project?

Setúbal is renowned for its exceptional natural heritage, which includes three major protected areas: the Arrábida Natural Park, the Sado Estuary Nature Reserve, and the Luiz Saldanha Marine Park.
The Sado Estuary Nature Reserve is one of the most important protected areas in Portugal, known for its rich biodiversity, including a resident population of bottlenose dolphins, numerous bird species, and diverse aquatic ecosystems—particularly the seagrass meadows. In addition to its ecological value, the reserve also supports traditional activities such as fishing and oyster farming. These practices coexist with conservation efforts, tourism, and the presence of an international port.
Setúbal will contribute to the optimization of the TCCL tool by providing both quantitative and qualitative data related to the pilot area.
The Setúbal Municipality aims to assess the results of TCCL implementation by engaging local stakeholders and co-designing an integrated plan for sustainable tourism, thereby contributing to the definition of a joint Mediterranean strategy for tourism.
Stakeholders include:

- Institute for Nature and Forest Conservation
- Local tourism businesses
- Setúbal Tourism Office and Regional Tourism Board
- Environmental NGOs
- Universities and research institutions
- Fishermen and traditional coastal communities
- Transport and mobility service providers

Co-financing			
Source		**Amount**	**Percentage**
Interreg Funds		125.200,00	80,00%
Partner contribution		31.300,00	20,00%
Partner total eligible budget		156.500,00	100,00%
Origin of partner contribution			
Source of contribution	**Legal status of contribution**	**Amount**	**% of total partner budget**
Setubal	Private	31.300,00	20,00%
Total			
Sub-total public contribution		0,00	0,00%
Sub-total automatic public contribution		0,00	0,00%
Sub-total private contribution		31.300,00	20,00%
Total		31.300,00	20,00%

State Aid		
State aid criteria self-check		
Criterium I: Is the partner involved in economic activities through the project?		
1. Will the project applicant implement activities and/or offer goods/services for which a market exists?	No	N.A.
2. Are there activities/goods/services that could have been undertaken by an operator with the view to making profit (even if this is not the applicant's intention)?	No	N.A.
Criterium II: Does the partner receive an undue advantage in the framework of the project?		
1. Does the project applicant plan to carry out the economic activities on its own i.e. not to select an external service provider via contract procedures for example?	No	N.A.

Criterium II: Does the partner receive an undue advantage in the framework of the project?	
2. Will the project applicant, any other operator not included in the project as a project partner or the target audience gain any benefits from its project economic activities, not received in the normal course of business (i.e. not received in the absence of funding granted through the project)?	No N.A.
Result of State aid criteria self-check:	No risk of state aid
State aid relevant activities	
GBER scheme / de minimis	

B.1 Project Partner 6	
Partner number	6
Partner role	PP
Name of the Organisation in original language	ZAVOD - CERC Skupnost raziskovalni in izobraževalni center
Name of the Organisation in english	Community Educational Reseach Centre
Organisation abbreviation	CERC
Department / unit / division	NA
Partner main address	
Country	Slovenija (SI)
NUTS 2	Zahodna Slovenija (SI04)
NUTS 3	Goriška (SI043)
Street, House number, Postal code, City	Prvomajska ulica 37 5000 Nova Gorica
Homepage	https://cercslovenija.org
Address of department / unit / division (if applicable)	
Country	Slovenija (SI)
NUTS 2	Zahodna Slovenija (SI04)
NUTS 3	Goriška (SI043)
Street, House number, Postal code, City	Prvomajska ulica 37 5000 Nova Gorica
Legal and financial information	
Type of partner	Other
Legal status	Private
VAT number (if applicable)	54494842
Partner Code for Payment (Do not modify /delete)	
Other identifier description	
PIC (from EC Participant Register)	886873232

Contact	
Legal representative	Mr Tilen Ranđelović
Contact person	Mr Leon Corduff
Email	leoncorduff@cercslovenija.org
Telephone no.	+39 346 214 5473

Motivation

Which of the organisation's thematic competences and experiences are relevant for the project?

CERC is a pan-European network of experts integrating knowledge across sectors.
CERC promotes EU values and supports policy innovation through participatory integrated approach. The expertise includes environmental evaluation, sustainable development and community engagement. With a strong track record in managing EU-funded projects, CERC's interdisciplinary team excels in fostering sustainable practices and enhancing the institutional capacities of local stakeholders. Their commitment to promoting sustainable development and their extensive experience in environmental education make them a valuable partner for the TO CARE MED project.
CERC's efforts in the TO CARE MED project will serve as a model for integrating education, community engagement, and policy innovation to promote sustainable tourism. Their focus on participatory approaches and capacity building will help create a sustainable tourism model that can be replicated in other regions facing similar challenges.

What is the role (contribution and main activities) of your organisation in the project?

Motivation

CERC has a strategic role in the project. By leveraging expertise in environmental evaluation and community engagement CERC coordinate the WP1 and contribute to enhance the project's impact. Coordination of WP1 CERC coordinates the development and delivery of comprehensive educational and training programs, from the transnational contexts to local stakeholders. These programs, designed and issued in strict cooperation wit the LP , focus on the principles the Tourism Carrying Capacity Limit (TCCL) and on the potential application of the tool ,developed by LP in ALTERECO projects, to ecotourism destinations. CERC manage the cascade learngin process and co design the course with the LP, whith whom shares also trainers. Then CERC support partners in delivering local training sessions to provide local participants with the necessary skills and knowledge to implement sustainable tourism practices.
- Facilitation: CERC promotes a transnational knowledge cluster to support partner destinations and facilitate stakeholder engagement activities, ensuring the inclusion of diverse perspectives in the planning process. This involves the assistance to partners in the organization of tranferring workshops, meetings, and participatory sessions with local authorities, tourism operators, community groups, and other stakeholders. The goal is also to gather input, build consensus, and foster collaboration among all parties involved in the project.
- Educational Materials and Resources: CERC edits a range of educational materials based on LP inputs and resources tailored to the needs of local stakeholders. These educational resources include guidelines, toolkits, and best practice examples on sustainable ecotourism and on the TCCL tool optimization for ecotourism. The resources are designed to support ongoing learning and capacity building beyond the project's duration.
- Knowledge Transfer CERC leads capacity-building initiatives to strengthen the institutional capabilities of local stakeholders, collaborating with the LP to deliver targeted trainings, facilitating knowledge transfer, and providing ongoing support to ensure the effective implementation of the TCCL tool. CERC's approach will emphasize the importance of building local capacities to manage and sustain sustainable tourism practices.
- Policy Innovation: CERC actively promotes EU values and support policy innovation by advocating for sustainable tourism practices at local, regional, and national levels. In this project, it means support partner to integrate horizontal policies and EU value in the Ecotourism action plan, as well as promoting dialogues, policies recommendations, and sharing best practices and lessons learned with policymakers and other stakeholders.
- Dissemination: CERC contributes to the dissemination of results and knowledge through various channels, including the co organization with the LP of the final conference

Co-financing

Source	Amount	Percentage
Interreg Funds	131.430,40	80,00%
Partner contribution	32.857,60	20,00%
Partner total eligible budget	164.288,00	100,00%

Origin of partner contribution

Source of contribution	Legal status of contribution	Amount	% of total partner budget
CERC	Private	32.857,60	20,00%

Total		
Sub-total public contribution	0,00	0,00%
Sub-total automatic public contribution	0,00	0,00%
Sub-total private contribution	32.857,60	20,00%
Total	32.857,60	20,00%

State Aid	
State aid criteria self-check	
Criterium I: Is the partner involved in economic activities through the project?	
1. Will the project applicant implement activities and/or offer goods/services for which a market exists?	No NA
2. Are there activities/goods/services that could have been undertaken by an operator with the view to making profit (even if this is not the applicant's intention)?	No NA
Criterium II: Does the partner receive an undue advantage in the framework of the project?	
1. Does the project applicant plan to carry out the economic activities on its own i.e. not to select an external service provider via contract procedures for example?	No NA
2. Will the project applicant, any other operator not included in the project as a project partner or the target audience gain any benefits from its project economic activities, not received in the normal course of business (i.e. not received in the absence of funding granted through the project)?	No NA
Result of State aid criteria self-check:	No risk of state aid
State aid relevant activities	
GBER scheme / de minimis	

B.1 Project Partner 7	
Partner number	7
Partner role	PP
Name of the Organisation in original language	Ayuntamiento de Murcia
Name of the Organisation in english	Murcia Municipality
Organisation abbreviation	AdM
Department / unit / division	Tourism Department (Servicio de Turismo)
Partner main address	
Country	España (ES)
NUTS 2	Región de Murcia (ES62)
NUTS 3	Murcia (ES620)
Street, House number, Postal code, City	Glorieta de España 1 30004 Murcia
Homepage	www.murcia.es
Address of department / unit / division (if applicable)	
Country	España (ES)
NUTS 2	Región de Murcia (ES62)
NUTS 3	Murcia (ES620)
Street, House number, Postal code, City	Glorieta de España 1 30004 Murcia
Legal and financial information	
Type of partner	Local public authority
Legal status	Public
VAT number (if applicable)	P3003000A
Partner Code for Payment (Do not modify /delete)	
Other identifier description	
PIC (from EC Participant Register)	983820173

Contact	
Legal representative	Mayor of Murcia José Francisco Ballesta Germán
Contact person	Head of the Tourism Dpt Mayka Verde
Email	jefatura.turismo@ayto-murcia.es
Telephone no.	+34 629 313 037

Motivation

Which of the organisation's thematic competences and experiences are relevant for the project?

The Municipality of Murcia, covering an extensive area of 881.86 km², is characterized by its rich agricultural landscape, earning it the title "the orchard of Europe." The municipality boasts extensive peri-urban natural areas and protected parks, with El Valle y Carrascoy Natural Park being a prominent feature. Notably, 30% of the municipality is included in the Natura 2000 network, emphasizing its ecological significance.

Given these unique characteristics, the Municipality of Murcia is highly motivated to participate in the TO CARE MED project to promote sustainable tourism that harmonizes with its natural and cultural heritage. By focusing on the El Valle y Carrascoy Natural Park as the pilot area, Murcia aims to leverage the Tourism Carrying Capacity Limit (TCCL) tool to balance tourism growth with environmental conservation and cultural preservation.

What is the role (contribution and main activities) of your organisation in the project?

Motivation

AThe Municipality of Murcia plays an important role in implementing the Tourism Carrying Capacity Limit (TCCL) principles, methodology, and tool, focusing on sustainable tourism development in El Valle y Carrascoy. Known for its rich cultural heritage, diverse natural landscapes, and significant tourism potential, Murcia aims to balance tourism growth with environmental conservation and cultural preservation by promoting ecotourism within sustainable limits.

Main Activities:
-Engagement: AdM engages local stakeholders in TCCL assessment and ecotourism planning, ensuring the action plan meets community needs. Regular workshops facilitate collaboration.
-Training: AdM organizes local workshops for authorities and tourism operators, focusing on TCCL principles to enhance sustainable ecotourism practices.
-Planning: AdM establishes a Destination Working Group to co-design an action plan for El Valle y Carrascoy, addressing ecological and cultural characteristics and promoting sustainable practices.
-Focus: AdM implements strategies to protect the ecosystems of El Valle y Carrascoy from over-tourism, preserving flora, fauna, and natural habitats.
-Heritage: AdM promotes cultural heritage within its ecotourism strategy, ensuring it is preserved and appreciated by tourists and locals.
-Evaluation: AdM adopts a monitoring mechanism to evaluate the action plan's effectiveness and adjust as needed to stay within carrying capacity limits.
-Integration: AdM aligns actions with Spain's tourism strategies, contributing to new tourism plans for Murcia that integrate sustainability principles.

Pilot Area:
El Valle y Carrascoy features diverse natural landscapes, rich biodiversity, and significant cultural heritage. It faces challenges from over-tourism, including environmental degradation. By implementing the TCCL tool, AdM aims to balance tourism growth with the preservation of natural and cultural heritage, ensuring long-term sustainability, enhanced quality of life for residents, and protection of biodiversity.

Co-financing

Source	Amount	Percentage
Interreg Funds	129.858,24	80,00%
Partner contribution	32.464,56	20,00%
Partner total eligible budget	162.322,80	100,00%

Origin of partner contribution

Source of contribution	Legal status of contribution	Amount	% of total partner budget
AdM	Public	32.464,56	20,00%

Total

Sub-total public contribution	32.464,56	20,00%

Total		
Sub-total automatic public contribution	0,00	0,00%
Sub-total private contribution	0,00	0,00%
Total	32.464,56	20,00%
State Aid		
State aid criteria self-check		
Criterium I: Is the partner involved in economic activities through the project?		
1. Will the project applicant implement activities and/or offer goods/services for which a market exists?	No NA	
2. Are there activities/goods/services that could have been undertaken by an operator with the view to making profit (even if this is not the applicant's intention)?	No NA	
Criterium II: Does the partner receive an undue advantage in the framework of the project?		
1. Does the project applicant plan to carry out the economic activities on its own i.e. not to select an external service provider via contract procedures for example?	No NA	
2. Will the project applicant, any other operator not included in the project as a project partner or the target audience gain any benefits from its project economic activities, not received in the normal course of business (i.e. not received in the absence of funding granted through the project)?	No NA	
Result of State aid criteria self-check:	No risk of state aid	
State aid relevant activities		
GBER scheme / de minimis		

B.1 Project Partner 8	
Partner number	8
Partner role	PP
Name of the Organisation in original language	Unione dei Comuni "Tifernum"
Name of the Organisation in english	Union of Municipalities “Tifernum”
Organisation abbreviation	UCT
Department / unit / division	NA
Partner main address	
Country	Italia (IT)
NUTS 2	Molise (ITF2)
NUTS 3	Campobasso (ITF22)
Street, House number, Postal code, City	Via Madonna delle Grazie 83 86020 Castellino del Biferno
Homepage	https://unionecomunitifernum.it/
Address of department / unit / division (if applicable)	
Country	Italia (IT)
NUTS 2	Molise (ITF2)
NUTS 3	Campobasso (ITF22)
Street, House number, Postal code, City	Via Madonna delle Grazie 83 86020 Castellino del Biferno
Legal and financial information	
Type of partner	Local public authority
Legal status	Public
VAT number (if applicable)	92081890706
Partner Code for Payment (Do not modify /delete)	
Other identifier description	
PIC (from EC Participant Register)	

Contact	
Legal representative	Mr Alessandro Amoroso
Contact person	Mr Mario Ialenti
Email	marioialenti@gmail.com
Telephone no.	+39 335 775 2472

Motivation

Which of the organisation's thematic competences and experiences are relevant for the project?

The Union of Munic. Tifernum groups five cities that aim to improve sustainable development. The Municipalities are: Castellino del Biferno, Lucito, Petrella Tifernina, Montagano and Matrice. UMT promotes and contributes to the socio-economic development of the territory, encouraging participation to the economic initiative of public and private entities to create structures of general interest compatible with environmental resources. It promotes the safeguarding of environment and the health of citizens. UMT also enhances the historical and artistic heritage of cities and their cultural traditions and supports the quality of life of its population to better respond to the needs of the development of the citizens. Regarding the administrative aspect the UMT harmonizes the exercise of the functions and services assigned with the general needs of citizens, ensuring equitable use of resources.

What is the role (contribution and main activities) of your organisation in the project?

Motivation

UMT will apply the Tourism Carrying Capacity Limit (TCCL) tool to enhance sustainable tourism in the Molise region, focusing on natural and cultural site management. They will integrate the protection of natural resources into tourism policies and develop action plans for sustainable tourism.
Main Activities:
-Engagement: UMT actively engages local stakeholders, including residents, businesses, tourism operators, and cultural organizations, in the TCCL assessment and planning processes. Regular workshops and meetings will ensure that the action plan reflects the community's needs and aspirations, promoting inclusive and collaborative decision-making.
-Training UMT takes part at train to trainers at transnational level, then organizes local workshops for municipal authorities and tourism operators. They focus on the principles and application of the TCCL tool, enhancing the capacity of local actors to implement sustainable ecotourism practices.
-Co-Planning: UMT establish a Destination Working Group to co-design an integrated action plan. This plan will address the region’s unique ecological and cultural characteristics, promoting practices that preserve the natural beauty, biodiversity, and cultural traditions of the area. The action plan will manage tourist flows effectively, ensuring activities align with sustainability principles.
-Sites: UMT prioritizes the protection of natural and cultural sites, implementing actions to preserve biodiversity and cultural heritage, ensuring that tourism development does not harm these valuable resources.
-Heritage: UMT integrates the preservation of local cultural heritage and tradition into tourism strategy, and action plans, developing tourism products that highlight the region’s historical and cultural significance, ensuring that cultural assets are preserved and appreciated by both tourists and locals.
-Evaluation:define a monitoring system to evaluate the effectiveness of the TCCL tool and the action plan. This will involve regular data collection and analysis to ensure that tourism activities do not exceed the region’s carrying capacities. Results will be used to make necessary adjustments and improvements to the action plan.
-Policies: align actions with Italy's national and regional tourism strategies, contributing to defining new sustainable ecotourism plans for the Molise region, ensuring participation in policy development forums.
Pilot Area:
The Biferno river and Romanesque routes enhance the cultural and natural tourism experience. By leveraging these resources, UMT aims to develop an attractive and sustainable eco-tourism offer. This integrated approach will address over-tourism challenges and ensure long-term sustainability, enhancing the quality of life for residents and protecting the biodiversity of the region. Key players include local administrators and associations working within a clear governance framework to improve service structures and the reception system.

Co-financing

Source	Amount	Percentage
Interreg Funds	109.360,00	80,00%
Partner contribution	27.340,00	20,00%
Partner total eligible budget	136.700,00	100,00%

Origin of partner contribution			
Source of contribution	**Legal status of contribution**	**Amount**	**% of total partner budget**
UCT	Public	0,00	0,00%
FDR	Automatic Public	27.340,00	20,00%

Total		
Sub-total public contribution	0,00	0,00%
Sub-total automatic public contribution	27.340,00	20,00%
Sub-total private contribution	0,00	0,00%
Total	27.340,00	20,00%

State Aid	
State aid criteria self-check	
Criterium I: Is the partner involved in economic activities through the project?	
1. Will the project applicant implement activities and/or offer goods/services for which a market exists?	No NA
2. Are there activities/goods/services that could have been undertaken by an operator with the view to making profit (even if this is not the applicant's intention)?	No NA
Criterium II: Does the partner receive an undue advantage in the framework of the project?	
1. Does the project applicant plan to carry out the economic activities on its own i.e. not to select an external service provider via contract procedures for example?	No NA
2. Will the project applicant, any other operator not included in the project as a project partner or the target audience gain any benefits from its project economic activities, not received in the normal course of business (i.e. not received in the absence of funding granted through the project)?	No NA
Result of State aid criteria self-check:	No risk of state aid
State aid relevant activities	
GBER scheme / de minimis	

Associated organisations

Number	Status	Name of the Organisation in original language	Name of the responsible project partner
1	Inactive	Grad Korčula	Pula
2	Active	Institute of Tourism Studies	UNIVE
3	Active	Comune di Ravenna	UNIVE
4	Active	Turistička zajednica grada Pule	Pula
5	Active	Grad Korčula	UNIVE

Grad Korčula AO1	
Partner number	PP2
Name of the Organisation in original language	Grad Korčula
Name of the Organisation in english	City of Korčula
Country	Hrvatska (HR)
NUTS 2	Jadranska Hrvatska (HR03)
NUTS 3	Dubrovačko-neretvanska županija (HR037)
Street, House number, Postal code, City	Trg. Antuna i Stjepana Radića 1 20260 Korčula
Legal representative	Mrs Nika Silić Maroević
Contact person	Mr Ivica Martinović
Email	imartinovic@kora.hr
Telephone no.	+38559107073

Grad Korčula AO1	
Partner role	End-users/receivers/final ben. The island of Korčula faces serious challenges of seasonal tourism and limited tourist capacity. During the summer months, the number of tourists on the island significantly exceeds the capacity of the local infrastructure, which creates a number of problems for both, the local population and the tourists themselves. Overloading of the infrastructure becomes especially pronounced during the peak season. The quality of life of the local population is declining due to crowds, noise and pollution. Korčula wants to learn how to transfer knowledge about the TCC tool among its stakeholders. The TCC tool helps determine the optimal number of tourists that a destination can receive without compromising its resources and the quality of visitor experience. The key to the successful implementation of the TCC tool lies in the education and cooperation of all relevant stakeholders, including local authorities, travel agencies, restaurateurs, and tourists themselves.

Institute of Tourism Studies AO2	
Partner number	LP1
Name of the Organisation in original language	Institute of Tourism Studies
Name of the Organisation in english	Institute of Tourism Studies
Country	Malta (MT)
NUTS 2	Malta (MT00)
NUTS 3	Malta (MT001)
Street, House number, Postal code, City	Aviation Avenue Aviation Park,BlockA LQA 9023 Luqa
Legal representative	Mr Pierre Fenech
Contact person	Mrs Ruth Azzopardi
Email	ruth.azzopardi@its.edu.mt
Telephone no.	+35623793131
Partner role	End-users/receivers/final beneficiaries ITS is working on the capacity building of tourism industry stakeholders and on their students' knowledge and teachings in enabling them to set up alternative tourism itineraries. There is the genuine will by ITS to acknowledge and utilize the indicators of the Tourism Carrying Capacity Tool to make more sustainable the new potential tourism alternative paths, which may significant mitigate the severe seasonal tourism pressure in the Maltese islands.

Comune di Ravenna AO3	
Partner number	LP1
Name of the Organisation in original language	Comune di Ravenna
Name of the Organisation in english	Municipality of Ravenna
Country	Italia (IT)
NUTS 2	Emilia-Romagna (ITH5)
NUTS 3	Ravenna (ITH57)
Street, House number, Postal code, City	Piazza del Popolo 1 48121 Ravenna
Legal representative	Mr Michele de Pascale
Contact person	Mrs Jessica Mazzavillani
Email	upe@comune.ravenna.it
Telephone no.	+39 0544 482448
Partner role	Advisory. Ravenna represents an attractive tourist destination, which provide a diverse tourist offer to visitors (city of art, natural areas, beaches facilities). Even tough Ravenna is not considered an overcrowded destination, the Municipality is aware of occasional – but increasing - overtourism situations in the city and its territory. Within the framework of sustainable tourism, Ravenna will implement the FOOTPRINTS project (selected within the 2nd EUI call). The project foresees interventions on both tourist supply and tourist experience levels, based on an innovative approach oriented towards environmental, economic and social sustainability. As associated partner, the Municipality of Ravenna will share the main milestones resulting from this project / process and the main new strategies and policies related to sustainable tourism at local level, adding value to the territorial impact of the project.

Turistička zajednica grada Pule AO4	
Partner number	PP2
Name of the Organisation in original language	Turistička zajednica grada Pule
Name of the Organisation in english	Tourism Office Pula
Country	Hrvatska (HR)
NUTS 2	Jadranska Hrvatska (HR03)
NUTS 3	Istarska županija (HR036)
Street, House number, Postal code, City	Forum 3 52100 Pula
Legal representative	Mrs Sanja Cinkopan Korotaj
Contact person	Mrs Sanja Cinkopan Korotaj
Email	info@pulainfo.hr
Telephone no.	+38552219197
Partner role	End-users/receivers/final beneficiaries

Grad Korčula AO5	
Partner number	LP1
Name of the Organisation in original language	Grad Korčula
Name of the Organisation in english	City of Korčula
Country	Hrvatska (HR)
NUTS 2	Jadranska Hrvatska (HR03)
NUTS 3	Dubrovačko-neretvanska županija (HR037)
Street, House number, Postal code, City	Trg. Antuna i Stjepana Radića 1 20260 Korčula
Legal representative	Mrs Nika Silić Maroević
Contact person	Mr Ivica Martinović
Email	imartinovic@kora.hr
Telephone no.	+38559107073
Partner role	End-users/receivers/final ben. The island of Korčula faces serious challenges of seasonal tourism and limited tourist capacity. During the summer months, the number of tourists on the island significantly exceeds the capacity of the local infrastructure, which creates a number of problems for both, the local population and the tourists themselves. Overloading of the infrastructure becomes especially pronounced during the peak season. The quality of life of the local population is declining due to crowds, noise and pollution. Korčula wants to learn how to transfer knowledge about the TCC tool among its stakeholders. The TCC tool helps determine the optimal number of tourists that a destination can receive without compromising its resources and the quality of visitor experience. The key to the successful implementation of the TCC tool lies in the education and cooperation of all relevant stakeholders, including local authorities, travel agencies, restaurateurs, and tourists themselves.

C - Project description

C.1 Project overall objective

Below, you can see the Programme priority specific objective your project will contribute to (chosen in section A.1.).

RSO2.7: Enhancing protection and preservation of nature, biodiversity and green infrastructure, including in urban areas, and reducing all forms of pollution

Project overall objective

Now think about your main objective – what do you aim to achieve by the end of your project? Remember your project needs to contribute to the programme's objective.
Your objective should:

- be realistic and achievable by the end of the project, or shortly after;
- specify who needs project results and in which territory;
- be measurable – indicate the change you are aiming for.

To care about the sustainability of ECOTOURISM in MED destinations by transferring Tourism Carrying Capacity Limit tool and methodology to planners, managers, and operators who will jointly define the new Ecotourism Strategy and action plans, while developing a MED network for the continuous exchange of practices. Changes will result in eco-compatible services and products that protect the environment and enhance the well-being of people, promoting respectful ecotourism travel in natural areas.

C.2 Project relevance and context

C.2.1 What are the common territorial challenge(s) that will be tackled by the project?

Please describe why your project is needed in the programme area and the relevance of your project for the programme area, in terms of common challenges and opportunities addressed.

Defined as responsible travel to natural areas that conserves the environment and benefits local people, ecotourism unites conservation, communities, and sustainable travel. However, it is not always sustainable, risking exceeding carrying capacities and causing negative impacts on ecosystems and local communities.
The MED region, rich in biodiversity and cultural heritage, faces serious threats from over-tourism, habitat deterioration, and climate change. According to UNWTO, the Mediterranean is a top global tourist destination, attracting millions of visitors annually. The influx poses challenges: environmental degradation, unsustainable tourism practices, and economic vulnerability.
Biodiversity is under pressure from high flows, particularly in coastal areas where tourism is a primary economic activity. The lack of capacity to handle large numbers of visitors, results in habitat destruction, pollution, and resource depletion. Socio-economic benefits are unevenly distributed, with local communities bearing impacts but receiving limited economic gains.
Improperly managed ecotourism can exacerbate these problems.
Many destinations lack awareness and capacity to develop an actual sustainable tourism. The divide among tourism operators, local authorities, and conservation efforts, leads to fragmented management strategies. Seasonal tourism creates periods of intense pressure followed by minimal economic activity, contributing to local vulnerability.
Better integration and coordination among involved stakeholders in tourism and environmental management are needed. Educational initiatives are essential to raise awareness among residents, tourists, and stakeholders about sustainable practices, even in protected areas.
The vast potential for ecotourism, if managed properly, can foster economic growth, nature conservation, and community well-being. However, realizing this potential requires addressing current gaps in planning, awareness, and stakeholder collaboration.

C.2.2 How does the project tackle identified common challenges and/or opportunities and what is new about the approach the project takes?

Please describe new solutions that will be developed during the project and/or existing solutions that will be adopted and implemented during the project lifetime. Describe also in what way the approach goes beyond existing practice in the sector/programme area/participating countries.

The TO CARE addresses over-tourism challenges by transferring to ecotourism destinations, the Tourism Carrying Capacity Limit (TCCL) tool and methodology, originally developed and tested in the ALTERECO PLUS project. The transfer is vital as many Ecotourism destinations lack the capacity to manage tourist flows sustainably, leading to negative environmental and socio-economic impacts.

The TCCL tool determines threshold levels and critical indicators for tourist flows and services, ensuring that tourism activities do not exceed the ecological capacity of destinations. The transfer steps are:
1. Awareness WP1: Raising awareness among stakeholders about the importance of sustainable ecotourism and the risks of exceeding carrying capacities.
2. Optimization WP2: Optimizing the TCC tool to have the stakeholders adopt them in ecotourism destinations.
3. Learning WP2: Building capacities of planners, managers, and operators on the TCCL model, ensuring they comprehend its principles and applications.
4. Strategy Development WP3: Collaboratively developing ecotourism strategy based on TCCL.
5. USE WP3: Applying the tool and the methodology to design action plans for destination management that align with services and products to sustainable tourism and TCCL principles.

This approach goes beyond existing practices by providing a flexible, data-driven tool that adapts to varying conditions and tourist behaviors. It helps to balance ecotourism offer with environmental conservation and local community well-being and foster sustainable tourism practices.
Through cooperation, TO CARE promotes destination working groups to share practices at the transnational level and to co-design services and products enhancing the overall sustainability of ecotourism, locally. By the project's end, TO CARE will have established a robust framework for sustainable ecotourism, ensuring lasting positive impacts on both the environment and local communities.

C.2.3 Why is transnational cooperation needed to achieve the project's objectives and result?

Please explain why the project objectives cannot be efficiently reached acting only on a national/regional /local level. and/or describe what benefits the project partners/target groups/ project area/programme area gain in taking a transnational approach.

The challenges of unsustainable ecotourism, over-tourism, and habitat destruction are relevant for all MED destinations. Environmental issues such as biodiversity loss do not adhere to boundaries. Transnational cooperation enables a comprehensive approach to the challenge, facilitating the implementation of effective conservation measures and ecosystem services respectful boost.
The TCCL tool, developed and tested in the ALTERECO PLUS project, will be transferred and applied to different ecotourism destinations. The process requires sharing knowledge, experiences, and practices among diverse regions, which is only possible through transnational cooperation.
The 4 pilot areas vary and offer the perfect bed to transfer the tool; diversity advantages partners to share and learn with each other thus being more effective locally.
This collaborative effort enhances the tool's adaptability, transferability, and amplification, being proved that it is applied to different contexts with a shared approach to ecotourism sustainability.
Partners' pooling of resources and experiences allows for the development of robust and exploitable solutions to develop harmonized ecotourism strategy and plans to ensure sustainable practices across the MED. The alignment is crucial to managing shared natural resources and developing ecotourism services within the TCCL.
Joint training programs increase the capacity of stakeholders to use the TCCL tool in plan and management
The transnational ecosystem skills that will be created ensure benefits from advanced shared methodologies.
The complexity and scale of the challenges and the willingness to transfer the tool in different contexts necessitate a coordinated effort that transcends borders. Collaboration is vital for creating sustainable ecotourism models that benefit the entire MED region. it ensures that results are comprehensive, and impactful, for ecotourism practices across MED destinations.

C.2.4 Who will benefit from your project outputs?

In the first column of each row, please select one of the pre-defined target groups from the drop-down list. In the second column explain in more detail exactly who will benefit from your project. For example, if you choose the category education, you need to explain which specific schools or groups of schools and in which territory.

Target Group	Specification
Local public authority	Local public authorities, such as municipalities and regional councils, will benefit significantly from the project by gaining access to advanced tools and methodologies for sustainable tourism planning. The optimized TCC tool will enable them to monitor and manage tourist flows more effectively, ensuring that tourism activities remain within sustainable limits. This will help in preserving local ecosystems, reducing environmental degradation, and enhancing the quality of life for residents. Furthermore, the project's focus on participatory planning and stakeholder engagement will empower these authorities to develop and implement comprehensive ecotourism strategies that align with local needs and priorities. There is a clear benefit from cooperating as these authorities can share knowledge and best practices across borders, enhancing regional coordination and effectiveness.

Target Group	Specification
Regional public authority	Authorities at various levels will benefit from the comprehensive data and insights provided by the TCC tool, which will inform policy-making and regulatory frameworks. The project's emphasis on transnational cooperation and knowledge exchange will enable these authorities to learn from best practices in other regions, leading to more effective and coordinated tourism management policies. The collaboration fostered by the project will also strengthen the capacity of authorities to address cross-border environmental and tourism challenges, contributing to the overall sustainability of the Euro-MED region. Cooperation will ensure that policies are harmonized and more effective across the region
SME	Small and medium-sized enterprises (SMEs) operating in the ecotourism sector will benefit from the project through increased support for sustainable business practices. The training programs and resources provided by the project will help SMEs adopt eco-friendly practices, improve their services, and enhance their competitiveness. By aligning their operations with the carrying capacity limits identified by the TCC tool, SMEs can reduce their environmental footprint and appeal to eco-conscious tourists. The project will also create networking opportunities, allowing SMEs to collaborate with other businesses and stakeholders to promote sustainable tourism. Cooperation across borders will provide SMEs with broader market insights and access to international best practices, enhancing their sustainability and profitability
Business support organisation	BSOs will play a crucial role in supporting SMEs and other stakeholders in adopting sustainable tourism practices. Through the project's training programs, BSOs will gain the knowledge and tools needed to assist their members in implementing the TCC tool and developing eco-friendly business models. This will enhance the overall capacity of BSOs to promote sustainable economic growth in the tourism sector, ensuring that environmental and social considerations are integrated into business development strategies. The transnational approach will allow BSOs to leverage experiences from different regions, fostering innovation and effective solutions
Other	Destination Management Organizations DMOs will receive targeted training and support to utilize the TCC tool, allowing them to create detailed visitor management plans that optimize resource use and minimize ecological impact. The project's educational programs will enhance the DMOs' capacity to promote sustainable tourism practices among local businesses and visitors. Additionally, the creation of Destination Working Groups (DWGs) will facilitate collaboration between DMOs, local authorities, and other stakeholders, leading to the development of integrated action plans that enhance the sustainability and attractiveness of tourism destinations. Transnational cooperation will provide DMOs with diverse perspectives and strategies, enriching their approach to destination management

Target Group	Specification
Other	Sport and cultural associations will gain from the OIKOS project through enhanced collaboration and resource sharing facilitated by the DWGs. These associations can participate in the planning and implementation of sustainable tourism activities that highlight local culture and heritage. The project's educational initiatives will also raise awareness about the importance of preserving cultural and natural resources, encouraging associations to adopt sustainable practices in their events and activities. Cooperation will allow these associations to share cultural practices and enhance their events with sustainable tourism insights from other regions
General public	The general public, including both citizens and tourists, will benefit from the improved management of tourism activities and the preservation of natural and cultural resources. Educational programs and awareness campaigns will promote responsible tourism behaviors and encourage the public to participate in conservation efforts. The enhanced visitor experiences, reduced environmental impact, and sustainable tourism practices will contribute to a higher quality of life for local residents and more fulfilling experiences for tourists. Transnational cooperation will ensure that best practices in public engagement and education are shared and implemented across the Euro-MED region.

C.2.5 How does the project contribute to wider strategies and policies?

Please indicate to which strategies and policies your project will contribute. Then describe in what way you will contribute.

Strategy	Contribution
EU Strategy for the Adriatic and Ionian Region	The project supports the EUSAIR by promoting sustainable tourism practices that preserve natural and cultural heritage. By implementing the Tourism Carrying Capacity (TCC) tool, the project will help manage tourist flows, reduce environmental degradation, and enhance the quality of tourism services, directly contributing to the EUSAIR's objectives of fostering sustainable economic growth and protecting biodiversity in the Adriatic and Ionian regions. (2 pilot destinations are in ADRION Region)
EU Strategy for the Alpine Region	The project's focus on sustainable ecotourism aligns with EUSALP's goals of promoting environmental sustainability and socio-economic development in the Alpine region. The TCC tool will provide concrete data to optimize tourism management, ensuring that natural resources are protected while supporting local economies. The project's educational initiatives will also raise awareness about sustainable practices among tourists and local communities. Even if we do not comprise alpine destination, the tool can be exploited in ecotourism green area of theregion)

Strategy	Contribution
Initiative for the sustainable development of the blue economy in the western Mediterranean region	TO CARE will contribute to this initiative by enhancing the sustainability of coastal and marine tourism through the use of the TCC tool. This will help balance tourism activities with marine conservation efforts, promoting the sustainable use of marine resources and supporting the development of a resilient blue economy.
European Green Deal	The project aligns with the European Green Deal's objectives of making Europe climate-neutral by 2050 and protecting biodiversity. By implementing sustainable tourism practices, reducing carbon footprints, and promoting the conservation of natural areas, TO CARE will contribute to the Green Deal's goals. The TCCL tool will play a crucial role in monitoring and managing the environmental impact of tourism activities. The project aims to care about nature, biodiversity, environment and will include the green transition as horizontal goal in its activities and outputs
Territorial Agenda 2030	TO CARE supports the Territorial Agenda 2030 by fostering regional cooperation and sustainable development. The project's transnational approach and focus on participatory planning will enhance territorial cohesion, ensuring that tourism development benefits local communities and preserves natural and cultural assets
Other	The project will contribute to the UNEP MAP by promoting sustainable tourism practices that protect marine and coastal environments in the Mediterranean. The TCC tool will help manage tourist activities in these sensitive areas, reducing pressures on ecosystems and supporting the goals of the Mediterranean Action Plan.
Other	EU Strategy for Sustainable Tourism (P9_TA(2021)0109): The project will directly support this strategy by developing and implementing sustainable tourism practices that enhance the resilience of tourism destinations. The project's focus on stakeholder engagement, capacity building, and the use of the TCC tool will ensure that tourism development aligns with sustainability principles and contributes to the long-term viability of the sector
Other	Circular Economy Action Plan: The project promotes the principles of the Circular Economy Action Plan by encouraging resource efficiency and waste reduction in the tourism sector. The TCC tool will help identify opportunities for minimizing waste and optimizing resource use, contributing to a more circular tourism economy
Other	Directive 94/62/EC on Packaging and Packaging Waste: The project will address packaging waste in tourism by promoting eco-friendly practices among tourism operators and encouraging the use of sustainable packaging solutions. This aligns with the directive's goals of reducing packaging waste and enhancing recycling efforts

Strategy	Contribution
Other	EU’s Growth Strategy for a Sustainable Future: The project supports this strategy by fostering sustainable economic growth through the development of eco-friendly tourism practices. By promoting responsible tourism and enhancing the sustainability of tourism destinations, TO CARE will contribute to the EU's vision of a sustainable and resilient economy.
Other	Biodiversity Strategy for 2030: The project aligns with the Biodiversity Strategy for 2030 by prioritizing the protection and restoration of biodiversity in tourism destinations. The TCC tool will help manage tourist activities to minimize their impact on natural habitats, supporting the strategy's goals of halting biodiversity loss and promoting ecosystem restoration.

C.2.6 Which synergies with past or current EU and other projects or initiatives will the project make use of?

Project or Initiative	Synergy
ALTERECO and ALTERECO PLUS	Interreg MED Synergy and Activities: ALTERECO and ALTERECOPLUS focused on sustainable tourism in coastal and maritime areas. OIKOS will optimize and transfer the TCC tool developed in ALTERECO, adapting it for ecotourism destinations. The project will build on ALTERECO's insights into managing tourism in sensitive coastal regions, ensuring that new solutions are tailored to similar environmental contexts. Partner/Lead Partner UNIVE
SHAPETOURISM	Interreg MED Synergy and Activities: SHAPETOURISM led the foundation of ALTERECO projects providing advanced methodologies for decision support system based on data and georeferenced indicators, useful to analyzing tourism flows and their impacts providing policy and decision makers with a GIS Observatory created with both official statics and big data from the web. TO CARE will integrate the methodologies of the Observatory into the process to transfer the TCCL tool to improve the accuracy of impact assessments. This integration will enhance the TCC tool's capability to balance visitor numbers with ecological and social sustainability. Lead Partner UNIVE
DESTIMED	Interreg MED Synergy and Activities: DESTIMED developed tools for measuring the sustainability of ecotourism activities. TO CARE will adopt DESTIMED's best practices and incorporate its monitoring frameworks into the TCC tool. This will improve the tool's effectiveness in evaluating and promoting sustainable tourism practices.
BENATUR	Interreg SEE Synergy and Activities: BENATUR focused on enhancing biodiversity conservation and sustainable tourism in protected areas across Southeast Europe. TO CARE will use BENATUR's guidelines for biodiversity protection to enhance the TCC tool's parameters for assessing environmental impact. This will ensure that tourism activities do not compromise biodiversity and natural habitats, fostering a balance between tourism development and environmental conservation

Project or Initiative	Synergy
BLUTOURSYSTEM	Interreg Italy-Croatia Synergy and Activities: BLUTOURSYSTEM aimed at developing a sustainable tourism model that integrates environmental, social, and economic dimensions in the Italy-Croatia cooperation area and provided business intelligence (evolving Shapetourism Observatory) to support the sustainable development of the business ecosystem in bleu economy, marine, maritime and coastal tourism destinations. The outcome of the BlueTour System has been considered as input in ALTERECO and vice versa, as projects have been implemented almost in parallel. TO CARE will align its strategies with BLUTOURSYSTEM's business model for sustainable tourism, ensuring consistency in promoting eco-friendly tourism practices across the region. This alignment will help the transfer process of the TCC tool for cross-border application and enhance the cooperation between Italy and Croatia in managing sustainable tourism. Lead Partner UNIVE
2BPARKS	Interreg MED (2007-2013) Synergy and Activities: 2BPARKS focused on developing strategies for the sustainable management of natural parks in the Mediterranean region. Even if an “old” project it provides useful examples and insight for protected areas and parks sustainable management and marketing, for education and interpretation of natural heritage and resources (among the destinations addressed we have ALENTEYO, which can capitalize this project outputs that are considered still useful and useful also for current challenges. TO CARE will incorporate these outputs, particularly into its action plans, and in education events to enhance the sustainability of ecotourism destinations. By building on 2BPARKS' outcomes, TO CARE will ensure that natural parks continue to be preserved while being used as valuable tourism assets.
TOURismO	Interreg EuroMED in progress Synergy and Activities: TOURismO developed innovative solutions for managing tourist flows. TO CARE would establish a connection within the Euromed community and governance structure, TO CARE would use TOURismO's solutions to better the transfer process of the TCC tool's functionality in managing tourist flows effectively, ensuring that tourism activities remain within sustainable limits.
LIBECCIO	Interreg EuroMED in progress Synergy and Activities: LIBECCIO focused on enhancing cooperation and digital transformation in tourism. TO CARE which partially will be implemented when the LIBECCIO project approaches the final steps and closure phase would leverage LIBECCIO's digital tools and cooperative frameworks to foster stakeholder engagement and improve the TCC tool's digital dimensions, making it more accessible and user-friendly.
BLUEISLANDS	Interreg MED Synergy and Activities: BLUEISLANDS addressed the impact of tourism on waste generation in island destinations. TO CARE will integrate BLUEISLANDS' waste management strategies into the TCC tool, promoting sustainable waste management practices in ecotourism areas
INHERIT	Interreg MED Synergy and Activities: INHERIT aims to protect natural and cultural heritage through sustainable tourism. TO CARE will incorporate INHERIT's best practices for heritage protection into its action plans, ensuring that ecotourism development supports the conservation of both natural and cultural assets

Question not used

Please fill the field with NA

NA

C.3 Project partnership

Describe the structure of your partnership and explain why these partners are needed to implement the project and to achieve project objectives. What is the contribution of each partner to the project?

The partnership combines competencies, expertise, and experiences; it has been carefully built to enable a solid approach to attain objectives and effective transfer process. From UNIVE, which crafted the ALTERECO TCCL tool, to CERC, which provides integrated perspectives to optimize the tool for ecotourism, the partnership encompasses pilot destinations -covering coastal areas (Pula in Croatia, Bulgarian Riviera), Ionian islands in Greece, rural areas (Murcia in Spain and Molise in Italy), protected areas and lagoons in Portugal and Spain- UPTAKING the a join strategy based on Carrying Capacity principles to elaborate action plans for sustainable ecotourism. The variety of transferring contexts provides added value, ensures further replicability and sustainability.
Partners contribute to peer learning, develop an innovative “cascade training system” to amplify the transfer effectiveness. The training process enriches participants' knowledge and capacities, creating collaborative clusters for sustainable ecotourism. Partners bring diverse range of experiences, essential to address multifaceted challenges of sustainable ecotourism in MED.

- UNIVE, with its academic expertise in CCT methodologies, ecotourism, and environmental sustainability, leads the project, focusing on analytical and methodological implementation. It optimizes and transfers the Tourism Carrying Capacity Limit (TCCL) tool, previously developed in the Altereco and Altereco Plus projects. UNIVE ensures effective contribution to MED strategy to amplify results.
- CERC provides integrated professional perspectives for a multidisciplinary approach, crucial to mobilizing stakeholders and ensuring methodologies are grounded in real-world practices. It supports the Destination Working Groups (DWGs) and facilitates transnational exchange and transfer of knowledge and best practices, integrating tourism economics with environmental, spatial planning, health, gender, and social expertise.
- SETUBAL focuses on integrating project results into local and regional governance frameworks, ensuring sustainability. They bring significant experience in developing environmental management plans for fragile natural areas and defining sustainable development strategies, adding value for peer learning within the consortium.
- GRAND Pula: A pilot destination, Pula offers a context rich in cultural UNESCO sites and valuable natural heritage, critical for developing tailored sustainable ecotourism experiences. Pula will implement the tool to improve plans, contributing to project outputs and results.
- KEAN builds on its experience in developing inclusive environmental and social plans with the coastal city of Monemvasia, which offers a unique perspective due to seasonal tourism pressures. KEAN aims to train stakeholders to improve planning for more sustainable ecotourism.
- UBBSLA (Union of Bulgarian Black Sea Local Authorities): focuses on a pilot destination, and will transfer knowledge and raise capacities across broader destinations along the Riviera, enhancing the transfer process activated in the project.
- AdM based on the project's educational and shared learning process evolves its ecotourism strategy to care better for agricultural resources with a regenerative perspective incorporating nature and culture, tradition, and ecosystems.
- UCT Union of Muncipalites in Molise (IT): after sharing the TCCL with rural areas and cities, STK will develop a sustainable ecotourism plan enhancing the area close to the Biferno River, rich in biodiversity, nature, and culture.
- Associated partners manifested interest to follow the project and contribute with their experience particularly to the knowledge Cluster and trainings

The consortium emphasizes the importance of cultural and natural heritage conservation and is committed to caring about ecotourism sustainability considering carrying capacity. It fosters

collaboration at local and transnational levels, with representatives from each partner ensuring a balanced and inclusive approach to decision-making and implementation.
Local Level: partners organize Destination Working Groups (DWG) within their respective areas, involving public authorities, tourism operators, community leaders, and environmental organizations. The DWGs are key in transferring and tailoring activities to local needs, ensuring relevance and effectiveness.
Transnational Level: The consortium facilitates a transnational cluster of ecotourism stakeholders, serving as a platform for peer learning, knowledge exchange, and dissemination of best practices. Online thematic webinars and meetings will foster collaboration and enhance the overall impact.
The project effectively addresses challenges of sustainable ecotourism, leveraging capabilities of partners and fostering collaboration. The integrated approach ensures that results are scientifically robust, practically applicable, and widely disseminated to maximize their long-term impact.

C.4 Project work plan

Number	Work package name
1	ECOTOURISM WITHIN CARRYING CAPACITY LIMIT: new stakeholder awareness through networking. (lead CERC)
2	OPTIMIZING CARRYING CAPACITY TOOL to Assess ECOTOURISM Subsystems SUSTAINABILITY (Lead UNIVE)
3	UP-TAKING of Solutions for Joint ECOTOURISM Strategy, Integrated Action Plans Exploitation (UNIVE)

Work package 1

Work package title

ECOTOURISM WITHIN CARRYING CAPACITY LIMIT: new stakeholder awareness through networking. (lead CERC)

Objectives

Your objectives should be:

- realistic and achievable by the end of the project;
- specific (who needs project outputs delivered in this work package, and in which territory);
- measurable – indicate the change you are aiming for.

Define one project specific objective that will be achieved when all activities in this work package are implemented and outputs delivered.

Promote tourism stakeholders' understanding of what sustainability means in ecotourism and how the exploitation of ecosystem services must be balanced with the conservation of nature and biodiversity while ensuring the well-being of the community and tourists. It is not certain that ecotourism is sustainable, there is an environmental carrying capacity that must be understood, analyzed, and constantly monitored. This requires a collaborative effort between the different subjects who together build the ecotourism offer, and this also represents the ambition of WP1 which intends to establish a working group on the destination that cooperates at both local and transnational levels.

Think about the communication objective that will contribute to the achievement of the specific objective. Communication objectives aim at changes in a target audience's behaviour, knowledge or belief.

Raise local stakeholders' awareness of the importance of policies, practices, services, and products for ecotourism that are effectively sustainable and develop within the limits of the carrying capacity of the destination. Involve interested parties through workshops and other forms of cooperation, encouraging them to take an active part and participate in the transnational cluster of working groups on ecotourism destinations, thus encouraging and contributing to sustainable planning and management, in the context of a rapidly evolving market and change, paying attention to the ecotourism core product, i.e. nature and biodiversity.

Activities

Activity 1.1	
Title	1.1: Establishing Destination Working Groups (DWGs) for promoting cooperation at the local level and within the Transnational cluster of ecotourism stakeholders
Start period	Period 1, 1 - 6

Activity 1.1	
End period	Period 4, 19 - 24
Description	To ensure the effectiveness and large impact of the transfer process, we start by activating stakeholders, developing local awareness campaigns about sustainability in ecotourism, and sharing the concept and principle of carrying capacity applied at ecotourism destinations. At the same time, this activity lays the foundation for long-term cooperation, peer learning, and exchange of practices in the transnational context. Subtasks: 1.1.1 Arranging guidance to activate stakeholders and methodology to engage with them in both local activities to improve the sustainability of the ecotourism destination within the Carrying Capacity limit and, at the transnational level, for peer learning and sharing. 1.1.2 Identification of Key Stakeholders: Each destination/partner will identify and engage local stakeholders (e.g., Public authorities, DMOs, tourism economic operators, community leaders, and environmental organizations…) to join the Destination Working Groups (DWGs) and map their interests, commitment for changes, and potential of impacting the sustainability transition. 1.1.3 Formation and Organization of DWGs: Partners will organize initial meetings to formally establish DWGs, ensuring diverse representation: appoint active members of the core operational group and the follower stakeholders to be involved in joint larger initiatives. 1.1.4 Promoting the Transnational MED Cluster exchange and peer learning space, by means of online thematic webinars and exchange. Role of Partners: CERC provides methodological guidance and supports the DWG formation and the transnational ecotourism cluster operations. UNIVE collaborates with CERC to provide guidance and then promote the evolution of the MED ecotourism cluster. City of SETUBAL, City of Pula, KEAN, UBBSLA, AdM, UCT: Establish and coordinate the DWGs in their respective pilot ecotourism destination and ensure a selected group of stakeholders take part in the transnational ecotourism cluster.

Activity 1.1	
	Associated partners follow the process and provides the consortium with hints and knowledge, thus to improve the guideline.
Partner(s) involved	UNIVE, Pula, UBBSLA, KEAN, Setubal , CERC, AdM, UCT

Deliverables 1.1

Running number	Deliverable title	Description	Delivery period
D.1.1.1	Guidelines for the formation and operations of Destination Working Groups DWG	Guidelines for the formation and operations of DWGs, including recommendations (and templates) to formalize agreements to cooperate locally and transnationally for a joint approach to sustainable ecotourism.	Period 1 , 1 - 6

Activity 1.2	
Title	Preparation of Educational Resources on Ecotourism, Sustainability, and Carrying Capacity
Start period	Period 1, 1 - 6
End period	Period 2, 7 - 12

Activity 1.2	
Description	This activity focuses on researching, source collection, and educational materials preparation to raise awareness and provide comprehensive knowledge on ecotourism sustainability, the concept of carrying capacity, and how these can be applied to ecotourism destinations. The resources will be used in subsequent activities (1.3 and 1.4) and will also be compiled into an open-source book for self-learning. Subtasks: 1.2.1 Gather sources, and develop educational content on ecotourism principles, sustainability, and carrying capacity analysis. 1.2.2 Create multimedia resources (videos, infographics, and presentations) to complement the educational content. 1.2.3 Compile an open-source book for self-learning, accessible to those unable to participate in webinars and workshops. Role of Partners: UNIVE and CERC lead the development of educational resources, considering input from all partners (City of SETUBAL, City of Pula, KEAN, UBBSLA, AdM, UCT) which also will review and provide feedback on the educational materials. Associated partners provides experiences a and good practice that can be taken into account in the definition of the resources.
Partner(s) involved	UNIVE, Pula, UBBSLA, KEAN, Setubal , CERC, AdM, UCT

Deliverables 1.2

Running number	Deliverable title	Description	Delivery period
D.1.2.1	Educational resources on ecotourism sustainability	Educational resources on ecotourism sustainability and carrying capacity, including an open-source book.	Period 1 , 1 - 6

Activity 1.3	
Title	Transnational Event to Understand the Importance of Carrying Capacity in Ecotourism

Activity 1.3	
Start period	Period 1, 1 - 6
End period	Period 2, 7 - 12
Description	This event aims to deepen stakeholders' understanding of the importance of analyzing and considering carrying capacity limits in ecotourism. At least two participants per partner will attend, they are selected among those who can successively transfer knowledge and raise awareness of ecotourism at the destination level (Activity 1.4). Subtasks: 1.3.1 Organize a transnational event with expert presentations on carrying capacity analysis and its application in ecotourism and on the meaning of sustainability in ecotourism, reflecting on good and bad practices, 1.3.2 Facilitate workshops and interactive sessions to discuss practical examples and case studies, including for example world café session on key tourism subsystems to be considered in carrying capacity, 1.3.3 Prepare participants to transfer knowledge locally through training and sharing of educational support materials. Role of Partners: CERC and UNIVE coordinate the event, ensuring a diverse range of expert speakers. All partners ensure the participation of at least 2 key participants and if possible also stakeholders and facilitate their involvement in local knowledge transfer. Associated pps are invited to participate, also by connecting online
Partner(s) involved	UNIVE, Pula, UBBSLA, KEAN, Setubal , CERC, AdM, UCT

Deliverables 1.3			
Running number	**Deliverable title**	**Description**	**Delivery period**

Activity 1.4

Activity 1.4	
Title	Organization of Local Workshops and Seminars for Stakeholders
Start period	Period 1, 1 - 6
End period	Period 2, 7 - 12
Description	These workshops and seminars are designed and implemented to transfer knowledge gained from the transnational event (Activity 1.3) to local stakeholders, fostering cooperation and promoting effective sustainability practices. Topics: Meaning of ecotourism sustainability, good and bad practices, principles of Carrying Capacity methodology. These seminars will introduce the training courses on the TCCL tool application (WP2) for supporting planning (WP3) Subtasks: 1.4.1 Plan and organize local workshops and seminars, on common topics tailored to the specific needs of each destination. 1.4.2 Facilitate sessions where participants from the transnational event transfer their knowledge to local stakeholders. 1.4.3 Invite local experts and testimonials to enrich the discussions and provide practical insights. Role of Partners: Each partner (Setubal, City of Pula, KEAN, UBBSLA, AdM, UCT) organizes and facilitates workshops and seminars in their respective destinations. UNIVE and CERC provide support and if requested connect online.
Partner(s) involved	UNIVE, Pula, UBBSLA, KEAN, Setubal , CERC, AdM, UCT

Deliverables 1.4			
Running number	**Deliverable title**	**Description**	**Delivery period**

Activity 1.5	
Title	Monitoring Project Carbon Footprint
Start period	Period 1, 1 - 6

Activity 1.5	
End period	Period 4, 19 - 24
Description	This activity focuses on tracking and mitigating the carbon footprint generated by the project to ensure environmental responsibility and sustainability. Subtasks: 1.5.1 Data Collection: Each partner will collect detailed data on all project activities, including travel, events, accommodations, and other relevant operations, to assess the overall carbon footprint. 1.5.2 Carbon Footprint Analysis: Analyze the collected data to measure the project's carbon footprint using the MED carbon footprint monitoring tool, developed and tested within the Interreg MED 2014-2020 Programme. This tool will provide accurate calculations and identify key areas of carbon emissions. 1.5.3 Reporting and Mitigation Strategies: Develop comprehensive reports detailing the carbon footprint of the project. Propose and implement mitigation strategies to reduce emissions, such as optimizing travel routes, using sustainable materials, and improving energy efficiency in project operations. These reports will also document actions taken to offset emissions within the Euro-MED territories. Role of Partners: UBBSLA is Responsible for providing methodological guidance, leading the carbon footprint analysis, and ensuring the accurate implementation of the monitoring tool across all partners. UNIVE, Setubal, City of Pula, KEAN, UBBSLA, AdM, UCT: Each partner will provide necessary data, support the carbon footprint assessment, and implement recommended mitigation strategies. They will also ensure that their local activities align with the project's overall sustainability goals.
Partner(s) involved	UNIVE, Pula, UBBSLA, KEAN, Setubal , CERC, AdM, UCT

Deliverables 1.5			
Running number	**Deliverable title**	**Description**	**Delivery period**

Outputs

Output 1.1	
Output Title	Destination Working Groups sharing ideas and solutions via thematic transnational workshops
Programme Output Indicator	23087: Organisations cooperating across borders
Measurement Unit	Organisation
Target Value	11,00
Delivery period	Period 1, 1 - 6
Output Description	Establishment of DWGs in pilot destinations and expert groups at UNIVE and CERC. DWGs bring together public authorities, DMOs, SMEs, and NGOs, to collaboratively work on sustainable ecotourism initiatives using the TCC tool, UNIVE and CER organizes periodically transnational online meetings to facilitate knowledge exchange, foster MED cooperation, and ensure the alignment of ecotourism strategies across the region, thereby increasing the institutional capacity of the organizations involved.
Output 1.2	
Output Title	Transnational Training Programs to train trainers and transfer locally the knowledge about ecotourism sustainability and principle of CCL
Programme Output Indicator	23116: Jointly developed solutions
Measurement Unit	Solution
Target Value	1,00
Delivery period	Period 2, 7 - 12
Output Description	The project will develop and implement training programs that bring together participants from different countries to learn about sustainable tourism practices, particularly focusing on the principles of the TCC. These programs will cover topics such as the need to assess visitor impact, resource allocation optimization, and responsible tourism promotion. By training participants across borders, the project will ensure that all regions benefit from shared knowledge and best practices.

Investments

Work package 2

Work package title

OPTIMIZING CARRYING CAPACITY TOOL to Assess ECOTOURISM Subsystems SUSTAINABILITY (Lead UNIVE)

Objectives

Your objectives should be:

- realistic and achievable by the end of the project;
- specific (who needs project outputs delivered in this work package, and in which territory);
- measurable – indicate the change you are aiming for.

Define one project specific objective that will be achieved when all activities in this work package are implemented and outputs delivered.

The successful implementation of the ecotourism sustainability tourism activities as well as the alignment of stakeholders' understanding with the carrying capacity principles (approached and developed in WP1) pave the way to focusing on the optimization of the Tourism Carrying Capacity Limit (TCCL) tool (developed in previous ALTERECO projects) to transfer it to MED ecotourism destinations, while ensuring a personalized application to the pilot project areas. This implies that WP 2 aims to transfer the TCCL tool/model and to orient the organization of tourism subsystems (catering, accommodation, attractions, mobility) and therefore allow the dynamic and strategic alignment of the territory's offers with the results of the analysis of tourist flows carrying capacity, in ecotourism areas characterized by high levels of natural, cultural and biodiversity heritage.

Think about the communication objective that will contribute to the achievement of the specific objective. Communication objectives aim at changes in a target audience's behaviour, knowledge or belief.

- Disseminate the results relating to the functionality of the tool optimized for the limit of tourism carrying capacity (TCCL) for ecotourism and highlight its advantages for sustainable planning and development of Mediterranean ecotourism
- Increase the capabilities of operators active in the context of ecotourism destinations to analyze the TCCL in the ecotourism destination and include the results in the planning process
- Amplify results beyond the partnership and participate in community and transnational governance by sharing project results, in particular, the TCCL tool for ecotourism, good planning practices as well as the designed transfer process (roadmap) and implemented during the realization of the project.

Activities

Activity 2.1	
Title	Analyzing Pilot Destination Obstacles and Vulnerabilities, Gathering Data
Start period	Period 2, 7 - 12

Activity 2.1	
End period	Period 3, 13 - 18
Description	This activity focuses on analyzing the specific challenges and vulnerabilities of pilot ecotourism destinations. It encompasses the gathering and the analysis of data. These steps are fundamental and the insights gained will guide the optimization process (Activity 2.2) and ensure the tool's practical applicability in the pilot destination. Subtasks: 2.1.1 Data Collection: Gather quantitative and qualitative data on environmental, social, and economic factors affecting sustainability in pilot destinations. 2.1.2 Vulnerability Assessment: Analyze the data to identify key obstacles and vulnerabilities specific to each destination. 2.1.3 Reporting Findings: Compile the findings into a comprehensive report, highlighting areas of concern and potential strategies for mitigation. 2.1.4 Exploitation Planning: Develop strategies for the exploitation of gathered data to enhance the CCT and inform stakeholders. Role of the partners: UNIVE leads the activity; CERC collaborates with UNIVE Tourism experts providing other relevant points of view, environment, gender, social and community well-being, Setubal, City of Pula, KEAN, UBBSLA, UTC AdM: Assist in data collection and analysis, providing local insights and context. Associated partners are consulted and involved in the analysis
Partner(s) involved	UNIVE, Pula, UBBSLA, KEAN, Setubal , CERC, AdM, UCT

Deliverables 2.1

Running number	Deliverable title	Description	Delivery period
D.2.1.1	Baseline Assessment Report	A detailed report on the obstacles and vulnerabilities in pilot destinations, providing a foundation for optimizing the TCCL Tool to pilot areas and to ecotourism in general. The report is relevant to outlining data necessary to enhance tool effectiveness considering ecotourism features.	Period 2 , 7 - 12

Activity 2.2	
Title	Optimizing the ALTERECO TCCL Tool to Tailor it to ECOTOURISM DESTINATIONS
Start period	Period 2, 7 - 12
End period	Period 3, 13 - 18
Description	This activity optimizes the TCCL tool to suit specific needs and to be transferred to ecotourism MED destinations, enhancing its functionality and pertinence for sustainable ecotourism planning and management. The activity capitalizes on outcomes of WP1, and the “Sustainable Tourism toolkit”(interreg_sustainable_tourism_toolkit_2023.pdf) published by the Interreg Euro MED, Maritime Italy-France, and NEXT MED Programmes in the frame of their new Multiprogramme Coordination Mechanism and specifically recalled in this call as a tool give particular emphasis. Subtasks: 2.2.1 Start with the optimization of the ALTERECO Tool: Consider the current version of the TCCL developed under the ALTERECO projects (tested in cultural destinations) and take into account other projects' output and results (ShapeTourism, SmartCultour, BlutourSystem, DestiMed, etc.) as starting point of optimization 2.2.2 Customization Workshops: Conduct workshops with stakeholders (DWGs) to identify certain needs of pilot destinations thus base the optimization process on actual and real-life applications and defining a guidance guideline for tool application in ecotourism destination 2.2.3 Finalizing the optimized Tool: Incorporate feedback (data from Activity 1.1; results from past projects, the need of pilots) and tailor the TCCL to address unique aspects of ecotourism in MED and pilot destination, always with a view of ensuring its exportation and exploitation beyond pilots. 2.2.4 Exploitation Strategy: Develop an exploitation plan to ensure the optimized TCCL is effectively utilized and disseminated among stakeholders in the MED region. Role of Partners: UNIVE leads the activity. CERC contributes particularly to the exploitation strategy, Setubal, City

Activity 2.2	
	of Pula, KEAN, UBBSLA, UTC AdM provide insights from their pilots and organize workshops with DWG, to both tailor the TCCL for ecotourism to pilots and support the exploitation and transferring process. Associated pps follow the optimization process providing a bed for check and review
Partner(s) involved	UNIVE, Pula, UBBSLA, KEAN, Setubal , CERC, AdM, UCT

Deliverables 2.2

Running number	Deliverable title	Description	Delivery period
D.2.2.1	Guideline for TCCL tool application in ecotourism destination	Document introducing the optimized tool and providing guidance and recommendation for its application in ecotourism destinations for action planning and to align services and products to a CC and the sustainability dimension	Period 2 , 7 - 12

Activity 2.3	
Title	Training Trainers at Transnational Level to understand and apply the TCCL optimized tool
Start period	Period 2, 7 - 12
End period	Period 3, 13 - 18

Activity 2.3	
Description	This activity represents a follow-up of Activity 1.2, when we developed awareness and understanding. Here we will build capacities to use and apply concretely the tool within ecotourism destinations' action and management plans. As in Activity 1.2, each partner sends at least 2 experts with the ability to learn and transfer the tool's methodological application at the local level (in Activity 1.3). The idea is to implement a sort of cascade learning approach within the overall transferring process, facilitating application in the pilot but also to a broader assumption and effective use of the tool. Subtasks: 2.3.1 Development of Training Modules: Create comprehensive training modules on the optimized TCCL: data needed, data elaboration by the tool, how to interpret data, and assess the TCCL. 2.3.2 Transnational Training course: Conduct workshops to train selected trainers on using and teaching the TCCL optimized to support ecotourism strategy and plans. 2.3.3 Exploitation of Training: Develop a strategy to ensure trained trainers disseminate their knowledge effectively at the destination level and beyond. Role of Partners: UNIVE organizes in collaboration with CERC the training activity, and together provide training content and expertise, implement the course. Setubal, City of Pula, KEAN, UBBSLA, UTC AdM: Select and facilitate the participation of staff and trainers from their destinations, take part a the course, and support the exploitation of training outcomes.
Partner(s) involved	UNIVE, Pula, UBBSLA, KEAN, Setubal , CERC, AdM, UCT

Deliverables 2.3			
Running number	**Deliverable title**	**Description**	**Delivery period**

Activity 2.4	
Title	Local Workshops

Activity 2.4	
Start period	Period 2, 7 - 12
End period	Period 3, 13 - 18
Description	The trainers who attend the course in Activity 2.3, together with the partners and the DWK organize Local workshops to engage with local stakeholders, ensuring they comprehend and can effectively use the TCCL optimized for ecotourism. These workshops provide practical training and gather feedback to refine the tool further, if necessary. Subtasks: 2.4.1 Workshop Planning and Conducting Workshops: Develop agendas and materials for local workshops. Host learning workshops for local stakeholders on the optimized TCCL and its application, ensuring practical understanding and implementation capabilities. 2.4.2 Collecting Feedback: Gather comprehensive feedback from workshop participants to identify areas for improvement in the tool and the training approach, ensuring the TCCL meets local needs and conditions effectively 2.4.3 Exploitation of Workshop Results: Develop strategies to ensure the effective utilization and integration of workshop outcomes into local tourism planning. This includes creating follow-up plans to transfer the learned practices into ongoing operations and strategic frameworks. Role of Partners: CERC: Coordinates the activity, providing oversight and methodological support. UNIVE: Supports the planning and execution of destination workshops. Setubal, City of Pula, KEAN, UBBSLA UTC AdM: Organize and facilitate local workshops in their respective regions, focusing on the practical application and exploitation of workshop outcomes.
Partner(s) involved	UNIVE, Pula, UBBSLA, KEAN, Setubal , CERC, AdM, UCT

Deliverables 2.4			
Running number	**Deliverable title**	**Description**	**Delivery period**
D.2.4.1	Exploitation Plan	A detailed plan outlining strategies for integrating workshop results into local tourism planning and sustaining the benefits of the training sessions in the long term.	Period 3, 13 - 18

Outputs

Output 2.1	
Output Title	Optimized TCCL Tool for Ecotourism
Programme Output Indicator	23116: Jointly developed solutions
Measurement Unit	Solution
Target Value	1,00
Delivery period	Period 2, 7 - 12
Output Description	Optimized Tourism Carrying Capacity Limit (TCCL) Tool for Ecotourism Description: An enhanced TCCL tool tailored for ecotourism destinations, incorporating regional insights and stakeholder feedback. This tool is designed to support sustainable tourism planning and management, ensuring tourism activities remain within ecological and social limits.
Output 2.2	
Output Title	Transnational Training Course on TCCL
Programme Output Indicator	23087: Organisations cooperating across borders
Measurement Unit	Organisation
Target Value	16,00
Delivery period	Period 3, 13 - 18
Output Description	Transnational Training Course on TCCL Application Description: A comprehensive training course developed to educate trainers on the optimized TCCL tool. This course includes detailed modules, practical exercises, and evaluation methods to ensure trainers are well-equipped to teach the tool's application across various regions.

Investments

Work package 3

Work package title

UP-TAKING of Solutions for Joint ECOTOURISM Strategy, Integrated Action Plans Exploitation (UNIVE)

Objectives

Your objectives should be:

- realistic and achievable by the end of the project;
- specific (who needs project outputs delivered in this work package, and in which territory);
- measurable – indicate the change you are aiming for.

Define one project specific objective that will be achieved when all activities in this work package are implemented and outputs delivered.

To steer the uptake of solutions by jointly defining sustainable tourism strategies and action plans. The goal is to align ecotourism products and services with carrying capacity limits, ensuring environmental protection, sustainable development, and citizens' health while maximizing the exploitation of project results.

Think about the communication objective that will contribute to the achievement of the specific objective. Communication objectives aim at changes in a target audience's behaviour, knowledge or belief.

Promote Best Practices and success stories from the integrated action plans to inspire other regions and stakeholders.
Facilitate Transnational Collaboration by sharing insights and strategies developed through the project to enhance ecotourism sustainability across different regions.

Activities

Activity 3.1	
Title	Developing a joint Strategy to Align Ecotourism Sub-Sectoral Systems to Carrying Capacity Limits
Start period	Period 3, 13 - 18
End period	Period 4, 19 - 24

Activity 3.1	
Description	This activity focuses on creating an Ecotourism joint Strategy to ensure that ecotourism sub-sectoral systems operate within carrying capacity limits. By aligning these systems, we aim to promote sustainability and prevent over-exploitation of natural resources. Subtasks: 3.1.1 Assessment of Current Practices and Review of current ecotourism practices to identify gaps where sub-sectoral systems exceed carrying capacity limits. 3.1.2 Conduct workshops with stakeholders to define the strategy for aligning sub-sectoral systems with carrying capacity limits. 3.1.3 Edit the Ecotourism Joint strategy ensuring it is comprehensive, transferable, and actionable. 3.1.4 Develop an Exploitation Strategy: to ensure that strategies are widely disseminated and adopted by stakeholders. Role of Partners: UNIVE: Coordinates the activity. SETUBAL, CERC, City of Pula, KEAN, UBBSLA, UdM, UTC: Provide insights and support the development of strategies, ensuring they are context-specific and applicable Associated partners are consulted and involved as main target in the process of designing a join shared strategy for sustainable ecotourism in MED
Partner(s) involved	UNIVE, Pula, UBBSLA, KEAN, Setubal , CERC, AdM, UCT

Deliverables 3.1

Running number	Deliverable title	Description	Delivery period
D.3.1.1	Ecotourism joint Strategy	Document for Ecotourism Sub-Sectoral Systems outlining how to align ecotourism sub-sectoral systems with carrying capacity limits. Includes an exploitation plan to maximize the adoption and impact of these strategies	Period 3 , 13 - 18

Activity 3.2

Activity 3.2	
Title	Co-designing ECOTOURISM Integrated Action Plans to Improve Balance Between Environmental Protection, Sustainable Development, and Citizens' Health
Start period	Period 3, 13 - 18
End period	Period 4, 19 - 24
Description	This activity involves the collaborative design of integrated action plans that balance environmental protection, sustainable development, and citizens' health. These plans will be tailored to the unique needs of each pilot destination. Subtasks: 3.2.1 Engage local stakeholders in a participatory process to co-design integrated action plans. 3.2.2 Collaboratively develop action plans that address the specific needs and challenges of each destination. 3.2.3 Conduct workshops to validate and refine the action plans with stakeholder input. 3.2.4 Develop action plans to ensure the action plans are effectively implemented and their results exploited for broader impact. Role of Partners: UNIVE: Coordinate the activity and Provides support to DWGs for planning within the CCL and aligning tourism subsystems, improving management plans. CERC provides guidance to ensure action plans are integrated and consistent Setubal, City of Pula, KEAN UBBSLA, UTC, AdM: Activate the DWGs to co-design processes and the Integrated Action Plans.
Partner(s) involved	UNIVE, Pula, UBBSLA, KEAN, Setubal , CERC, AdM, UCT

Deliverables 3.2

Running number	Deliverable title	Description	Delivery period
D.3.2.1	Integrated Action Plans	Detailed action plans co-designed with local stakeholders, addressing environmental protection, sustainable development, and citizens' health. Includes an exploitation strategy to ensure effective implementation and broader impact.	Period 4 , 19 - 24

Activity 3.3	
Title	Organizing Educational Events for Citizens and Tourists
Start period	Period 3, 13 - 18
End period	Period 4, 19 - 24
Description	This activity aims to educate citizens and tourists about sustainable ecotourism practices through a series of educational events. These events will raise awareness and encourage responsible behavior among tourists. Subtasks: 3.3.1 Planning Educational Events: Develop a plan for educational events, including topics, formats, and target audiences. 3.3.2 Organize and host educational events to inform citizens and tourists about sustainable ecotourism practices. 3.3.3 Gather feedback from participants to improve future events and ensure they meet the needs of the audience. 3.3.4 Develop a strategy to maximize the impact of the educational events and ensure the information is widely disseminated. Role of Partners: UBBSLA: Coordinate the activity. Setubal, City of Pula, KEAN, UTC AdM: Organize events in their regions. UNIVE, CERC: Organize a final public event. Associated partners are invited to contribute particularly to the design of the events concepts.
Partner(s) involved	UNIVE, Pula, UBBSLA, KEAN, Setubal , CERC, AdM, UCT

Deliverables 3.3			
Running number	**Deliverable title**	**Description**	**Delivery period**

Activity 3.4

Activity 3.4	
Title	Coordination with Governance Projects of the mission, contribution to the Euro-MED Academy
Start period	Period 1, 1 - 6
End period	Period 4, 19 - 24
Description	This activity focuses on integrating the results and strategies from the project into broader governance frameworks to amplify their impact. Coordination with mission governance projects will ensure alignment and synergy, enhancing the project's influence on sustainable ecotourism practices. Subtasks: 3.4.1. Coordination with the Governance projects of the mission (Community4Tourism and Dialogue4Tourism. 3.4.2. Conduct meetings with governance project representatives to discuss integration and collaboration opportunities, ensuring mutual benefits and coherence in approaches. 3.4.3.Contribution to the Euro-MED Academy, production of 1-minute promotional video 3.4.4. Develop a plan to ensure the coordinated strategies are effectively implemented and their impact maximized, focusing on long-term sustainability and policy integration. Partners' Roles: UNIVE coordinates the activity and together with CERC participates at EuroMEd events, ALL other partners Collaborate to integrate project results into governance frameworks and amplify their impact.
Partner(s) involved	UNIVE, Setubal , CERC

Deliverables 3.4			
Running number	**Deliverable title**	**Description**	**Delivery period**

Outputs

Output 3.1	
Output Title	Joint MED Ecotourism Strategy
Programme Output Indicator	23083: Strategies and action plans jointly developed

Output 3.1	
Measurement Unit	Strategy/action plan
Target Value	1,00
Delivery period	Period 3, 13 - 18
Output Description	A comprehensive strategy document developed collaboratively by project partners, outlining the sustainable ecotourism principles, goals, and actions aligned with carrying capacity limits. This strategy will guide ecotourism development and management across the participating regions.

Investments

C.5 Project Results

What do you expect to change because of the activities you plan to implement and the outputs you plan to deliver? Please take a look at the programme result indicators and select those that you will contribute to.

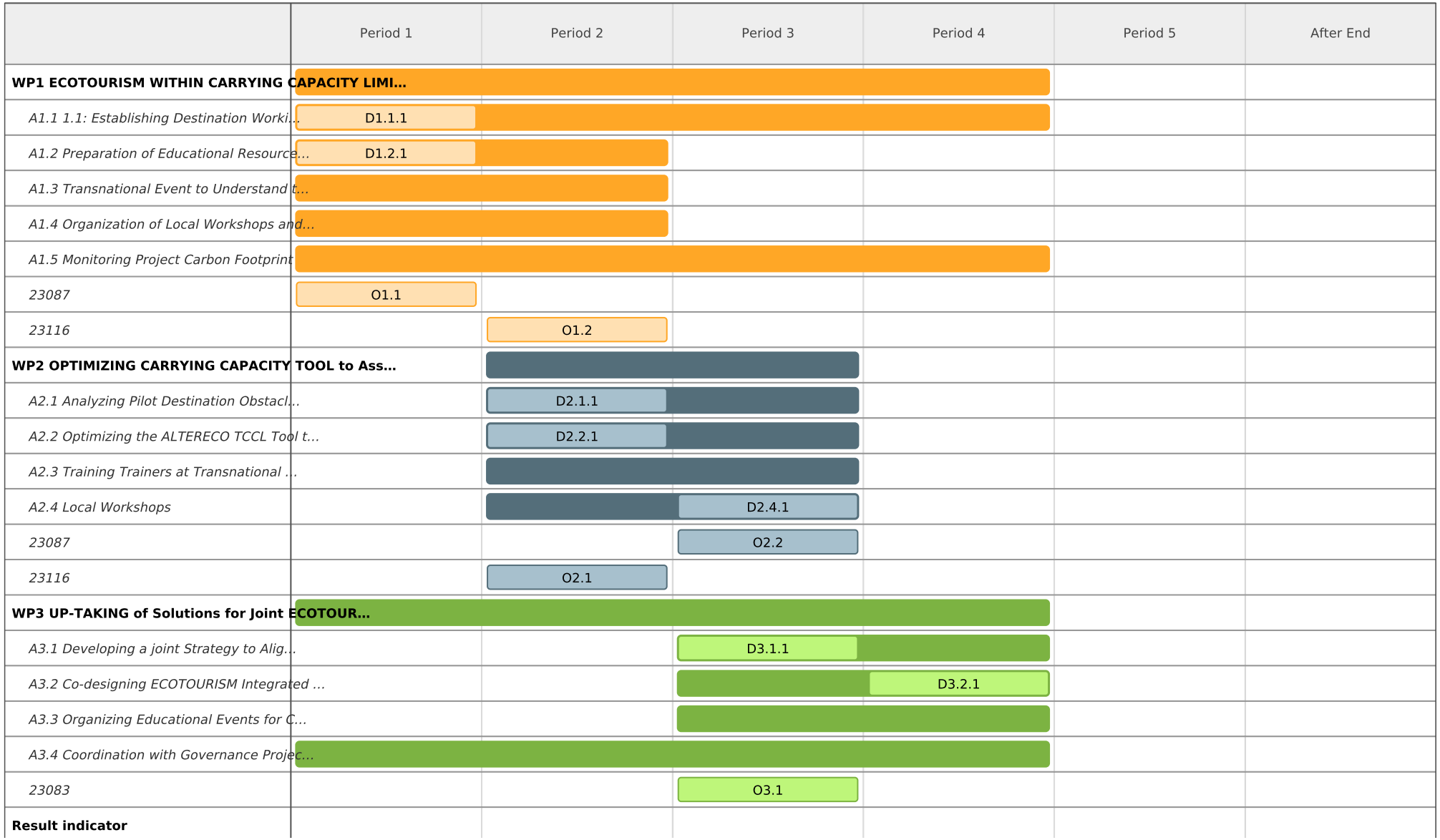
Result 1	
Programme result indicator	23079: Joint strategies and action plans taken up by organisations
Measurement unit	Joint strategy/action plan
Baseline	0,00
Target value	6,00
Delivery period	Period 4, 19 - 24
Result description	Integrated action plans for sustainable ecotourism will be crafted, co-designed, and adopted by the participating destinations. These plans will outline specific actions to manage tourist flows, protect natural and cultural heritage, and enhance the overall sustainability of ecotourism activities. The plans will be developed in collaboration with local stakeholders and tailored to the unique needs and challenges of ecotourism destinations, but they all will represent models to be exported to other MED ecotourism areas.

Result 2	
Programme result indicator	23104: Solutions taken up or up-scaled by organisations
Measurement unit	Solution
Baseline	0,00
Target value	1,00
Delivery period	Period 3, 13 - 18

Result 2	
Result description	Optimized TCCL Tool for Ecotourism and related methodological solution The optimized Tourism Carrying Capacity Limit (TCCL) tool will be transferred and up-scaled in six pilot MED destinations. This tool will help local tourism authorities and stakeholders monitor and manage tourist flows, ensuring that tourism activities do not exceed the ecological, social, and cultural carrying capacities of the destinations. The tool's adoption will facilitate better decision-making and planning, promoting sustainable tourism development and reducing negative environmental impacts.

Result 3	
Programme result indicator	23PSI: PSI1 - Organisations with increased institutional capacity due to their participation in cooperation activities across borders
Measurement unit	Organisation
Baseline	0,00
Target value	9,00
Delivery period	Period 4, 19 - 24
Result description	Increased Institutional Capacity through Transnational Cooperation. Over 9 organizations will enhance their institutional and planning capacities through participation in transnational cooperation activities, including Destination Working Groups and in training programs. These organizations, ranging from local authorities to SMEs and environmental groups, will gain valuable skills and knowledge in sustainable ecotourism practices and carrying capacity management. The collaborative environment will foster continuous learning and innovation, contributing to the long-term sustainability of ecotourism in the MED region.

C.6 Project Time Plan



23079				R1		
23104			R2			
23PSI				R3		

C.7 Project management

In addition to the thematic work you will do in your project, you will need time and resources for coordination and internal communication. Please describe below how you plan to organise yourself to ensure the project work runs smoothly.

C.7.1 How will you coordinate your project?

Who will be responsible for coordination? Will you have any other management structures (e.g., thematic groups, WP managers)? How will the internal communication work?

The project is coordinated by UNIVE, leveraging its extensive experience in EU project management and sustainable tourism. The Coordinator oversees the execution, ensuring alignment with the objectives and timelines.

To facilitate efficient management, Work Packages (WP) are defined and assigned to WP managers with specific competencies: WP1 CERC; WP2 UNIVE; WP3 UNIVE.

Management Structure:
- Steering Committee (SC): Top-level body includes representatives from each partner. The SC meets online twice a year to review progress, make strategic decisions, and address high-level issues.
- Executive Board: WP managers execute activities, ensuring quality and time. Management Board involves all partner managers for coordination and joint implementation.
- Thematic Groups: Focus on specific topics like stakeholder engagement, data analysis, and tool optimization, including experts from partners to ensure specialized attention.

Effective communication is crucial for success. A multi-channel approach ensures all partners are informed and engaged.

- Periodic Online Meetings: WP managers and thematic groups discuss progress, share updates, and resolve operational issues.
- BASECAMP: Central area for collaboration, sharing deliverables, tools, and links for real-time communication and document sharing.
- Internal Newsletters: Summarize project progress, milestones, and upcoming activities, circulate to all staff, external experts, and key stakeholders.
- In-Person Transnational Meetings: Three planned meetings with workshops (WP1), training courses (WP2), and events (WP3) to foster collaboration, peer learning, and exchange.

To ensure the project remains on track, a Monitoring and Evaluation framework includes data, progress reports, and performance indicators. A management plan (MP), including a risk plan, will be developed at the project's inception, identifying risks and mitigation. The MP will regularly review and update progress to address any challenges in due time.

C.7.2 Which measures will you take to ensure quality in your project?

Describe specific approaches and processes and responsible partners. If you plan to have any type of project evaluation, please describe its purpose and scope here.

Monitoring and Evaluation:
Each WP has a clear timeline, expected results, and deliverables. The WP managers, along with the LP /coordinator (UNIVE), closely monitor progress. This includes regular checks and reviews to ensure alignment with objectives and timelines.

Transparency and Accountability:
Administrative/financial mechanisms are defined clearly and transparently, in compliance with EURO-MED requirements. Reports ensure all partners adhere to them.

Management Plan MP:
At the project's inception, an MP is arranged to clarify roles, contributions, expected results, and budget distribution. Joint meetings and bilateral calls ensure all parties understand their responsibilities and collaborate effectively.

Quality Assurance Processes:
The quality of activities is ensured by a review process. The responsible partners check and review deliverables quality, and the Steering Committee validates before publication.

Support Mechanisms:
The LP provides support to partners, helping to overcome potential deviations. Regular updates and solutions are communicated to the partnership and officer.

Reporting:
Regular reports are submitted to the EURO-MED officer, ensuring he/she is informed of the project's progress. The intermediate evaluation report and final report compile all outcomes and lessons learned.

Evaluation:
Ongoing internal evaluations assess general project implementation and specific activities relevant to project results and transferability.

Stakeholder Feedback:
Evaluation includes questionnaires for beneficiaries, participants, organizers, and other stakeholders. Interviews, comparative analysis of results, participation and media coverage, and cost evaluations will provide comprehensive feedback.
By implementing these structured measures, the project will maintain high levels of quality, ensuring the successful achievement of objectives and deliverables.

C.7.3 What will be the general approach you will follow to communicate about your project?

Who will coordinate project communication and how will he/she ensure the involvement of all partners? How will the communication function contribute to transfer your project results? Please note that all communication activities should be included in the work packages, as an integral part of your project. There is no need to repeat this information here.

The project's communication strategy is designed to effectively disseminate information and engage all partners. UBBSLA (in strict cooperation with LP) coordinates the communication strategy.
Ensuring consistent messaging and engagement across all partners and stakeholders.
Internal Communication:
• Channels: Basecamp for document sharing and real-time collaboration, internal newsletters for updates, and periodic online meetings for WP managers and thematic groups.
• Objective: Ensure all partners are informed and engaged, with clear channels for feedback and discussion.
External Communication:
• Channels: Project website, social media platforms, press releases, and public events.
• Objective: Raise awareness about the project's goals, activities, and outcomes. Engage with a wider audience, including stakeholders, policymakers, and the general public.
Contribution to Transferring Project Results:
• Methods: The communication strategy will include thematic webinars, transnational meetings, and the dissemination of best practices and tools developed during the project.
• Objective: Facilitate the transfer of knowledge and results, encouraging broader adoption and impact beyond the project's immediate partners.
This multi-channel approach ensures that communication activities effectively support the project's specific objectives, promoting transparency, engagement, and the successful transfer of project results.

Question not used

Please fill the field with NA

NA

C.7.5 Cooperation criteria

Please select all cooperation criteria that apply to your project and describe how you will fulfil them.

Cooperation criteria		Description
Joint development	Yes	The project ensures joint development by actively involving all partners in the planning and design phases. Each partner contributes their expertise and insights to shape the project's objectives, strategies, and activities. Regular meetings and collaborative workshops facilitate a co-creation process, ensuring that all partners are aligned and that the project benefits from diverse perspectives
Joint implementation	Yes	it is achieved through coordinated activities and shared responsibilities across all partners. WPs are assigned to partners based on their specific competencies, with each WP manager ensuring that tasks are executed effectively. Partners work together on activities, share resources, and synchronize their efforts to ensure that project milestones are met on time. Regular progress reviews and cross-partner check-ins are conducted to address any issues and to keep the project on track.
Joint staffing	Yes	The project employs a joint staffing approach, integrating team members from different organizations into a cohesive project team. This ensures that each partner's strengths are utilized and that expertise is shared. Key roles, such as WP leaders, thematic group coordinators, and local implementation managers, are distributed among partners to promote ownership and accountability. Cross-training and capacity-building sessions are organized to enhance the skills and knowledge of all team members.
Joint financing	Yes	Joint financing is ensured through a unified budget that consolidates financial contributions from all partners. Each partner commits to specific budget allocations for their respective activities, and financial management is coordinated by the lead partner. Transparent financial reporting and regular audits ensure accountability and efficient use of resources. This collective approach to financing supports equitable resource distribution and reinforces the collaborative nature of the project.

C.7.6 Horizontal principles

Please indicate which type of contribution to horizontal principles applies to the project, and justify your choice.

Horizontal principles	Type of contribution	Description of contribution
Sustainable development	positive effects	The project will promote sustainable tourism practices that balance environmental protection with socio-economic benefits. This includes implementing the Tourism Carrying Capacity Limit (TCCL) tool to manage and mitigate the impact of tourism on natural resources.
Equal opportunities and non-discrimination	positive effects	All project activities will be designed to ensure accessibility and inclusivity, engaging diverse stakeholders without discrimination. Workshops, training sessions, and events will be accessible to all, promoting participation from underrepresented groups
Equality between men and women	positive effects	The project will actively promote gender equality by ensuring balanced representation in all activities and decision-making processes. Gender-sensitive approaches will be incorporated into the planning and implementation of the project to address specific needs and challenges faced by women in ecotourism and community development.

C.8 Long-term plans

As a programme, we would like to support projects that have a long-lasting effect in the territory and those who will benefit from them. Please describe below what you will do to ensure this.

C.8.1 Ownership

Please describe who will ensure the financial and institutional support for the outputs/deliverables developed by the project (e.g., tools), and explain how these outputs/deliverables will be integrated in the work of the institutions.

To ensure the financial and institutional support for key outputs developed by the TO CARE project, a robust ownership strategy will be implemented. Each partner organization will be responsible for integrating the developed tools and methodologies, such as the optimized Tourism Carrying Capacity Limit (TCCL) tool, into their operational frameworks. For instance, UNIVE will incorporate the TCCL tool within their ongoing research and training programs, ensuring continuous updates and application in future projects. CERC will embed the methodologies in community engagement programs, supporting local stakeholders in sustainable tourism practices. The pilot destinations, including the City of Pula, SETUBAL and UBBSLA, will uptake and mainstream the TCCL tool within their tourism management plans, ensuring that it is used to guide future tourism strategies and policies. Financial support will be sought through local and regional funding mechanisms, ensuring the sustainability of the project outputs. The involvement of regional authorities and stakeholders in the project will further cement the institutional commitment to these tools and practices, facilitating their long-term use and development.

C.8.2 Durability

Some outputs/deliverables should be used by relevant groups (project partners or others) after the project's lifetime, in order to have a lasting effect on the territory and the population. For example, new practices in urban transport need to be used by local authorities to have cleaner air in the city, and the whole population will benefit from this. Please describe how your outputs/deliverables will be used after the project ends and by whom.

To ensure the durability of the project's outputs, concrete measures will be taken to embed the developed tools and practices within the operational frameworks of relevant stakeholders. The TCCL tool and related strategies will be adopted by local tourism authorities and integrated into their planning and regulatory processes. Training programs conducted during the project will equip local stakeholders with the knowledge and skills necessary to continue using and updating these tools. The educational resources and guidelines produced will be made available as open-access materials, ensuring their availability beyond the project's lifetime. Furthermore, follow-up activities, such as periodic workshops and seminars, will be organized to refresh and update the knowledge of stakeholders. An online platform will be established to facilitate ongoing communication and knowledge exchange among project partners and stakeholders, ensuring continuous support and collaboration. By embedding these outputs within the daily operations of tourism authorities and stakeholders, the project will ensure a lasting impact on sustainable tourism practices in the MED region.
All the productions of the project respect the property and durability rules of the Programme after the end of the project. futhermore the partners must keep available all the tools and material known as "key productions" of the project for a period of 5 years from 31 December of the year of the last Programme payment to the project.

C.8.3 Transferability

Some outputs/deliverables that you will deliver could be adapted or further developed to be used by other target groups or in other territories. What will you do to make sure that relevant groups are aware of your outputs/deliverables and are able to use them?

To enhance the transferability of the project's outputs, several measures will be implemented to ensure that relevant groups are aware of and able to use the tools and methodologies developed. The project will actively disseminate its results through a variety of channels, including academic publications, conferences, and workshops. A comprehensive dissemination plan will be developed, targeting key stakeholders such as local and regional authorities, tourism operators, and environmental organizations across the MED region and beyond. The project will also establish a transnational cluster of ecotourism stakeholders, facilitating peer learning and the exchange of best practices. This cluster will serve as a platform for the continuous dissemination and adaptation of the project's outputs. Additionally, a series of online webinars and training modules will be created to provide guidance on the application of the TCCL tool in different contexts. By engaging with networks and associations related to sustainable tourism and environmental management, the project will ensure that its outputs reach a wide audience and can be adapted for use in various regions and by diverse target groups.