A SELECTION OF ENPI CBC MED PROJECTS

MEDITERRANEAN STORIES
PEOPLE COOPERATING ACROSS BORDERS

CULTURAL HERITAGE AND SUSTAINABLE TOURISM
Joint Managing Authority  
Regione Autonoma della Sardegna - Cagliari, Italy

ENPI CBC Med Programme  
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ABOUT ENPI CROSS-BORDER COOPERATION IN THE MEDITERRANEAN
The cradle of some of the world’s first civilizations, the Mediterranean Sea Basin is a remarkably diverse area of more than 450 million people connected by one 2.5 square kilometre body of water and many common challenges. Meeting these challenges requires cooperation that reaches across borders.

This is the impetus for the multilateral Cross-Border Cooperation (CBC) Mediterranean Sea Basin Programme, part of the European Neighbourhood Policy (ENP) and its financing instrument (European Neighbourhood and Partnership Instrument – ENPI): it aims at reinforcing cooperation between the European Union (EU) and partner countries’ regions placed along the shores of the Mediterranean Sea.

The ENPI CBC Mediterranean Sea Basin Programme (ENPI CBC Med Programme) serves 14 participating countries, which represent 76 territories and around 110 million people: Cyprus, Egypt, France, Greece, Israel, Italy, Jordan, Lebanon, Malta, Palestine, Portugal, Spain, Syria (participation currently suspended) and Tunisia.

The Programme has a budget of €183 million in projects funding (out of a total budget of €200 million), which it uses to support projects that address issues of concern on a basin-wide level. While the projects may focus on small areas, the solutions they offer can be instructive for people facing the same challenges all around the Mediterranean Basin. These projects are designed to be transferable, so that they can be replicated by many regions. The projects also involve partnership of several countries, to promote a cross-border impact.

Projects supported by the ENPI CBC Mediterranean Sea Basin Programme focus on the following priorities:

- PROMOTION OF SOCIO–ECONOMIC DEVELOPMENT AND ENHANCEMENT OF TERRITORIES
- PROMOTION OF ENVIRONMENTAL SUSTAINABILITY AT BASIN LEVEL
- PROMOTION OF CULTURAL DIALOGUE AND LOCAL GOVERNANCE
- PROMOTION OF BETTER CONDITIONS AND MODALITIES FOR ENSURING THE MOBILITY OF PERSONS, GOODS, AND CAPITALS

This brochure highlights the work of the projects conducted in the areas of cultural heritage and sustainable tourism.

All of the projects funded under the ENPI CBC Med Programme were proposed by cross-border partnerships of public and private actors, including local public authorities, NGOs, development agencies, associations, private businesses, universities and research centers. Their project proposals were submitted for ENPI funding in widely publicised tenders.

The ENPI CBC Mediterranean Sea Basin Programme is overseen by a Joint Monitoring Committee, and its regular operation and funding is overseen by the Joint Managing Authority, which is the Autonomous Region of Sardinia, Italy.
ENHANCING CULTURAL HERITAGE AND SUSTAINABLE TOURISM
The natural and human-made legacies that have been passed down through the millennia are priceless gifts. The remains of ancient civilizations and our old traditions are part of our identity. And the beautiful setting of the Mediterranean Basin is our ancestral environment. If we squander these gifts, we lose ourselves and our home. But if we use these gifts wisely, they can drive economic development and still be there for the next generations.

Many of the projects supported by the ENPI CBC Mediterranean Sea Basin Programme focus on better stewardship, appreciation and sustainable economic exploitation of our heritage.

When it comes to culture, several projects encourage appreciation of the Mediterranean’s historical legacy, ranging from its archeological treasures to its famously healthy diet. Other projects focus on contemporary culture, including original plays and documentaries, and some bring the old and new together.

In the area of sustainable tourism, projects seek to add to the attractiveness of lesser-visited locations. By drawing people away from overcrowded tourism centres, and encouraging them to visit in the off-season, these projects seek a better distribution of the income that tourism generates, as well as a reduction in the environmental stress that crowds can bring.

The following pages provide descriptions of both kinds of projects.
CULTURAL HERITAGE

The Mediterranean Basin’s ancient buildings and archeological sites are important parts of our culture, but so are traditional crafts and foods - and modern artistic creations.
As the home of some of the world’s oldest civilizations, the Mediterranean Basin has more tangible history than almost anywhere else in the world. The remarkable archeological sites and ancient architecture around the basin have gained world renown. But our culture is not just something important left behind by people who died long ago. Our culture is alive and thriving. It exists in the languages we use, the food we eat and in the fertile minds of creative young people. That is why the ENPI CBC Mediterranean Sea Basin Programme has such a broad range of projects to protect cultural heritage.

**ArcheomedSites** and **ArcheoMed** are two projects aimed at improving management of ancient archeological sites, which can often be under pressure from having too many visitors or too little attention. In a similar vein, **CulMe-WeOnCT** and **MEDINA** seek to celebrate and preserve ancient legacies – Greco-Roman traditions and inscriptions from past civilizations. **SlowMed** is also an effort at saving an ancient tradition, but in this case it is the healthy Mediterranean diet that is being preserved.

The **MEDNETA** project, which encourages young people to revive ancient crafts, and the **NOSTOI** project, which supports creative new performances in ancient places, are an interesting mix of old and new.

The brilliantly creative **I AM** project uses 3D imaging technology to bring historic sites to life, with spectacular sound and light effects that permit entertaining and informational displays.

And **DAC** and **JOUSSOUR** support live drama and documentary filmmaking respectively - focusing on helping creative young people to get the most out of these art forms.
JOUSSOUR
Creating documentaries about efforts to preserve the Mediterranean environment

Young filmmakers realise their visions while bringing to light important environmental issues

Two biologists give up their jobs, buy a boat and count dolphins and whales in the Gulf of Roses, on the Catalan coast of Spain. A musician plays old cans, construction debris and other found objects as a way to share his appreciation of music with students while teaching them the importance of sustainable behaviour. Local institutions try to intervene as untreated manure brings a health-threatening plague of flies to the Al-Ghwar region in Jordan. Solar energy illuminates the lives of people in a Palestinian village that previously had no electricity.

These are among the 12 different, very human stories of the Mediterranean Basin that are told in short documentaries produced through the JOUSSOUR project. The effort gave young filmmakers an opportunity to realise their visions while bringing to light important environmental issues. Produced as a TV series, their work has aired on more than a dozen channels around Europe, the southern Mediterranean and beyond, with more than a half dozen other channels planning dissemination.

As Paola Parri, the project’s coordinator, explains, making a cohesive series from 12 young minds posed many challenges. “First of all, trying to drive the individual creativity of each filmmaker to achieve the project objective,” she says. “Also, establishing the editorial and aesthetic common criteria to have a homogeneous TV series. But, mainly, putting together very different teams and crews from so many countries and regions, with great professional,
"Putting together very different teams and crews from so many countries and regions, with great professional, cultural and human differences ...represents the true success of JOUSSOUR.

Paola Parri, project coordinator"
like biologists Gemma Gonzales Potrony and Albert Lopéz, who try to tell boaters out on the water that their propellers are endangering sea mammals, or the lighthouse keeper in the mouth of the straight of Bonaficio who is concerned about the frequent spills and shipwrecks caused by overuse of the passage. These denizens of the Mediterranean Basin working for their own environment are an inspiration to others.

While viewers can be changed by the messages of these documags, the filmmakers themselves have been able to experience a unique opportunity to cooperate with producers and other partners from around the Mediterranean.

“Here we are, all of us, people from the Mediterranean Basin working and learning together,” says Dunia Ramiro, a filmmaker from TVE/Spain. “This has been JOUSSOUR for me.”

Parri agreed that this cooperation was important “This experience has actually allowed us to create stronger cross-border and interregional ‘bridges’ all over the Mediterranean Basin between all the professionals involved,” she says. Parri notes that many people who met through JOUSSOUR are now cooperating on other documentary projects, continuing to tell very human stories.
12 Docu-mags produced

20 TV broadcasters worldwide have shown the docu-mags

50 Young audiovisual professionals involved

PROJECT
JOUSSOUR

COUNTRIES INVOLVED
Italy - Malta - Tunisia

ENPI CONTRIBUTION
€ 447,290

WEBPAGE
http://www.copeam.org/activities/joussour
ARCHEOMEDSITES

Raising awareness and increasing knowledge to improve management of archeological sites

As the home to some of the world’s oldest civilizations, the Mediterranean Basin also contains some of the most impressive archeological treasures and ancient cultural heritage. After surviving for thousands, or even tens of thousands, of years, these sites face pressures like never before: the population in the Mediterranean is bigger than ever, and the rapid growth of tourism means that millions now file past once-forgotten sites every year. The remarkable culture on display at these sites deserves to be celebrated and needs to be preserved. Achieving these potentially competing goals requires better management of the Mediterranean’s cultural heritage.

With this aim in mind, the ARCHEOMEDSITES project encourages improvements in management of archeological sites in Italy, Tunisia and Lebanon through awareness raising, technical training, artistic events, establishment of an international network of stakeholders and development of an archeological geographic information system.

The project will also establish management plans for archeological sites in the three partner countries. These management plans are based on best practices and contain new methodologies that are disseminated by the ARCHEOMEDSITES project.

“The Ministry of Culture is looking forward to finalising the drafting of the first management plan for Tyre World Heritage Site,” says
Maya Hmeidan, Local Unit Manager at the Ministry of Culture in Lebanon. “This undertaking will be a premiere in Lebanon! It will act as a pilot project that will promote the initiation of management plans for the remaining World Heritage Sites in Lebanon.”

AGREEING ON JOINT ACTIVITIES, TRAINING

Because ARCHEOMEDSITES is built on the understanding that protecting archeological heritage in the Mediterranean must be a basin-wide effort, a key goal of the project is the signature of memoranda of understanding between the three countries that can be used to identify joint activities for the enhancement of the cultural heritage of the Mediterranean Basin. The protocol encourages active involvement of civil society and will be shared with other countries on the southern shores of the Mediterranean.

The project’s training for civil society is meant to target 6,000 activists, many of them young people. According to Michele Colavito, one of the project managers, these young people have a different approach to the training, based on the different cultural contexts: “On the one hand the young Italians, especially university students, show particular interest in the opportunities the EU offers in terms of planning for culture – through cohesion policy programmes – so that we started with them a process aimed at identifying project proposals to nominate within the framework of the EU program. On the other hand, the young Tunisian and Lebanese see these moments as an opportunity to strengthen their leadership in the change processes of their countries.”
The spokesperson added that the enthusiasm of university students has encouraged the project to include them with work at the various cultural heritage sights where the project will hold pilot actions.

The partners working in ARCHEOMEDSITES appreciate that the key to successful efforts to manage and preserve the ancient cultural heritage of the Mediterranean Basin is to involve more residents directly in that work.

According to ARCHEOMEDSITES project coordinator Maria Grazia Bellisario, work has already begun on seeking to include more countries in “the building of a network made up of institutions and operators, which also includes the involvement of civil society, and especially young people, to make cultural heritage the real resource for the development of our territories”. She notes how vital the work is, explaining: “Programs and projects, such as those we are pursuing, could support choices to promote peace among people so that the Mediterranean could become a space that keeps people together through culture.”

It certainly does seem like one thing everyone in the Mediterranean Basin can agree upon: our cultural heritage must be celebrated and preserved.

“"The young Tunisian and Lebanese see these moments as an opportunity to strengthen their leadership in the change processes of their countries."

Michele Colavito, project manager at the Italian Ministry of cultural heritage
7 Pilot sites

6,000 Activists targeted with training

3 Seminars on illegal trafficking of cultural heritage

PROJECT
Safeguard, valorisation and management quality. Use of the management models for the archaeological sites and urban contexts

COUNTRIES INVOLVED
Italy - Lebanon - Tunisia

ENPI CONTRIBUTION
€ 1,793,806

WEBSITE
http://archeomedsites.com/
The people of the Mediterranean Basin have the secret to longevity right under their noses: their own local food. With their praise of the Mediterranean diet, modern scientists have encouraged a global craving for the rich gifts that the basin bestows upon us – olive oil, fish and plentiful fruits and vegetables. It is a healthy way to eat and a heritage. UNESCO includes the diet in its Intangible Cultural Heritage List and the Council of Europe says the diet plays a key role in promoting tolerance and diversity. Yet fast food places all around the Mediterranean are filled with lines of eager diners, and the Food and Agriculture Organization says the diet has “decayed into a moribund state” due to the continuing development of globalisation.

“The healthy ‘slowness’ required by traditional recipes, always prepared with care and dedication, is a priceless culinary heritage, which we need to convey to children, our future,” says Barbara Randazzo, who directed scenes in Palermo, Italy for a documentary about the Mediterranean diet.

The documentary, called “4 Culinary Seasons of the Mediterranean Diet”, was shot in several locations and was one product of the SLOWMED project, which seeks to promote the Mediterranean diet as a part of the cultural heritage of the basin. The project also involved development of a cookbook for children, training workshops, festivals and a food competition. Through its website, www.slowmed.eu, the project will share recipes and nutrition information that is of use to everyone.
IN-PERSON INTERVIEWS
Before promoting the diet, SLOWMED works to understand it better through field research: project participants in Italy, Portugal, Spain, Egypt, Lebanon and Palestine interview older residents and local professionals involved in cooking, harvesting, fishing and tourism promotion. The goal of these interviews is to discover the roots of the Mediterranean diet, and its recipes, and also to learn about the healthy lifestyles that are part of the Mediterranean’s intangible cultural heritage.

The interviews help to capture knowledge that is living all around us and encourages the continuation of vital traditions, something that residents appreciate.

Farida Mohammed Abdel Wahab, one of the people interviewed for the Mediterranean diet research in Cairo, Egypt, observes: “It has been so long since anyone has asked me about my family, my mother and all of these traditions that have made us who we are. It makes me so happy to see young people taking an interest in their past and I hope this will inform you and offer you a benefit in the future.”

The knowledge gained through these in-person interviews is used in the rest of the project, including the books, events and the documentary, which is made up of smaller documentaries produced in each of the six partner countries.

“At first, the coordination of the six local working groups for the...
local research on the Mediterranean Diet were intense, because of the implementation in so many different countries and contexts,” says Alberto Biondo, SLOWMED project coordinator.

“But the results are completely satisfying,” he adds. “During the last months, we are glad to see the first signs of positive results in every local context in which SLOWMED activities are carried out: 1) raised awareness on the topic of healthy lifestyles among the participants; 2) improved cultural awareness on our own roots, traditions and Mediterranean values; 3) new connections among sectors and new collaborations with local and international entities with shared purposes and activities; and 4) promotion of the richness of the territory that participants belong to and enrichment of their professional paths.”

But of course it is not only the participants who benefit. Everyone who sees the project’s film, reads its publications or attends an event can better appreciate Mediterranean culture – in the kitchen and beyond.

“\nAt first, the coordination of the six local working groups for the local research on the Mediterranean Diet were intense. ... But the results are completely satisfying.\n__Alberto Biondo, project coordinator__
- **1** EuroMed documentary and one children’s recipe book

- **24** Chefs involved

- **6** Regional and international events celebrating the Mediterranean diet

**PROJECT**
Slow Food as a means of dialogue in Mediterranean Contexts

**COUNTRIES INVOLVED**
Egypt - Italy - Lebanon - Palestine - Portugal - Spain

**ENPI CONTRIBUTION**
€ 949,138

**WEBSITE**
http://slowmed.eu
There was a time when travelers used to bring back distinctive souvenirs from the various Mediterranean ports, and each locality had its own specialty. Makers of region-based arts and crafts took special pride in their work, which could not be found anywhere else. Certain historic cities that are now less-frequently visited used to be centers of production and commerce. Mass production pretty much brought an end to this tradition, putting artisans out of work and endangering cultural heritage.

By encouraging local arts, crafts and designs, the MEDNETA project seeks to revive old traditions and promote a market for those crafts, thereby creating employment for craftspeople and maintaining cultural heritage.

“It is a unique opportunity that benefits both the cities and the artists in them,” Raymond Araiji, the Lebanese Minister of Culture told participants of one of MEDNETA’s seminars.

Artists, craftspeople and designers who use their simple, traditional techniques to make jewellery, pottery, hand-woven rugs and other one-of-a-kind objects are producing items that many consider to be far-more valuable than factory-made goods. The market for such handcrafts is real, and it can enliven local economies, but the customers must be aware that these special goods exist. This is where the project tries to help.

According to another MEDNETA seminar attendee, Jenny Albani,
vice president of the Greek division of the International Council of Museums: “The forms of jewellery from the past can now be sources of inspiration for young artists who want to distance themselves from the current trend of mass production and consumption.”

SEMINARS AND A NETWORK
MEDNETA’s SWOT seminars help artists, craftspeople and designers understand their strengths, weaknesses, opportunities and threats when it comes to supporting their industry. MEDNETA holds these seminars in order to help artisans improve their technical and management capacities. The gatherings allowed fruitful sharing about the needs and concerns of small- and medium-sized enterprises involved in the arts professions.

The attendees of these conferences discovered that those trying to do business as artists, craftspeople and designers share many common challenges and have many common advantages. This realisation, along with the discovery of more nuanced commonalities, helped inform the further activities of the MEDNETA project. One thing that became very clear to all attendees was that individual artisan workers cannot do everything by themselves.

This is why MEDNETA unites Artists, Craftspeople and Designers into an ACD Lab Network. This network also involves a broad range of other stakeholders, including professional associations, institutions promoting heritage, private companies, commercial
associations, universities and schools, etc. The network is a new, permanent form of cross-border cultural and economic cooperation in the historic cities involved in the project. Those cities share a heritage of unique crafts and a need to build their economies through tourist-related activities. Together the artisans and administrators involved in this transnational network can promote their local traditional crafts. A web-based platform hosted by MEDNETA helps to share information within this network.

To help participants get the most out of this network, MEDNETA partners will produce a Guide for ACD Lab Network capitalisation. This contains guidelines to strengthen the work done within the network.

The cooperation through the network creates a level of support that can be sustained beyond the life of the project, helping local artisans to celebrate their heritage, revive old traditions and enliven their local economies.

“It is a unique opportunity that benefits both the cities and the artists in them.”

Raymond Araji, Lebanese Minister of Culture
12 SWOT seminars and open workshops involving local stakeholders in the fields of arts, crafts and design

3 Workshop-training programmes in Tunisia, Beirut and Hebron

1 Guide on strengthening the network between arts, crafts and design stakeholders

PROJECT
Mediterranean cultural network to promote creativity in the arts, crafts and design for communities’ regeneration in historical cities

COUNTRIES INVOLVED
Greece - Italy - Lebanon - Palestine - Spain - Tunisia

ENPI CONTRIBUTION
€ 1,786,998

WEBSITE
www.medneta.eu
With such night shows, tourists will be encouraged to make an overnight stay in Alexandria.

As a crowd of bystanders gasps in awe, the bricks of the ancient maritime fortress in the port of Byblos, Lebanon, come loose, crumble and drop into the sea. A fleet of ancient Phoenician warships, their bows decorated with huge horse-head statues, charge through the space where the fortress once stood. The sound of the sea splashing is suddenly overwhelmed by an eerie chorus, and a shower of gold coins begins to drop from the sky. The whole scene is larger than life and happening right before our eyes – or at least it seems to be. Using state-of-the-art 3D laser projections, a production crew has created the illusion on the wall of the fortress, turning a lovely evening in the harbour into a spectacular event.

This is the product of a project called I AM, and it uses “international augmented mapping”, a technique that allows for stunning visual results, using new technologies such as video mapping and augmented reality to turn existing tourist sites into breathtaking historical exhibitions. The I AM project encourages use of this technique to enhance the attraction and information value of historical monuments. The striking exhibitions can make culture and history more compelling.

“What I have seen tonight is a whole new experience, I would love to repeat this video mapping show on every building in Alexandria,” General Tarek El-Mahdy, Governor of Alexandria, Egypt said, after watching a show that brought the façade of the Bibliotheca Alexandrina to life.
Dr. Eslam Assem, vice president of Alexandria’s Tourist Guide Syndicate sees the commercial value of the production, which takes place after dark. “Sadly Alexandria has always been the one-day tour city. There has always been an urgent need for this kind of activity,” he says. “With such night shows, tourists will be encouraged to make an overnight stay in Alexandria.”

MAKING THE MEDITERRANEAN MORE ATTRACTIVE

By some estimates, the Mediterranean area attracts about 30 percent of international arrivals and tourism receipts, but global competition is threatening the basin’s position as a leading destination.

The exciting displays provided through the augmented mapping is meant as a way to increase the attractiveness of some of the Mediterranean Basin’s most famous sights. Along with creating beautiful spectacles after dark, the shows also bring to life the history of the sights and the towns that are being illuminated.

Making these projections a reality involves cooperation between a multinational group of historians, artists and technicians. The I AM project brings these people together, with exciting results. For instance, some Jordanian students who chose to develop their thesis around this project won several academic awards for their work from the Zayed University Undergraduate Research Conference in Dubai.

The project also involves augmented reality festivals to promote the
technology as a way to enhance tourism.

And then there are the actual shows: seven pilot actions undertaken at a heritage site in each of the seven countries and territories participating - Italy, Spain, Egypt, Jordan, Lebanon, Palestine and Tunisia.

Beyond the impressive projections, augmented reality provides a range of opportunities for enhancing the tourism experience. For example, a visitor wearing special glasses, or viewing a scene through a tablet loaded with special software, could see augmented reality that recreates a scene or shows a modern location the way it used to look in the past.

An even more ambitious project calls for completely “rebuilding” the Roman amphitheatre that was near the fortress in Byblos.

The possibilities seem limited only by the imagination of the people working with augmented reality. Cooperating together through I AM, they are recreating the past of the Mediterranean Basin in a way that makes it more compelling today.

With such night shows, tourists will be encouraged to make an overnight stay in Alexandria.

Dr. Eslam Assem, vice president of Alexandria’s Tourist Guide Syndicate
7
Number of countries involved in pilot activities at heritage sites

10,000 years
Of human history to be illustrated in Byblos

3
Days of culture, heritage, tourism & technology at the I AM festival in Girona

PROJECT
International Augmented Med

COUNTRIES INVOLVED
Egypt - Italy - Jordan - Lebanon
Palestine - Spain - Tunisia

ENPI CONTRIBUTION
€2,754,583

WEBSITE
www.iam-project.eu
The Mediterranean Basin has been the home to countless peoples, including some of the first civilisations on earth. All this history and all these cultures left behind a remarkable array of archeological sites and ancient architecture that deserves preservation and appreciation. Unfortunately, protection of these sites is covered by a patchwork of different initiatives and regulations – and many cultural treasures end up being neglected or poorly cared for.

ArcheoMed is a project designed to help establish a “Mediterranean Cultural District” and to standardise the valorisation, preservation and management of the ancient sites within those areas. The project’s partners develop conservation management polices for the sites and look for ways to use tourism as a means to fund preservation through a study of areas in Jordan, Palestine and Sicily. These polices are encoded in strategic planning agreements between universities and local, national and regional authorities.

The work of the project can continue indefinitely, through the ArcheoMed Network, a grouping of associations, individuals, research institutes, universities and other stakeholders involved in managing minor or neglected archaeological sites. They cooperate on promotional activities that foster sustainable archeological tourism, and share best practices for management and preservation of those sites.
Together, the members of the network help one another to preserve their individual local treasures.

"The project’s partners develop conservation management policies for the archeological sites and seek to use tourism as a means to fund preservation."

- **1**
  Common system of valorisation, preservation and management of archeological sites

- **5**
  3D videos give visual presentations of archeological sites

- **1.5 million**
  Years of Jordanian history and archaeology covered in the Jordanian Museum

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**PROJECT**

Cultural and Archaeological heritage in the Mediterranean Basin

**COUNTRIES INVOLVED**

Italy - Jordan - Palestine - Spain

**ENPI CONTRIBUTION**

€ 1,215,065

**WEBSITE**

www.archeomedproject.eu
Long before Shakespeare’s Hamlet told us “the play’s the thing wherein I’ll catch the conscience of the king”, people understood the power of drama to communicate political and social messages. No other medium can reach us exactly the way live drama does. And yet, the lesser-known domestic theatre scene and a lack of translations mean that many Arabic performances are seen by a relatively small audience. This limited exposure stifles a vital part of the culture of the Mediterranean.

The DAC project seeks to expand the audience and reach of contemporary Arab drama by promoting hitherto unpublished works and translating Arabic works into French, so they can be seen by a wider group of people.

Specific undertakings of the project include researching and collecting unpublished texts by young playwrights from ten Arab countries, translation training specifically for plays, translation residencies that encourage Arab and French artists to translate Arabic texts, bilingual diffusion and publication of new plays and international diffusion and tours of new creations.

Translating the Arabic plays into French not only provides them with a larger audience, it also makes it possible to share the culture from non-European Mediterranean countries with Europeans. In short, DAC gives Arab playwrights a louder voice and a bigger stage.
“Bye Bye Gillo”, one of the theater plays produced under the project.

Translating the Arabic plays into French not only provides them with a larger audience, it also makes it possible to share the culture of non-European Mediterranean countries with Europeans.

- 3 Plays, out of 300 reviewed, selected for production by Arab artistic teams
- 9 Plays published in French and Arabic
- 7 Research papers outline the history of drama in Arab countries

PROJECT
Contemporary Arab Dramaturgy

COUNTRIES INVOLVED
France - Lebanon - Palestine - Tunisia

ENPI CONTRIBUTION
€ 446,177

WEBSITE
www.arab-dramaturgy.eu
The “Nostoi”, a lost epic of the Trojan cycle that precedes the “Odyssey”, tells the story of an effort to return home across the Mediterranean, at a time when the basin pretty much contained the known world. Exodus and return are common themes in the ancient literature of Mediterranean cultures, and the archeological sights of the basin are surviving reminders of those stories.

The NOSTOI project uses these stories of exodus and return as a way to bring together artistic young people from the north and south sides of the Mediterranean for performances that emphasise our shared culture. The project employs archeological sites as background for the performances, allowing contemporary creativity to promote these places as important markers of our shared stories and languages.

NOSTOI brings young people from around the Mediterranean basin together for four artistic residences. These young people will work on creation and presentation of original artworks, involving theatre, dance, video art, music and video documentation. Their work will be performed at archeological sites around the basis.

In addition, the project will involve training for workers in the cultural sector on communication and use of social media to promote the heritage of so-called “minor” archeological sites.
“

NOSTOI brings together artistic young people from the north and south sides of the Mediterranean for performances that emphasise our shared culture.

“

- 4
  Artistic residences, involving 60 artists, held under the project

- 600,000
  People informed of the project and its goals through digital media and social networks

- 700-500 BCE
  Period when the original Nostoi was written

PROJECT
Stories of return and exodus

COUNTRIES INVOLVED
France - Italy - Tunisia

ENPI CONTRIBUTION
€ 446,708

WEBSITE
www.nostoi.eu
An ancient common legacy is brought to life again through 3D videos and other modern techniques.

From the construction of theatres and baths to the perpendicular layout of streets, the development of the Mediterranean Basin during the Hellenistic and Roman periods shared many similar traits. Other parts of the legacy from those eras are less tangible but no less real, including symbols, superstitions and common idioms. In spite of their different social, religious, political and economic features today, Greece, Italy, Egypt and Jordan are united by a common cultural and historical heritage that derives from the Greco-Roman influence.

This common legacy is documented and presented through the CulMe-WeOnCT project. The project involves research into a trove of monuments and other facets of cultural legacy in the four above-mentioned countries. The research is presented in a compelling fashion – employing “3D” videos, an interactive map and other forms of presentation – for use in education, museums, tourism and other cultural activities. Thus the project helps promote the various sites it identifies.

Based on international cooperation, CulMe-WeOnCT, develops a network of researchers and other stakeholders in the cultural and tourism sectors of Greece, Italy, Egypt and Jordan. This network can facilitate further study into the common heritage of the Mediterranean Basin after the project is over.
The project involves research into a trove of monuments and other facets of cultural legacy for use in education, museums, tourism and other cultural activities.

1. Documentary produced and presented on TV

323 BCE - 330 CE
Approximate time span of the Hellenistic era

1. Study describing common Greek-Roman influences impacting monuments, museums, architectural projects, archaeological sites, folklore philosophy, literature and historical figures

PROJECT
Culture in the Mediterranean and Europe Weaving on Common Threads

COUNTRIES INVOLVED
Egypt - Greece - Italy - Jordan

ENPI CONTRIBUTION
€ 449,280

WEBSITE
http://culmed.eu
Four thousand years before the invention of the internet, communication in the civilised world took place through the writing of the Phoenicians, whose ancient alphabet spread around many parts of the Mediterranean basin. Their early inscriptions were later augmented by those of the Nabataeans, prolific scrappers who frequently carved names and greetings, as well as other text, into stone. These treasures from past civilisations are underappreciated and the lessons they can teach us are being neglected.

An international team of experts in epigraphy – the study of ancient inscriptions – are working to change this situation through the MEDINA project. Using museums as a main resource, the experts undertake research of ancient inscriptions, especially among Lebanese and Jordanian populations, and then work to disseminate their findings in a way that non-experts can appreciate.

Through virtual exhibitions that can be widely accessed online, booklets and improvements to the way museums exhibit their inscriptions, the MEDINA partners share their enthusiasm and build public interest in epigraphy.

The project especially targets younger people as it seeks to encourage appreciation of our ancient ancestors. By understanding what these great civilisations were trying to say,
the people of the Mediterranean can find connections between these past cultures and our own.

“Through virtual exhibitions that can be widely accessed online, booklets and improvements to the way museums exhibit their inscriptions, MEDINA partners share their enthusiasm and build public interest in epigraphy.”

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3
Collections studied: Phoenician, Nabataean, South Arabia

40
Epigraphic and 60 anepigraphic objects in the South Arabian collection of the Museo Nazionale d’Arte Orientale in Rome are among the many objects cataloged and digitized through MEDINA

4,000 years ago
Approximate time when Phoenicians began spreading their ancient alphabet

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PROJECT
Mediterranean network for the valorization and fruition of inscriptions preserved in museums

COUNTRIES INVOLVED
Italy - Jordan - Lebanon - Spain

ENPI CONTRIBUTION
€ 498,545

WEBSITE
www.medinaproject-epigraphy.eu
SUSTAINABLE TOURISM

The Mediterranean Basin's ancient buildings and archeological sites are important parts of our culture, but so are traditional crafts and foods - and modern artistic creations.
With its sunny summers, beautiful beaches and convenient proximity to Europe, the Mediterranean Basin is one of the leading global tourist destinations, drawing by various measures one quarter or more of the world’s tourism business. But the region’s dominance in the tourism market is slipping, and the most popular destinations in the basin are already full to capacity during peak season, putting heavy pressure on the local environment.

If the Mediterranean is going to increase its tourism traffic, and maintain the natural beauty and cultural treasures that make the region so attractive, there needs to be a shift toward sustainable tourism. The traffic needs to be moved in the direction of less-visited destinations, and the tourism offerings need to attract visitors year-round, instead of only in the peak season.

Many of the projects funded by ENPI CBC Med seek to support sustainable tourism in the Mediterranean in various ways.

The ShMILE 2 project addresses sustainable tourism directly, by helping hotels turn environmental-awareness into a money-making asset.

The MEET project, which seeks to bring tourists closer to nature while preserving - and perhaps even restoring - the environment. And the HELAND project which helps public and private stakeholders to improve management of tourism sites, in order to increase their attractiveness and sustainability.

Many of the other projects in this theme focus on developing itineraries that are off the beaten path and may be appreciated out of season – thereby improving the distribution of visitors and increasing the times of year in which they visit. The pages that follow provide interesting details.
Master barman Lotfi Kahlaoui at the Le Negresco Hotel, an historic five-star resort in Nice, makes a house-special cocktail: “Vermouth from Savoy, pear eau-de-vie from the Hautes-Alpes in Provence, Pastis from Nice, syrups from Bourges. These are all French products.” As Kahlaoui explains: “Most barmen seek out unlikely alcoholic beverages in unknown countries. They travel half-way across the world and this has significant environmental impact.” Sourcing their cocktail ingredients locally is just a small part of the overall efforts that the staff of the century-old Le Negresco undertake for the sake of the environment. From using more efficient energy to separating waste to cleaning with biodegradable soap, the hotel works hard to maintain its European Ecolabel, which is good for the environment and good for business. “There is something of marketing in this, and something of civic-mindedness to save the planet,” says Pierre Bord, the hotel’s director general. He understands the double benefits of environmental certification, and others should too.

Helping hotels appreciate the way that an environmental certificate attracts guests is the goal of a project called ShMILE 2. The project works to reduce the environmental footprint of tourist accommodations through the diffusion of the European Ecolabel in six countries of the Mediterranean: Egypt, Italy, France, Jordan, Greece and Tunisia. The project uses studies to show the benefits of eco-labeling, and conducts seminars, workshops and employee training sessions.
training sessions to share this knowledge with professionals in the field. In addition, it provides tools and other support designed to help tourism businesses gain the European Ecolabel.

While ShMILE 2 sees to the needs of individual businesses, it is also addressing an issue of vital importance to an entire industry. Tourism is immensely popular in the Mediterranean Basin, and immensely important for the economy. The increase of human activity around fragile seaside ecosystems also creates incredible pressure on the environment. If the tourism business along the Mediterranean is going to continue, it must become sustainable tourism.

A VALUABLE CERTIFICATE
The main incentive used by the ShMILE 2 project is the European Ecolabel. The EU Ecolabel is based on the ISO 14 024 norm and it is awarded to products and businesses that comply with a wide range of standards – ranging from practices like separating waste to more efficient energy use. Taking such steps can save money for the hotel, while also attracting the many customers who prefer environmentally friendly accommodations.

"These environmental measures are a marketing tool for our hotel in the long term, because, all over the world, customers are increasingly opting for environmentally friendly hotels. Very soon, the eco-label will be a selection criterion for guests; it will be like ISO standards in industry," says Nabil Kahil, Manager of the Cecil Hotel in Alexandria, who visited Nice in November 2012.

There is something of marketing in this, and something of civic-mindedness to save the planet.

Pierre Bord, director general, Le Negresco

Softel Cecil Hotel laundry employee loads a washing machine with environmental friendly soap (Alexandria, Egypt)
to participate in the exchange workshop on the benefits of an environmental approach to tourist accommodation.

The workshop is one of 12 around the region conducted by ShMILE 2 to raise awareness among tourism professionals and recent graduates about the opportunities that ecotourism and ecolabelling offer to the service sector. Other training offered by the project is given to 360 staff members of tourist accommodations, as well as 90 students, all of whom learn about EU Ecolabel implementation.

Along with the training, ShMILE 2 partners also gave practical assistance and tools to help 180 institutions gain the EU Ecolabel. And they organised a regional day of tourism in Nice and participated in other international conferences to inform those in the tourism industry about the advantages of ecolabelled structures.

As the project promotes ecolabeling, more hotels realise, they can save money, gain customers – and help save the planet - by being more eco-friendly.

Very soon, the eco-label will be a selection criterion for guests; it will be like ISO standards in industry.

Nabil Kahil, Manager of the Cecil Hotel in Alexandria
- **12** Workshops around the region raise awareness of the issue

- **360** Staff members, and 90 students learn about the EU EcoLabel

- **180** Institutions assisted in gaining the EU Ecolabel

**PROJECT**
From the experimentation to the dissemination of the Ecolabel in the Mediterranean

**COUNTRIES INVOLVED**
Egypt - France - Greece - Italy
Jordan - Tunisia

**ENPI CONTRIBUTION**
€ 1,799,098

**WEBSITE**
www.shmile2.eu
Sustainable tourism also helps people appreciate natural reserves in a way that protects the environment.

"Hike through breathtaking cliff landscapes, snorkel in marine gorges, participate in winery lessons and Greek cooking classes" in Samaria National Park in Greece.

After day hikes among "exceptional biodiversity" in Cevennes National Park, France, "each evening, a renowned chef will prepare a tasting of highland dishes including suckling lambs, goat's cheese, local vegetables and chestnuts," all from the park.

"Discover the Typical Cedar forest of Mount Lebanon; find wild aromatic herbs that you will use to make your salad for lunch; learn with the members of the Druze local community how to cook a local healthy dish and participate in activities related to Mediterranean forest protection," in Lebanon's Al Shouf Cedars Biosphere Reserve.

These trips, listed in a brochure from the MEET project, are designed and implemented by project partners. If any of them sound appealing to you, you are among the growing number of people interested in the kind of eco-tourism that MEET is promoting.

An increasing number of tourists are attracted by an opportunity to get close to nature without doing damage to the environment - and perhaps even to undertake activities that benefit the environment. Along with being more sustainable,
The advantages of ‘eco-tourism’ products are manifold; they offer tourists the opportunity to discover and ‘experience’ the natural environment in a respectful manner, and if managed well, they also help to bring revenues and dynamism to local communities,” says Chloe Webster, a member of the MEET expert group. Sustainable tourism also helps people appreciate natural reserves in a way that protects the environment and promotes conservation.

“The end product of this project is a catalog of Mediterranean destinations,” which will be sold through specialised tour agencies, Webster says. “We hope that this project will boost the sustainable tourism market in the Mediterranean, using some pilot sites in Protected Areas.”

The project brings together a MEET network that includes national parks and nature reserves in France, Greece, Italy, Jordan, Lebanon, Malta, Spain and Tunisia – as well as a host of other partners involved in management of protected areas. This group surveys the different approaches to eco-tourism already being used elsewhere, to determine the state-of-the-art worldwide and in the Mediterranean Basin. Using what they have learned and sharing their own best practices, the partners work together to draft a “Local Eco-tourism Charter”, describing...
a unified approach for Mediterranean Natural Parks.

Based on the Charter, the members of the network create proposals for itineraries and choose the best 20 of them to implement as pilot actions. These include the itineraries described above as well as several others.

The network promotes these tours through specialised tour organisers, including those working as far away as Australia and North America. By getting these kinds of niche Mediterranean tours visible to a broader public, the project helps to increase tourism in the basin, while also ensuring that these increased visits do not damage our precious environment.

"Each evening, a renowned chef will prepare a tasting of highland dishes including suckling lambs, goat’s cheese, local vegetables and chestnuts."

MEET brochure on tour of Cevennes National Park, France
- **20** Natural parks and reserves cooperating

- **20** Eco-tourism packages created

- **100** SMEs involved in testing new eco-tourism packages

**PROJECT**
Mediterranean Experience of Eco-Tourism

**COUNTRIES INVOLVED**
Egypt - France - Italy - Jordan
Lebanon - Spain

**ENPI CONTRIBUTION**
€ 4,499,969

**WEBSITE**
www.medecotourism.org
The “New Cities” of the Mediterranean Basin are carefully planned communities, usually built in a previously undeveloped area. They are a recent urban phenomenon, and are of course different from the ancient cities that contain “old town” centres and a storied past. Even though they don’t have their own long history, these new communities can have their own cultural attractions, and the areas where they are built, as well as the people living in them, have a historical heritage. The new towns need to work on balanced growth in the fields of historical and cultural heritage protection and of tourism development – they need to develop their own cohesive identity.

In order to support better sustainable development in the new communities, the NEWCIMED project helps join these cities together in a network that allows for sharing of best practices. The project partners also help develop holistic, multisectoral strategies that address a number of concerns, to ensure that these new cities experience balanced, sustainable economic growth and social development.

Working together, new cities from around the Mediterranean can help to ensure that their citizens share a common identity and a sense of belonging together as a community.
These new communities can have their own cultural attractions, and the areas where they are built, as well as the people living in them, have a historical heritage.

Main objectives: promoting sustainable and harmonious cooperation between the Mediterranean Basin’s New Towns and promoting “glocal” development in those towns

Senior and junior experts learn about making New Cities safer in Tyre workshop

Exhibitions and events organized in the different countries involved in the project

PROJECT
New Cities of the Mediterranean Sea Basin

COUNTRIES INVOLVED
Italy - Jordan - Lebanon - Spain - Tunisia

ENPI CONTRIBUTION
€ 1,792,759

WEBSITE
www.newcimed.com
With its sunny beaches and ancient culture, the Mediterranean Basin has long been a tourist magnet. The Mediterranean area received around 200 million tourists in 2005 and it is expected to receive 325 million by 2020, but that growth would actually be much slower than the anticipated global increase in tourism. If the Mediterranean is going to keep its vital tourism industry viable, it needs to take a more proactive approach.

With this challenge in mind, the NEWPER project seeks to review the existing model of tourism governance and recommend changes that will help make the Mediterranean more competitive.

If the Mediterranean is going to remain competitive, tourist agencies need to promote ‘secondary’ destinations.

One of the specific changes NEWPER encourages is valorisation and promotion of so-called “secondary” tourist destinations. While the major sights of in the Mediterranean Basin are already drawing near capacity crowds, other attractive destinations are relatively ignored. Public tourist agencies need to implement efficient, innovative marketing to drive tourism toward those locations that are not receiving enough visitors.

NEWPER’s network of experts, from Cyprus, Israel and Italy, will be able to exchange experiences and knowledge. The project’s partners also develop strategies aimed at involving private tourism operators and businesses in this effort. And they create a think tank to help improve Mediterranean-level efforts to attract tourists to under-appreciated locations.

NEWPER

Keeping the Mediterranean viable by ensuring appropriate tourism governance
Public tourist agencies need to implement efficient, innovative marketing to drive tourism toward those locations that are not receiving enough visitors.

- 112 Questionnaires answered as part of project research
- 39 Municipalities involved
- 112 City managers, public officials and sectoral professionals involved

PROJECT
New Performances for Mediterranean Tourism

COUNTRIES INVOLVED
Cyprus - Israel - Italy

ENPI CONTRIBUTION
€ 382,325

WEBSITE
www.newper.eu

Visiting pilot site in Israel
The natural and historical landscapes in the Mediterranean Basin are striking, making this one of the most popular tourist destinations in the world. But the destinations in the basin run the risk of resting on their laurels: without proper care and planning, the attractiveness of regions in the Mediterranean is being affected by increasing environmental and cultural deterioration. In order to regain competitiveness, Mediterranean countries need to modernise the management of touristic assets, investing in new technologies and innovative policies.

The HELAND project helps public and private stakeholders to improve management of tourism sites, in order to increase their attractiveness and sustainability. Partners in Malta, Spain, Cyprus, Palestine, Jordan and Lebanon cooperate to develop a unified strategic approach for preserving their attractiveness while exploiting the economic opportunities for tourism.

The partners will assess the management of selected tourist sites in their countries in order to identify indicators of tourism impact and design a system for sustainable management. They will identify best practices from these case studies and also share knowledge of new technologies that can assist in integrated management of tourism areas.

The approaches identified by the project will then be shared with regions all around the Mediterranean Basin.
The partners assess the management of selected tourist sites in their countries in order to identify indicators of tourism impact and design a system for sustainable management.

6 Areas for pilot projects to promote better management of tourism assets

15 Watchtowers in the Spanish Province of Castellón promoted

1 Common approach for sustainable tourism achieved through a set of meaningful sustainable indicators

PROJECT
Promoting socio-economic sustainable development through innovative technological actions for Mediterranean tourism-heritage and landscapes protection clusters

COUNTRIES INVOLVED
Cyprus - Jordan - Lebanon - Malta - Palestine - Spain

ENPI CONTRIBUTION
€ 1,740,600

WEBSITE
www.helandproject.eu
They are not the trendy locations, and not the first places you might think of when you consider a Mediterranean vacation, but they are beautiful destinations, full of interesting diversions: Lazio, Basilicata and Campania in Italy, Cordoba in Spain, La Valetta in Malta, Bethlehem in Palestine, Monastir in Tunisia and Beirut in Lebanon. They are also places with a storied past, which can add to their attractiveness.

A project called F.O.P, or Future of Our Past, sees the potential to grow tourism in these places, through innovative tourism plans focusing on cultural and environmental heritage. The project builds a cross-border network of historical centres that can work together to increase their visibility for tourists.

In Bethlehem, the project works with an Italian model called “albergo diffuso”, also known as a virtual hotel, in which accommodation is not concentrated in one building, but is instead spread among several buildings in one area. The project also encourages new itineraries that do more to exploit the value of the historic “old town” city centre in this location.

The hope is to create a model for increasing overall tourism in the Mediterranean Basin by encouraging visitors to come outside the peak season, and to visit places besides those located on the coast.
The project works with an Italian model called “albergo diffuso”, also known as a virtual hotel, in which accommodation is not concentrated in one building, but is instead spread among several buildings in one area.

- **7** Historic centres involved
- **120** Beds among the micro-accommodations
- **1** Scattered accommodation system in Bethlehem

**PROJECT**
Future of Our Past

**COUNTRIES INVOLVED**
Italy - Lebanon - Malta
Palestine - Spain - Tunisia

**ENPI CONTRIBUTION**
€ 1,679,291

**WEBSITE**
www.futureourpast.eu
Sun, sand, culture, great food: these are some of the well-known attractions in the Mediterranean, and they help to make the basin one of the more popular tourism destinations in the world. But when it comes to expanding tourism and competing with locations that are newly growing in popularity, the Mediterranean Basin faces a challenge.

The MED-ROUTE project seeks to increase the types of tourism in the Mediterranean by promoting alternative forms of leisure travel. This includes special tourism "routes", such as routes through a wine country or along historical trails, which may pass through several regions or countries.

The project seeks to encourage these changes in many ways, including:

- expanding the capacities of authorities in the Mediterranean to meet the challenge of promoting tourism;
- developing new trans-Mediterranean thematic tourism products, or routes;
- reducing seasonal fluctuations in tourism by promoting year-round or off-season tourism activities;
- and, improving the visibility of cultural and natural assets.
MED-ROUTE also takes advantage of the transnational nature of the project by involving a broad range of stakeholders in networks who can share experiences and best practices. Together the partners can help encourage a more competitive and diverse tourism offering in their own regions, and that of their neighbours.

“Alternatives to the standard tours bring visitors to less-frequented areas.”

- **1** Multilingual Mediterranean Web-GIS platform that bridges cultures and transport systems of the participating regions
- **4** Strategic and operational plans on the development and promotion of thematic tourism
- **1,000** Participants in 21 events on thematic tourism development and promotion

**PROJECT**
Mediterranean Route for Tourism and Culture

**COUNTRIES INVOLVED**
Greece - Italy - Jordan

**ENPI CONTRIBUTION**
€ 1,395,000

**WEBSITE**
www.med-route.net
Beautiful natural locations, unusual cultural heritage and charming old traditions await travellers who explore the lesser-known sections of the Mediterranean Basin. The fact that these places are not full of visitors adds to their attractiveness, making them good places to encourage sustainable tourism. But if these locations are too far off the beaten path, they cannot support tourism businesses.

The S&T MED project focuses on the kind of development that lesser-visited locations need to help them increase tourism at a sustainable rate by encouraging "destination management organisation" involving public/private cooperation.

The project helps to develop new tourism packages, called “Costal itineraries” for the partner regions and promotes these itineraries. This work includes signing commercial agreements with tour operators and online travel agencies, providing micro grants to tourism service facilities so that they can develop sustainable tourism – and also providing small amounts of funding for minor infrastructures, such as trails and tourism info points.

In addition, the project will provide training for tourism managers and local citizens on enhancing their local tourism offerings.

Working together, in a transnational network, the project partners can share best practices and help one another grow sustainable tourism businesses.
The project focuses on the kind of development that lesser-visited locations need to help them increase tourism at a sustainable rate.

- **5** Commercial agreements signed with major tour operators or online travel agencies

- **4** Calls for business ideas to award microgrants to local entrepreneurs

- **400** Citizens, and 120 local tourism operators, involved in training

**PROJECT**  
Sustainability and Tourism in the Mediterranean

**COUNTRIES INVOLVED**  
Italy - Jordan - Spain - Tunisia

**ENPI CONTRIBUTION**  
€ 4,412,688

**WEBPAGE**  
The Umayyad Caliphate was a Muslim empire that lasted roughly from 660-750 CE and incorporated the Arabian Peninsula, parts of northern Africa and southern Spain. At its height, the Umayyad Caliphate was the largest empire the world had seen up until then – and it left behind a legacy that includes some beautiful areas frequented by tourists. Unfortunately, like many parts of the Mediterranean Basin, the tourism industry in these areas is often focused on quick profits from summertime business. This kind of seasonal trade means greater stress on the environment and offers fewer opportunities for small tourism businesses.

The UMAYYAD project is designed to encourage more diversified, sustainable tourism that lasts year round. The project partners seek to achieve this by developing tourism that promotes cultural heritage – through the creation of an itinerary that focuses on the Umayyad legacy – and by offering more diversified tourism services and tourism infrastructure.

UMAYYAD partners work to strengthen their effort by offering training for policy makers, tour operators and entrepreneurs. They also organise an exhibition devoted to cultural tourism and the Umayyad itinerary, to promote their new tourism package.

Together, several regions united by the Umayyad dynasty are now united by a desire to promote more sustainable tourism.
If the tourism industry stays focused on quick profits from summertime business, there will be greater stress on the environment and fewer opportunities for small tourism businesses.

3,000
Estimated number of participants in the project’s events

7
Training sessions for transfer of good practices in the field of cultural tourism

7
Action plans developed

PROJECT
Improvement of Mediterranean territorial cohesion through setup of a tourist-cultural itinerary

COUNTRIES INVOLVED
Egypt - Italy - Jordan - Lebanon
Portugal - Spain - Tunisia

ENPI CONTRIBUTION
€ 3,738,288

WEBSITE
http://umayyad.eu/
The massive tourism traffic experienced in the Mediterranean Basin is unevenly distributed in time and space: in summer, the popular destinations of the Mediterranean are mobbed by vacationers, while other areas remain neglected. In winter, even the popular locations go quiet.

Using the cultural and natural diversity of the Mediterranean, the Live Your Tour project emphasises the benefits of visiting less-touristed locations, and coming during off-peak seasons. The project seeks to pull some of the tourists away from the crowded coastlines of the participating countries – Italy, Spain, Lebanon and Tunisia – and to help visitors enjoy the beauties of inland regions.

The project involves local authorities in international networks that help them to share best practices for managing cultural and natural resources in order to improve tourism. Project partners also work with civil society, building their capacity to get local citizens involved. And there is special training for students, to help increase their appreciation for their local heritage and natural resources.

The final result of all this work will be unique tourism opportunities, offered through commercial tour operators. The tours offered through Live Your Tour partners will take people away from the crowds – and that will be a big part of their appeal.
“Project partners also work with civil society, building their capacity to get local citizens involved. And there is special training for students, to help increase their appreciation for their local heritage.”

- **30%**
  Of world tourism takes place in the Mediterranean

- **5**
  Tourist destinations targeted with pilot actions

- **10**
  Days of adventure and learning about sustainable tourism in the project’s Andalusia camp

**PROJECT**
A cross-border network to increase sound and harmonious tourism in Italy, Spain, Lebanon and Tunisia

**COUNTRIES INVOLVED**
Italy - Lebanon - Spain - Tunisia

**ENPI CONTRIBUTION**
€ 4,464,111

**WEBSITE**
www.liveyourtour.net
In many ways, the Mediterranean Basin is a successful tourism destination, receiving 25 percent of the world’s tourism income in 2013, according to a report by the Euro-Mediterranean Regional and Local Assembly. But when it comes to spreading this tourism evenly around the basin, there is a lot of room for improvement.

In an effort to more evenly distribute the economic benefits and environmental impact of tourism in the basin, the GOALS project takes a “Total Quality Management” (TQM) approach to developing new tourism itineraries. The project seeks to improve the region’s competitiveness as a tourism destination while reducing the stress on the environment.

The TQM approach involves a constant focus on improving quality by addressing every person involved in the tourism business. That means that GOALS not only seeks to support local administration and tourism institutions, but also takes an economic, social and technical approach to the issue.

Project partners from seven countries around the Mediterranean Basin engage in a survey of TQM best practices in the field of tourism and establish local focus groups that helped to design niche tourism development strategies using TQM. They also engage in training of various stakeholders, including small- and medium-sized enterprises.
The project also produces seven pilot thematic itineraries to encourage sustainable tourism.

"The project seeks to improve the region’s competitiveness as a tourism destination while reducing the stress on the environment."

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- **7** Partners cooperating
- **100+** Stakeholders involved
- **1** Total quality management protocol for local tourism

**PROJECT**
GOvernance for Achieving Local Strategies for tourism

**COUNTRIES INVOLVED**
Egypt - Greece - Italy - Jordan
Lebanon - Palestine - Spain

**ENPI CONTRIBUTION**
€ 1,440,000

**WEBSITE**
www.goals-enpicbcmed.com
Dotted with ancient monasteries, the Kadisha Valley of Lebanon, a deep gorge cut through by the Kadisha River, has sheltered Christian monastic communities for centuries, and is near a remarkable ancient forest with cedars from many millennia ago. Alcaraz in Spain is a striking mountain town with an ancient centre full of centuries-old architecture. Béja in Tunisia is home to a grand, ancient Roman fortress, testament to the town’s long history. All of these locations in the Mediterranean can be considered cultural gems, but they attract relatively few visitors.

The ONMEST 2 project aims to enhance these and other "minor" destinations – seven locations in all – by turning them into “Centres of Culture” through a variety of supportive activities.

The partners analysed the destinations, determining the best-known attractions, as well as other attractions that could be highlighted. They developed "full immersion" tours – which will see visitors interacting with the locals. They also drafted development plans for fostering sustainable tourism in the target municipalities and provided training for local stakeholders, to help them develop sustainable tourism activities.

Other products of the ONMEST 2 project, including tour guides and tourism packages, were promoted at international fairs.

Together the network of partners from around the Mediterranean were able to to help one another promote new cultural centres.
Partners drafted development plans, for fostering sustainable tourism in the target municipalities, and provided training for local stakeholders.

- 7 Locations addressed
- 7 Tour guides created, one for each location
- 1 Approach to tourism: ‘full immersion’

PROJECT
Open Network for Mediterranean Sustainable Tourism 2

COUNTRIES INVOLVED
Greece - Italy - Jordan - Lebanon - Palestine - Spain - Tunisia

ENPI CONTRIBUTION
€ 1,339,071

WEBPAGE
www.enpicbcmed.eu/sites/default/files/onmest_2.pdf
CULTURAL HERITAGE AND SUSTAINABLE TOURISM

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