Call for project proposals:

Protecting and promoting Mediterranean natural and cultural resources

(Axis 3)

Terms of Reference

Specific Objective 3.1.: To enhance the development of a sustainable and responsible coastal and maritime tourism in the MED area
# TABLE OF CONTENTS

1. Thematic context ........................................................................................................................................1
   1.1. EUROPEAN UNION ........................................................................................................................1
       1.1.1. Europe 2020 Strategy ................................................................................................................1
       1.1.2. Thematic Programmes ..............................................................................................................3
       1.1.3. Other funding instruments ....................................................................................................4
   1.2. Mediterranean space ........................................................................................................................5
       1.2.1. Interreg MED Context ............................................................................................................5
       1.2.2. MED 2007-2013 ....................................................................................................................8
       1.2.3. Other European Territorial Cooperation (ETC) and Neighbourhood programmes ...............8
   2. Modus operandi ......................................................................................................................................10
       2.1. A new approach ............................................................................................................................10
           2.1.1. The Module-based approach ...............................................................................................10
           2.1.2. From a “should” to a “must” ...............................................................................................13
       2.2. Expectations for the Specific Objective ....................................................................................14
           2.2.1. What are we expecting from this call? ................................................................................14
           2.2.2. Sub-thematic focuses ........................................................................................................15
           2.2.3. Possible actions ................................................................................................................16
           2.2.4. Beneficiaries and target groups ..........................................................................................18
           2.2.5. Financial allocation ............................................................................................................20
   3. References ..............................................................................................................................................21
       3.1. Interreg MED documents .............................................................................................................21
       3.2. MED Projects 2007-2013 ..........................................................................................................21
       3.3. Regulations/ Directives ..............................................................................................................21
       3.4. Communications and proposals from the Commission ...............................................................21
       3.5. Programmes co-financed by the European Union ......................................................................22
       3.6. Bibliography ...................................................................................................................................22
Priority Axis 3: ENVIRONMENT: Protecting and promoting Mediterranean natural and cultural resources

Axis 3 Budget (Co-financing): 76.27 M€ ERDF + 3.18 M€ IPA

Specific objective 3.1: To enhance the development of a sustainable and responsible coastal and maritime tourism in the MED area. The specific objective is to enhance the development of policies and increase the coordination of strategies between territories at interregional and transnational level regarding the development of a sustainable and responsible coastal and maritime tourism, in line with the integrated coastal zone management and maritime spatial planning principles, through cooperation and joint planning.

The result indicator aims at measuring the level of sustainability of tourism in MED coastal regions.

GENERAL INTRODUCTION

The MED 2014-2020 programme is committed to the development of a new thematic and methodological basis in order to:
- Seek the improvement of the quality of the contents and aims of the programme, pursuing the development already started in the 2007-13 programming period
- Respect the requirements of the new Regulations recalling for more thematic concentration
- Answer the demands of the actors of the European territorial cooperation in the challenging socio-economic context of the Mediterranean

The Cooperation programme developed by the participating States and validated by the Commission, is completed with Terms of Reference that detail the aims of each Specific Objective. The new architecture will make project implementing simpler and more flexible, adapting to the research of both concrete and transferable solutions. Links between the domains of content and policy become tighter and are backed up by communication and capitalization activities structured on the programme level.

Equally, the governance of the programme and its further evolution have become a Priority action of its own: it will be fed with contents also coming from other programmes and policies, striving towards a more strategic vision of the whole MED area.

1. Thematic context

1.1. EUROPEAN UNION

1.1.1. Europe 2020 Strategy

Sustainable tourism as a key driver for growth while protecting the natural and cultural assets

Tourism is an economic and social asset that simultaneously creates high pressures on the environment. Sustainable tourism managed in an integrated way is the clue for protecting natural and cultural assets while using them as an economic force.

Sustainable tourism, as a transversal systemic theme by excellence, can contribute to reach Europe 2020 Strategy objectives. Developing sustainable tourism will contribute to enhance Europe’s competetiveness while reducing environmental pressures and protecting its natural and cultural assets.

The EU tourism policy: from the Lisbon Treaty to a new political framework for tourism in Europe
In response to the new powers granted to it with the Lisbon Treaty and to the need for new measures to stimulate EU growth, the Commission adopted a series of Communications since 2007\(^1\), in order to draw a new political framework for a sustainable and competitive tourism in Europe. The main objectives of the EU tourism policy are to facilitate the responsible competitiveness of the EU tourism sector, the sustainable growth and job creation of the tourism activity in order to provide to (the EU and third countries) tourists high quality, best value for money, safe, innovative, sustainable and accessible tourism products/experience.

**Key challenges for the sustainability of EU tourism:**
1. Reducing the seasonality of demand
2. Addressing the impact of tourism transport
3. Improving the quality of tourism jobs
4. Maintaining and enhancing community prosperity and quality of life, in the face of change
5. Minimizing resource use and production of waste
6. Conserving and giving value to natural and cultural heritage
7. Making holidays available to all
8. Tourism as a tool in global sustainable development

**A focus on maritime and coastal tourism: From Blue Growth Strategy to a European Strategy for more growth and jobs in coastal and maritime tourism**

Due to its economic weight and its direct and indirect impact on local and regional economies, coastal and maritime tourism has a great potential for jobs and growth, particularly for remote regions with otherwise limited economic activities. However, coastal destinations face a number of challenges which affect their further development, among others: fragmentation of the sector with a high proportion of SMEs, lack of innovation and diversification, increased worldwide competition, volatility of demand and seasonality, mismatch of skills and qualifications, growing environmental pressures.

As part of EU's Blue Growth strategy, the coastal and maritime tourism sector has been identified as an area with special potential to foster a smart, sustainable and inclusive Europe. It is the biggest maritime sector in terms of gross value added and employment and it is expected to grow.

The development of coastal and maritime tourism contributes to achieving Europe 2020 Strategy targets in several ways, as the strategy can help the sector fulfil its potential as a driver for growth and job creation and reduce its environmental impact.

Recently, a specific focus to coastal and maritime tourism is given by the Commission with its Communication for “a European strategy for more growth and jobs in coastal and maritime tourism” (2014), enhancing the need for facing the challenge to exploit coastal and maritime tourism potential in a way that sustainably produces benefits.

**Maritime Spatial Planning and Integrated Coastal Zone Management (ICZM) as tools for the sound development of sustainable tourism:**

Maritime Spatial Planning (MSP) is widely accepted as a crucial tool to support sound management of seas and oceans, including when implementing the ICZM Protocol of the Barcelona Convention. Beyond the ongoing activities of some EU Member States in implementing MSP at national or regional level, the Member States must transpose the Directive into their national legislation by 2016 and draw up their national maritime spatial plans by 2021. However, cross-border and transnational cooperation between Member States remains limited. The Commission therefore seeks to stimulate the

\(^1\) See section “Documents of Reference”, list of Communications and proposals from the Commission
development of a cross-border, ecosystem based approach towards MSP in the European sea areas, among other actions through projects with EU co-financing in various EU sea basins. A crucial value of the ICZM Protocol is the emphasis on a more holistic ecosystem approach, i.e. a strategy for the integrated management of land, water and living resources that promotes conservation and sustainable use in an equitable way. The main challenges in creating an ecosystem-based approach arise from the need to integrate different disciplines and sectors, and coordinate improved ways of sharing and distributing knowledge.

➔ In this context, Interreg MED Programme focuses on challenges regarding the environment, the natural and cultural heritage and the inclusion of coastal and maritime tourism in global sustainable development policies for the Interreg MED area, and especially into Integrated Coastal Zone Management and Maritime Spatial Planning policies.

1.1.2. Thematic Programmes

The thematic concentration proposed by the Europe 2020 Strategy necessarily brings programmes to coincide in some issues. Overlapping or redundancy shall be avoided, giving place to the complementarities between instruments. When relevant, the Interreg MED programme can contribute to finance projects in coherence with these thematic programmes.

Concerning the S.O. 3.1., the following programmes have been identified for complementarities:

Programme for the Competitiveness of Enterprises and SMEs - COSME

Concerning tourism, this Programme focuses in particular on the improvement of the competitiveness and sustainability of enterprises in the tourism sector. The Work Programme 2014 has already proposed funding towards increasing tourism flows in low and medium seasons and Diversifying the EU tourism offer and products.

Complementarities with Interreg MED Programme could be envisaged in terms of regional policy planning and management that supports enterprises for developing sustainable tourism offers and products.

LIFE+ Programme

In the period 2007-2013, LIFE+ co-financed several tourism-related projects. For the period 2014-2020, complementarities might be possible, in connection also with the Specific Objective 3.2. of the Interreg MED Programme, in the following priorities set in Life+ Programme:

- Under priority area ‘Environment and Resource Efficiency’, tourism-related eligible projects may include: the implementation of water-saving measures in the tourism sector or in tourism destinations, on the basis of hydro-economic models; the development of tools, technologies and practices fostering the sustainability of tourism activities in marine environments, notably when reducing the pressure of tourism on these environments; addressing marine litter or microbial contaminants stemming from tourism activities; fostering synergies between ICZM and maritime spatial planning in tourism destinations; the implementation of tools ensuring the provision of water services in sparsely populated tourism destinations; the promotion of new business models for resource efficiency in the tourism sector; the implementation of the European environmental footprint methodology in the tourism sector; the promotion of permanent noise Low Emission Zones schemes in urban tourism destinations; the use of low noise surfaces in densely populated historic city-centres; the promotion of sustainable urban planning in tourism destinations.

- Under priority area ‘Nature and Biodiversity’, tourism-related investments that may be supported include: the assessment and/or monitoring of the impact of tourism activities on critical marine habitats and species; the promotion of active conservation measures in marine habitats which are also tourism destinations; the elaboration and promotion of
methodologies for the valuation of and payment for ecosystem services in tourism areas; and the demonstration of innovative ways of financing for biodiversity-related activities in tourism destinations, e.g. engaging tourism actors through public-private partnerships, establishing biodiversity offsets, etc.

- Under priority area ‘Environmental Governance and Information’, eligible projects may include: the establishment of beach and clean-up schemes, with a view to raising awareness on marine environment protection; and the promotion of sustainable consumption in tourism destinations, through awareness-raising campaigns focusing on food waste and optimal food storage.

- Under the sub-programme for Climate Action, eligible actions may include: the implementation of adaptation strategies in vulnerable tourism destinations, notably in urban, coastal, mountainous and island areas.

**Creative Europe**
The “Culture” sub-programme is the most interesting for tourism, with special actions including prizes, the yearly awarding of ‘European capitals of culture’ to 2-3 cities, and the awarding of the ‘European Heritage Label’ to sites with a historical value for the European integration process.

**Horizon 2020**
Due to the complexity and range of topics addressed by the various pillars, measures and programmes of Horizon 2020, funding opportunities for tourism, even if not explicitly mentioned, may be multiple. The 'Societal Challenges' strand may be of interest, enabling research funding around health and well-being of the citizens (spa and health tourism), smart, green and integrated transport (tourism accessibility), intangible cultural heritage and its digitalisation or (re-)use of cultural artefacts. Within the Work Plan 2014-2015, tourism is explicitly mentioned with regard to innovation in the public sector, business model innovation, protection and mapping of cultural heritage, and the delivery of Earth Observation information services.

Complementarities could be therefore envisaged in those fields tackled by H2020, in connection also with the Specific Objective 1.1. of the Interreg MED Programme.

**DG Maritime Affairs and Fisheries**
DG MARE projects on Maritime Spatial Planning in the Mediterranean Sea can contribute to Interreg MED projects.

1.1.3. Other funding instruments

**Cohesion fund**
Under the Cohesion Fund, tourism-related initiatives may be funded under the thematic objective ‘preserving and protecting the environment and promoting resource efficiency’, with priority given to investments. Therefore, Interreg MED projects could be capitalised and mainstreamed thanks to the Cohesion Fund in Interreg MED territories.

**European Agricultural Fund for Rural Development – EAFRD**
Through EAFRD, tourism-related initiatives may be funded regarding: the development of skills and capacities in agri-tourism; Basic services and village renewal in rural areas; Aid for non-agricultural activities in rural areas; the development and marketing of rural tourism services. Tourism-related investments are also included in local development strategies developed by LAGs and supported through the LEADER initiative (Links between the rural economy and development actions).
European Maritime and Fisheries Fund – EMFF
Through EMFF, tourism-related initiatives may be funded regarding: the development of coastal and maritime tourism; pesca-tourism; tourist accommodation in coastal areas; coastal and maritime recreation and leisure. The Funds promotes as well an integrated governance (through, for example, networks and platforms linking Local and Regional Authorities with representatives of relevant sectors, including tourism), cross-sector initiatives, and initiatives related to the protection of the marine environment.

JESSICA instrument (Joint European Support for Sustainable Investment in City Areas)
Through JESSICA instrument, potential eligible initiatives relate to the protection, upgrading, management and promotion of heritage or cultural sites for tourism use within urban environments. Other investments potentially related to tourism include the creation of urban infrastructure and the re-development of brownfield sites.

1.2. MEDITERRANEAN SPACE

1.2.1. Interreg MED Context

The overall objective of the Interreg MED programme is to promote sustainable growth in the Mediterranean area by fostering innovative concepts and practices (technologies, governance, innovative services...), reasonable use of resources (energy, water, maritime resources...) and supporting social integration through an integrated and territorially based cooperation approach. Under this aim, the Interreg MED programme will support projects that will promote the reduction of the potential impact of human activities on environmental and cultural heritage and ensuring a better protection of natural resources.

Priority Axis 3. Protecting and promoting Mediterranean natural and cultural resources.
The Priority Axis 3 aims to reduce the potential impact of human activities on environmental and cultural heritage and ensure a better protection of natural resources. It grants a specific attention to maritime and coastal areas and water management that represent key challenges in Mediterranean regions.

Specific Objective (SO) 3.1: To enhance the development of a sustainable and responsible coastal and maritime tourism in the Med area

The following needs in the Interreg MED context were detected to select the Investment priority 6c “Conserving, protecting, promoting and developing natural and cultural heritage”, and more specifically for the S.O. 3.1:
- High cultural and environmental resources in Interreg MED regions threatened by human activities
- High pressure of tourism activities and urbanisation, especially in the coastal areas of the Interreg MED regions
- Increased pressure on natural resources due to the combination of human activities and environmental changes (especially climate change)
- Increased pressure on water resources from a quantitative and qualitative point of view

The Interreg MED territory has extremely diverse natural, physical and geographic characteristics. The juxtaposition of such diverse regions creates both opportunities and challenges for developing the programme area. Its coasts are true assets (both as a place to live and for tourism) and the programme area is rich in biodiversity and natural and cultural assets. Yet, the region is also more vulnerable to climate change, and environmental protection needs to be given a high priority.

While the Interreg MED space is rich in diverse natural resources, both on land and in the sea, while it boasts numerous protected sites, its heritage is under constant pressure from human activities,
including tourism. Within Interreg MED space countries, the impact of human activity on the environment is relatively high. It is worth mentioning that all the Interreg MED space countries recorded an ecological deficit in 2009\(^2\), i.e. the environmental capital of the area was used more quickly than it was renewed.

On another hand, one specific trait of the economic ‘model’ of the regions in the Interreg MED space that distinguish it from other cooperation areas is the importance of tourism, a potential for growth that is still strong and a need to promote a more sustainable tourism industry (taking account of issues related to “Blue Growth”).

The SWOT analysis conducted for the Interreg MED Programme identified, among others, the following key challenges regarding sustainable growth:

- **Integrated coastal management**: owing to land pressure, urban density, and to the presence of the Mediterranean Sea, require particular effort for a coordinated management. Moreover, the Mediterranean Sea is in itself a major transnational feature and is a source of myriad environmental issues

- **Protection of the environment and resources management**: the Interreg MED space benefits from substantial environmental assets. Most regions share common challenges regarding water, biodiversity and the management of natural assets and heritage as a whole; especially regarding the Mediterranean Sea. The introduction of concerted environmental protection strategies, to reduce pollution at source, to harmonise environmental practices, and to more effectively exploit natural assets is one of the Interreg MED space’s challenges that are more important.

- **Adopting sustainable development** in sectors such as tourism, pleasure boating and other marine recreation activities.

The Interreg MED space combines many appealing features (climate, coastlines, landscapes, cultural heritage, etc.) making it the most popular tourist region in Europe and one of the largest tourist areas in the world. According to the World Tourism Organization\(^3\), countries in the southern hemisphere and the Mediterranean attract 18.5% of the world’s tourists. Between 2005 and 2012, this figure rose constantly (+2.9%), and was higher than the rate of growth in Europe (+2.5%). This represents 15.9% of world tourism revenues. In addition, France, Spain and Italy are among the world’s top 6 tourist destinations (in numbers of tourists and in terms of the tourism revenues generated).

In 2012, the countries of the Interreg MED space (+2%) consolidated their performance of previous years (+8% in 2011). Croatia, Portugal and Spain recorded a growth of 4% (above the average for the sub-region).

The World Tourism Organization’s forecasts that **Europe, and especially Mediterranean Europe, will continue to be a major destination, with numbers growing from 169 million in 2010 to 264 million in 2030.**

The tourism sector, therefore, offers substantial opportunities in terms of economic growth and employment. Exploiting this potential will require development strategies for sustainability in the sector (with respect to planning, the sustainable management of coasts, biodiversity and water resources,...).

Taking into account their huge natural and cultural heritage, Interreg MED regions must promote a development model respectful of resources that play a strong role in its economic and social development. For this reason, sustainable development is considered as one of the most important challenges to be taken into account. It requires that economic activities make a reasonable use of natural resources and ensure long term balanced development. For the Interreg MED area, a specific challenge

---

\(^2\) Plan Bleu, Mediterranean Strategy for sustainable development follow-up: main indicators - 2013 update (May 2013)

\(^3\) UNWTO Tourism highlights 2013 : http://www.e-unwto.org/content/hq4538/fulltext.pdf
is represented by tourism activities that generate strong pressure on the most attractive and most fragile areas (land, soil pollution, water resources...).

**Why sustainable and responsible tourism specifically in Interreg MED coastal regions?**

Coastal areas are transitional areas between the land and sea characterized by a very high biodiversity and they include some of the richest and most fragile ecosystems on earth. At the same time, coasts are under very high population pressure due to rapid urbanization processes. More than half of today’s world population live in coastal areas (within 60 km from the sea) and this number is on the rise. Additionally, among all different parts of the planet, coastal areas are those which are most visited by tourists and in many coastal areas tourism presents the most important economic activity. In the Mediterranean region, tourism is the first economic activity for islands like Cyprus, Malta, the Balearic Islands and Sicily. Forecast studies carried out by WTO estimate that international tourist arrivals to the Mediterranean coast will amount to 346 million in 2020.

**Tourism damages coastal environment:**
Massive influxes of tourists, often to a relatively small area, have a huge impact. They add to the pollution, waste, and water needs of the local population, putting local infrastructure and habitats under enormous pressure.

Overdevelopment for tourism has the same problems as other coastal developments, but often has a greater impact as the tourist developments are located at or near fragile marine ecosystems. Recreational activities also have a huge impact, as well as the excessive use of marine resources. The increased popularity of cruise ships has also adversely affected the marine environment.

Tourism can create great pressure on local resources such as energy, food, land and water that may already be in short supply. According to the Third Assessment of Europe’s environment (EEA, 2003[2]), the direct local impacts of tourism on people and the environment at destinations are strongly affected by concentration in space and time (seasonality). They result from: the intensive use of water and land by tourism and leisure facilities, the delivery and use of energy, changes in the landscape coming from the construction of infrastructure, buildings and facilities, air pollution and waste, the compaction and sealing of soils (damage and destruction of vegetation), the disturbance of fauna and local people.

**Tourism affects coastal and maritime biodiversity:**
Tourism can cause loss of biodiversity in many ways, e.g. by competing with wildlife for habitat and natural resources.

**Tourism affects socio-cultural identity:**
Change of local identity and values, commercialisation of local culture, standardisation, adaptation to tourist demands, etc...

**But sustainable coastal tourism also benefits to coastal regions:**
The main positive economic impacts of sustainable (coastal) tourism are: contributions to government revenues, foreign exchange earnings, generation of employment and business opportunities, employment generation, contribution to local economies, direct financial contributions to nature protection, competitive advantages.

Sustainable tourism has also environmental management and planning benefits. Sound and efficient environmental management of tourism facilities and especially hotels (e.g. water and energy saving measures, waste minimization, and use of environmentally friendly material) can decrease the environmental impact of tourism. Planning helps to make choices between the conflicting interests of industry and tourism, in order to find ways to make them compatible. By planning sustainable tourism development strategy at an early stage, damages and expensive mistakes can be avoided, thereby
reducing the gradual deterioration of the quality of environmental goods and services significant to tourism.

Finally, sustainability of tourism has also socio-cultural benefits. Tourism as a force for peace, strengthening communities, revitalization of culture and traditions, encouraging social involvement and pride, benefits for the tourists themselves of sustainable tourism.

**An integrated and eco-systemic approach for sustainable and responsible tourism in the Mediterranean area:**

As previously mentioned, coastal and marine areas provide important economic and social benefits to citizens (food, employment, carbon storage, and coastal hazard protection amongst others). However, the capacity of these areas to provide benefits is increasingly hampered by the lack of preservation of natural capital and the unbalanced use of coastal and marine space. In order to restore and sustain critical monetary and social/cultural ecosystem services, a framework for the integrated governance of coastal and marine areas is necessary. Integrated Coastal Zone Management (ICZM) and Marine Spatial Planning (MSP) are the two acknowledged approaches to promote sustainable development in coastal and marine areas. The European Commission and the United Nations, notably the Mediterranean strand UNEP-MAP (Mediterranean Action Plan for the Barcelona Convention) with its Regional Activity Centres Blue Plan (for Sustainable Management) and Priority Actions Programme PAC/RAC (for Coastal Management), implementing the Mediterranean Strategy for Sustainable Development, are committed in promoting these approaches in the Mediterranean area.

However, there is no real governance for tourism activities for the Mediterranean, as coastal tourism mainly relies on local or national strategies, whereas environmental governance is in practice still very fragmented and influenced by national political concerns. But there is a common interest to promote the global attractiveness of the Mediterranean area and to have a coherent offer around the sea-basin, as well as to tackle key transboundary environmental issues. Therefore, cooperation and joint planning is needed, approaches and concepts need to be operationalised and tools for their implementation developed for Interreg MED regions.

1.2.2. **MED 2007-2013**

The MED Programme 2007-2013 has developed few projects directly linked to Specific Objective 3.1. However, about 15 projects financed in the previous period and related to tourism, integrated coastal management and territorial management in a general way, may be considered (see section 3 for a list of projects). In particular, in the case of tourism, projects undertaken as part of the MED programme for 2007-2013 have highlighted the environmental impact of tourism and the need to explore ways to promote sustainable tourism.

1.2.3. **Other European Territorial Cooperation (ETC) and Neighbourhood programmes**

According to the INTERACT study “Cross -Border Cooperation Maritime Programmes in the 2007 -2013 programming period”, from the 4 CBC Programmes participating in the study and representing the Mediterranean Space, (CBC Adriatic IPA, CBC IT/MT Italy – Malta, CBC IT/FR Italie – Maritime – France, CBC EL/IT Greece – Italy), 60 marine/maritime projects have been identified. 12 of them have attributed maritime and coastal tourism as the key theme tackled, 20 % of the funded marine/maritime projects in the Mediterranean.

The majority of projects dealing with Maritime and Coastal Tourism focuses on making the selected areas of intervention more attractive and accessible. Attractiveness mainly refers to the qualification of the provision of services and/or the valorisation of local potentials: the overall approach is to propose a
‘package of offers’ combining tradition - local culture, wine & food, nature – with innovation: new services on site (new tourists paths), new solutions to spread information (e.g., multimedia atlas, virtual museums, etc.) and to personalize the journey according to the tourist’s needs (customized tourist itinerary, booking services, provision of digitalized information through apps, etc.). The need for promoting the territories as such has also brought to the realization - in some cases – of a common brand.

The analysis of secondary themes underlines the crosscutting feature of tourism and its leverage role in encouraging interconnectivity with other themes. Out of the 12 funded operations, interlinking with Maritime Knowledge (4 projects), Integrated Coastal Zone Management and Estuary Management (2 projects) and with Maritime Governance, Maritime Innovation and Business and Maritime Conservation (1 project each) can be found.

From the ETC Programmes 2014-2020 covering the whole European area, complementarities are highlighted with Interreg Europe and URBACT:

**Interreg EUROPE**
Related projects can be funded under the specific objective 4.1: ‘Improve the implementation of regional development policies and programmes, in particular Investment for Growth and Jobs and, where relevant, ETC programmes, in the field of the protection and development of natural and cultural heritage”.

**URBACT**
Related projects may include: building of the capacities of city stakeholders (e.g. policy and decision makers, municipal staff, etc.) involved in the design, funding, implementation and monitoring of sustainable urban policies and action plans, including urban tourism strategies; implementing participatory approaches in the production of integrated sustainable urban development strategies and action plans in tourism destinations (involving support from experts and peers); and transnational exchange of experience supporting the implementation of urban strategies and action plans targeting tourism areas.

ETC Programmes 2014-2020 with geographical overlapping with Interreg MED Programme that have included the Investment Priority 6c in their Cooperation Programme and with which complementarities could be found are:

**ADRION**: Promote the sustainable valorisation of natural and cultural assets as growth assets in the Adriatic-Ionian area/region

**BALKAN MED**: Conserving, protecting, promoting and developing natural and cultural heritage: an improved management of river basins and the coastal environment

**ALPINE SPACE**: Design implementation strategies, set up models and test pilot actions to combine tourism with the promotion and protection of Alpine natural and cultural heritage (however, the territorial focus is different from Interreg MED).

**ATLANTIC AREA**: Enhancing natural and cultural assets to stimulate economic development

**CENTRAL Europe**: 3.1: To improve integrated environmental management capacities for the protection and sustainable use of natural heritage and resources; 3.2: To improve capacities for the sustainable use of cultural heritage and resources.

Actions might include: the elaboration and pilot implementation of integrated strategies and tools facilitating the sustainable management of environmentally sensitive areas by avoiding conflicts with tourism and related land-use; the design and implementation of approaches to sustainably use natural...
resources in tourism-focused regional development; the elaboration and implementation of integrated local/regional development strategies making best use of cultural resources (heritage) to enhance growth and jobs in the tourism sector; and the development and testing of ICT tools for the protection and sustainable use of cultural resources by the tourism industry.

**Italy-France Maritime:** To improve the effectiveness of public action to preserve, protect, promote and develop the natural and cultural heritage of the cooperation area

**SUDOE:** To develop strategies and plans for the sustainable management of natural resources and tourism and for the economic enhancement of natural and cultural spaces.

**ENI CBC MED:** Thematic Objective 4 on Environment protection and especially Priority 4.4: Integrated Coastal Zone Management - Incorporate the Ecosystem-Based management approach to ICZM into local development planning, through the improvement of intra-territorial coordination among different stakeholders

**CBC Programmes (Cross Border Cooperation programmes):** Experience from projects co-funded in the previous programming period indicates that it is likely for tourism to be identified as an important common challenge by the majority of cross-border cooperation programmes for 2014-2020

In addition, the Interreg MED Programme is in line with the 4th pillar of the **EU Strategy for the Adriatic and Ionian Region (EUSAIR)** “Sustainable tourism” aiming at developing full potential of the Region in terms of innovative, sustainable, responsible and quality tourism. Both its two sub-themes, the diversification of tourism offer (products and services) and the sustainable and responsible tourism management (innovation and quality) are in coherence with the Specific Objective 3.1. of the Interreg MED Programme. Therefore, any complementarities with actions aimed at fulfilling the objectives of EUSAIR 4th pillar are in line with the Interreg MED Programme objectives.

### 2. Modus operandi

#### 2.1. A NEW APPROACH

The Interreg MED new architecture is composed of three typologies of projects (see section 2.1. of the Programme Manual for further information on the types of projects):

- Modular projects
- Horizontal projects

In Axis 1, 2 and 3

- Axis 4 Platform projects

**These Terms of Reference concern only Modular Projects.**

#### 2.1.1. The Module-based approach

With the aim of transforming ideas into concrete and innovative solutions with a transnational impact, the Interreg MED Programme 2014-2020 has decided a new orientation in the typology of projects under thematic Priority Axis 1, 2 and 3, which reflects the three successive phases of a public intervention:

- a phase of study and development of strategies and policies;
- a phase of testing, to validate the hypothesis developed;
- a phase of transferability and capitalisation of results at the transnational level.

This approach is materialised by different “modules”, which applicants must refer to in the elaboration of their project (see section 2.1.1. of the Programme Manual for detailed information on each type of module combination).
A modular project can be composed by one or several modules depending on its strategy and main objectives, expected results, competences and experience of the partnership. Each one of the possible configurations (single-module or multi-module) is called a type of project. Three different modules are available to make seven types of projects, listed here below.

The modules:

- **M1 - STUDYING**: designing common approaches and strategies at transnational level:
  Type of activities: design of common approaches, elaboration of common strategies, models, rules and norms at transnational level, analyses, state of the art, share of information and establishment of networks. Projects focused on this module will analyse an intervention field, complement data, networks, references and elaborate shared methodologies, models, and strategies. These activities can be the main objective of the project or constitute the first phase of a broader project that will use these networks, models and strategies to launch pilot activities or launch a wider process of capitalisation, dissemination and transfer of experiences and results. 
  Types of outputs: SWOT, state of the art, benchmarking, definition of approaches, joint action plans, common strategies, establishment of networks.

- **M2 - TESTING**: Pilot demonstration actions
  Type of activities: a module dedicated to pilot activities where project partners will have the possibility to test processes, techniques, models, in the perspective to setup solutions applicable to a wider set of users and territories. Pilot activities can be setup when the context, data and actors are already well identified and when technical and institutional conditions are favourable. This does not exclude, if duly justified, preliminary tasks for the launching of pilot activities. The transferability of pilot activities to the territory is compulsory in this module.
  Types of outputs: Preliminary studies (feasibility), common methodology for demonstration, testing and evaluation, plan of results portability.

- **M3 - CAPITALISING**: Transfer, dissemination and capitalisation:
  Type of activities: When methodologies, practices, intervention tools have been tested and implemented by stakeholders at local or regional level and that they represent a strong interest for wider dissemination in the Interreg MED eligible area, projects can propose capitalisation and dissemination activities. A specific attention will be paid to the transfer of results towards regional and national ERDF programmes and to the involvement of end users in the dissemination processes. M3 projects are therefore expected to clearly identify a concrete and limited set of outputs/experiences delivered by previous initiatives (or eventually, on the verge of being delivered) in one very specific theme and capitalise them (by merging them, completing or extrapolating to other areas) in the territories targeted by the project. At this stage, applicants are encouraged to use results of former projects (from ETC or other EU programmes) and work on outputs of other modules. It will be necessary to ensure that tools, practices and methodologies are effectively taken on board by all actors concerned, and applied at local, regional, national or transnational level as broadly as possible and free of charge.
  Types of outputs: policy recommendations, Memorandum of Understanding, agreements, procedures, regulatory proposals.
### Types of modular projects in the Interreg MED Programme 2014-2020

<p>| | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Studying</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><em>Etude</em></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td><strong>Testing</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><em>Expérimentation</em></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td><strong>Capitalising</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><em>Capitalisation</em></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td><strong>Studying and testing</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><em>Etude et expérimentation</em></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td><strong>Testing and capitalising</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><em>Expérimentation et capitalisation</em></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td><strong>Integrated Projects</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><em>Projets intégrés</em></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Horizontal projects and the way they support modular projects in communication and capitalisation activities and ensure common results’ transnational transferability** (see section 2.1.2. of the Programme Manual on Horizontal projects).

The horizontal projects under the coordination of the Programme Authorities will have the task to promote the modular projects’ communication and capitalisation actions within a joint framework, in order to better highlight the interests of the Programme as well as of the transnational projects themselves. Each modular project will be linked to a horizontal project.

Horizontal projects should capture elements of the modular projects within each thematic Programme specific objective, analyse them, summarise and ensure their transnational dissemination and transferability, in cooperation with the Programme Authorities. They will provide the frame for developing synergies, produce summaries and qualitative analysis as well as coordinate and manage (under...
supervision of the JS) the communication of a cluster of projects. They will structure and disseminate a message for the entire MED community and will work on thematic inter-axes links (1, 2 and 3) and with the Axis 4 “platform” project (governance).

Horizontal projects will help and support the communication and capitalisation of selected modular projects for each call and for each specific objective, proposing relevant tools for coordination between horizontal projects, between horizontal project and modular projects and finally between horizontal projects and the programme level.

The modular projects can benefit from the ‘savings’ created thanks to the work of the horizontal project: they will not need to carry out transnational communication or capitalisation tasks outside their territories and/or in a larger approach than their specific topics, which will be taken over by the horizontal project. Apart from local communication towards direct target groups of each partner, the modular projects can concentrate their effort mainly in content issues.

On the other hand, each modular project should contribute to the communication and capitalisation activities of the Horizontal project to which it is linked. The expected needs for this cooperation include, amongst others: preparing dispatches with the relevant information for communication or sectorial analysis, participating in events and discussion groups. This implies that each partner should consider the possibility of participating in up to two joint events per year organised by the horizontal projects.

For each modular project, a contact person should be designated to act as point of reference in the communication between the project and the horizontal project.

In this flux of information, the modular projects are supposed to elaborate information in the most convenient format to be treated by the horizontal projects for communication or analytical purposes.

For information, Horizontal projects have dedicated Terms of References for the 1st Call for Proposals.

**Interreg MED Programme web platform and visual identity** (see section 2.5. of the Programme Manual on Communication activities):

For the daily coordination, the Interreg MED Programme will provide a web platform with all the necessary tools and functionalities. It will help horizontal and modular projects to receive/provide information and communicate with all necessary levels. The web platform will be the communication hub, allowing for promotion, but also management, coordination and exchange.

In this regard, modular projects should not foresee budget allocations to develop project websites. This indication is also valid concerning specifically the creation of project logos, since the Programme will also provide a common framework for the logos.

This common approach solution for the projects websites and logos will ensure economies of scale, reducing hosting and website development costs and allowing the projects to concentrate their budget allocations on the development of more effective communication activities at their level.

Modular projects will be able to dedicate more efforts and time to the technical part and thus produce better results. Their partners will have to forecast a specific budget for transnational coordination with Horizontal project and communication activities at a local level.

**2.1.2. From a “should” to a “must”**

The project applications must be designed in order to provide objective responses to well identified challenges. Projects are requested to work over the outputs of previous operations, establishing a
working plan of recognizable capacity to address concrete results. In short, project proposals have to establish a clear and logical path from a demonstrated need to tangible and realistic output(s).

Projects should be built under the perspective of capitalising any relevant experiences and results (from activities financed by Interreg MED or other). This point of departure has to be fully identified, as well as the strategy for its use in the development of the new project. Actions and their expected outcomes have to address the relevant stakeholders and the uptake of conclusions, in accordance to the type of project and concerned sector of activity.

2.2. EXPECTATIONS FOR THE SPECIFIC OBJECTIVE

The activities included in the first call of the Interreg MED Programme should contribute to the Objective: To enhance the development of a sustainable and responsible coastal and maritime tourism in the MED Area. These activities cover from the designing and analysis process going through the demonstration and testing phase to the transferability and sustainability of the project actions.

This specific objective seeks to enhance the development of policies and to increase the coordination of strategies between territories at interregional and transnational level regarding the development of a sustainable and responsible coastal and maritime tourism, in line with the integrated coastal zone management and maritime spatial planning principles, through cooperation and joint planning. Any project submitted to this call should meet this aim considering the result indicator of increasing the sustainability of tourism in coastal regions.

The Interreg MED programme will grant a specific attention to the way tourism activities are being developed, how strategies and development plans can be adapted and improved to reduce or better manage the impact of tourism activities on the environment (adaptation of activities, seasonality, land use, water management, energy management, etc.)

The objective is to ensure that development of coastal and maritime tourism will be pursued with stronger attention paid to environmental changes and to the impact of these activities on natural and cultural heritage, taking into account integrated coastal zone management and maritime spatial planning principles.

2.2.1. What are we expecting from this call?

The expected result is an improved cooperation and joint planning for the development of a sustainable and responsible coastal and maritime tourism.

Thus, the main challenge is to improve cooperation, joint and integrated planning and to better manage conflicting interests (economic development, tourism, use of scarce resources, environmental changes...) to enhance the development of tourism as an asset for the sustainability of Interreg MED regions, in all three aspects of sustainability (environment, social, economic).

Indeed, countries that promote their coastal areas for tourism are increasingly becoming aware of the need to protect these areas in order to maintain their natural beauty and help ensure their long-term vitality as tourism destinations. In response to the growing need for coastal zone protection, the tourism sector has been working to develop approaches and strategies that allow for the better planning and management of tourism activities in coastal zones. This has not always been an easy task as these extremely fragile environments are targets for many other human-induced development activities. Integrated Coastal Zone Management (ICZM) has been largely recognised by many tourism operators and decision-makers as a sound path towards the sustainable development of coastal
tourism. Sustainable and responsible tourism planning tools and techniques are essential for the successful implementation of ICZM, Maritime Spatial Planning and overall regional development policies. Therefore, the tourism sector can coordinate effectively in the overall development of coastal zones and contribute to the long-term sustainability of these areas.

**What kind of projects we are looking for?** The Interreg MED programme expects to obtain realistic project proposals that fully integrate the Interreg MED crosscutting principles of transnationality, cooperation, results-orientation, capitalisation and replicability all over the cooperation space of reference. Project proposals are entitled to integrate creative and innovative measures aiming at providing effective solutions to persistent problems of the Mediterranean such as the protection of its natural and cultural heritage whilst developing its competitiveness in the tourism sector.

Projects should contribute to the **main change sought** for this Specific Objective:
- The main change sought is an improvement of cooperation strategies and policies and joint planning for the development of a more sustainable and responsible coastal and maritime tourism.
- It includes improvement of Integrated Coastal Zone Management (ICZM) and Maritime Spatial Planning (MSP), adaptation of public policies, economic activities and planning tools, better cooperation between stakeholders, coordinated actions between public authorities of different Interreg MED territories, an increase of transnational and interregional cooperation and action plans, increase of number of regions involved in such strategies.
- Projects shall ensure **coherence and complementarity** with ESI funds (ERDF, ESF, Cohesion Fund, EAFRD, EMFF, see section 6.1. of the Cooperation Programme), ERDF regional and national programmes and/or other relevant regional/local plans, as well other EU and international thematic programmes and policies, taking into account on-going actions and, if relevant, supporting the transfer of results from the Interreg MED programme to these programmes. In addition, the **replicability** of successfully proven practices and the **multiplying effect of the actions** will be the base to build projects in the Interreg MED new programming period.

**Specific territories targeted:**
Coastal areas for their fragility facing human activities, the importance of their cultural and natural heritage and attractiveness for seasonal activities.

**2.2.2. Sub-thematic focuses**

Even if the projects will be positioned in a specific thematic focus, the Interreg MED programme, as a cohesion policy fund will intervene with a **holistic and integrated approach** which should be taken over by the projects financed in this programme.

In this perspective, there is a strong link with Specific Objective 3.2 on the management of protected areas, when considering the interconnection between protection on one hand and valorisation on the other hand of protected areas, which are an asset for sustainable development tourism that should be protected from negative pressures.

However, direct links are to be considered as well with Axis 1, considering innovation in the tourism sector and smart specialisation strategies, and Axis 2, especially when energy efficiency and energy resources in tourist destinations (mainly cities and islands) are tackled, or regarding transport planning in high tourist destinations (e.g. cruise tourism destinations).
The motivation of the proposed fields of intervention is based on the above-mentioned integrated approach, as well as on the complementarity of the Interreg MED Cooperation Programme with relevant EU and UN policies and hot topics identified by key stakeholders and thematic experts.

Projects under this Specific Objective should answer to two key questions for enhancing the development of sustainable coastal and maritime tourism. These questions correspond to two large fields of intervention, the one oriented towards policy, the second towards operational planning:

1. **How to integrate tourism development into wider strategies?**
   Tourism development cannot stand alone. It is closely linked to practically all other sectorial regional strategies. In particular, when dealing with coastal and maritime tourism, Integrated Coastal Zone Management and Maritime Spatial Planning should be considered. Tourism should be also better taken into account in other thematic strategies, e.g. air quality plans, sustainable mobility plans, energy efficiency plans.

   For this reason, a transition towards an integrated and eco-systemic approach should be the driving-force for the future.

   In this call, emphasis will be given on:
   - Tourism in Integrated Coastal Zone Management (ICZM)
   - Tourism in Maritime Spatial Planning (MSP)
   - Tourism in integrated regional development policies

2. **How to enhance sustainable and responsible tourism management?**
   In order to enhance the development of a sustainable and responsible coastal and maritime tourism, an improved planning and management of coastal tourist destinations is needed, to prevent negative impacts on natural and cultural heritage and to promote an innovative, sustainable and high quality offer.

   **2.2.3. Possible actions**

   As previously mentioned, projects under this Specific Objective should answer to two key questions for enhancing the development of sustainable coastal and maritime tourism. These questions correspond to two large fields of intervention, the one oriented towards policy, the second towards operational planning.

   For answering to those questions, different types of actions are possible, from data collection to the development of models and tools, from knowledge transfer to awareness-raising and capitalisation activities.

   For this call for proposals, different options are proposed to the applicants:
   - Single-module projects: module 1 or module 2 or module 3
   - Combination of two modules: Modules 1+2 or Modules 2+3.

   Horizontal projects have dedicated Terms of Reference.

   Possible of actions are listed hereafter for each sub-theme.

1. **How to integrate tourism development into wider strategies?**

   Possible actions (non-exhaustive list):
   - Facilitating the integration of ICZM or MSP principles, objectives and actions related to tourism into national or regional policy frameworks and instruments
   - Implementing an integrated regional assessment in support of the ICZM stages

Terms of Reference S.O.3.1. 1st call for proposals
• Facilitating the ratification and implementation of international and regional regulations
• Creating synergies and cooperation mechanisms at sea-basin level for complementarity and coordinated actions towards effective implementation of ICZM protocol, MSP Directive, integrated regional development policies
• Enhancing governance mechanisms towards ICZM, MSP and integrated regional development policies in order to put coastal and maritime tourism at the heart of the sustainable development policies of coastal regions
• Enhancing the coordination of national/regional/local bodies that deal with coastal management for a better knowledge of joint challenges and possible solutions
• Enhancing capacity and empowering public authorities, tourist destinations stakeholders, economic operators towards integrated and eco-systemic approaches
• Enhancing the involvement of stakeholders and the development of partnerships for a successful integrated coastal zone management

Note: These actions are examples that could be developed through single module projects M1, M2, M3 or combined module projects M1+M2 or M2+M3, depending on the project scope.

2. How to enhance sustainable and responsible tourism management?

A special need for improving knowledge has been identified, and notably for identifying and addressing data gaps to improve planning and destination management, as well as for improving coherence and comparability of coastal and maritime tourism statistics.

Possible actions (non-exhaustive list):
• Assessing the state of Mediterranean coasts in regards to sustainable tourism
• Data gathering and monitoring of tourism sustainability
• Developing or extending the use of existing evaluation tools measuring the sustainability of tourist destinations (e.g. ETIS initiative, Global Sustainable Tourism Council Criteria, quality labels, ...)
• Developing and applying sustainable and responsible tourism planning tools and quality management criteria
• Supporting the development of a highly diversified and sustainable coastal and maritime tourism in the Interreg MED area, including activities towards:
  o Protecting the value of cultural and natural maritime and coastal heritage
  o Nautical, cruise and leisure activities
  o Alternative tourism such as: eco-tourism, fishing tourism, health tourism, religious tourism, cultural heritage based tourism...
  o Off peak tourism
• Developing or adapting existing tools, services, policies, plans, models ... addressing the issues of:
  o Competitiveness of coastal and maritime destinations, and islands in particular
  o Seasonality
  o Combination of mass tourism with natural and cultural heritage protection
  o Product and service diversification
  o Strengthening the interconnection between coast and hinterland
  o Connectivity
  o Improved infrastructure
  o Improved skills
• Managing environmental risks linked to tourism activities: reduction of water resources, the risks of droughts or floods, hydrological stress, soil and coastal erosion, extreme weather

Terms of Reference S.O.3.1. 1st call for proposals
events that have direct interconnections with economic development and urbanisation and direct impact on natural and cultural heritage:
- improvement of observation, information and alert systems
- adaptation of planning tools
- management and reduction of conflict of use
- land management tools
- water efficiency measures, included in the Water Blue Print
- energy efficiency measures
- reduction of waste, emissions, marine litter, natural resource use
- water and waste recovery / recycling
- prevention of pollution
- air quality
- Implementing suitable management, prevention and adaptation practices related to tourist activity, in order to enhance the resilience of coastal areas, marine ecosystems and maritime activities, to the impacts of climate change
- Improving knowledge on shared natural and cultural heritage and the economic potential of natural areas
- Fostering the value of cultural heritage, notably through improved management of heritage sites
- Highlighting the social, economic and environmental value of tourist destinations and reinforcing MED visibility and identity
- Designing innovative tourism strategies for (remote) islands
- Developing mechanisms favouring cooperation and networking between tourist destinations, involving all stakeholders involved in or impacted by tourism development and management (regional/local authorities, authorities responsible for the management of protected areas, authorities responsible for tourism promotion, tour operators, owners of accommodations or providers of tourist products and services, civil society, ...)
- Enhancing the coordination of actions between public authorities of different Interreg MED territories sharing the same challenges
- Enhancing capacity and empowering public authorities, tourist destinations stakeholders, economic operators towards improved planning and management

Note: These actions are examples that could be developed through single module projects M1, M2, M3 or combined module projects M1+M2 or M2+M3, depending on the project scope.

2.2.4. Beneficiaries and target groups

Each type of project (considering its focus and modular approach) requires the best definition of the beneficiaries and target groups. For example, while a more end-user oriented project will demand the strong connection to civil society and/or professional organisations, a mainstreaming project or module, will request the involvement of public authorities (policy-makers and public managers) having the adequate position and competencies to propose or change norms, regulations and plans.

The definition of key actors should be extended also to all those networks and organisations that have an important experience in targeting and influencing policy makers (e.g. CoR, ARE, CPMR...) or whose involvement can ensure a multiplier effect in mobilising target groups or key actors.

Also social and economic actors (economic and registered citizenship associations) may be concerned / targeted, because they can adopt good practices and standards, thus changing socio-economic behaviours.
Other potentially relevant partners are organisations that have specific and scientific competences providing expertise for the production of outputs.

It is recommended that projects create synergies with entities/partners of projects of other territorial cooperation (and thematic) EU programmes (to be specified with concrete indications and, if possible, agreement letters), as well as with relevant International, EU and UN agencies / organisations enhancing good practices and policy recommendations to capitalise.

<table>
<thead>
<tr>
<th><strong>Main categories</strong></th>
<th><strong>Examples for S.O. 3.1.</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>local public authority</td>
<td>municipality, province, department, community of municipalities, network of municipalities, especially their environment, economic development, sustainable development or planning, tourism departments, …</td>
</tr>
<tr>
<td>regional public authority</td>
<td>regional council, especially their environment, economic development, sustainable development or planning, tourism departments, …</td>
</tr>
<tr>
<td>national public authority</td>
<td>Ministry for environment, tourism, …</td>
</tr>
<tr>
<td>sectoral agency</td>
<td>local or regional development agency, environmental agency, tourism agency, …</td>
</tr>
<tr>
<td>infrastructure and (public) service provider</td>
<td>public transport, utility company (water supply, electricity supply, sewage, gas, waste collection, etc.), airport, port, railway, …</td>
</tr>
<tr>
<td>interest groups including NGOs</td>
<td>Organisations working in the fields of sustainable tourism, protection and valorisation of natural and cultural heritage, risk prevention, …</td>
</tr>
<tr>
<td>higher education and research</td>
<td>University, faculty, college, research institution, RTD facility, research cluster, …</td>
</tr>
<tr>
<td>education/training centre and school</td>
<td>vocational training centre for tourism, territorial planning, …</td>
</tr>
<tr>
<td>enterprise, except SME</td>
<td>Enterprise working in the fields of sustainable tourism, protection and valorisation of natural and cultural heritage, risk prevention, …</td>
</tr>
<tr>
<td>SME</td>
<td>micro, small, medium enterprise, working in the fields of sustainable tourism, protection and valorisation of natural and cultural heritage, risk prevention, …</td>
</tr>
<tr>
<td>business support organisation</td>
<td>chamber of commerce, chamber of trade and crafts, business clusters, …</td>
</tr>
<tr>
<td>EGTC</td>
<td>European Grouping for Territorial Cooperation working in the fields of sustainable tourism, protection and valorisation of natural and cultural heritage, risk prevention, …</td>
</tr>
<tr>
<td>International organisation, EEIG</td>
<td>under national law, under international law, working in the fields of sustainable tourism, protection and valorisation of natural and cultural heritage, risk prevention, …</td>
</tr>
</tbody>
</table>

* General public is only relevant as target group
### 2.2.5. Financial allocation

The indicative financial allocation for this Call for Proposals is:
- **ERDF**: 13.7 M €
- **IPA**: 550,000 €

Partners are co-financed at 85% or 50% (for partners under GBER regulation 651/2014). See section 2.2.4. of the Programme Manual for more information regarding the co-financing rates.

<table>
<thead>
<tr>
<th>Types of projects</th>
<th>Indicative number of projects to be approved under this Call</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>M1 – Studying</strong></td>
<td></td>
</tr>
<tr>
<td>Projects will focus on defining common strategies, policies, action plans, in particular on issues where the Interreg MED experience is insufficient</td>
<td>2 projects</td>
</tr>
<tr>
<td><strong>M2 – Testing</strong></td>
<td></td>
</tr>
<tr>
<td>Projects whose main activity will be to test on the territories tools, policies, strategies, joint plans that have been identified by previous projects (not necessarily arise by the Interreg MED experience). They may include, where necessary, the development of preliminary studies in the starting phase (feasibility or updating of the available literature). They will necessarily include a final phase for transferability in the territories concerned by the project.</td>
<td>2 projects</td>
</tr>
<tr>
<td><strong>M3 - Capitalising</strong></td>
<td></td>
</tr>
<tr>
<td>Result capitalisation of previous projects (including demonstrations carried out in M2) for transferability in the Interreg MED area, especially in regional and national Ops, as well as across all the other EU territories whenever possible.</td>
<td>2 projects</td>
</tr>
<tr>
<td><strong>M1 + M2 – Studying and testing</strong></td>
<td></td>
</tr>
<tr>
<td>These projects will conduct studies and develop common plans or proposals (M1), which will then be tested in order to transfer them to the public policies of the territories concerned (M2).</td>
<td>2 projects</td>
</tr>
<tr>
<td><strong>M2 + M3 – Testing and capitalising</strong></td>
<td></td>
</tr>
<tr>
<td>These projects will be the ambitious version of pilot projects (M2): besides testing public policy and aiming their transferability in the territories concerned (M2), they will in the second half integrate the results and experiences of other projects in order to adopt transnational models and their application in the regional and national policies for the Interreg MED, and even European, area.</td>
<td>2 projects</td>
</tr>
<tr>
<td><strong>Horizontal Projects: Communication and capitalisation of the programme in the long term (horizontal projects to each specific objective of the first three axes)</strong></td>
<td>1 project. Please refer to the specific ToR for Horizontal projects</td>
</tr>
</tbody>
</table>

Projects are invited to plan the beginning of their activities on September 1st 2016.
3. References

3.1. INTERREG MED DOCUMENTS

- Interreg MED Cooperation Programme 2014-2020
- Diagnostic territorial analysis of the Interreg MED territorial cooperation programme (SWOT)
- Interreg MED Programme Manual

3.2. MED PROJECTS 2007-2013

- Projects to consider among others:
  o Regarding tourism:
    - **InnoNautics**: support to SMEs in the sector of nautical tourism
    - **SHIFT**: integrated quality management model for sustainable tourism in fragile coastal areas and islands
    - **C.U.L.T.U.R.E.**: protection of the urban historical heritage
    - **SUSTEN**: integrated and sustainable management of natural and cultural resources
    - **MITOMED**: integrated management model for maritime and coastal tourism
    - **TOURMEDASSETS**: development of a DSS tool on assets and challenges of sustainable tourism development
    - **CAIMANS**: management of tourism impact due to maritime transport on the environment (air quality, ...)
  o Regarding integrated coastal management:
    - **COASTANCE**: exchange of good practices and recommendations on risk prevention
    - **MAREMED**: mapping tools and recommendations for the implementation of an integrated maritime policy in the Mediterranean
    - **COASTGAP**: joint action plan for the management of climate change effects on coastal areas
    - **MED-IAMER**: management of environmental risks
  o Regarding territorial management:
    - **CATMED** and Urban Empathy on urban sustainable planning
    - **CREPUDMED** on urban territorial management
    - **MODELAND** on rural areas and landscape
    - **OSDDT MED** on soil use
    - **OTREMED** on improvement of spatial planning competences
    - **MEDLAND2020** on land management scheme to protect natural resources while ensuring social and economic valorisation

3.3. REGULATIONS/ DIRECTIVES

- [Directive 2014/89/EC](http://example.com) establishing a framework for maritime spatial planning
- [Directive 2008/50/EC](http://example.com) on ambient air quality and cleaner air for Europe
- [Directive 2002/49/EC](http://example.com) on Noise Action Plan under

3.4. COMMUNICATIONS AND PROPOSALS FROM THE COMMISSION

- [COM (2007) 575](http://example.com) An Integrated Maritime Policy (IMP) for the EU
- [COM (2007) 621](http://example.com) Agenda for a sustainable and competitive European tourism

Terms of Reference S.O.3.1. 1st call for proposals
- **COM(2010) 352** Europe, the world’s No1 tourist destination – a new political framework for tourism in Europe
- **COM (2012) 494** Blue Growth, opportunities for marine and maritime sustainable growth
- **COM (2014) 86** European Strategy for more Growth and Jobs in Coastal and Maritime Tourism
- **COM(2014) 477** towards an integrated approach to cultural heritage in Europe

### 3.5. PROGRAMMES CO-FINANCED BY THE EUROPEAN UNION

- ETC and Neighbourhood Programmes: Interreg EUROPE, ADRION, ALPINE SPACE, ATLANTIC AREA, BALKAN-MEDITERRANEAN, CENTRAL EUROPE, ITALY-FRANCE MARITIME, SUDOE, ENI MED
- **INTERACT study**: Cross-Border Cooperation Maritime Programmes in the 2007 -2013 programming period
- Committee of the Regions, **Sustainable and competitive tourism** – New funding opportunities for local and regional authorities (2014)
- **European Maritime and Fisheries Fund**
- **MARE** (Project on Maritime Spatial Planning in the Mediterranean Sea and/or the Black Sea)
- **COSME** Programme
- 7th framework programme, **PEGASO** project
- **Horizon 2020**
- **LIFE +** Programme

### 3.6. BIBLIOGRAPHY

**At EU level:**

- **a.** Initiatives
  - **ETIS**: European Tourism Indicator System for Sustainable Destinations
- **b.** European Environment Agency
  - *Europe’s Environment, the fourth assessment*
  - *Tourism focus* (on website)
- **c.** Programmes:

**At United Nations Level:**

- **d.** UNEP/MAP
  - *Sustainable Coastal Tourism: An integrated planning and management approach*, UNEP/MAP, 2009
  - *Mandate of the Priority Actions Programme Regional Activity Centre* (PAP/RAC), UNEP/MAP, 2010
  - *Tourism in the Mediterranean: a driving force for sustainable development?*, Notes #24, Plan Bleu, November 2012
  - *Priority Actions Programme Regional Activity Centre (PAP/RAC)*, *Progress Report for 2012-2013*, UNEP/MAP, Split, June 2013
  - Integrated Coastal Zone Management:
    - **Protocol On Integrated Coastal Zone Management In The Mediterranean**, UNEP/MAP, 2009
    - **Action Plan** for the implementation of the ICZM Protocol for the Mediterranean (2012-2019), UNEP/MAP, draft, May 2011
  - PAP/RAC, the Coastal Management Centre [http://www.pap-thecoastcentre.org/?lang=fr](http://www.pap-thecoastcentre.org/?lang=fr)
  - Blue Plan RAC [http://planbleu.org/](http://planbleu.org/)
- **e.** UNESCO
- **Convention Concerning The Protection Of The World Cultural And Natural Heritage**, Adopted by the General Conference at its seventeenth session, UNESCO, Paris, 16 November 1972
  
  f. **UN/WTO**
  - **UNTOWO Tourism Highlights**, UNTWO, Edition 2014
  - **The Mediterranean – a tourism stronghold: Facts and Figures**, UNTWO, Frédéric Pierret, Djerba, 16-17 April 2012
  - **UNWTO – Sustainable development of tourism programme** [http://sdt.unwto.org/](http://sdt.unwto.org/)
  - **Global Sustainable Tourism Council**:
  - **QUALITYCOAST**
    - QualityCoast: Sustainability Measurement of Worldwide Coastal regions: [http://www.qualitycoast.info/europe.htm](http://www.qualitycoast.info/europe.htm)
    - **The QualityCoast Standard**: Standard for the certification of tourism sustainability of island and coastal destinations through the QualityCoast Award, QualityCoast Team, 2013
  - **CREST (Centre de Recherche en Economie et Statistiques)**
    - **The Case for Responsible Travel: Trends and Statistics**, CREST, 2013
  - **ICRT (International Consumer Research and Testing)**
  - **WWF (World Wide Fund)**
    - on coastal development problems: **Tourism**