NEWSLETTER

CULTMED
Sustainable Cultural Tourism on the Mediterranean

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.

A Year in CultMed: Building Sustainable Cultural Tourism Together

CultMed has reached its **one-year mark!** Over the past six months, partners across Europe have been working together to **identify, analyze** and **share Sustainable Cultural Tourism practices.** From national focus groups to European study visits, our consortium has laid the foundation for building innovative, community-driven and environmentally responsible models of cultural tourism across the Mediterranean.

Key Milestones & Events

- ✓ **Best Practices Report (Deliverable 2.1)** finalized and submitted – a key milestone compiling ~30 national and EU-level examples of sustainable cultural tourism.
- ✓ **Digital Library** expanded with best practices, case studies, and resources.
- ✓ **Focus Groups** conducted across all partner countries (Cyprus, Greece, Italy, Spain, Portugal, North Macedonia, Croatia, Poland, France).
- ✓ **Study Visits** held in France, Croatia, Poland, and North Macedonia to observe inspiring practices first-hand.
- ✓ **Dissemination**: Social media campaigns and newsletters reached new audiences across Europe.

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Best Practices Report – Now Available!

The consortium has successfully delivered the **CultMed Best Practices Report (D2.1)**, a comprehensive collection of **~30 national and EU-level practices in Sustainable Cultural Tourism.**

These practices showcase innovative ways to:

- Preserve cultural identity
- Empower communities
- Promote environmentally responsible tourism models
- Provide replicable approaches for other regions

📖 **Check the full Best Practices Report here.**

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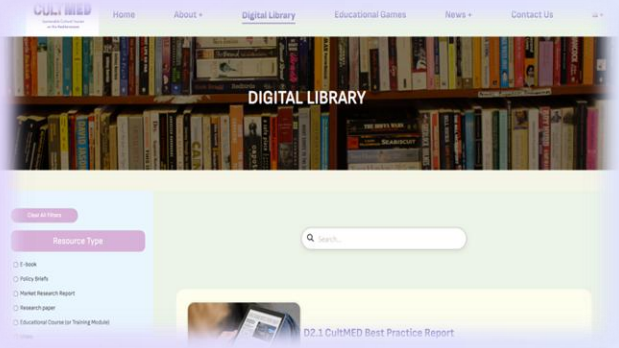
The Digital Library Goes Live

The CultMed Digital Library has been launched, offering an open space where stakeholders can access case studies, reports and resources. It will continue to grow as the project develops, becoming a lasting hub for knowledge exchange.



💻 **Explore our Digital Library here.**

Who is it for?

The Report and Digital Library are designed as practical tools for:

- **Local communities** – looking for ideas to balance tourism with local identity.
- **Tourism professionals & entrepreneurs** – seeking replicable models to improve sustainability in their events, sites, or businesses.
- **Cultural institutions & policymakers** – drawing on evidence-based practices to inspire strategies and policies.
- **Researchers & educators** – using concrete case studies for training and knowledge creation.

"By making these resources open and accessible, CultMed ensures that what works in one region can inspire action and innovation elsewhere."

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Next Steps

With the Best Practices Report completed and the Digital Library now live, CultMed is ready to move into its capacity-building phase:

- ✓ **Training modules:** Four (4) dedicated modules on Cultural Events, Archaeological Sites, Museums & Galleries and Local Communities/Villages will be rolled out in the coming months.
- ✓ **Workshops in practice:** Hands-on sessions will bring together tourism professionals, cultural managers, and local actors to translate theory into actionable solutions.
- ✓ **Expanding the Digital Library:** New resources and tools will continue to be added, ensuring it becomes a go-to hub for sustainable cultural tourism.
- ✓ **Strengthening networks:** CultMed will deepen cooperation with stakeholders across Europe through events, partnershipsand knowledge-sharing activities.

"The foundation has been built — the next phase is about applying knowledge and empowering stakeholders to act."

PROJECT PARTNERS

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