



HERIT ADAPT

Interreg  
Euro-MED



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## Press Release

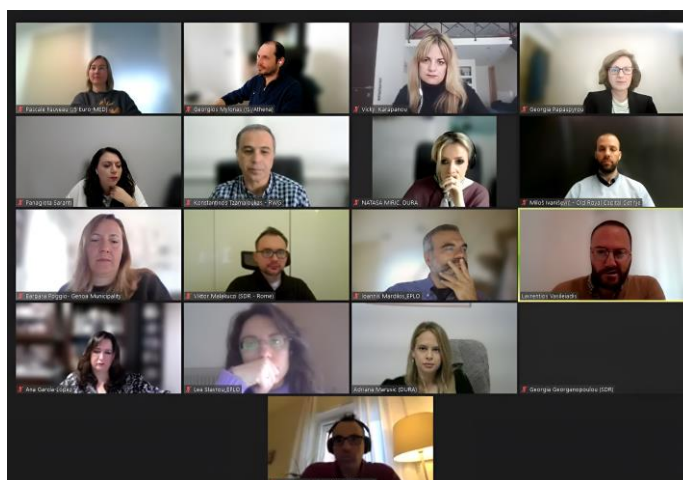
### A successful kick off meeting of the new launched Interreg Euro – MED project HERIT ADAPT

26/03/2024

The newly started Interreg Euro – MED sustainable tourism mission project HERIT ADAPT, had its official kick off meeting and the 1st Steering Committee on March 26th, 2024, online, hosted by the Lead Partner, the Region of Western Greece.

HERIT ADAPT is an EU funded project that will foster cooperation among key stakeholders by activating interdisciplinary Territorial Working Groups to co-design the data-driven HERIT ADAPT Sustainable Tourism Model that will be tested in 8 pilot Euro-MED regions of different typologies, including UNESCO sites and lesser-known monuments in coastal, hinterland and mountainous areas. The Sustainable Tourism Model will consider territorial needs and visions, existing frameworks and plans and the global technology offer, enabling the use of existing tools and solutions and the valorization of transnational knowledge gained from other projects.

The meeting was opened by Mrs. Fauveau Pascale, the Project Officer, Dr. Lavrentios Vasileiadis, Head of Education, Culture, Tourist and Employment Department of the Region of Western Greece, with an Overview of projects' Activities, and Mr. Tommaso Comazzi, the representative of the mission "Sustainable Tourism". Within the kick off meeting representatives of Project's Consortium participated.



The main section of the kick off meeting was the presentation of the Procedures and Regulations along with the Activities and Deliverables that will be implemented during the 33 months duration of the project.

Projects Consortium consists of 11 partners from 8 EU countries. Region of Western Greece, ATHENA, Research and Innovation Centre in Information, Communication and Knowledge Technologies, Industrial Systems Institute (Greece), European Public Law Organization (Greece), Sapienza University of Rome (Italy), Municipality of Genoa (Italy), Dubrovnik Development Agency DURA (Croatia), Limassol Tourism Development and Promotion Co Ltd (Cyprus), Old Royal Capital Cetinje (Montenegro), University of Granada (Spain), Regional Tourism Agency Occitanie - CRTL (France) and the Ministry of Tourism of the Republic of Bulgaria.



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The Associated Partners are: Jordan University of Science and Technology, City of Dubrovnik, Institute for the restoration of Dubrovnik, THE ALHAMBRA AND GENERALIFE TRUST (Spain), Directorate for Protection of Cultural Monuments of Montenegro, Region Occitanie (France), Region of Peloponnese (Greece), Eforate of Ilia Antiquity (Greece), SYNDICAT MIXTE CANIGOU GRAND SITE (France), Deputy Ministry of Tourism Republic of Cyprus, Società Cooperativa Culture – CoopCulture (Italy), Conference of Peripheral Maritime Regions of Europe (CPMR) (France), El legado andalusi Andalusian Public Foundation (Spain), Municipality of Castrocielo (Italy), Liguria Region (Italy), Economic Development Agency of the Occitanie Region (France), Irbid Municipality (Jordan), Limassol Chamber of Commerce & Industry (Cyprus), Cultural Historical Artistic Nat. Geogr. Heritage Interpreter Guides Granada Province Association (Spain), Local Touristic Organization of the Old Royal Capital Cetinje (Montenegro), Moukhtara Municipality (Lebanon), Vega-Sierra Elvira Development Partnership (Spain), Sofia Municipality (Bulgaria).

**The Herit Adapt project is co-funded 80% by the European Union, with a total budget of € 2,998,740.00.**