ENPI CBCMED
CROSS-BORDER COOPERATION IN THE MEDITERRANEAN

Mediterranean Experience of Eco-Tourism

Project funded by the EUROPEAN UNION

MEET Project : a short presentation

Luca Santarossa
MEET Project Manager
Federparchi – Europarc Italy

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General data

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Main Donor: European Programme "ENPI-CBC Mediterranean Basin" 2007-2013

Budget: € 4.999.966,00 (90% from ENPI, 10% from individual co-funding)

Duration: 17/01/2013-16/10/2015

Location of the activities: Cyprus, Egypt, France, Greece, Italy, Jordan, Lebanon, Malta, Spain, Tunisia

Partnership

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	NAME OF THE ORGANISATION	COUNTRY	TYPOLOGY
Ben	Federparchi – Europarc Italy	Italy	Federation
Partner 1	Latium Region	Italy	Regional Administration
Partner 2	National Parks of France	France	Federation
Partner 3	MedPAN – Mediterranean Protected Areas Network	France	NGO
Partner 4	Cataluña Region	Spain	Regional Administration
Partner 5	IUCN Med – Centre for Mediterranean Cooperation	Spain	International Organization
Partner 6	Egyptian Environmental Affairs Agency	Egypt	Ministry-related agency
Partner 7	Royal Society for the Conservation of Nature	Jordan	NGO
Partner 8	Al- Shouf Cedar Society	Lebanon	NGO

Main goals

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- to develop an integrated **strategy**
- in order to settle an Eco-Tourism Development **model** for the Mediterranean area
- that boosts a **better seasonal distribution** of tourism flows,
- starting from the "European Charter for Sustainable Tourism" (**ECST**) approach,
- through the establishment of a **network** among supply-side stakeholders (Natural Parks).

Main goals (OVIs)

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1. Mediterranean Ecotourism Planning Scheme (MEPS) Agreement, through the Advisory Panel on Eco-tourism
2. "Local Ecotourism Charter" for the Mediterranean Natural Parks
3. MEPS Network (among the 20 Natural Parks selected to implement the Pilot Actions) and MEPS Eco-tourism packages Catalogue
4. Six MEPS SMEs clusters

Expected results #1

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- A *Mediterranean Ecotourism Planning Scheme*: formal cross-border **agreement** for cooperating in Ecotourism development, signed by the main Natural Parks-related policy making Institutions of the 6 participating countries.
- MEET Ecotourism offer: **catalogue** of tourism packages (involving at least 2 Natural Parks from each of the 10 concerned Med countries) for low-season, designed following the results of the corresponding 20 Pilot Actions.

Expected results #2

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3. An Ecotourism planning **concept** (guidelines) for the Non-EU Med countries (starting from the European Charter for Sustainable Tourism - ECST lessons).
4. Establishment of a **MEET Network** with a **Secretariat** in Malaga (PP5), to settle and capitalize the project results.
5. At least **6** (one per project participating Country) tourism-related SMEs **clusters on Ecotourism**, addressed to selected markets niches at world scale through the involvement of selected Tour Operators

Expected results (OVIs)

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1. Agreement signed by at least one policy making Institution of each of the 6 MEET countries
2. MEET catalogue with at least 20 Eco-tourism packages
3. LEC concept
4. MEET Network (with at least 20 Natural Parks) and Secretariat
5. 6 Local SMEs clusters agreements, at least one per MEET participating country

Activities and timelines

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WP1: Project management	(01/13-10/15)
WP2: Communication	(01/13-10/15)
WP3: Capitalisation of the results	(03/13-10/15)
WP4: Methods & tools	(03/13-12/13)
WP5: Pilot Actions	(10/13-05/15)
WP6: MEPS Secretariat and Network	(03/13-10/15)
WP7: Marketing	(01/14-10/15)

WP5 Pilot Actions

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WP5 Coordinator : PP5 (RSCN)

Other involved PPs: Beneficiary (Federparchi), PP2 (PNF), PP3 (MedPAN), PP4 (Cataluña), PP 5 (IUCN Med), PP7 (RSCN), PP8 (ASCS)

Expected results: 20 Pilots Actions using a participative planning approach for the Ecotourism packages design and test

WP5 Activities

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Act. 5.1: Pilot Action selection (submitted by eligible Protected Areas) and service contracting (« reimbursement » mechanism)

Act. 5.2: Pilot Action implementation by selected Protected Area Management body

Act. 5.3: Pilot Action results evaluation

Contacts

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Luca SANTAROSSA

MEET Project Manager

Federparchi – Europarc Italia

V. Nazionale 230 – 00184 Roma

Tel. +39/06/51604940 Fax +39/06/5138400

Cell. +39/339/7154290

E-mail: enpi.federparchi@gmail.com

Skype: luca.santarossa65