

NEWSLETTER



Sustainable Cultural Tourism
on the Mediterranean



Key Milestones & Events

- ✓ **Kick-off Meeting (11/11/2024):** Official launch, setting project objectives and strategies.
- ✓ **Online Press Conference (11/11/2024):** Engaging media and stakeholders to promote CultMed's vision.
- ✓ **Coordination Meetings (Monthly):** Ensuring seamless execution of project tasks.
- ✓ **Online Networking Meeting (31/03/2025):** Fostering collaboration between cultural tourism stakeholders.

Our Mission: What is CultMed?

- ✓ **Project Duration:** 1st October 2024 – 31st September 2027
- ✓ **Partners:** 7 organizations from Spain, Greece, Cyprus, Portugal and Italy

CultMed aims to revolutionize cultural tourism by promoting sustainability, ensuring economic and social benefits for local communities and preserving cultural heritage.

Through research, knowledge transfer, training and real-world interventions, CultMed fosters a more sustainable, community-driven and responsible approach to cultural tourism. The project will develop a Digital Library, identify and promote best practices and train cultural tourism professionals and stakeholders to adopt sustainable models.

Progress & Key Developments in CultMed

The CultMed website has been launched, serving as the main hub for project updates and resources. Currently, efforts are focused on developing the Digital Library, which will host a wide range of materials, including national and EU policies, best practices, trends etc.

Significant progress has been made in identifying National Best Practices, which will be finalized following insights gathered from three (3) focus groups per country. Simultaneously, the process of identifying EU Best Practices is ongoing and will be validated through e-meetings with stakeholders and an upcoming study trip.



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Next Steps

The project will soon move into its training phase, developing four (4) specialized training modules, each led by a different partner country:

- ✓ Cultural Events
- ✓ Archaeological Sites
- ✓ Museums/Galleries
- ✓ Local Communities/Villages.

These modules will be delivered through dedicated workshops, equipping cultural tourism professionals and stakeholders with the knowledge and tools needed to integrate sustainable practices into their work.

With these next steps, CultMed continues to drive a more sustainable and community-centered approach to cultural tourism across the Mediterranean region.

PROJECT PARTNERS



CYPRUS
SUSTAINABLE
TOURISM
INITIATIVE



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CultMed



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