

eNewsletter #1



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www.med-route.net

Introduction

Welcome to the first 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 (Promotion of socio-economic development and enhancement of territories) - Measure 1.2 (Strengthening economic clusters creating synergies among potentials of the Mediterranean Sea Basin countries).

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.

The project aims to:

- Increase / enhance the capacity of Mediterranean authorities in promoting their local / regional identities and alternative forms of tourism
- Develop new trans-Mediterranean tourism products ("routes" on cultural and thematic tourism in the Mediterranean Sea basin)
- Create networks among

project partners and wider groups of stakeholders with the aim to exchange experiences, know-how and information and coordinate the formulation of policies on promoting thematic tourism through the use of new technologies

- Reduce seasonality and improve the quality of tourists in the participating areas
- Improve the visibility of cultural assets and natural wealth of the participating areas.

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MED-ROUTE promotes thematic tourism and mobility in the Mediterranean



Overview of MED-ROUTE Activities

The core activities foreseen for the achievement of the project objectives are briefly the following:

- Existing situation analyses in the participating regions
- Identification of good practices on promoting thematic tourism from the participating and/or similar authorities in the Mediterranean Sea basin
- Benchmarking of the participating authorities
- Joint formulation of Strategic and Operational plans on the development and promotion of thematic tourism in the participating regions
- Design and development of the Web-GIS platform
- Joint formulation of a "Green Paper on promoting thematic tourism in the Mediterranean Sea Basin" that will include key findings of the project, selected good practices and policy recommendations
- Dissemination and Diffusion of Project's Results (Communication Plan, Project Identity, Project Website, Newsletters, Promotional Material , Events, etc.)
- On-going and Ex-post Evaluation of the project

progress, outcomes and results

- Identification of potential multiplier effects
- Sustainability and Follow-up of the project.

Currently a series of activities are in progress and/or completed: analysis of cultural/natural resources, geomorphology and transport infrastructures, assessment of relevant initiatives and good practices, benchmarking, capacity building, formulation of Strategic and Operational Plans, Web-GIS Platform, dissemination etc.

Kick-off Meeting in Chalkida, Greece

The kick-off meeting of the project was held on 21-22/11/2011 in Chalkida (Greece) and hosted by the Lead Partner, Region of Sterea Ellada / Development Agency of Evia SA.



The purpose of the meeting was to familiarize all partners with the overall concept, methodological framework, work plan and procedures of the project, as

well as to make all partners aware of ENPI CBC MED Programme rules and reference material.



Project partners had the opportunity to present their organizations and territories. Administrative and financial procedures of the project, details and guidance on the implementation of specific tasks and deliverables, and dissemination / evaluation

activities were presented by the responsible partners and discussed.

Mr. Luca Santarossa, Financial Officer from the ENPI CBC MED JTS, attended the event and present practical guidelines on projects' implementation.



The meeting concluded with an overview of the activities foreseen for the next period, timeframes and responsible partners to implement them.

1st Project Meeting in Al-Salt, Jordan

The 1st Project Meeting was held on 12-13/11/2012 in Al-Salt (Jordan) and hosted by the Ministry of Tourism and Antiquities with the participation of all project partners.



H.E. Nayef Hmeidi Al-Fayez, Minister of Tourism and Antiquities, welcomed warmly all participants and wished a fruitful meeting.

Dr. Esmat AlKaradsheh, Coordinator of the Eastern Mediterranean Office of the ENPI CBC MED Programme, also addressed a welcome

speech and participated actively in the whole meeting.



The aim of the meeting was twofold.

On the one hand an open discussion was organized with local stakeholders and the participation of political representatives as well as professionals in the field of thematic tourism in Jordan representing other projects and initiatives with which the project could create synergies at a later stage.

Afterwards the 2nd Project Meeting took place in order for all partners to discuss achievements of ongoing activities, including analysis of natural / cultural resources, benchmarking and good practices for enhancing the promotion of thematic tourism, scientific coordination of strategic and operational plans, functional requirements of the Web-GIS Platform, dissemination activities, as well as administrative and financial aspects of the project.



MED-ROUTE Website and Social Media

The official website of the MED-ROUTE project can be found at www.med-route.net.

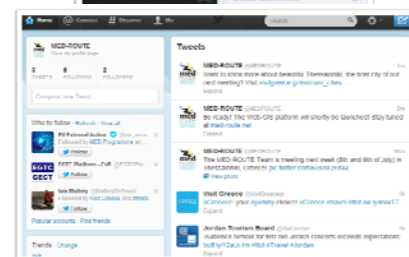
The website presents project objectives, coordinates of the participants, project's proceedings, announcements of events and a link to the ENPI CBC MED Programme official website.

The MED-ROUTE website is multilingual (English-Greek-Italian-Arabic) and includes also a private interface for project partners and the JTS/

JMA of the ENPI CBC MED Programme.

Social Media and Social Networking is a major tool for effective communication of MED-ROUTE taking into account its concept and nature. Therefore a series of Social Media pages have been developed in Facebook, Twitter, Google+ and YouTube channel.

Please click to like us and find out our project news and updates.



Upcoming Events

When	What	Where
25/06/2013	Local Capacity Building Seminar	Chalkida, Greece
25/06/2013	Local Conference for the Public Consultation of the Strategic and Operational Plan for the Development and Promotion of Thematic Tourism in the Regional Unit of Evia	Chalkida, Greece
08-09/07/2013	2nd Project Meeting	Thessaloniki, Greece

Project Partners

The project involves a competitive consortium covering three EU Member Countries and Mediterranean Partner Countries, whereas the type of organizations involved is quite similar (local / regional authorities).

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



Region of Central Macedonia / Regional Development Fund (Greece)



Ministry of Tourism and Antiquities (Jordan)



Province of Vibo Valentia (Italy)



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.enpicbcmed.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".