

Acronym – MED4REGEN

Title – MEditerranean 4 REGENerative Tourism and Culture

Scientific coordinator – Emanuela Fanny Bonini Lessing

Project ID – Euro-MED0401090

CUP (National Project ID) – F73C24001470002

Department – Department of Architecture and Arts

Lead Partner – Veneto Region

Iuav Role – Project Partner

Other Partners – Museum of Architecture and Design (Slovenia), Municipal Company of Initiatives and Business Activities of Malaga (Spain), University of Sarajevo (Bosnia-Herzegovina), Tourist Board of Split-Dalmatia County (Croatia), Regione dell'Epiro (Greece), Open Tourism Lab (France)

Duration – 30 months

Start – 01/04/2025

Closure – 30/09/2027

Project budget – € 2 076 429.60

Iuav budget – € 237 700.00

Funding to Iuav – € 237 700.00

- € 190 160.00 Interreg Euro-MED (80%)
- € 47 540.00 National Co-Financing (20%)

Source of funding – Interreg Euro-MED Programme 2021–2027 – 4th Call for Thematic Projects

Description – Regenerative tourism and sustainable development have at their core cultural values and lifestyles that drive people's choices in both everyday life and leisure time. Museums and cultural institutions can be catalyst of the transformation as they can deliver values to community, visitors and tourism industry. This can be done by testing common challenges through hyperlocal approach: overtourism; touristic narratives; natural heritage; urban cultural centers; suburban cultural centers.

MED4REGEN project is in line with the Community4Tourism and Dialogue4Tourism governance projects, which define the achievement of operational tools to be shared between institutions and governance. The project envisages the creation of a replicable and implementable collaborative mechanism, already explored in previous cooperation projects, between **Cultural Heritage** and **tourism** enterprises to spread the values of sustainability. The project acts for territorial cohesion on these issues by creating several transnational capacity building programmes for the different categories of stakeholders involved, i.e. museums and heritage sites, BSOs, SMEs and local policy makers. Museums and heritage sites in particular are recognised as playing a crucial role in this process of cultural transformation. In line with the latest ICOM definition of a museum formulated in 2022, museums are in fact attributed functions such as diversified experiences for education, knowledge sharing and concepts and values such as accessibility, inclusiveness, diversity, community participation and sustainability.

The output of this vision is the creation of an **ecosystem** in which museums and heritage organisations play as cultural hubs and enablers of transdisciplinary pilot projects for BSOs, SMEs and Policy Makers to spread the cultural change necessary to adopt a lifestyle and consciousness of **sustainability**.

Objectives – The project is in line with the specific objective 2.4 of EUROMED, promoting the cultural transition towards a climate change adaptation and resilience, fostering **regenerative tourism** models aimed at minimising the negative impacts of climate change and environmental risk, capable of generating positive impacts on climate, environment, society and culture.

Website – www.med4regen.interreg-euro-med.eu



MED4REGEN

Interreg
Euro-MED



Co-funded by
the European Union