

Peer Exchange Mechanism for Sustainable Tourism

*Fostering cross-project learning
throughout the Mediterranean region*

Interreg



Co-funded by
the European Union



Mediterranean
Multi-Programme
Mechanism



Why a peer exchange mechanism?



Mediterranean = **global** tourism hotspot.



Shared challenges: Overcrowding, environmental pressure, seasonality, protection of local cultures.



Huge pool of **solutions** from 8 Interreg Programmes.



Need for stronger **cross-programme collaboration** to avoid duplication and foster synergies.

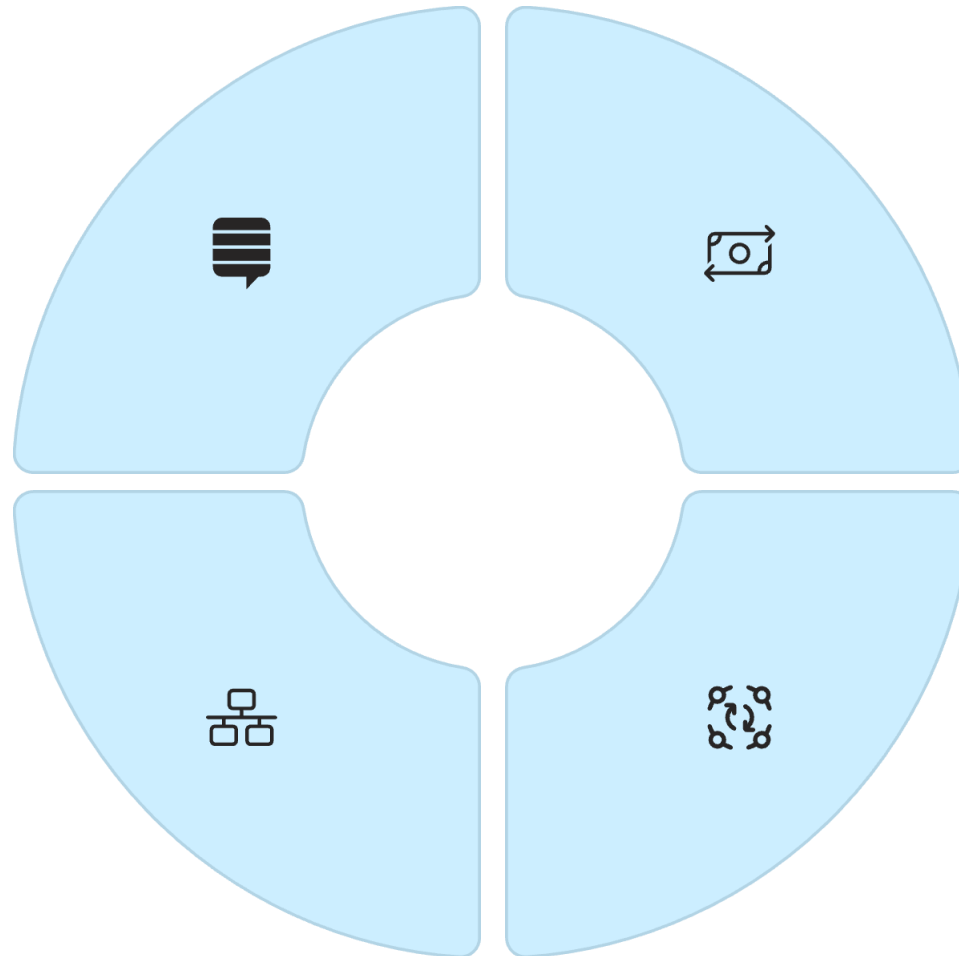
What are the objectives?

Peer-to-peer learning

Facilitate knowledge exchange among projects from 8 different Interreg programmes.

Network Building

Create lasting connections beyond 'usual' Interreg programme boundaries.



Transfer and replication

Promote adaptation of successful tools, models, and practices in sustainable tourism.

Mediterranean “contamination”

Project solutions transferred towards different geographical areas, larger (from cross-border to transnational) or deeper (from transnational to cross-border),

How it works?

Organization of peer learning physical visits



Implemented by projects from at least **two different Interreg programmes**.



An opportunity to witness **working solutions in action** and meet local tourism stakeholders.



Givers and Takers: Hosting projects share knowledge while visiting projects gain inspiration and knowledge.



Tangible results: transfer plans and activity reports to substantiate knowledge and solutions exchange, adaptation and replication.

A practical example of peer visit

Host visit in Split

A project from Interreg Italy–Croatia Programme hosts partners from NEXT MED (Tunisia) and Greece–Cyprus at one of its pilot site, showcasing local sustainable tourism practices.

Optional Return Visit

The Tunisian partner later hosts a return visit in Sousse, offering additional knowledge and territorial perspective.

Implementation

The partners from NEXT MED and Greece–Cyprus integrate the learnings from the visit into the implementation of their projects.





Why should you get involved?



Gain valuable knowledge

Learn from real and successful practices across different Mediterranean contexts.



Connect with collaborators

Connect with potential collaborators for future initiatives beyond your programme.



Share your expertise on a larger scale

Showcase your solutions, inspire others and extend your project's influence across the Mediterranean region.



Join a Mediterranean community

Join a Mediterranean-wide community shaping the future of sustainable tourism.

Support from Programmes



Matchmaking to connect projects from different Programmes.



Review and authorization for submitted applications.



Eligibility of travel and accommodation expenditures.



Communication and visibility on peer learning visits.

→ **Stay tuned for more details!**



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