

INCIRCLE PROJECT FINAL EVENT

Tools, finance,
opportunities and
bottlenecks towards a
circular and
sustainable tourism

June, 7th 2022
9:30h -18h
Barcelona

Morning session: Sustainable
Tourism in the
Mediterranean: current
situation and circularity
increase

**Afternoon networking
workshop:** Sustainable
tourism projects funding and
seedlings

Registration link

Background information:

The Interreg-Med InCircle Project aims to enhance the sustainability and attractiveness of MED touristic insular and low-density areas through circular tourism, preserving the quality of natural resources and improving the quality of life of residents and tourists.

Eleven MED territories developed strategies aiming at their transition towards a more circular tourism by applying the InCircle tools, which have helped to assess the current circularity status of each territory, establish a working framework, develop successful participatory processes to contribute to the strategy and evaluate the resulting strategies.

In addition, the project has implemented 5 big-scale and 6 small pilot actions that have brought to each territory tangible good-practices to walk towards a common objective of increasing circularity and sustainability of touristic activities.

The InCircle final event is designed to connect territories that want to increase the circularity of their tourism with experts on sustainable tourism, organisations and technicians that can help them to achieve this aim and offer them all the developed InCircle tools, as well as the good practices and hands-on knowledge acquired by all 11 participating destinations.

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Date and venue

June 7th, Barcelona (Hotel Alimara)

Contents and format

Morning session: dedicated to assess the current status of Mediterranean Tourism. This session will bring in the point of view of experts and the experience of different territories on which are the challenges, bottlenecks and opportunities to increase the circularity and sustainability of the territories. Participants will learn how can InCircle tools help them to reach this objective.

Afternoon workshop: will consist on a highly-interactive working group session that will bring together territories (provincial, counties, city councils, regions or others), with technicians and experts on sustainable tourism, which after learning which funding opportunities for sustainable tourism projects are available, will work together in the “ProCIRCLE laboratory” to design new solutions, good practices and projects for a circular Mediterranean tourism.

Provisional Agenda

9:30 **Registration**

10:00 **Welcoming Speech.** MedCities (Josep Canals)
Opening. Area Science Park, (Fabio Tomasi)

Morning session: Sustainable Tourism in the Mediterranean: current situation and circularity increase

10:15 **Sustainable tourism in the Mediterranean. Main bottlenecks and opportunities.** Expert in sustainable tourism (to be confirmed)

10:35 **Challenges and opportunities of Mediterranean touristic territories.** Representatives of 5 touristic territories from across the Mediterranean basin

11:35 Coffee Break

11:55 **InCircle approach as a solution.** Area Science Park (Fabrizia Salvi)

12:10 **Overview of InCircle tools**

- **Operational model** Area Science Park (Enrico Longato)
- **Participatory process toolkit** Area Science Park (Andrea Bincoletto)
- **Strategy Evaluation Toolkit** Energy and Water Agency
- **Circular Tourism Tools** Scuola Superiore Sant'Anna

12:50 **InCircle Policy Brief and way forward.** Area Science Park (Anja Starec)

13:30 Lunch

Afternoon Workshop: Sustainable tourism projects funding and seedlings

14:45 **Funding opportunities for sustainable tourism projects.** Diputació de Barcelona (Josep Rodriguez)

15:15 **ProCIRCLE Laboratory: Working groups for the design of new solutions and trajectories for a circular Mediterranean Tourism**

17:10 **Meeting conclusions**

17:30 **Event closure**

17:45 Networking aperitif