

eNewsletter #5



June 2015

Issue 5

www.med-route.net

Introduction

Welcome to the fifth MED-ROUTE eNewsletter.

The purpose of this eNewsletter is to provide information and updates for the MED-ROUTE Project.

The MED-ROUTE project is co-financed by the ENPI CBC MED Programme under Priority 1 and Measure 1.2

MED-ROUTE aims to promote cultural and other alternative forms of tourism in both parts of the Mediterranean Sea basin through multimodal transport systems.

The ultimate goal is to increase mobility in the participating regions for thematic tourism purposes, while at the same time promoting accessibility from one region / country to the other.

This goal will be achieved - inter alia - through the development of a Mediterranean Web-GIS platform that will bridge cultures and transport systems of the participating regions.

In this fifth issue you will find information about Final Conference of the Project which will be held in Amman on June 2015, the Follow-up Plans of the partners as also the Green Paper on Thematic tourism .

Finally a brief summary of the topics that were discussed in the 5th project meeting (Chalkida, June 2014) for the next steps to be taken in the project is included.

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5th Project Meeting in Chalkida

The 5th Project Meeting was held on 27/06/2014 in Chalkida (Greece) and hosted by the Region of Sterea Ellada / Development Agency of Evia with the participation of project partners.

The meeting was started with the Representatives from the Region of Sterea Ellada. Mr. Vourdanos and Mr. Margaritis



welcomed project partners and emphasized the significance of the project not only for the region of Sterea Ellada but for all participating regions .

Afterwards the partners had the chance to discuss achievements of ongoing activities, discuss the physical and financial progress of the project and the main plans for the future development of the project.

The major activities for the upcoming period concern the following:

- Submission of First Interim Report with project Expenditures and physical



project progress to JTS / JMA

- Submission of Request of 2nd Pre-financing
- Finalization of Pending Activities by all partners under WP3 (Green Paper, Follow-up Plans, etc.)
- Final Conference & Web-GIS Brochure

MED-ROUTE Follow-up Plan

The Follow-up Plan of the project will be formulated by the Lead Partner (RSE / DAE) with a dual scope.

Firstly to analyze and present the different multiplier effects of the project by exploring and identifying the different methodological tools and approaches that can be duplicated by other regional authorities for the promotion and development of thematic tourism at the local / regional level and secondly to create a common follow-up strategy so as to ensure the sustainability and expandability of the project's results.

In this aspect it will give an

overview of the project, providing a brief introduction to the project's initial objectives, its current achievements and outputs and the extent to which they have been met.

Moreover the Follow-up Plan will dedicate a session to the replicability of the actions and methodologies developed in the framework of the project, i.e. the tools and methods that can be used by other regional / local authorities for evaluating their competences and performance in terms of promoting thematic tourism etc. and will give an overview of the key points of

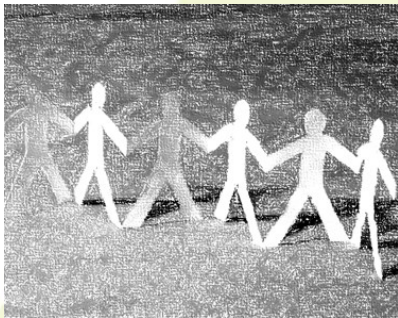
the future strategic plans that all partners have prepared for the sustainability of the Project, in an attempt to capitalize the acquired knowledge and experience in order to formulate the best follow-up strategy.

The Plan will be presented in the final conference of the project in Amman on 16th of June 2015 and after its consultation with the relevant stakeholders will be finalized and published in the project website (www.med-route.net).



Green Paper on promoting thematic tourism in the Mediterranean Basin

The Green Paper that will be developed in the framework of the MED-ROUTE project aims to capitalize the project's main findings and stimulate a dialogue for the promotion and enhancement of thematic tourism in the



Mediterranean area amongst individuals and organizations.

The paper reflects on the effect of tourism and especially that of thematic tourism in the Mediterranean area and looks to start a debate on the policy options within the stakeholders dealing in tourism industry on a local / regional / national level and tourism activities' consumers (tourists) and how they can benefit from the economies scales to be developed.

The document will be presented by the responsible partner (RDFCM / Greece) in the final conference to be held in Amman on 16th of June 2015, and after its consultation with the relevant stakeholders will be finalized and published in the project website (www.med-route.net).

MED-ROUTE Final Conference

MED-ROUTE project partners are proud to announce the [Final Conference](#) of their project that will take place in Amman (Jordan) on Tuesday 16th of June 2015 with the purpose to share the experience and results of our project.

In the MED-ROUTE project four partners from three countries worked together to develop a common approach concerning the development

and promotion of thematic tourism.

The closing conference of the MED-ROUTE project is entitled: "Development and Promotion of Thematic Tourism through ICT in the Mediterranean Sea Basin: Experience and Results of the MED-ROUTE project" and has as main scope to promote and communicate the project's outputs and impacts to the public, raise awareness on issues related

with the promotion and development of thematic tourism and communicate the project's impacts to all relevant stakeholders.

The Conference is open to the public and the entrance is free. The official language of the conference is English.

Upcoming Events

When	What	Where
15th of June 2015	6th Project Meeting	• Amman, Jordan
16th of June 2015	Final Conference	• Amman, Jordan

Project Partners

The project involves a competitive consortium covering three EU Member Countries and Mediterranean Partner Countries.

The partnership lies on the cooperation among regions with different development, experience and capacity levels, providing thus the grounds for effective transfer of experiences, know-how and good practices from more advanced - in terms of tourism promotion - regions to the weaker ones.

Region of Sterea Ellada / Development Agency of Evia SA (Greece) - Lead Partner



HELLENIC REPUBLIC
REGION OF STEREA ELLADA



ΑΝΑΠΤΥΞΙΑΚΗ
ΕΥΒΟΙΑΣ Α.Ε.
DEVELOPMENT AGENCY
OF EVIA

Region of Central Macedonia / Regional Development Fund (Greece)



HELLENIC REPUBLIC
REGION OF CENTRAL MACEDONIA



ΠΕΡΙΦΕΡΕΙΑ
ΚΕΝΤΡΙΚΗΣ
ΜΑΚΕΔΟΝΙΑΣ
REGIONAL DEVELOPMENT FUND
OF CENTRAL MACEDONIA

Ministry of Tourism and Antiquities (Jordan)



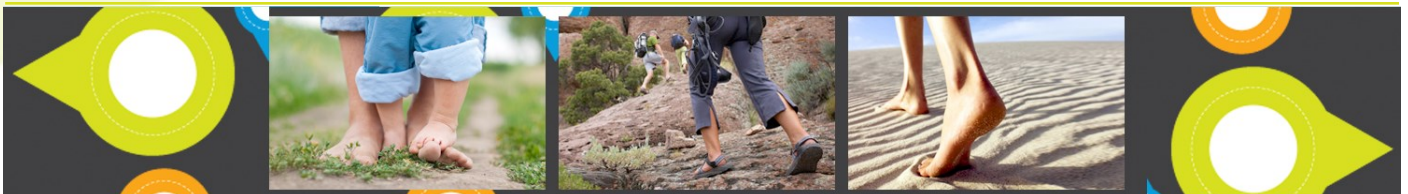
Ministry of Tourism & Antiquities



Province of Vibo Valentia (Italy)



Province of Vibo Valentia



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The 2007-2013 ENPI CBC Mediterranean Sea Basin Programme is a multilateral Cross-Border Cooperation initiative funded by the European Neighbourhood and Partnership Instrument (ENPI). The Programme objective is to promote the sustainable and harmonious cooperation process at the Mediterranean Basin level by dealing with the common challenges and enhancing its endogenous potential. It finances cooperation projects as a contribution to the economic, social, environmental and cultural development of the Mediterranean region. The following 14 countries participate in the Programme: Cyprus, Egypt, France, Greece, Israel, Italy, Jordan, Lebanon, Malta, Palestine, Portugal, Spain, Syria (participation currently suspended), Tunisia. The Joint Managing Authority (JMA) is the Autonomous Region of Sardinia (Italy). Official Programme languages are Arabic, English and French (www.enpicbcmcd.eu)

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"The European Union is made up of 28 Member States who have decided to gradually link together their know-how, resources and destinies. Together, during a period of enlargement of 50 years, they have built a zone of stability, democracy and sustainable development whilst maintaining cultural diversity, tolerance and individual freedoms. The European Union is committed to sharing its achievements and its values with countries and peoples beyond its borders".