

NEWSLETTER

CULTMED

Sustainable Cultural Tourism
on the Mediterranean



Key Milestones & Events

- ✓ Development of **four (4) training modules** on sustainable cultural tourism
- ✓ Successful implementation of **piloting sessions** in all partner countries (Cyprus, Greece, Italy, Spain, Portugal).
- ✓ **Engagement of professionals** from cultural, tourism and public sectors
- ✓ Development of **interactive educational tools** (games, quizzes, videos)
- ✓ Upload of **training materials** on the CultMed platform
- ✓ Creation of a dedicated **YouTube channel** hosting all training videos

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.

The past six months in CultMed

Over the past six months, the CultMed project has successfully moved into its **capacity-building phase**, focusing on the development, piloting and refinement of training modules for sustainable cultural tourism.

Building on the results of the research phase, partners across Europe have worked collaboratively to transform knowledge into practical tools, supporting professionals and stakeholders in applying sustainability principles in real cultural contexts.



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Training Modules Developed and Piloted

As part of WP3 four training modules have been developed, based on the findings of WP2 and aligned with the GreenComp framework of competences. The modules combine theoretical knowledge with practical tools, including videos, quizzes, gamified activities and case studies.

The modules focus on:

- how to organise sustainable cultural events based on ISO standards (ISO-20121) - **Cyprus**
- how cultural tourism entities such as galleries/museums can be transformed into green destinations - **Spain**
- how archaeological sites can apply sustainable cultural tourism practices - **Greece**
- sustainable cultural tourism in villages – **Portugal, Italy**


Explore the CultMed Learning Platform

To support an engaging and accessible learning experience, a full set of interactive educational tools has been developed and is now available on the CultMed platform.

Discover the tools:

 [Educational Games](#) – explore real sustainability scenarios

 [Interactive Quizzes](#) – test your knowledge

 [Training Videos](#) – learn through practical examples

All training videos are available through a dedicated YouTube channel and Digital Library, ensuring wider access and dissemination of the learning content.

Impact: From Training to Practice

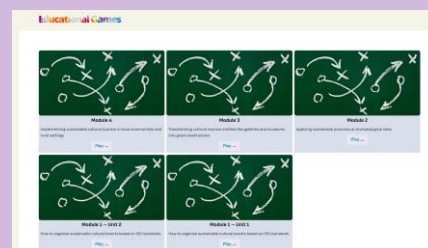
The training and piloting activities have strengthened the connection between theory and practice, enabling participants to:

- better understand sustainability in cultural tourism
- apply tools such as KPIs and planning frameworks
- reflect on real challenges in their professional environments

By focusing on community participation, resource management and cultural identity, the project contributes to more inclusive, responsible and sustainable cultural tourism models.



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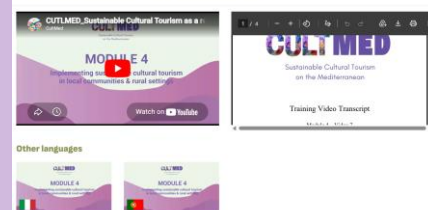


Educational Games



Interactive Quizzes

VIDEO 7 – Sustainable Cultural Tourism as a response to Rural Challenges "Using Culture to Strengthen Communities, Economies, and Identity"



Training Videos



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Next Steps

With the Training modules being finalized for completion, CultMed is ready to officially move into its capacity-building phase:

- ✓ **Training modules finalisation:** The four (4) training modules on Cultural Events, Archaeological Sites, Museums & Galleries and Local Communities/Villages are being finalised based on piloting feedback, ensuring their relevance and applicability across different cultural tourism contexts.
- ✓ **Workshops in practice:** Hands-on sessions will bring together tourism professionals, cultural managers and local stakeholders to apply the developed tools and methodologies in real-life scenarios.
- ✓ **Expanding the Digital Library further:** New resources, training materials and interactive tools will continue to be added, strengthening its role as a key knowledge hub for sustainable cultural tourism.
- ✓ **Strengthening networks:** CultMed will further enhance collaboration with stakeholders across Europe through events, partnerships and knowledge-sharing activities, supporting the wider uptake of sustainable practices.

PROJECT PARTNERS



CYPRUS
SUSTAINABLE
TOURISM
INITIATIVE



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Co-funded by
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