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Interreg NEXT MED Programme

First call for proposals

Application Form Export

*Please note that the Application Form has to be filled in and submitted
ONLY via the e-form.*



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1. Main information

Title	Sustainability Model for Accommodation MSMEs
Acronym	SMAC
Name of the Applicant	ΕΠΙΜΕΛΗΤΗΡΙΟ ΔΡΑΜΑΣ
Duration (months)	30
Type of Project	1 - Thematic projects
Programme Specific Objective	1.2 (RSO1.3) Enhancing sustainable growth and competitiveness of SMEs and job creation in SMEs, including by productive investments
EU Partners/Countries	3
MPC Partners/Countries	4
International Organizations	0



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Associated partners

6

Geographic coverage

Greece, Egypt, Egypt, Spain, Greece, Tunisia,
Türkiye

Budget

2.321.252,02 €



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2. Summary

Describe your project in a **simple** and **appealing** way as if you were trying to convince decision-makers and potential donors to support your proposal. In particular, the following elements should be highlighted:

- the **joint challenges** addressed at **transnational** level;
- the **expected change** the project will make in relation to the existing situation;
- the main outputs **and who will benefit** from them (the final beneficiaries).

Bear in mind that the summary is most probably the first element that the assessors will read and that a clear focused, convincing summary **will contribute to a better understanding** of your proposal, its added value and benefits.

However, the accommodation MSMEs that dominate the sector, remain inactive in adapting to this new reality and adopting and systematically implementing a sustainability plan, thus undermining their competitiveness. The main reason is that, due to their small size, they don't have the knowledge or resources for their sustainable transformation. The problem is intensified by the existence of dozens of sustainability standards, containing thousands of "specifications", which make compliance for MSMEs particularly complicated, extremely costly, and practically impossible

Through the project, the 7 partners from 5 countries aim to TACKLE this challenge and develop a Simplified Sustainability Model for Accommodation (SSMA) supported by an AI Recommendation Tool (AIRET), so that hundreds of thousands of MSMEs in the sector can achieve sustainable tourism

The sequence of the main project activities is: Public awareness => Development of the tools SSMA and AIRET => Joint mentors' training => Pilot implementations of the tools => Refinement of the model => Policy recommendation paper composition => Capitalisation

The main outputs of the project are

OUT3.1: Simplified Sustainability Model for Accommodation businesses (SSMA)

OUT3.2: Joint training of sustainability mentors based on a training package

OUT3.3: Pilot implementation of SSMA with the support of AIRET

OUT3.4: Policy recommendation paper

OUT4.1-5: Capitalisation and continuous learning outputs including MSMEs' support, SMAC OER-LLAB platform and SMAC Network

Final beneficiaries: Accommodation MSMEs & their staff, tourism policy makers and other stakeholders, tourists/ visitors and the local communities

Sustainable development is a global priority and challenge, motivating governments, institutions, and society in general to adopt new practices. This mega-trend is particularly relevant to the tourism sector where, according to reliable surveys, sustainable traveling is becoming a criterion in destination choosing

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KEEP keywords

Select the KEEP keywords most relevant to your project.

KEEP keywords

Innovation capacity and awareness-raising, SME and entrepreneurship, Tourism

Main field of Intervention

Select the field of intervention most relevant to your project.

Field of intervention

021. SME business development and internationalisation, including productive investments



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3. Evaluation Grid

This section is aimed at providing all the information needed to assess your proposal. For the sake of simplicity, the sections of the application form follow the structure of the evaluation grid included in the Guidelines for Applicants (5.3.2 and 5.4.1) where the whole evaluation process is based on 22 award criteria.

3.1 Relevance

3.1.1 Proposal relevance

Explain why the proposal is needed and **relevant in the context of the Interreg NEXT MED programme** and how the project will **contribute to the achievement of the Programme Priority and Specific Objective** under which it has been submitted.

As mentioned in the programme document (page 12), TOURISM is one of the key sectors in the programme area. Moreover, SUSTAINABLE GROWTH is a crucial aspects to be addressed, given the disparities in human and economic development. And the same document continues mentioning that there is an essential need for establishing holistic strategies that can lead to improved policies and investments in (inter alia) the ENTREPRENEURIAL ECOSYSTEM

Apparently, Tourism, Sustainable Growth and Entrepreneurial Ecosystem are tightly connected aspects within NEX MED approach.

In this framework, tourism sector finds itself at a breakpoint moment for embracing Environmental, Social, and Governance (ESG) principles. ESG provides a strategic framework for managing sustainability holistically across MSMEs operations and value chains. Done right, it steers hospitality onto a path of regeneration, resilience and positive community impact. Studies have shown that sustainability starts becoming a criterion for destination choice. In the sustainability report for 2021 of an international, well known, tour operator the following findings of a global survey in 2021 among 29000 travelers were (*):

- 81% of travelers surveyed say they want to stay in sustainable accommodations
- 73% are more likely to choose an accommodation if it has implemented sustainable practices.
- 72% think companies should offer more sustainable choices.

All the above, demonstrate that the adoption and implementation of sustainable practices is an urgent viability factor for the tourism industry and cannot be ignored

However...

In the project area, the tourism sector is dominated by micro and small operators. According to the national statistical institutions and/ or "OECD Tourism Trends and Policies 2022" the percentage of the MSMEs in the sector is over 96% in all participating countries. Those thousands of businesses are not at



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all familiar with SDGs, ESG, CSR, GRI and all those "strange" terms and abbreviations related to sustainability. They don't have the knowledge or the resources to identify, choose, adopt, and implement sustainability practices. The problem is intensified by dozens of sustainability standards, containing thousands of "specifications"(**) which make small tourism operators' compliance particularly complicated, extremely costly and practically not applicable.

Thus, we face the phenomenon of creating a "sustainability elite". On the one side there are very few sustainability "pioneers" (large businesses) that know what all this is about, and they plan and act. And on the other side, we find the overwhelming majority of economy and society for whom it is impossible to follow the evolution and simply ignore the overall issue.

The project aims at facing this challenge by developing a SIMPLIFIED SUSTAINABILITY MODEL for Accommodation MSMEs (SSMA) providing them with an easy-to-use tool, making them able to comply, start their sustainability journey, adopt and implement sustainability practices, thus increasing their own competitiveness, internationalisation, innovation and productivity as well as the attractiveness of the area

By giving accommodation MSMEs the chance to operate sustainably, the project apparently contributes to the achievement of the programme Priority 1: "A more competitive and smarter Mediterranean", and the specific objective RSO1.3. ENHANCING SUSTAINABLE GROWTH AND COMPETITIVENESS OF SMEs and job creation in SMEs, including by productive investments

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(*) Report available upon request

(**) It is indicated that the European Sustainability Reporting Standard (ESRS) of the EU, which became mandatory (only for approximately 50,000 companies of all sectors throughout Europe due to its complexity) with Directive (EU)2022/2464, includes 84 disclosure requirements and 1144 data points (!)

3.1.2 Transnational dimension

Explain the reasons why the proposal has a **real transnational added value** and why cooperation is needed to achieve the project Specific Objective/s. Describe how the proposal is relevant from a transnational point of view in relation to the common challenges and specific needs of the involved territories. Highlight to which extent the project will have tangible benefits in all concerned territories.

Sustainability is a global imperative, and the challenges faced are not confined by borders. In the pursuit of a more sustainable future, a transnational approach is not just desirable, but essential, leading to more integrated results

a) Shared challenges: The Mediterranean region faces common sustainability challenges in the tourism sector, such as environmental degradation and social and governance issues. These challenges are particularly serious in the tourism sector, where the concentration of tourists can have a multiplier effect.



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- A transnational approach is needed to address these common challenges effectively.
- b) Diverse expertise: The project partners bring together experts from different countries, including experts in sustainable tourism and technology development, ensuring the outputs are tailored to common regional needs.
 - c) Knowledge sharing: The project facilitates knowledge exchange, promoting sustainable practices and raising awareness.

The project will have tangible benefits in all project territories, including:

- Raise of the awareness of the public in relation to sustainability
- A network formation for knowledge sharing and collaboration, enabling accommodation MSMEs to learn from each other and adopt sustainable practices according to their specific needs.
- Increased visibility and competitiveness of the project area, as it promotes the region as a sustainable and responsible tourism destination
- All benefits of MSMEs' sustainable operation such as increased capacity and expertise in sustainable tourism practices, economic benefits, attracting environmentally conscious tourists etc. The project is expected to lead to a 30% reduction in the environmental impact of MSMEs that will use the tools developed
- Improved governance: Transnational cooperation can help improve governance and policy coordination among project partners and stakeholders, leading to more effective and coordinated policies and actions.

3.1.3 Project beneficiaries

Describe and quantify the project target groups and final beneficiaries. Explain how and why they were identified, detail their needs and how they will be addressed by the project, detailing the tangible support positive impact to them due to the intervention of the project. The clear identification of target groups and final beneficiaries, the detailed definition of their needs and their precise quantification have an important impact on the whole evaluation procedure, with a dedicated criterion in section 1.3 and references across the different criteria of section 2.

Target groups:

- Accommodation MSMEs in the project area playing a crucial role in shaping the environmental, social, and governance sustainability of tourism. They operate accommodation facilities that use resources, employ workers, and engage with local communities, influencing the environmental impact, social well-being, and governance practices associated with tourism.
- Tourism stakeholders in the project area: This broader group encompasses various entities involved in the tourism sector, including
 - > Tourism policy makers
 - > Local/regional authorities
 - > Tourism organizations including chambers
 - >: Hotel associations
 - > Environmental NGOs



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- Professionals/ mentors-to-be

These stakeholders play a vital role in shaping the policies, practices, and regulations that govern tourism in the region, influencing environmental, social, and governance sustainability outcomes

Beneficiaries:

- Tourists: By promoting sustainability practices and responsible tourism, the project aims to create a more sustainable experience for visitors, contributing to their environmental consciousness and fostering a positive relationship with the destination

- Workers in accommodation MSMEs that will benefit from the project's focus on sustainability and ESG practices that lead to:

- > Improved working conditions
- > Greater job security
- > Enhanced professional development
- > Increased sense of ownership

- Higher education and research institutions can be considered as beneficiaries of the project for several reasons:

- > Enhanced research opportunities
- > Knowledge exchange and collaboration
- > Capacity building and training
- > Dissemination of knowledge

- Local communities living in and around tourism destinations. The project seeks to minimize the negative impacts of tourism on them, such as pollution, congestion, and disruption of traditional livelihoods. By promoting social and governance practices that enhance community engagement, respect of cultural heritage, and foster economic opportunities, the project aims to create a more harmonious relationship between tourism and local communities, leading to enhanced quality of life, economic opportunities, and environmental preservation.

Identification and Needs Assessment

Target groups and final beneficiaries were identified through a comprehensive stakeholder analysis conducted by each partner and consolidated. The analysis gathered data on the environmental, social, and governance challenges faced by tourism in Mediterranean, the practices of accommodation MSMEs, and the concerns of local communities and tourists. The analysis revealed that all stakeholder groups suffer from the negative impacts of unsustainable tourism, emphasizing the need for integrated interventions

Project main interventions addressing the needs of target groups and final beneficiaries – Tangible impact:

- Public awareness familiarizing the general public with the sustainability concept & fostering a culture of sustainability
- Development of the Simplified Sustainability Model for Accommodation businesses (SSMA) & Artificial Intelligence Recommendation Tool (AIRET) providing MSMEs with practical guidance on sustainable



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practices, start their sustainability journey, boost their capacity & competitiveness and improve the tourists' experience. Pilot implementations of those tools in real MSMEs' operation

- Training of a group of experts able to facilitate the implementation of the tools in MSMEs and support their sustainable transformation
- Development of a policy recommendation paper
- Creation of a SMAC transnational network bringing together accommodation MSMEs, tourism stakeholders, and experts to share best practices, promote sustainable tourism, and raise awareness of the importance of ESG sustainability, ensuring durability and transferability
- Dissemination and capitalization activities leading to wide spread of project results and outputs and enhancing the brand reputation of the project areas

3.1.4 Synergies and complementarities

STRATEGIC LEVEL

Demonstrate the synergies and complementarities of your proposal with other major strategies and/or initiatives, in particular those contained in the document "Overview of main policies, strategies and initiatives having synergies and complementarities with Interreg NEXT MED Programme". Explain how these synergies will be exploited and enhanced, meaning how the proposal will contribute to the concerned policies, strategies and initiatives.

The consistency of the project with the horizontal principles set out in article 9 of the Common Provisions Regulation are presented in part 3.7 of the proposal

Moreover, the project

- Promotes the sustainability concept to MSMEs in tourism by providing them simple, easy to use and tested tools (SSMA & AIRET) to enable them start their sustainability journey, thus enhancing their competitiveness
- Is a driving force for creating a sustainability culture and complements to the "Sustainable Tourism Toolkit" (https://www.enicbcmed.eu/sites/default/files/interreg_sustainable_tourism_toolkit_2023.pdf)

Therefore, it contributes to ALL the strategies at general and transversal level, connected in one way or another to the pillars Environment, Social and Governance of the ESG sustainability scheme

Furthermore, it will use the knowledge and contribute to the following strategies some of them related to SO3.2 of the programme

- UN SDGs:
 - > Nr2: Reduction of food waste (key sustainability factor for accommodation businesses)
 - > Nr5: Gender equality (see 3.7)
 - > Nr6: Related to water saving
 - > Nr7: Related to energy saving
 - > Nr8: Decent work and economic growth: Main criterion in the pillar "Society" of ESG Sustainability
 - > Nr10: Reduced inequalities (see 3.7)
 - > Nr12: Related to responsible consumption, waste reduction, recycling
 - > Nr13: Climate action (limiting greenhouse gases emissions)
 - > Nr17: The project is a joint transnational action



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- SME strategy for a sustainable and digital Europe (directly related to ESG sustainability)
- COSME: Programme for SMEs related to their competitiveness
- EU strategy for sustainable tourism (https://www.europarl.europa.eu/doceo/document/A-9-2021-0033_EN.html)

- Exploitation & enhancement of synergies
- Collaboration with partner organizations to share knowledge, expertise & resources
 - Dissemination of project results
 - Replication/ adaptation of good practices
- Sustainability policy advocacy

OPERATIONAL LEVEL

Explain the synergies of your proposal with other ongoing or concluded relevant projects, insisting specifically on the actual use of existing and scale-up of results developed by other relevant projects. The simple listing of outputs/results from other projects is not enough. You need to explain how you are going to use, exploit, scale-up these results for your project and how you will access them (for example, how will you access a software or the property rights to use a specific output).

Apart of the projects listed elsewhere, there are many European and international initiatives related to ESG sustainability and the SMAC project's objectives, at both, strategic and operational level. Some of them are the following:

Name: EUROPEAN CORPORATE SUSTAINABILITY REPORTING DIRECTIVE (CSRD)

The CSRD - (EU) 2022/2464 entered into force on 5 Jan 23, requires companies to report on the impact of corporate activities on the environment, society and governance, and concerns approximately 50000 BIG enterprises listed in regulated markets, of all sectors, all over Europe. From its side, the SMAC projects concerns small operators in the specific sector of accommodation that are is not included in the scope of CSRD, thus acting complementarily to it

Name: GLOBAL SUSTAINABLE TOURISM COUNCIL

The Global Sustainable Tourism Council® (GSTC) establishes and manages global standards for sustainable travel and tourism, known as the GSTC Criteria. As those criteria cover the BIG hotels and tour operators but not the small accommodation enterprises, the SMAC project provides the complementary model covering the MSMEs of the sector

Name: ECO LABEL



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The EU Ecolabel is the official European Union voluntary label for environmental excellence. Established in 1992 and recognised across Europe and worldwide, it certifies products and services having a reduced environmental impact throughout their lifecycle. By partnering, SMAC can provide small accommodation operators with educational, credibility, networking and marketing opportunities to adopt sustainable practices and achieve EU Ecolabel certification

GLOBAL REPORTING INITIATIVE (GRI)

GRI is an independent, international organization providing to the businesses with complicated ESG sustainability standards focusing on sectors not including tourism. As tourism is not included in the GRI Sector Standards, nor is planned to be included in the upcoming years, complementarity of the outputs of SMAC project is fully justified

Name of the project (and Programme/initiative under which it has been funded)	List of outputs to be exploited
<p>Models of Integrated Tourism in the MEDiterranean Plus (MITOMED+) 2014 - 2020 INTERREG VB Mediterranean</p> <p>https://mitomedplus.andalucia.org https://keep.eu/projects/21335/Models-of-Integrated-Touris-EN/</p>	<p>Output: Green Beach Model</p> <p>Description: The Green Beach Model builds on existing beach management efforts (Blue Flag Programme, ISO 13009:2015, etc...) to define the nature standards, characteristics and criteria that a beach must meet to be considered sustainable. It uses 24 indicators in 8 categories and foresees the implementation of some small infrastructures</p> <p>Exploitation/ Upscale The SMAC project will examine the criteria of green beach model and may incorporate some of them in the SSMA addressing the coastal accommodation MSMEs</p> <p>Access: Access will be requested by the https://mitomedplus.andalucia.org website administrator (mitomedplus@andalucia.org)</p> <p>Output: Open Platform for Data Collection and Sharing Indicators</p>



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	<p>Description:</p> <p>MITOMED+ has developed a system of indicators, a best practice transfer manual and an open, online data gathering platform to help policy makers monitor the social and environmental impacts of maritime and coastal tourism. It provides a set of tools that allow users to implement tourism data indicators for the sustainable management of maritime and coastal destinations</p> <p>Exploitation/ Upscale As the system developed by MITOMED+ includes economic, environmental, social and cultural indicators, SMAC project will update it and enrich it with governance indicators (3rd pillar of ESG Sustainability)</p> <p>Access: The system is uploaded at https://mitomedplus.andalucia.org. As it is not freely accessible, a password will be requested by the website administrator (mitomedplus@andalucia.org)</p>
<p>Coastal areas sustainable tourism water management in the Mediterranean (CASTWATER) 2014 - 2020 INTERREG VB Mediterranean</p> <p>https://castwater.interreg-med.eu/ https://keep.eu/projects/21332/Coastal-areas-sustainable-t-EN/</p>	<p>Output: Online tool to monitor, compare and grade performance in sustainable tourism water management</p> <p>Description</p> <p>The CASTWATER project has developed an online tool addressed to tourism sector SMEs in Med that allows them to understand, compare, assess and rate their performance on water efficiency & water management.</p> <p>Data gathered is used by PAs to monitor tourism sector's overall performance in their region and measure the effectiveness of territorial policies on water management</p> <p>Tourism SMEs that completed the survey can rate their level of achievement in implementing</p>



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	<p>measures that promote water efficiency and see the recommendations on how to improve their water management performance in the areas where more actions are required. Drawn from SMEs' replies, the monitoring section allows evaluation of whether the systems of governance for water resources are functioning properly and yields indicators for PAs to measure the effectiveness of water management existing policies. The indicators are used to extract conclusions on the strengths and weaknesses of the water management system and evaluate the surrounding environment affecting regional performance.</p> <p>Tool transferability can be made possible by extending the available countries, regions and provinces at the signup section of the tool, in order to include further areas inside the MED territory, thus extending the tool's capabilities of assessing and monitoring a wider range of areas</p> <p>Exploitation/ Upscale</p> <p>Water management is a key point in environmental pillar of ESG sustainability. SMAC project will use the CASTWATER'S output as a good practice for accommodation MSMEs to measure their performance. Moreover, SMAC will recommend public authorities in the project areas to use the output in order to measure the effectiveness of water management existing policies</p> <p>Access: Free at https://castwater-tool.ceid.upatras.gr/</p>
<p>Quality Certification System in Agrotourism (CerTour) 2007 - 2013 Black Sea Basin ENPI CBC</p> <p>CERTOUR II: For a Better SME Management</p>	<p>Websites of the projects</p> <p>https://blacksea-cbc.net/wp-content/uploads/2015/12/fact-sheet-MIS-2634.pdf (CerTour)</p> <p>https://blacksea-cbc.net/wp-</p>



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<p>(CerTour 2014 - 2020 Black Sea Basin ENI CBC</p>	<p>II</p> <p>content/uploads/2020/04/BSB17_projectfactsheet_v2.pdf (CerTourII)</p> <p>https://keep.eu/projects/15804/Quality-certification-Syste-EN/ (CerTour)</p> <p>https://keep.eu/projects/22482/for-a-better-SME-management-en/ (CerTourII)</p> <p>Output: Quality Certification System in Agrotourism</p> <p>Description The aim of CerTour was to improve the services provided by the agrotourism sector in the project area by creating a framework of quality standards to which the local SMEs should adapt themselves in order to be assessed and certified. The Quality System consists of a quality standard (criteria, scoring system) , forms of documents (SME's application and submission document, assessors' scorebook, assessors' feedback report) and form of the certificate awarded)</p> <p>Exploitation/ Upscale The SMAC project will update the Quality System by enriching it with criteria related to ESG sustainability</p> <p>Access: The Quality System is already accessible by the SMAC partnership</p> <p>CERTOUR II was the sequel of CERTOUR project aiming at enhancing the competitiveness of tourism SMEs by improving their management and upgrading the skills of people of the tourism SMEs, providing and testing (pilot implementing) modern management tools in their operations. Its main outputs were:</p> <p>Outputs: - Management tools (business plan, customer</p>
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	<p>satisfaction tool, balanced scorecard tool) - Mentors' training package</p> <p>Exploitation/ Upscale - The SMAC project will update the management tools with elements related to ESG sustainability and complement them with the Simplified Sustainability Model for Accommodation businesses (SSMA) SMAC output OUT3.1) - The training package on Simplified Sustainability Model for Accommodation (A3.2.1) will complement the mentors' training package developed by CERTOURII</p> <p>Access: The CERTOUR II outputs are already accessible by the SMAC partnership</p>
<p>Promoting the co-evolution of human activities and natural systems for the development of sustainable coastal and maritime tourism (CO-EVOLVE)</p> <p>2014 - 2020 INTERREG VB Mediterranean</p> <p>https://co-evolve.interreg-med.eu/ https://keep.eu/projects/21338/P</p>	<p>Output: Tourism Sustainable Toolkit</p> <p>Description: The toolkit provides the framework for collecting the data necessary to measure and monitor tourism sustainability in coastal areas. The use of sustainability indicators provides guidelines for improving and adapting tourism strategies, promoting stakeholder engagement and helping to monitor and assess sustainability changes in the future.</p> <p>Exploitation/ Upscale While this Toolkit has been developed for coastal areas, the SSMA that will be developed from SMAC project covers the sustainability concept as micro and small accommodation business level, creating a complementary effect with the previous</p> <p>Access: The toolkit is accessible at https://co-evolve.interreg-med.eu/what-we-achieve/deliverable-library/detail/?tx_elibrary_pi1%5Blivvable%5D=5224&tx_elibrary_pi1%5Baction%5D=show&tx_elibrar</p>



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	y_pi1%5Bcontroller%5D=Frontend%5CLivvable&cH ash=255df7e1e13a6e808570f15aa256dac5
<p>Co-evolution of coastal human activities & Med natural systems for sustainable tourism & Blue Growth in the Mediterranean.(Co-Evolve4BG)</p> <p>2014 - 2020 Mediterranean Sea Basin ENI CBC</p> <p>https://www.enicbcmed.eu/projects/co-evolve4bg https://keep.eu/pro</p>	<p>Output: Co-Evolve4BG – Toolkit and user guide</p> <p>Description: Similar as the output "Tourism Sustainable Toolkit" of the project CO-EVOLVE funded by 2014 - 2020 INTERREG VB Mediterranean mentioned presented above</p> <p>Exploitation/ Upscale Similar as the output "Tourism Sustainable Toolkit" of the project CO-EVOLVE</p> <p>Access: The output is accessible at https://www.enicbcmed.eu/sites/default/files/2023-01/Co-Evolve4BG%20GENERAL%20Toolkit%20-%20User%20Guide_v1.zip</p> <p>Output: Threats and Enabling Factors Mediterranean Scale: MED Scale Analysis Ecosystems protection</p> <p>Description The document aims to identify the different threats to Mediterranean ecosystems and their protection strategies (enabling conditions), focusing in coastal and sea areas, in a climate change context, and their relation with tourism development. It is based mainly on the reports established by the 5 Mediterranean countries involved in the Co-Evolve4BG project (ES, IT, TN, GR, LB).</p> <p>Exploitation/ Upscale SMAC will take into consideration the content of this document during the formulation of the criteria of SSMA model. Moreover, it will provide information useful to update the document so it can cover more areas not involved in Co-Evolve4BG</p>



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	<p>Access: The output is accessible at https://www.enicbcmed.eu/sites/default/files/2023-11/ID-MED02_11_ECOSYS.pdf</p>
<p>Transferring Coastal Integrated Governance for Sustainable Tourism (COASTING PLUS) 2014 - 2020 INTERREG VB Mediterranean</p> <p>https://coasting.interreg-med.eu/ https://keep.eu/projects/27362/Transferring-Coastal-Integra-EN/</p>	<p>Output: Methodology for governance and sustainable tourism</p> <p>Description Several indications summarised in a methodological document, set common guidelines to develop and enhance a multilevel governance tool for coastal areas integrating procedures and activities for sustainability and qualification of the tourism sector. This defined methodology may be adapted to other territories that are interested in applying it.</p> <p>Exploitation/ Upscale SMAC project will examine if the output can be used as good practice for accommodation MSMEs and/ or other stakeholders</p> <p>Access: The guidebook is accessible at https://coasting.interreg-med.eu/fileadmin/user_upload/Sites/Sustainable_Tourism/Projects/COASTING/Deliverable_3.3.1_rev1.pdf</p>
<p>REvitalization of Sustainable Tourism Across Regions in The MEDiterranean (RESTART MED!) 2014 - 2020 Mediterranean Sea Basin ENI CBC</p> <p>https://www.enicbcmed.eu/projects/restart-med https://keep.eu/projects/26534/REvitalization-of-Sustainabl-EN/</p>	<p>Output: Checklist to evaluate sustainability in tourism policies</p> <p>Description The checklist includes several questions related to the effects of tourism policies in the tourism sustainability in various areas, divided in categories of governance, environment, social-culture and economy.</p> <p>Exploitation/ Upscale the SMAC project will take into account the content of the checklist and complement it with the full set of ESG sustainability criteria included in the SSMA</p>



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	<p>model that will be developed. So, a full checklist will be developed to evaluate the effect of the tourism policies in the sustainability of accommodation MSMEs in the concerned areas</p> <p>Access: The checklist is available at: https://www.enicbcmcd.eu/sites/default/files/2022-09/1%20-%20Checklist%20to%20assess%20sustainability%20in%20catalan%20policies.pdf</p>
<p>Systemic approach for sustainable tourism strategies in rural areas (SYSTOUR) 2021 - 2027 Interreg VI-C Interreg Europe</p> <p>https://www.interregeurope.eu/systour https://keep.eu/projects/28180/Systemic-approach-for-sustai-EN/</p>	<p>SYSTOUR is an ongoing project started in March 2023 without having produced outputs yet. Its main goal is to move the tourism flow to the rural areas that are none exploited and stress the particularities of these territories</p> <p>Therefore, as SMAC will develop tools facilitating the and enhancing the ESG sustainability profile of accommodation MSMES, it improving the tourism attractiveness of the area, thus contributing to the main aim of SYSTOUR project</p>
<p>TOURINN-ACT Project 2021-2023</p> <p>COSME</p> <p>https://tourinnact.eu/</p>	<p>TourINN-act aims to boost the uptake of digitalisation and innovation by tourism SMEs through specific transnational cooperation and capacity building actions and the provision of financial support to minimum 60 tourism SMEs from different countries in the form of vouchers, developing new organisational models for the management of tourism spaces and innovative solutions for the modernisation of the tourist experience, improving the fruition of the tourist offer and making SMEs more sustainable and profitable in the medium-long term.</p> <p>TourINN-act will improve the mutual cooperation among tourism SMEs, technological providers, public authorities and relevant actors of the tourism value chain through capacity building actions and the organisation of activities such as webinars, peer-learning networks, matchmaking scheme and knowledge sharing participation processes with the aim to build a Community of Practice around digital innovation, sustainability &</p>



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	<p>tourism in a long-term perspective SMAC project underlines the sustainability dimension and the Sustainability Model that will be developed will be used as a roadmap for accommodation operators to adopt and implement sustainable practices</p>
<p>Business Excellence in Tourism (EXCELTOUR) 2014 - 2020 Black Sea Basin ENI CBC</p> <p>https://blacksea-cbc.net/wp-content/uploads/2021/11/BSB874_project-factsheet.pdf</p> <p>https://keep.eu/projects/24600/BUSINESS-EXCELLENCE-IN-TOUR-EN/</p>	<p>The EXCELTOUR project had as general objective to promote business & entrepreneurship in the tourism sector and enhance its competitiveness by introducing the concept of Business Excellence in the operations of tourism organisations, especially SMEs, using the internationally recognized Excellence Model of the European Foundation for Quality Management (EFQM) and targeting mainly to ensure SUSTAINABILITY of tourism</p> <p>Output: Implementation of the EFQM Excellence Model in tourism MSMEs. MSMEs recognition as outstanding organisations</p> <p>Exploitation/ Upscale</p> <p>It is taken into account that ESG Sustainability lies at the heart of the EFQM Model that is aligned with:</p> <ul style="list-style-type: none"> - The UN Global Compact - The European Social Charter - The European Convention on Human Rights and the - United Nations 17 Sustainable Development Goals that are cornerstones of sustainability <p>With the development of the SSMA and AIRET, an integrated set of tools is provided to the MSMEs enabling their transformation to meet the latest market requirements and boosting their performance and competitiveness</p> <p>Access: The EXCELTOUR outputs are already accessible by the SMAC partnership</p>
<p>Interact Interreg</p>	<p>Output: Capitalisation Management Toolkit</p>



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<p>https://www.interact-eu.net/</p>	<p>Description:</p> <p>Capitalisation toolkit including the following sectors:</p> <ul style="list-style-type: none"> - Overview and Structure infographic - Capitalisation Toolkit 2.0 - Programming - Capitalisation Toolkit 2.0 - Monitoring and evaluation - Capitalisation Toolkit 2.0 - Implementing - Capitalisation Toolkit 2.0 - Communication - dissemination of achievements <p>Exploitation/ Upscale:</p> <p>The toolkit will be used as a guidance for the efficient and effective implementation of capitalisation activities of the SKILL UP project (WP4)</p> <p>Access: Free access to the toolkit at https://www.interact-eu.net/project-life-cycle-and-more/project-life-cycle/capitalisation or https://www.interact-eu.net/library/166</p>
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3.2 Quality of design

3.2.1 Objectives and expected results		
<p>Illustrate the reasons why the project's specific objective(s) and expected results are clearly defined, sufficiently specific, realistic, and achievable and if they will lead to achieve the project overall objective (check the “Guide for project preparation” which contains a detailed explanation on the intervention logic).</p>		
<p>Type of Project</p>		
<p>Project Overall objective</p>	<p>Specific objective(s) (maximum two Specific Objectives per project). Suggested to draft the Specific Objectives taken inspiration from the type of actions listed in section 2.2 of the “PERFORMANCE FRAMEWORK METHODOLOGY PAPER”</p>	<p>Expected results (one Expected Result per single Specific Objective. Wording can contain more elements in case of complex Expected Results)</p>



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1 - Thematic projects	To develop, pilot implement and refine a Simplified Sustainability Model for Accommodation businesses (SSMA), supported by an Artificial Intelligence Recommendation Tool (AIRET), ensuring the lasting effects and transferability of outputs and results	A tested and refined Simplified Sustainability Model for Accommodation businesses (SSMA), supported by an Artificial Intelligence Recommendation Tool (AIRET), to be easily adopted and implemented by MSMEs so that they can start their journey to sustainability and become more competitive
	To develop, pilot implement and refine a Simplified Sustainability Model for Accommodation businesses (SSMA), supported by an Artificial Intelligence Recommendation Tool (AIRET), ensuring the lasting effects and transferability of outputs and results	A tested and refined Simplified Sustainability Model for Accommodation businesses (SSMA), supported by an Artificial Intelligence Recommendation Tool (AIRET), to be easily adopted and implemented by MSMEs so that they can start their journey to sustainability and become more competitive

3.2.2 Outputs and activities			
Include the project outputs and key activities making sure that they are adequately and logically designed and that they will lead to achieve the project Specific Objective(s) and are consistent with the concerned indicator(s)			
Overall objective (automatically filled in)	Specific objective(s) (automatically filled in)	Outputs	Activities (maximum three key activities per output)
1.2 (RSO1.3) Enhancing sustainable growth and competitiveness of SMEs and job creation in SMEs, including by productive investments	To develop, pilot implement and refine a Simplified Sustainability Model for Accommodation businesses (SSMA), supported by an Artificial Intelligence Recommendation Tool (AIRET), ensuring the lasting effects and transferability of outputs and results; A tested and	3.1 - Simplified Sustainability Model for Accommodation businesses (SSMA)	3.1.1 Development of the SSMA, the database of good practices and the AI Recommendation Tool (AIRET) 3.1.2 Assessment and Refinement of the model (SSMA) after pilot implementations 3.1.3 Awarding scheme design



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	refined Simplified Sustainability Model for Accommodation businesses (SSMA), supported by an Artificial Intelligence Recommendation Tool (AIRET), to be easily adopted and implemented by MSMEs so that they can start their journey to sustainability and become more competitive	3.2 - Joint training of sustainability mentors/ facilitators	3.2.1 Development of a training package on Simplified Sustainability Model for Accommodation (SSMA) 3.2.2 Joint sustainability mentors e-training - Creation of transnational sustainability mentors' registry
		3.3 - Pilot implementation of the Model (SSMA) with the support of the AI REcommendation Tool (AIRET	3.3.1 Facilitation of pilot implementations
		3.4 - Policy recommendation paper	3.4.1 Policy recommendation paper composition



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		4.3 - Additional capitalization activities	4.3.1 Demonstration events at partners' level (demo days) 4.3.2 40-hour training courses
		4.4 - SMAC OER-LLAB platform	4.4.1 Design/ creation/ operation of a platform combining Open Educational Resource (OER) and Living Lab
		4.5 - SMAC Network	4.5.1 Creation of the SMAC Network

3.2.3 Intervention logic

Highlight how the project intervention logic (objectives, expected results, outputs and activities) is consistent with the needs of the target groups and final beneficiaries. Make sure to highlight the tangible support and benefits that the project will deliver to the target groups and final beneficiaries.



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Programme specific objective	Expected result(s)	Outputs	Key activities	Target groups and final beneficiaries
<p>1.2 (RSO1.3) Enhancing sustainable growth and competitiveness of SMEs and job creation in SMEs, including by productive investments</p>	<p>A tested and refined Simplified Sustainability Model for Accommodation businesses (SSMA), supported by an Artificial Intelligence Recommendation Tool (AIRET), to be easily adopted and implemented by MSMEs so that they can start their journey to sustainability and become more competitive</p>	<p>3.1 - Simplified Sustainability Model for Accommodation businesses (SSMA)</p>	<p>3.1.1 Development of the SSMA, the database of good practices and the AI Recommendation Tool (AIRET) 3.1.2 Assessment and Refinement of the model (SSMA) after pilot implementations 3.1.3 Awarding scheme design</p>	<p>Accommodation MSMEs, Tourism policy makers, Local/regional authorities, Professional organisations; Final beneficiaries - Tourists/ Visitors - Workers in accommodation MSMEs - Higher education and research institutions - Local communities - General public</p> <p>How they benefit - As presented in 3.1.3</p>
		<p>3.2 - Joint training of sustainability mentors/ facilitators</p>	<p>3.2.1 Development of a training package on Simplified Sustainability Model for Accommodation (SSMA) 3.2.2 Joint sustainability mentors e-training - Creation of transnational sustainability mentors' registry</p>	<p>Accommodation MSMEs, Professionals/ mentors-to-be; Final beneficiaries - Tourists/ Visitors - Workers in accommodation MSMEs - Higher education and research institutions - Local communities - General public</p> <p>How they benefit</p>



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				- As presented in 3.1.3
		3.3 - Pilot implementation of the Model (SSMA) with the support of the AI REcommendation Tool (AIRET	3.3.1 Facilitation of pilot implementations	Accommodation MSMEs, Professionals/mentors-to-be; Final beneficiaries - Tourists/ Visitors - Workers in accommodation MSMEs - Higher education and research institutions - Local communities - General public How they benefit - As presented in 3.1.3
		3.4 - Policy recommendation paper	3.4.1 Policy recommendation paper composition	Tourism policy makers, Local/regional authorities, Tourism organizations, Professional organisation; Final beneficiaries - Tourists/ Visitors - Workers in accommodation MSMEs - Higher education and research institutions - Local communities - General public How they benefit - As presented in 3.1.3



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		4.3 - Additional capitalization activities	4.3.1 Demonstration events at partners' level (demo days) 4.3.2 40-hour training courses	Accommodation MSMEs, Tourism stakeholders as analysed in 3.1.3, Professionals/ mentors-to-be; Final beneficiaries - Tourists/ Visitors - Workers in accommodation MSMEs - Higher education and research institutions - Local communities - General public How they benefit - As presented in 3.1.3
		4.4 - SMAC OER-LLAB platform	4.4.1 Design/ creation/ operation of a platform combining Open Educational Resource (OER) and Living Lab	Accommodation MSMEs Tourism stakeholders as analysed in 3.1.3 Professionals/ mentors-to-be; Final beneficiaries - Tourists/ Visitors - Workers in accommodation MSMEs - Higher education and research institutions - Local communities - General public How they benefit - As presented in 3.1.3



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		4.5 - SMAC Network	4.5.1 Creation of the SMAC Network	<p>Accommodation MSMEs, Tourism stakeholders as analysed in 3.1.3, Professionals/ mentors-to-be; Final beneficiaries</p> <ul style="list-style-type: none"> - Tourists/ Visitors - Workers in accommodation MSMEs - Higher education and research institutions - Local communities - General public <p>How they benefit</p> <ul style="list-style-type: none"> - As presented in 3.1.3



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3.2.4 Indicators

Quantify in a realistic manner the **indicators** (both at *expected result(s)* and *outputs* level) to ensure they are achievable with the planned resources (time, partners and budget) and if they are coherent with the Programme indicators target values. Check the “PERFORMANCE FRAMEWORK METHODOLOGY PAPER” to have more information on the set of result and output indicators defined for the Programme, their definition and how to set the target values.

Project expected result(s)	Result indicators (dropdown list)	Target value to be achieved	Description
A tested and refined Simplified Sustainability Model for Accommodation businesses (SSMA), supported by an Artificial Intelligence Recommendation Tool (AIRET), to be easily adopted and implemented by MSMEs so that they can start their journey to sustainability and become more competitive	RCR104	1.0	Type/ sector: Accommodation MSMEs Scope: 56 Accommodation MSMEs of all classes Area: Programme area Time: During and in 1 year after the project Calculation method: Estimation Monitoring: SMAC Networ
	RCR81	88.0	Type/ sector: Individuals Scope: 88 engineers or economists Area: Project area Time: Semester 3 Calculation method: Number foreseen in the proposal Monitoring: Project monitoring (See 3.4.3)



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	RCR84	12.0	Type/ sector: Project partners Scope: 7+5 partners (regular+ Assoc) Area: Project area Time: Semester 5 & after the project Calculation method: Partners, network members Monitoring: MOU of the network
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Project outputs	Output indicators (dropdown list)	Target value to be achieved	Description
Simplified Sustainability Model for Accommodation businesses (SSMA)	RCO116	1.0	Type/ sector: Accommodation MSMEs Scope: 35 MSMEs in pilot implementation Area: Project area Time: Semester 4 Calculation: Foreseen in the proposal Monitoring: Project monitoring (See 3.4.3)
Joint training of sustainability mentors/ facilitators	RCO116	1.0	Solution: Training package commonly implemented & evaluated Type/ sector: Academia, training centres, individuals Scope/ area: No limit Time: Semester 3 Calculation: Proposal Monitoring: See 3.4.3



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	RCO85	56.0	Type/ sector: Individuals Scope: 56 engineers or economists Area: Project area Time: Semester 3 Calculation method: Number foreseen in the proposal Monitoring: Project monitoring (See 3.4.3)
Pilot implementation of the Model (SSMA) with the support of the AI REcommendation Tool (AIRET)	RCO01	35.0	Type/ sector: Accommodation MSMEs Scope: 7 micro, 21 small, 7 medium Area: Project area Time: Semester 4 Calculation method: Foreseen in the proposal Monitoring: Project monitoring (See 3.4.3)
Policy recommendation paper	RCO116	1.0	Type/sector: Policy makers Scope: 14 public authorities Area: Project area Time: Semester 4 Calculation method: 2 per partner Monitoring: Project monitoring (See 3.4.3) Note: Jointly designed & agreed
Additional capitalization activities	RCO02	70.0	Output: Individualised support Type/ sector: Accommodation MSMEs Scope: 14 micro, 28 small, 28 medium Area: Project area Time: Semester 5



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			Calculation: 10/partner Monitoring: Project monitoring (3.4.3)
SMAC OER-LLAB platform	RCO116	1.0	Type/ sector: Individuals, Accommodation MSMEs Scope: No limit Area: Project area Time: Semester 5 Calculation: Estimation Monitoring: Lab analytics. Project monitoring (3.4.3)
SMAC Network	RCO87	12.0	Type/ sector: Project partners Scope: 12 partners (regular + assoc) Area: Project area Time: Semester 5 & after the project Calculation method: Partners, network members Monitoring: MOU of the network



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3.3 Partnership operational and financial capacity

3.3.1 Partnership summary					
	NAME	COUNTRY	REGION	TYPE OF ORGANIZATION (LEGAL STATUS)	ROLE IN THE IMPLEMENTATION
Applicant	ΕΠΙΜΕΛΗΤΗ ΡΙΟ ΔΡΑΜΑΣ	Greece	Anatoliki Makedonia - Thraki	Body governed by public law	WP1, WP2, WP3, WP4
PP01	الغرفة التجارية المصرية بالاسكندرية	Egypt	Al Iskandariyah	Body governed by public law	WP1, WP2, WP3, WP4
PP02	اتحاد منظمات الأعمال المصرية الأوروبية	Egypt	Al Iskandariyah	Other (specify) EU - Egypt bilateral Chamber of Commerce	WP1, WP2, WP3, WP4
PP03	Association of the Mediterranean Chambers of Commerce and Industry	Spain	Catalunya	No profit organisation (Association, Foundation)	WP1, WP2, WP3, WP4
PP04	Δημοκρίτειο Πανεπιστήμιο Θράκης-Ειδικός Λογαριασμός Κονδυλίων Έρευνας	Greece	Anatoliki Makedonia - Thraki	Body governed by public law	WP1, WP2, WP3, WP4
PP05	غرفة التجارة والصناعة لتونس	Tunisia	Tunis	Body governed by public law	WP1, WP2, WP3, WP4



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PP06	Adana Büyükşehir Belediyesi	Türkiye	Adana	Regional or local public administration	WP1, WP2, WP3, WP4
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3.3.2 Applicant and Partners details

This section will include the following information for the Applicant and each Partner. Hence, in the e-form, you will have to complete this “table” for the **Applicant and for each partner**.

Official name of the organisation in the original language	ΕΠΙΜΕΛΗΤΗΡΙΟ ΔΡΑΜΑΣ			
Department/service (if applicable)	EU Project Office			
Translation in English	Drama Chamber of Commerce and Industry			
Acronym of the organisation	DCCI			
Country	Greece			
Region	Anatoliki Makedonia - Thraki			
Official address	40 L. Lambrianidis Str. P.C. 66132 Drama Greece			
Registration number or equivalent	EL090065338			
Website	https://www.dramanet.gr			
Legal status	Body governed by public law			
Profit-Making	Yes v No			
Has the Applicant applied for other projects under this call for proposals? If yes, indicate title of the project, specific objective and role within the partnership.	1.	Title: Creative topic: objective: Role: Partner	SO	hubs No 1.3
Partner's annual total budget / turnover (in €) (average of the last 2 years)	€1.000.001 to €3.000.000			
Partner's budget dedicated to EU projects (in €) (average of the last 2 years)	183.995,43 €			



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Partner's total staff (full time equivalent)	10 or less
Staff dedicated to EU projects (full time equivalent)	4
Legal representative	Stefanos Georgiadis, georgiadis.stefanos@gmail.com, 00302521022750, President
Contact person	Io Chatzivaryti, io.chatzivaryti@gmail.com, 00302521022750, EU Programmes Advisor
Amount	
EU Programme contribution	333.913,77 €
Partner co-financing	41.270,24 €
Partner total eligible budget	375.184,01 €
Co-Financing Rate	11.0%
3.3.3 Experience and capacity of the Applicant	
Describe the reasons why the Applicant demonstrates the adequate experience, expertise, capacity to coordinate, manage and implement the project (financial, human resources and thematic expertise in order to ensure the involvement of the chosen stakeholders) and justify that it has stable and sufficient financial capacity to ensure the cashflow all along the project implementation. For proposals presented under the youth strand, please provide information on specific experience, expertise and competences in managing and implementing projects for the youth.	
<p>DCCI has a proven record of the projects and initiatives designed and implemented, making it a particularly dynamic partner in EU project proposals. The Chamber has built a significant capacity in EU project management, and having in its records projects from various EU programmes (ENI, Interreg, etc) makes it knowledgeable of the prerequisites for implementing such projects.</p> <p>Drama Chamber of Commerce and Industry is aligned with the project goal, which is to support, train and transfer crucial technological innovation and expertise to the SMEs of our area.</p> <p>The Chamber's duties involve its operation as a consulting agency that promotes the region of Drama, supports the growth and investment activities in the area and provides assistance, support and encouragement to the dynamic SMEs of the Region. Therefore, in this project, DCCI can provide quality consultative/training services to small and medium-sized enterprises to thoroughly introduce quality services and guide the SMEs towards successfully promoting them.</p> <p>More importantly, DCCI, through the Urban Sustainable Development programme of the municipality of Drama, has established and operates Lab 40. Lab 40 acts as a Business Accelerator" and is a permanent supportive environment that responds to businesses in terms of product upgrade. At the same time, it calls for start-ups, differentiated and already existing businesses. Furthermore, lab 40 is also a 'Business Incubator" that providing modern entrepreneurial co-working spaces. This structure is a powerful dynamic tool for the training packages and the participative and engaging stakeholder activities that the project entails. With professional support from LAB40 experts, SMEs can receive professional mentoring through the process of upgrading their services.</p>	
3.3.4 Experience and capacity of the partner organisations	
Illustrate the reasons why the partner organisations have the experience, expertise and competences in the thematic field(s) concerned as well as the necessary capacity to implement the project (financial, human resources and capacity to ensure the involvement of the chosen stakeholders). For proposals presented under the youth strand, please provide information on specific experience, expertise and competences in managing and implementing projects for the youth.	



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N/A	
Official name of the organisation in the original language	الغرفة التجارية المصرية بالاسكندرية
Department/service (if applicable)	N/A
Translation in English	Alexandria Chamber of Commerce
Acronym of the organisation	Alex Chamber
Country	Egypt
Region	Al Iskandariyah
Official address	31st Chamber of Commerce street, Mehta Al Ramel Sq., Attarin -Alexandria, 21536
Registration number or equivalent	100711847
Website	https://alexcham.org/
Legal status	Body governed by public law
Profit-Making	YesV No
Has the Applicant applied for other projects under this call for proposals? If yes, indicate title of the project, specific objective and role within the partnership.	<p>1.Title: WISE-Med-Catalysing Role: Partner</p> <p>2.Title: MEDEX SO 1.3 Role: Partner</p> <p>3.Title: FAME-Mediterranean SO 1.3 Role: Partner</p> <p>4.Title: SKILL UP SO 3.1 Role: Partner</p>
Partner's annual total budget / turnover (in €) (average of the last 2 years)	more than €10.000.001
Partner's budget dedicated to EU projects (in €) (average of the last 2 years)	550.000,00 €



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Partner's total staff (full time equivalent)	251 to 500
Staff dedicated to EU projects (full time equivalent)	37
Legal representative	Ahmed El Wakil, secretarygeneral@alexchamb.org, 00201220227777, Chairman
Contact person	Eman Seif, emanseif@hotmail.com, 00201224566312, Deputy of Secretary General for Finance & Projects
Amount	
EU Programme contribution	299.381,76 €
Partner co-financing	37.002,24 €
Partner total eligible budget	336.384,00 €
Co-Financing Rate	11.0%
3.3.3 Experience and capacity of the Applicant	
Describe the reasons why the Applicant demonstrates the adequate experience, expertise, capacity to coordinate, manage and implement the project (financial, human resources and thematic expertise in order to ensure the involvement of the chosen stakeholders) and justify that it has stable and sufficient financial capacity to ensure the cashflow all along the project implementation. For proposals presented under the youth strand, please provide information on specific experience, expertise and competences in managing and implementing projects for the youth.	
N/A	
3.3.4 Experience and capacity of the partner organisations	
Illustrate the reasons why the partner organisations have the experience, expertise and competences in the thematic field(s) concerned as well as the necessary capacity to implement the project (financial, human resources and capacity to ensure the involvement of the chosen stakeholders). For proposals presented under the youth strand, please provide information on specific experience, expertise and competences in managing and implementing projects for the youth.	
<p>Alexandria Chamber of Commerce, founded in 1922, represents approximately 360 000 affiliates, including 45 different commercial and industrial leading sectors. In the framework of the Advocacy and Promotion of businesses, the Chamber is a representational institution that guarantees the promotion of economic and business activity and sustainable local development. Its function is to defend general business interests organize events that encourage business competitiveness, both locally and internationally It also collaborates with public, governmental administrations and has remits and administrative public functions attributed to it by law, independently of those delegated to it by public authorities.</p> <p>Over the past decade the Chamber had over 30 CBC MED and regional projects (4 in the last program). It has a public law status and private law organisations as members, thus representing power and flexibility, besides experience, network and terms of reference. The Chamber has played a crucial role as the</p>	



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Egyptian partner in all these projects, contributing significantly to the project's output. With a focus on supporting MSMEs, Alex Chamber demonstrated expertise in stakeholder engagement, project result capitalization, and regional visibility. Implementation of these projects in Egypt involved a multi-stakeholder approach to capitalize on project results and to develop policy recommendations, offering tailored mentoring, coaching and training activities for professionals, SMEs, start-ups and youth with business ideas for sustainability topics, developing tools to upscale innovative technologies and leading visibility and communication activities.

The main role of the Partner is supporting start-ups and SMEs in enhancing competitiveness and sustainability through training, mentoring, and match-making events.

IMPORTANT

In the project, ALEX Chamber will cover Al Iskandariyah region while the other Egyptian partner (PP2), as nation-wide organisation will cover Cairo

Official name of the organisation in the original language	اتحاد منظمات الأعمال المصرية الأوروبية
Department/service (if applicable)	N/A
Translation in English	Confederation of Egyptian European Business Associations
Acronym of the organisation	CEEBA
Country	Egypt
Region	Al Iskandariyah
Official address	31st Chamber of Commerce street, Mahta Al Raml Sq, Mahta Al Raml, Alexandria, 21536
Registration number or equivalent	MoU 1822006
Website	https://ceeba.org/
Legal status	Other (specify) EU - Egypt bilateral Chamber of Commerce
Profit-Making	YesV No



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Has the Applicant applied for other projects under this call for proposals? If yes, indicate title of the project, specific objective and role within the partnership.	Partner in: SO1.1: NUTS SO1.2: MedTour.Inno.HUB, SMAC, MEDiTRADE, Ecosystem Growth Hubs SO1.3: MEDDIGIT, OASIS, SMARTMED-ACCELERATORS NETWORK SO2.1: MedNatSal-CO2, REMUNERATOR SO2.2.1: CCS MED SO2.2: IAMOLive SO3.1: Horizon Craft SO4.2: Dial MeDiet
Partner's annual total budget / turnover (in €) (average of the last 2 years)	€500.001 to €1.000.000
Partner's budget dedicated to EU projects (in €) (average of the last 2 years)	450.000,00 €
Partner's total staff (full time equivalent)	10 or less
Staff dedicated to EU projects (full time equivalent)	9
Legal representative	Alaa Ezz, secretarygeneral@ceeba.org, 00201220227777, Secretary General
Contact person	Marion Kussmann, marionkussmann@gmail.com, 00201001014024, Chief Operations Officer
Amount	
EU Programme contribution	284.508,97 €
Partner co-financing	35.164,03 €
Partner total eligible budget	319.673,00 €
Co-Financing Rate	11.0%
3.3.3 Experience and capacity of the Applicant	
Describe the reasons why the Applicant demonstrates the adequate experience, expertise, capacity to coordinate, manage and implement the project (financial, human resources and thematic expertise in order to ensure the involvement of the chosen stakeholders) and justify that it has stable and sufficient financial capacity to ensure the cashflow all along the project implementation. For proposals presented under the youth strand, please provide	



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information on specific experience, expertise and competences in managing and implementing projects for the youth.	
N/A	
3.3.4 Experience and capacity of the partner organisations	
Illustrate the reasons why the partner organisations have the experience, expertise and competences in the thematic field(s) concerned as well as the necessary capacity to implement the project (financial, human resources and capacity to ensure the involvement of the chosen stakeholders). For proposals presented under the youth strand, please provide information on specific experience, expertise and competences in managing and implementing projects for the youth.	
<p>The Confederation of Egyptian European Business Associations (CEEBA) has played a crucial role as the Egyptian partner in 11 ENI and 4 ENPI CBC Med projects, contributing significantly to the project's output. With a focus on supporting Micro, Small, and Medium-sized Enterprises (MSMEs), CEEBA demonstrated expertise in stakeholder engagement, project result capitalization, and regional visibility. Implementation of these projects in Egypt involved a multi-stakeholder approach to capitalize on project results and to develop policy recommendations, offering tailored mentoring, coaching and training activities for professionals, SMEs, start-ups and youth with business ideas for sustainability topics, developing tools to upscale innovative technologies and leading visibility and communication activities for projects including organizing numerous regional and local visibility and stakeholder events across various sectors like textile, energy, innovation, logistics, water, tourism, and heritage.</p> <p>Committed to fostering innovation, CEEBA actively supported start-ups and SMEs in enhancing competitiveness and sustainability through training, mentoring, and match-making events. Our multi-actor approach aimed at promoting innovation capacity, collaborating with governmental stakeholders to improve regulatory frameworks and support systems. As a seasoned private sector representative with 20 years of managing EU-funded projects, CEEBA is well-positioned to capitalize on past project outcomes and contribute to the technical implementation, visibility, and capitalization aspects as the Egyptian partner in ongoing efforts.</p> <p>IMPORTANT</p> <p>Cairo and Alexandria are the most populated cities in the programme area. Although CEEBA is located in Alexandria, as a country-wide organisation, it the project will cover the Cairo region (Governorate of Cairo) (population 22.6 million), while the other Egyptian partner ALEX Chamber (PP1) will cover Al Iskandariyah region</p>	
Official name of the organisation in the original language	Association of the Mediterranean Chambers of Commerce and Industry
Department/service (if applicable)	General Secretariat
Translation in English	Association of the Mediterranean Chambers of Commerce and Industry
Acronym of the organisation	ASCAME



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Country	Spain
Region	Catalunya
Official address	Av. Diagonal 452, Barcelona 08006, Spain
Registration number or equivalent	G65559346
Website	www.ascame.org
Legal status	No profit organisation (Association, Foundation)
Profit-Making	YesV No
Has the Applicant applied for other projects under this call for proposals? If yes, indicate title of the project, specific objective and role within the partnership.	-MedEX -Ecosystem Growth Hubs for sustainability and innovation of SMEs in the wider cruise tourism sector -Mediterranean Network of Digital Transition Hubs -SMARTMED-ACCELERATORS NETWORK -MEDI TRADE Role in all projects: Partner All Priority 1.1.2
Partner's annual total budget / turnover (in €) (average of the last 2 years)	€500.001 to €1.000.000
Partner's budget dedicated to EU projects (in €) (average of the last 2 years)	988.923,00 €
Partner's total staff (full time equivalent)	10 or less
Staff dedicated to EU projects (full time equivalent)	6
Legal representative	Xavier Coronas Guinart, secretariat@ascame.org, 0034934169556, LEAR (Legal Representative)
Contact person	Estela Delgado, edelgado@ascame.org, 0034934169556, Area Manager, Projects & International Cooperation Luis Miranda, lmiranda@ascame.org, 0034934169556, Area Manager, Projects & International Cooperation Diana Truyol, dtruyol@ascame.org, 0034934169556, Project Manager, Projects&International Cooperation



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Amount	
EU Programme contribution	291.408,25 €
Partner co-financing	36.016,75 €
Partner total eligible budget	327.425,00 €
Co-Financing Rate	11.0%
3.3.3 Experience and capacity of the Applicant	
Describe the reasons why the Applicant demonstrates the adequate experience, expertise, capacity to coordinate, manage and implement the project (financial, human resources and thematic expertise in order to ensure the involvement of the chosen stakeholders) and justify that it has stable and sufficient financial capacity to ensure the cashflow all along the project implementation. For proposals presented under the youth strand, please provide information on specific experience, expertise and competences in managing and implementing projects for the youth.	
N/A	
3.3.4 Experience and capacity of the partner organisations	
Illustrate the reasons why the partner organisations have the experience, expertise and competences in the thematic field(s) concerned as well as the necessary capacity to implement the project (financial, human resources and capacity to ensure the involvement of the chosen stakeholders). For proposals presented under the youth strand, please provide information on specific experience, expertise and competences in managing and implementing projects for the youth.	
<p>ASCAME, as one of the main representatives of the Mediterranean private sector, has a long experience in EU projects. From ENPI projects to standard and strategic ENI CBC MED projects, the organization has been present dozens of EU projects for over 20 years. ASCAME's network, with more than 300 hundred Chambers and Commerce affiliated, has many partners that participated in ENI CBC MED projects in a wide array of topics as well as under other programs and initiatives of EuropeAid such as the EBSOMED project that counted with the participation of BSOs from all over the Mediterranean region</p> <p>The General Secretariat of ASCAME, the association has been participating in many EU initiatives and projects during the last 20 years. From the ENPI projects to the still running ENI CBC MED programme and other initiatives and programmes such as EuropeAid, EMFAF initiative, INTERREG MED programme and INTERREG Euro-Med programme.</p> <p>Those are some of the projects and initiatives successfully implemented by ASCAME in numerous topics affecting the economic activity of the Mediterranean SMEs. As representatives of the Mediterranean Private sector, ASCAME has been participating in projects related to Tourism, Blue Economy, Green and sustainable development issues, foster private sector competitiveness, logistics and transport, cultural heritage, innovation, and digitalization of BSOs, development of digital skills for businesswomen and young entrepreneurs, promote the start-ups innovation ecosystem, among others.</p> <p>All These experiences have provided ASCAME's General Secretariat with a sound expertise in key topics for the promotion and strengthening of SMEs on sustainable development and green issues orientated to enhance the Mediterranean SMEs competitiveness. Besides, this is the final goal of ASCAME. With this</p>	



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aim, the General Secretariat has not only the knowledge and the capacity but also the necessary human and financial resources to implement the project.	
Official name of the organisation in the original language	Δημοκρίτειο Πανεπιστήμιο Θράκης-Ειδικός Λογαριασμός Κονδυλίων Έρευνας
Department/service (if applicable)	Department of Engineering
Translation in English	Democritus University of Thrace-Special Account for Research Funds
Acronym of the organisation	DUTH
Country	Greece
Region	Anatoliki Makedonia - Thraki
Official address	Vasilissis Sofias 12 Street 67100,Xanthi Greece
Registration number or equivalent	EL 999975749
Website	https://rescom.duth.gr
Legal status	Body governed by public law
Profit-Making	YesV No
Has the Applicant applied for other projects under this call for proposals? If yes, indicate title of the project, specific objective and role within the partnership.	<p>Applicant in:</p> <p>1. SKILL UP/SO3.1</p> <p>2. SOLARMED/SO2.1</p> <p>Partner in:</p> <p>1. NEDSMed/SO3.1</p> <p>2. CPS-MED/SO2.4</p> <p>3. ALTERNATOR/SO2.1</p> <p>4. SOSUTEX/SO2.5</p> <p>5. FORESMED1/SO2.2</p> <p>6. eSeniorWomen/SO3.1</p> <p>7. SusAltFor/SO2.4</p> <p>8. BLUEMED-BIOCRAV/SO2.2</p> <p>9. RMID/SO 2.2</p>
Partner's annual total budget / turnover (in €)	€3.000.001 to €10.000.000

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(average of the last 2 years)	
Partner's budget dedicated to EU projects (in €) (average of the last 2 years)	7.547.020,22 €
Partner's total staff (full time equivalent)	
Staff dedicated to EU projects (full time equivalent)	9
Legal representative	Georgios Broufas, rc_mng@rescom.duth.gr, 00302531039132, Vice Rector of DUTH
Contact person	Prodromos Chatzoglou, pchatzog@pme.duth.gr, 00306944941909, Professor Styliani Ainitou, rc@duth.gr, 00302541079457, Deputy Head of Financial & Administrative Support
Amount	
EU Programme contribution	290.795,05 €
Partner co-financing	35.940,96 €
Partner total eligible budget	326.736,01 €
Co-Financing Rate	11.0%
3.3.3 Experience and capacity of the Applicant	
Describe the reasons why the Applicant demonstrates the adequate experience, expertise, capacity to coordinate, manage and implement the project (financial, human resources and thematic expertise in order to ensure the involvement of the chosen stakeholders) and justify that it has stable and sufficient financial capacity to ensure the cashflow all along the project implementation. For proposals presented under the youth strand, please provide information on specific experience, expertise and competences in managing and implementing projects for the youth.	
N/A	
3.3.4 Experience and capacity of the partner organisations	
Illustrate the reasons why the partner organisations have the experience, expertise and competences in the thematic field(s) concerned as well as the necessary capacity to implement the project (financial, human resources and capacity to ensure the involvement of the chosen stakeholders). For proposals presented under the youth strand, please provide information on specific experience, expertise and competences in managing and implementing projects for the youth.	



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In 1981 at No. 187 Session of the Senate of Democritus University of Thrace, the Research Committee was established. The action marked the establishment of the Special Account for Research Funds at DUTH.

The purpose of the SARF, is the allocation and management of funds from any source, intended to cover any kind of spending, which is necessary for the needs of research, education, training, development and continuing training projects and projects for scientific, technological and artistic services, specialized studies, running tests, measurements, laboratory tests and analyses, consultancy services, drafting specifications for third parties, as well as for other related services or activities that contribute to linking education and research with production and performed or provided by the scientific staff of the University and with the cooperation of other specialists. It currently manages over 900 projects per year.

Democritus University of Thrace classified among the biggest Greek Universities has, since its foundation, been the first Greek regional multi-campus university that not only solely served purely educational objectives. Apart from its primary educational and research activity, has essentially participated in the efforts for the economic growth of the Administrative Region of Thrace. DUTH has also significantly contributed to the reinforcement of the national and cultural character of the wider area in Thrace as well as to the upgrade of its living and social status through direct and indirect initiatives.

DUTH continues to aim both at educational and research excellence while, it also builds upon the challenges and demands of the future. It re-orientes its research strategy based upon innovation, entrepreneurship, technology, the new digital era and the growth of large-scale research.

The DUTH School of Engineering, has since its establishment been a pioneer in research and innovation, involving highly experienced in EU projects staff.

Official name of the organisation in the original language	غرفة التجارة والصناعة لتونس
Department/service (if applicable)	N/A
Translation in English	Chamber of Commerce and Industry of Tunis
Acronym of the organisation	CCI Tunis
Country	Tunisia
Region	Tunis
Official address	31. Av de Paris – Tunis 1000 - TUNISIE
Registration number or equivalent	RNE : 0014508Y
Website	www.ccitunis.org.tn
Legal status	Body governed by public law
Profit-Making	YesV No



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Has the Applicant applied for other projects under this call for proposals? If yes, indicate title of the project, specific objective and role within the partnership.	1. MEDITRADE, Partner, SO1.2 2. SPEEDUP, Partner, SO1.2 3. AI-Driven SME, Partner, SO1.2 4. SUSMARK, Partner, SO2.4 5. RurLearn, Partner, SO3.1
Partner's annual total budget / turnover (in €) (average of the last 2 years)	€1.000.001 to €3.000.000
Partner's budget dedicated to EU projects (in €) (average of the last 2 years)	200.000,00 €
Partner's total staff (full time equivalent)	51 to 250
Staff dedicated to EU projects (full time equivalent)	15
Legal representative	Moncef Ben Jemaa, president@ccit.com.tn, 0021671247322, President
Contact person	Naoufel Azizi, cooperation@ccit.com.tn, 0021620516015, Head of Cooperation & Projects Department
Amount	
EU Programme contribution	279.135,15 €
Partner co-financing	34.499,85 €
Partner total eligible budget	313.635,00 €
Co-Financing Rate	11.0%
3.3.3 Experience and capacity of the Applicant	
Describe the reasons why the Applicant demonstrates the adequate experience, expertise, capacity to coordinate, manage and implement the project (financial, human resources and thematic expertise in order to ensure the involvement of the chosen stakeholders) and justify that it has stable and sufficient financial capacity to ensure the cashflow all along the project implementation. For proposals presented under the youth strand, please provide information on specific experience, expertise and competences in managing and implementing projects for the youth.	
N/A	
3.3.4 Experience and capacity of the partner organisations	



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Illustrate the reasons why the partner organisations have the experience, expertise and competences in the thematic field(s) concerned as well as the necessary capacity to implement the project (financial, human resources and capacity to ensure the involvement of the chosen stakeholders). For proposals presented under the youth strand, please provide information on specific experience, expertise and competences in managing and implementing projects for the youth.

The Chamber of Commerce and Industry of Tunis is a public economic organization which carries out these activities under the supervision of the Tunisian Ministry of Commerce.

The economic nature of CCITunis has allowed it to have good experience in the management of multilateral and bilateral projects. The Chamber has contributed to the success of various cooperation projects that address societal and environmental issues.

CCI Tunis participated in various projects within the framework of different cooperation programs (ENI CBC MED, etc.). In relation to the priorities of the program, namely the environment, green energies, tourism, support for businesses and young entrepreneurs and also the protection of the intellectual property of women and young entrepreneurs who represent the weak link in the economic environment. The Chamber of Commerce and Industry of Tunis has qualified staff in several disciplines, is versatile and has the financial means necessary to accomplish the tasks assigned to it within the framework of the various projects in which it participates.

The economic nature of CCI Tunis has allowed it to maintain strong relationships with the socio-economic community of "Greater Tunis" region and mainly with businesses and public institutions.

It also has an international network of economic partners with whom it has signed collaboration agreements to facilitate the commercial operations of local economic operators.

CCITunis has the necessary skills for the success of cross-border cooperation projects, namely:

- Collection and analysis of local data.
- Expertise in the organization of economic events and training cycles.
- Development and implementation pilot projects.
- Organisation of workshops and supporting organizations at the national level.
- Promotion through the means of communication.
- Development of guidance documents and public policy review papers.
- Transfer of results and knowledge through the creation of libraries of good practices

Official name of the organisation in the original language	Adana Büyükşehir Belediyesi
Department/service (if applicable)	External Relations Department
Translation in English	Adana Metropolitan Municipality
Acronym of the organisation	AMM
Country	Türkiye
Region	Adana

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Official address	Reşatbey Mahallesi Atatürk Bulvarı Tas Bina Zemin Kat Post Code: 01120, Seyhan
Registration number or equivalent	0070041057
Website	www.adana.bel.tr
Legal status	Regional or local public administration
Profit-Making	YesV No
Has the Applicant applied for other projects under this call for proposals? If yes, indicate title of the project, specific objective and role within the partnership.	<p>1. Project Title:Strenghtening Food Security and Safety through Climate Smart Agriculture with a special focus on Local Agri-Food Production Specific Objective: S.O.2.2 Role: Applicant</p> <p>2. Title: MEDGAPE Specific Objective: S.O.2.2 Role: Applicant</p>
Partner's annual total budget / turnover (in €) (average of the last 2 years)	more than €10.000.001
Partner's budget dedicated to EU projects (in €) (average of the last 2 years)	3.000.000,00 €
Partner's total staff (full time equivalent)	more than 1.001
Staff dedicated to EU projects (full time equivalent)	12
Legal representative	Zeydan Karalar, info@adana.bel.tr, 00905331500980, Mayor
Contact person	Adil Murat Vular, adilmuratvular@gmail.com, 00905307600130, Head of External Relations Department
Amount	
EU Programme contribution	286.771,35 €
Partner co-financing	35.443,65 €
Partner total eligible budget	322.215,00 €



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Co-Financing Rate	11.0%
3.3.3 Experience and capacity of the Applicant	
Describe the reasons why the Applicant demonstrates the adequate experience, expertise, capacity to coordinate, manage and implement the project (financial, human resources and thematic expertise in order to ensure the involvement of the chosen stakeholders) and justify that it has stable and sufficient financial capacity to ensure the cashflow all along the project implementation. For proposals presented under the youth strand, please provide information on specific experience, expertise and competences in managing and implementing projects for the youth.	
N/A	
3.3.4 Experience and capacity of the partner organisations	
Illustrate the reasons why the partner organisations have the experience, expertise and competences in the thematic field(s) concerned as well as the necessary capacity to implement the project (financial, human resources and capacity to ensure the involvement of the chosen stakeholders). For proposals presented under the youth strand, please provide information on specific experience, expertise and competences in managing and implementing projects for the youth.	
<p>Adana Metropolitan Municipality (AMM) having the experience, expertise and capacity in the thematic areas of sustainability and tourism development, aligns perfectly with the project's objectives of fostering sustainable practices within the accommodation sector.</p> <p>Alignment with Project Goals:</p> <ul style="list-style-type: none"> • Relevant Expertise: AMM's existing programs related to sustainable tourism demonstrate a strong understanding of the challenges and opportunities for integrating sustainability principles within the hospitality industry. This practical knowledge positions AMM to provide valuable insights into tailoring the SMAC model to the specific needs of Adana's accommodation sector. • Local Context and Stakeholder Relationships: AMM's deep understanding of the local tourism landscape, including the predominant types of accommodation businesses, is crucial for ensuring the project's effective implementation. Furthermore, established relationships with local tourism associations, hotelier groups, and educational institutions will facilitate stakeholder engagement and project dissemination. <p>Capacity for Project Implementation:</p> <ul style="list-style-type: none"> • Resource Allocation: AMM's participation signifies a commitment to allocating resources towards the project. This financial backing, coupled with AMM's potential to leverage its network for additional funding from local businesses or tourism development agencies, strengthens the project's financial sustainability. • Human Capital: AMM's personnel possess expertise in environmental management, tourism development, and business development. These qualified individuals can be directly involved in project activities such as organizing awareness events, training programs, and pilot implementations of the SMAC model. • Stakeholder Mobilization: AMM has the authority and reach to convene stakeholders from the tourism 	



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industry, educational institutions, and the local community. This ability is essential for ensuring widespread project adoption and long-term success.

3.3.5 Experience and expertise breakdown by partner					
NAME		COUNTRY	PAST EXPERIENCE	KEY EXPERTISE PROVIDED TO THE PROJECT	OUTPUTS
Applicant	ΕΠΙΜΕΛΗΤΗΡΙΟ ΔΡΑΜΑΣ	Greece	TEAWAY: Promoting tea as the engine of growth for the Black Sea Basin Area The project focuses on a particular element of the Black Sea agriculture: the cultivation/production and marketing of tea. objective is to promote and show the local and regional tea products & create new market opportunities / 700.000,00 € / 110.000,00 € Social Forces: ReinFORCE SOCIAL Entrepreneurial Spirit through setting up	Project management & communication, access to target groups, entrepreneurship support, training etc	1.1 (WP1), 1.2 (WP1), 1.3 (WP1), 1.4 (WP1), 2.1 (WP2), 2.2 (WP2), 2.3 (WP2), 2.4 (WP2), 2.5 (WP2), 2.6 (WP2), 2.7 (WP2), 3.1 (WP3), 3.2 (WP3), 3.3 (WP3), 3.4 (WP3), 4.1 (WP4), 4.2 (WP4), 4.3 (WP4), 4.4 (WP4), 4.5 (WP4)



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			<p>Innovative Support Structures in the cross-border Territory/MIS 5011020</p> <p>The overall objectives of this project are to reinforce regional policies and local initiatives to promote and support social entrepreneurship. /</p> <p>622.547,00 € / 58.027,55 €</p> <p>ENI/2019/411-865-WINEbility</p> <p>Total budget / 59.253,76 € / 30.000,00 €</p>		
PP1	<p>الغرفة التجارية المصرية بالاسكندرية</p>	Egypt	<p>Med Pearls: The Mediterranean as an innovative integral and unique destination for slow tourism initiatives</p> <p>Med Pearls aims at internationally positioning the Mediterranean as a unique and integral destination to experience the Med lifestyle</p>	<p>Project implementation & communication, access to target groups, business support, training etc</p>	<p>1.1 (WP1), 1.2 (WP1), 1.3 (WP1), 1.4 (WP1), 2.1 (WP2), 2.2 (WP2), 2.3 (WP2), 2.4 (WP2), 2.5 (WP2), 2.6 (WP2), 2.7 (WP2), 3.1 (WP3), 3.2 (WP3), 3.3 (WP3), 3.4 (WP3), 4.1 (WP4), 4.2 (WP4), 4.3 (WP4),</p>



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			<p>through SlowTourism (ST) / 3.600.000,00 € / 247.041,41 €</p> <p>TECHLOG- Technological Transfer for Logistics Innovation in Mediterranean area</p> <p>TECHLOG wants to strengthen ties between academia and the (trans)port industry (transport inside port areas) in the Med region.</p> <p>TECHLOG will encourage joint Technology Transfer Initiative to achieve common quality standards / 3.600.000,00 € / 312.191,57 €</p> <p>Sole: High Energy Efficiency for the public Stock buildings in Mediterranean</p> <p>SOLE supports cost-effective and innovative energy rehabilitations</p>		4.4 (WP4), 4.5 (WP4)
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			of public buildings. Through knowledge sharing on energy rehabilitation partners will define local plans adapted to each of the participating territories / 3.100.000,00 € / 390.002,01 €		
PP2	اتحاد منظمات الأعمال المصرية الأوروبية	Egypt	INTECMED: Incubators for innovation and technological transfer in the Mediterranean INTECMED aims to develop an integrated innovation ecosystem at local level to support technological transfer and commercialization of research results. / 3.600.000,00 € / 510.343,36 € INVESTMED: InNoVative Sustainable Start-ups for the Mediterranean INVESTMED	Project implementation & communication, access to target groups, business support, training etc	1.1 (WP1), 1.2 (WP1), 1.3 (WP1), 1.4 (WP1), 2.1 (WP2), 2.2 (WP2), 2.3 (WP2), 2.4 (WP2), 2.5 (WP2), 2.6 (WP2), 2.7 (WP2), 3.1 (WP3), 3.2 (WP3), 3.3 (WP3), 3.4 (WP3), 4.1 (WP4), 4.2 (WP4), 4.3 (WP4), 4.4 (WP4), 4.5 (WP4)



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			<p>project aims at addressing both economic and environmental challenges, supporting new, sustainable business opportunities for young people and women in three countries: Egypt, Lebanon and Tunisia. / 3.600.000,00 € / 436.284,74 €</p> <p>MAIA-TAQA: Mobilizing new Areas of Investments And Together Aiming to increase Quality of life for All MAIA-TAQA will deal with RE supply issues by setting up demonstrators in 3 Mediterranean pilot areas where innovative services will be applied / 3.100.000,00 € / 625.040,00 €</p>		
PP3	Association of the Mediterranean	Spain	Enhancing Business Support	Project implementation,	1.1 (WP1), 1.2 (WP1),



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	Chambers of Commerce and Industry		Organizations and Business networks in the Southern Neighbourhood, EBSOMED EBSOMED aims at boosting the Mediterranean business ecosystem promoting inclusive economic growth and job creation, by enhancing the private sector environment in Southern Europe countries / 6.250.000,00 € / 599.620,00 € Euro-Mediterranean Network Facilitating Market Uptake of Innovations from SMEs, EMPHASIS EMPHASIS is set on co-creating a Mediterranean Open Innovation (OI) ecosystem, in which knowledge flows across borders and is	access to policy makers, international relationships, living lab expertise e	1.3 (WP1), 1.4 (WP1), 2.1 (WP2), 2.2 (WP2), 2.3 (WP2), 2.4 (WP2), 2.5 (WP2), 2.6 (WP2), 2.7 (WP2), 3.1 (WP3), 3.2 (WP3), 3.3 (WP3), 3.4 (WP3), 4.1 (WP4), 4.2 (WP4), 4.3 (WP4), 4.4 (WP4), 4.5 (WP4)
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			translated into marketable innovations. / 818.689,39 € / 132.960,68 € MEDUSA - Development and promotion of Mediterranean Sustainable Adventure Tourism MEDUSA will tackle joint challenges via targeted and inter-related capacity building and cross-border interventions to develop and promote adventure tourism in the region / 3.300.000,00 € / 159.794,87 €		
PP4	Δημοκρίτειο Πανεπιστήμιο Θράκης-Ειδικός Λογαριασμός Κονδυλίων Έρευνας	Greece	Employing circular economy approach for OFMSW management within the Mediterranean countries / 3.191.559,45 € / 312.762,00 € Cross border Action Plan for the	Project implementation, sustainability expertise, AI and other digital platforms development etc	1.1 (WP1), 1.2 (WP1), 1.3 (WP1), 1.4 (WP1), 2.1 (WP2), 2.2 (WP2), 2.3 (WP2), 2.4 (WP2), 2.5 (WP2), 2.6 (WP2), 2.7 (WP2), 3.1 (WP3),



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			Development and Operation of an Executive Mechanism for Support and Promotion of Social Entrepreneurship in the context of the Social economy and Social Innovation / 569.105,29 € / 92.925,99 € Social Agri-Entrepreneurship for People with Disabilities in the Crossborder Area / 492.119,65 € / 125.649,15 €		3.2 (WP3), 3.3 (WP3), 3.4 (WP3), 4.1 (WP4), 4.2 (WP4), 4.3 (WP4), 4.4 (WP4), 4.5 (WP4)
PP5	غرفة التجارة والصناعة لتونس	Tunisia	IP Capacities for Smart, Sustainable and Inclusive Growth in the MEDiterranean Region / IPMED IPMED intends to contribute to change by helping local authorities understand how they can support entrepreneurs in accessing, using and	Project implementation & communication, access to policy makers, international relationships etc	1.1 (WP1), 1.2 (WP1), 1.3 (WP1), 1.4 (WP1), 2.1 (WP2), 2.2 (WP2), 2.3 (WP2), 2.4 (WP2), 2.5 (WP2), 2.6 (WP2), 2.7 (WP2), 3.1 (WP3), 3.2 (WP3), 3.3 (WP3), 3.4 (WP3), 4.1 (WP4), 4.2 (WP4),



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			<p>optimizing the growth potential of IPR, enhancing IPR entrepreneurs / 1.100.000,00 € / 222.573,00 €</p> <p>Fostering Solar Technology in the mediterranean Area / FOSTEr in MED</p> <p>FOSTEr in MED project aims to promote the adoption of innovative solar photovoltaic (PV) technologies in the Mediterranean area. / 4.050.000,00 € / 390.165,00 €</p> <p>ENPI CBCMED "Mediterranean diet and enhancement of traditional foodstuff" / 4.497.200,00 € / 371.238,00 €</p>		4.3 (WP4), 4.4 (WP4), 4.5 (WP4)
PP6	Adana Büyükşehir Belediyesi	Türkiye	Provision of livelihoods to refugees and host community members through green economy and other activities to be	Project implementation & communication, access to target groups,	1.1 (WP1), 1.2 (WP1), 1.3 (WP1), 1.4 (WP1), 2.1 (WP2), 2.2 (WP2), 2.3 (WP2),



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			<p>conducted under the women’s cooperative to be established in Adana Donor:UN/ILO Objective:strengthening employability & resilience in the labour market through skills development training / 0,00 € / 426.374,70 € GREEN The objective is to empower local host community and refugee women whilst giving vocational training on greenhouse and roll grass production via a women’s cooperative and benefit from the livelihood opportunities of the cooperative. Donor: USA BPRM / 0,00 € / 6.000.000,00 € Promoting Climate-smart Agriculture Practices and Employment Prospects for</p>	sustainability expertise etc	<p>2.4 (WP2), 2.5 (WP2), 2.6 (WP2), 2.7 (WP2), 3.1 (WP3), 3.2 (WP3), 3.3 (WP3), 3.4 (WP3), 4.1 (WP4), 4.2 (WP4), 4.3 (WP4), 4.4 (WP4), 4.5 (WP4)</p>
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			<p>Turkish and Syrian communities in Adana</p> <p>Overall objective of the project is to contribute towards development of more resilient and sustainable agricultural systems through supporting climate smart practices</p> <p>Donor: GIZ/PEP / 0,00 € / 384.963,00 €</p>		
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3.3.6 Associates				
Name		Country	Past experience	Expertise provided to the project
Associated 1	Technopolis PST S.c.a r.l.	Italy	<p>RESIST - Regions for climate change resilience through Innovation, Science and Technology. Funded by: HORIZON-MISS-2021-CLIMA-02</p> <p>Role: PP / 24.949.990,25 € / 468.750,00 €</p> <p>CETMA-DIHSME - CETMA-Digital</p>	<p>Projects communication and capitalisation. Access to target groups and policy makers in Italy.</p> <p>Entrepreneurship support.</p> <p>Sustainability expertise. Technological expertise. Linked partner PP3</p>



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			<p>Innovation Hub for SMEs; Funded by: DIGITAL-2021-EDIH-01 Scope: European Digital Innovation Hub for digital services to SMEs and PA in Apulia and Basilicata Role: PP / 5.849.476,00 € / 370.585,94 € CCI4TOURISM - Strengthen entrepreneurial skills of Cultural and Creative Industries for the valorisation of cultural heritage and the development of sustainable tourism models in the Adriatic-Ionian regions. Funded by: INTERREG ADRION 2014-2020 Role: LP / 1.797.623,23 € / 287.540,10 €</p>	
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Associated 2	Union of Dannieh Municipalities	Lebanon	<p>Improvement of educational services in the region of north Lebanon for a greater inclusion of young people on the labour market</p> <p>Funded by: French Embassy / 251.500,00 € / 182.000,00 €</p> <p>Development and Conservation of the Horizon Forest Trail in Lebanon</p> <p>Funded by: GIZ / 300.000,00 € / 250.000,00 €</p> <p>Sustainable Energy Access and Climate Action Plans (SEACAP)</p> <p>Funded by: European Union / 120.000,00 € / 120.000,00 €</p>	<p>Projects communication and capitalization. Relationships with the local media. Access to target groups and tourism policy makers in Lebanon. Organisation of events. Linked partner: PP1</p>
Associated 3	Greening the Islands International LTD (GTII)	Malta	<p>Dialogue4Tourism is a project with 11 Partners & 25 Associate Partners (2021-2027)</p> <p>- Strengthening an innovative sustainable economy</p> <p>- Promoting</p>	<p>Projects communication and capitalization. Access to target groups and policy makers in Malta. Expertise in sustainable tourism. Support to local authorities and other stakeholders. Linked partner: PP5</p>



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			<p>green living areas</p> <ul style="list-style-type: none"> - Protecting, restoring, and valorising the natural environment and heritage - Enhancing sustainable tourism. / <p>4.000.000,00 € / 250.530,00 €</p> <p>MAESHA is a project with 21 partners (2020-2024)</p> <ul style="list-style-type: none"> - Provide flexibility for the stabilisation of the electricity grid on islands - Create synergies between electricity and other networks - Involve local communities for better ownership and energy transition - Ensure the replicability of the solutions / <p>4.300.000,00 € / 237.000,00 €</p> <p>RETOUCH</p> <p>NEXUS is a project of 13 partners (2023-</p>	
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			<p>2026)</p> <ul style="list-style-type: none"> - Promoting the Water-Energy-Food-Ecosystems (WEFE) Nexus as a multi-level & cross-sectoral approach - Increase synergies in promoting goals of sustainable & resilient water -Design economically & financially sustainable NEXUS based water systems / 3.000.000,00 € / 143.000,00 € 	
Associated 4	Al-Quds Open University	Palestine	<p>573700-EPP-1-2016-1-PS-EPPKA2-CBHE- JP- Research output management through open access institutional repositories in Palestinian Higher Education 'ROMOR"- / 1.117.516,00 € / 130.000,00 €</p> <p>609976-EPP-1-2019-1-PS-EPPKA2-CBHE- JP- Reinforcing Access to Cross Border</p>	<p>Projects communication and capitalization. Access to target groups and policy makers in Palestine. Technological expertise (AI and other digital platforms). Linked partner: PP6</p>



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			<p>Employment at Palestinian Higher Education Institutions - PHEIs [REACH]- / 948.112,00 € / 90.000,00 €</p> <p>561966-EPP-1-2015-1-PS-EPPKA2-CBHE-JP- Develop Business and Economic Research Centers Capacity at Palestinian Higher Education Institutions BERC / 832.191,00 € / 80.000,00 €</p>	
Associated 5	Alentejo Science and Technology Park	Portugal	<p>CIU3A [Interreg POCTEP]: Build and kickstart the innovation center for Andaluzia, Alentejo and Algarve, specialized in industry 4.0 / 21.333.333,33 € / 2.118.000,00 €</p> <p>CETEIS [Interreg POCTEP]: Develop a model for advanced services and entrepreneurshi</p>	<p>Projects communication and capitalization. Access to target groups and policy makers in Portugal. Technological expertise (model development). Technological expertise. Linked partner: PP2</p>



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			<p>p and innovation of SMEs in EUROACE. / 3.624.578,56 € / 280.017,28 €</p> <p>Startup Labware [Alentejo2020]: Support high-tech entrepreneurship initiatives. / 492.154,19 € / 148.186,38 €</p>	
Associated 6	Chamber of Commerce and Industry of Serbia	Other (specify)	<p>CITYWALK- Towards energy responsible places:establishing walkable cities in the Danube Region Interreg Danube Transnational Programme Objective: to help cities in Danube region reduce emissions and noise, becoming a safer living space by increasing the role of sustainable mobility forms / 2.229.590,50 € / 130.155,00 €</p> <p>INNOVAGRO- Development of an innovative</p>	<p>Projects communication and capitalization. Relationships with the local media. Access to target groups and tourism policy makers in Republic of Serbia. Sustainability expertise. Linked partner: PP3</p>



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			<p>network for the promotion of extroversion of agro-food companies in Adriatic-Ionian Area</p> <p>Interreg ADRION</p> <p>The project focuses on the development of links & synergies for the promotion of agro-food development of agro-food companies and eco-friendly practices /</p> <p>1.060.000,00 € / 85.000,00 €</p> <p>ADRIPASS- Integrating multimodal connections in the Adriatic-Ionian region</p> <p>Interreg ADRION</p> <p>The project analyses physical and non physical bottlenecks on the TEN-T corridor sections of the ADRION region, with a specific focus on those</p>	
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			recently extended to the Western Balkans / 1.423.893,50 € / 110.400,00 €	
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3.3.7 Roles and tasks

Describe the roles and tasks of the Applicant and partners, ensuring a clear and logical distribution and demonstrating the way each partner organisation actively contributes to the implementation of the project.

ALL partners actively contribute to project implementation. The activities implemented by all partners are:

- A1.1.1: Participate in Steering Committee (SC) and its meetings (organized by LP, PP1, PP3, PP5 and PP6) and in programme events (A1.1.2)
- A1.3.1 / 2 / 3: Contribution to day-to-day management & coordination, financial management and reporting
- A1.4.1: Target groups mapping (except for PP1 (EG1) and PP4 (GR))
- A1.4.2: Consult with and engagement of stakeholders
- A2.3.1: Print the project posters
- A2.4.2: Regional awareness activities about sustainability
- A2.5.1: Promotional campaigns
- A3.1.1 / 2: Jointly develop the SSMA and assess and refine it after pilot implementations
- A3.3.1: Facilitate the pilot implementations
- A4.1.1: Regional capitalisation conference (except for PP1)
- A4.2.1: Organize 1 and participate in other 3 study visits
- A4.3.1 / 2 / 3: Implement all the additional capitalisation activities
- A4.4.1: Joint requirement analysis and co-operate the SMAC OER-LLAB platform
- A4.5.1: Establish & participate in the SMAC network

Moreover:

LP will:

- Draw up the management technical manuals (A1.2.1)
- Design the awarding scheme (A3.1.3)
- Develop the training package and organize the joint training course (A3.2.1 / 2)

PP1 (EG1) will organize the international conference (A4.1.2)

PP2 (EG2) will:

- Produce the project videos (A2.2.1)
- Develop an awareness package (A2.4.1) to be translated by LP1, PP3, PP5 and PP6



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Design and post the infographics (A2.7.2)

PP3 (ES) will:
 Compose the communication documents (A2.1.1 / 2)
 Compose the policy recommendation paper (A3.4.1)
 Co-design & administrate the SMAC OER-LLAB (A4.4.1)

PP4 (GR) will:
 Write/ publicise the thematic articles (A2.7.3)
 Develop the AIRET (A3.1.1)
 Co-design, develop & test the SMAC OER-LLAB (A4.4.1)

PP5 (TN) will:
 Design the project poster (A2.3.1)
 Produce and publish the e-newsletters (A2.6.2)
 Compose the network documents (A4.5.1)

PP6 (TR) will produce the USB flash drives (A2.6.1)

3.4 Effectiveness

3.4.1 Methodology
Describe in a clear manner the proposed management and coordination methodology and explain why and how it will to ensure the achievement of the project objective(s) and expected result(s)(details on the Work Packages to be provided in section 4).
SMAC is a collaborative project respecting all 4 cooperation dimensions i.e. joint development, implementation, financing and staffing
A comprehensive & effective management and coordination methodology is adopted to ensure the achievement of its objectives and expected results.
Management structure The decision-making body of the project will be the Steering Committee (SC), consisting of the project coordinator and 3 representatives from each partner. Consensus is the main principle for decision making. At project level, a project coordinator, a project financial manager and a communication manager will be appointed by the LP, their duties being defined by the guidelines for applicants (pg 23, 24). Local coordinators and financial managers will be appointed by each partner. Within the SC a Technical (TC) and a Quality Control (QCC) sub-committees will be created
Each partner has a clearly defined role and responsibilities (see 3.3.7)



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Technical manuals

In the project's initial phase, the following technical manuals will be developed, serving as foundational documentation, outlining key processes and protocols essential for effective project governance & implementation, fully complied with the programme regulations

- SC internal regulation
- Reporting & Financial Procedures
- Risk Management
- Quality Control, Project Monitoring and Internal Evaluation
- Internal Communication
- Gender Equality Plan
- Data Protection

The budget has been designed on the basis of the 3 key principles of economy, efficiency & effectiveness. The project will implement a robust financial management system to ensure efficient use of funds, compliance with EU regulations, and transparency in financial reporting.

SC meetings, complemented by frequent informal communication among partners ensuring openness and transparency.

This management and coordination methodology will foster a collaborative and efficient project environment, enabling the SMAC project to achieve its objectives.

3.4.2 Work plan

Describe the **work plan** and explain why it is clear, feasible and accurate in terms of planned human, financial and other resources. Highlight why the the time schedule is realistic and includes activities and outputs in a logical time sequence, and likely to be implemented and delivered.

The project offers a comprehensive work plan that meticulously outlines the specific activities, timeline, and resources required to achieve its objectives. This well-structured plan serves as a roadmap for navigating the project's complexities and ensuring its successful execution.

The plan includes 4 WPs, the 2 mandatory (WP1 & WP2) and 2 technical (WP3 & WP4).

- WP1 and WP2 are presented elsewhere in the proposal.
- WP3 is the core WP including development of the SSMA and AIRET tools, training of mentors that will facilitate their application in MSMEs, pilot implementations, assessment and refinement of the tools and policy recommendation paper design
- WP4 aims at experience exchange and capitalization of project outputs including conferences, study visits, other capitalization measures, development and operation of the OER-LLab platform and network creation

The logical time sequence of the main activities is: Consultation => Tools development => Mentors training => Pilot implementations => Assessment & refinement => Policy paper => Capitalisation conferences => Study visits => Other capitalization measures => OER-LLAB platform => Network creation



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The timeline considers the complexity of each task, the availability of resources, and potential delays. Buffers are incorporated to accommodate unforeseen circumstances

The work plan provides a detailed breakdown of each activity. The partnership has carefully considered the available resources, expertise and time constraints when developing the plan. This ensures that the project is feasible and achievable within the given timeframe.

- The work plan is highly likely to be delivered as planned due to:
- Comprehensive Documentation
 - Experienced & Capable Partners
 - Effective Project Management Tools
 - Regular Monitoring & Evaluation

By providing a clear roadmap, effective resource allocation and a realistic timeline, the work plan ensures that the project is executed efficiently, effectively, and within budget

3.4.3 Monitoring of activities and results

Describe the approach, tools and resources foreseen by the project to ensure a proper **monitoring of the execution of the activities and the achievement of project objectives and results.**

Monitoring activities and results will be executed according to the following procedures

- Quality control
- Monitoring and internal evaluation

1) Quality control and evaluation of the deliverables and outputs

Every time a deliverable is produced, the Quality Control Committee (QCC) examines whether it meets the requirements and the relevant specifications, controls the respect of the time plan during implementation and draws up a quality control report. Representatives of partners whose deliverables are examined by the QCC, do not take part in the process

2) Monitoring and Internal evaluation

Approach:

All activities will be monitored by the project coordinator in close collaboration with the local coordinators. In each regular or irregular SC meeting a monitoring report on the implementation progress accompanied by the report of QCC will be submitted and discussed and corrective actions will be decided, if necessary

The financial monitoring and evaluation will follow the same path with the difference that the project and local coordinators are replaced by the respective financial managers



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The project coordinator and financial manager will be responsible to elaborate and submit the interim and final reports to the programme authorities, following the programme regulations

Tools/ resources:

Performance indicators (PIs) scorecard: The project coordinator is responsible for creating a list of each activity's deliverable(s) with respective PIs so, a scorecard guiding the quality control as well as the monitoring and evaluation process will be developed

Data Collection Tools: Various data collection tools, mainly feedback questionnaires, will be used to gather information from the project stakeholders and/ or beneficiaries on a case-by-case basis.

In any case, the detailed procedures; description and responsibilities for quality control, monitoring and internal evaluation will be included in the technical same-title technical manual (A1.2.1)

3.4.4 Communication strategy

Detail the objectives of the **communication strategy** and foreseen activities, channels/tools, human/financial resources dedicated to communication activities. Describe the target audiences to be reached and how these will be informed about the project, including media and the general public. Explain any action foreseen by the project to engage target audiences in the communication and publicity activities.

All partners pay major attention to the communication of the project, understanding that it is a cornerstone for the involvement of the target groups and, consequently, the achievement of the project's objectives.

The primary communication objectives of the SMAC project's communication strategy are to

- Raise awareness of the European Union action, increase the visibility of NEXT MED Programme and create a consistent image of the EU support in all project countries.
- Raise awareness of the project and its goals
- Promote the adoption of sustainable practices among accommodation MSMEs and create a culture of sustainability
- Enhance understanding of the project's impact
- Gain media coverage and public recognition

Foreseen Activities

- Informative material (videos, posters, USB drives, newsletters, infographics, thematic articles)
- Digital presence (website, social media)
- Awareness campaigns in traditional media
- Capitalisation conference (regional & international)
- Additional capitalisation activities (demo days, training, customized support to MSMEs)
- Creation of SMAC network to maintain the project's impact after its end



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Target	Audiences
All the target groups and final beneficiaries presented in 3.1.3 plus mass media	
Engaging	Target
- Participation in public events (conferences, demo days etc)	Audiences
- Online surveys to gather feedback from stakeholders	
- Social media engagement to interact with stakeholders and promote project activities	
- Workshops and training sessions to provide hands-on learning opportunities	
Channels/Tools	
- Interactive	online
- Traditional	presence media
- Targeted events	and workshops
- Partner organisations (tourism boards, chambers etc) to reach a wider audience	
- Word of mouth	
Resources:	
Budget (WP2, WP4), registered sustainability mentors and SMAC Network	
The communication strategy will be analysed and specified in the set of documents "Communication strategy, plan & evaluation system" (Output 2.1, A2.1.1)	

3.5 Sustainability

3.5.1 Levels of sustainability
Describe to which extent the proposed project is sustainable at financial level (how the results are going to be financed after the end of the project)
The SMAC network established during the project, through its antennae in each partner's premises, will play a crucial role in securing long-term financial sustainability by implementing the following strategies:
1. The regular operational costs of each antenna (staff and administrative costs) will be embodied into the respective costs of each partner
2. Accommodation MSMEs and other stakeholders can join the SMAC network as members and contribute financially to its operations and the maintenance of project outputs with a symbolic membership fee and, mainly, contribution in kind
3. The network (through its partners) will claim financial support from national or transnational funds in order to implement follow up activities and contribute to a more competitive and smart Mediterranean region by enhancing sustainable growth and competitiveness of MSMEs and job creation in



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accommodation sector (overall project objective)

4, The SMAC network, through the registered mentors, can offer training and consultancy services to accommodation MSMEs and tourism stakeholders, generating revenue to support its operations.

Nevertheless, the financial figures of the network and its antennae will come from the Action Plan of the network that will be conducted during the project

By implementing these strategies, the SMAC project aims to ensure financial sustainability for its outputs, enabling them to continue serving the Mediterranean tourism sector long after the project's end. This will contribute to the long-term sustainability of the tourism industry in the region and promote responsible practices among accommodation MSMEs

Describe to which extent the proposed project is sustainable at technical level (ihow the project outputs will continue to be functioning/used after its end)

The project is designed to be sustainable at technical level by ensuring that its outputs continue to function and be used after the project's end. This will be achieved through a combination of factors, including:

Development of user-friendly tools and resources: The tools SSMA and AIRET that will be developed, will be accompanied by detailed guidelines and checklists (A3.1.1, A3.1.2)

Networking: In the project the SMAC network will be created, bringing together partners, stakeholders and experts of sustainability in accommodation sector. The network will be the owner of the outputs after the project and responsible for their lasting effects and transferability (A4.4.1)

Sustainability mentors' training. Mentors' registry: In the project, 6 people from each partner will get jointly trained on sustainability aspects and the operation of SSMA and AIRET. These mentors will form a transnational mentors' registry managed by SMAC network after the project. During the project, those mentors will:

- Facilitate the pilot implementations (A3.3.1)
- Provide individualized support to MSMEs (A4.3.3)

And after the project, under the aegis of the SMAC network they will:

- Support the MSMEs to start or continue their sustainability journey
- Train more mentors at local level and enrich the registry, acting as multipliers
- Present and promote the sustainability concept and the operation of the SSMA and AIRET
- Assess and refine the content and the functionality of the tools

Experience exchange & skills upgrade: Both during and after the project, experience exchange & knowledge transfer activities between mentors, MSMEs & other tourism stakeholders are foreseen to keep them updated in global developments in ESG sustainability issues

By taking these steps, the project aims to ensure that its outputs continue to be functioning and used after



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its end. This will contribute to the long-term sustainability of the Mediterranean tourism and the achievement of the project's objectives.

Describe to which extent the proposed project is sustainable at **policy/institutional level** - where applicable - (e.g., does the project will have a structural impact eventually leading to improved legislation, codes of conduct, methods, etc)

The project aims to bring a positive impact on the policy and institutional environment for sustainable tourism in the Mediterranean region. This will be achieved through a combination of factors, including:

- a) Contribution to the development of policies and regulations that support sustainable tourism practices among accommodation MSMEs. This will be done by:
- The project engagement with policymakers at national and regional levels to raise awareness of the importance of sustainable tourism and to advocate for the adoption of supportive policies and regulations.
 - The policy paper that will be developed (A3.4.1) will include recommendations based on the best practices identified during the project implementation and will be shared with policymakers and other stakeholders to support the development of future policies.
- b) Strengthening institutional capacity of institutions involved in sustainable tourism development, such as tourism agencies, NGOs, and research institutions by:
- Providing training and capacity development opportunities for staff of relevant institutions to enhance their expertise in sustainable tourism.
 - Supporting knowledge sharing and collaboration among institutions working on sustainable tourism to foster innovation and best practices.
- c) Promoting the adoption of sustainable tourism practices among accommodation MSMEs through:
- Pilot implementation and dissemination of project outputs such as the Simplified Sustainability Model for Accommodation (SSMA), and the AI Recommendation Tool (AIRET) to accommodation MSMEs and relevant stakeholders.
 - Facilitating MSMEs to start and maintain their sustainability journey
 - Recognizing and awarding good practices: The project will recognize and award accommodation MSMEs that implement sustainable tourism practices to create a culture of excellence and encourage others to follow suit.

The SMAC network will be responsible for long lasting effects and transferability of the outputs after the project

Describe to which extent the proposed project is sustainable at **environmental level** - where applicable (highlight project environmental externalities). Further information to be provided in specific checklists (see *checklists A, B and C*).

During implementation, the project has negligible carbon footprint due to several measures:

- The various publications will be disseminated electronically. Printing of the publications are foreseen only if strictly necessary
- The publications will be printed for external communication purposes (if needed only) on both sides and on recycled paper. For electronic publications, an “eco-friendly” version (less colors, more compact text, less pages) should be made available



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- Participants' bags/kits will be produced locally using, when possible, recycled material, and will be reusable.
- All material produced for various events will be designed and produced in a generic way (no date or location permanently mentioned) in order to allow them to be reused for other events.
- The start and end of meetings and events will be adjusted to the schedule of public transportation means
- During meetings and public events, a dedicated area will be provided for participants to return material that can be recycled
- Travels for meetings have been replaced by teleconferences (e.g. A3.2.2, A4.3.2)

In parallel, as SMAC promotes and facilitates ESG sustainability in accommodation sector, and environment is one of the 3 pillars of ESG scheme, apparently the project has a positive effect for the environment. The adoption and implementation of sustainability practices by the accommodation businesses contribute, inter alia, to:

- Reduced energy consumption and greenhouse gas emissions, by promoting energy efficiency measures and renewable energy adoption, thus improving the air quality in tourism destinations
- Improved water efficiency by encouraging the use of water-saving practices, reducing water consumption and minimizing the environmental impact of water resources.
- Reduced waste and especially food waste: By promoting waste reduction, recycling, and composting, the project will minimize the environmental impact of waste disposal and promote circular economy principles.
- etc

3.5.2 Contribution to the challenges addressed and long-term impact

Explain how the project will deliver a **significant and durable contribution** to addressing the challenges targeted by the project and to which extent will the project results and outputs have a **long-term impact** far beyond the project lifetime.

Territorial challenges in relation with the SO1.2 (RSO1.3) as mentioned in the Programme Document (page 49):

- (MSMEs) have the potential to be key drivers in a more sustainable and inclusive model of economic growth and employment in the programme area. MSMEs represent more than 90% of enterprises across the Mediterranean
- The area needs to develop a more dynamic private sector, facilitating (M)SME creation and entrepreneurship through a conducive ecosystem for the growth and development, a supportive business environment with adequate development and capacity-building services and appropriate skills development in relation to business and entrepreneurship but also the green and digital transitions.
- With the development of the SSMA (A3.1.1), the project provides an easy-to-use tool for accommodation SMEs, so that they can start operating sustainably, follow the trend of sustainable development, foster



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their resilience in the market and raise their competitiveness and internationalization

- The supporting AI Recommendation tool (AIRET) (A3.1.1) contributes to the digitalization of the MSMEs and the familiarization of their staff with AI applications
- The pilot applications of SSMA and AIRET (A3.3.1) generates a critical mass of MSMEs starting their sustainability journey and becoming role models in their areas
- The Policy Paper (A3.4.1) contributes to the creation of a supportive business environment with adequate development and capacity-building services (sustainable operation)
- Communication (WP2) and capitalization (WP4) activities, disseminate the project outputs, raise the public awareness of sustainability and motivate accommodation sector towards sustainable operation

The project ensures long lasting effects & impact through:

- The SMAC network (A4.5.1) responsible to maintain, promote & upscale the outputs after the project end
- The mentors' transnational registry (A3.2.2)
- The transferable and replicable nature of the outputs (see 3.5.3 below)

3.5.3 Applicability and replicability

Describe how the project main outputs are **applicable and replicable** by other organisations/regions/countries outside the partnership and if the project foresees specific actions to transfer and upscale the main outputs.

The project has been designed to be applicable and replicable to other organizations, regions, and countries outside the partnership and after its end}

Applicability

The project's outputs are applicable to a wide range of users in the project area and beyond. The Model (SSMA) and the AI Recommendation Tool (AIRET) can be used by thousands of accommodation MSMEs, from micro to medium sized. Measures facilitating the applicability are:

- The simplicity and user-friendly character of the tools that come with detailed user manuals and operational instructions
- The training of sustainability mentors that will support the MSMEs in applying the tools
- The experience gained and exchanged during pilot implementations (A3.1.1) and the capitalization phase (A.4.2.1 and A4.3.1/2/3)
- The operation of the SMAC network and the mentors' registry after the project

Transferability measures:



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- All the main outputs as well as the tested methodologies to apply the tools developed, will be uploaded on the project's sites on the internet and made freely available to any interested party inside or outside the project area for further use
- In communication and, mainly, the capitalisation activities the outputs will be promoted and the potential users will be encouraged to receive and use them by themselves or supported by the trained mentors
- The MSMEs taken part in pilot applications will act as role models in their areas contributing to the transferability of the outputs
- The SMAC network will be responsible for promoting and transferring the outputs after the project

Upscale actions

- After the pilot implementations (A3.1.1) the tools SSMA and AIRET will be reviewed, assessed and upscaled/ refined (A.3.1.2) according to the implementations' results and the feedback of the MSMEs participated
- After the project end, the training package (A3.2.1) and the tools will be reviewed periodically and, if necessary, adapted to the latest development of ESG sustainability concept

3.6 Cost-effectiveness

3.6.1 Budget

Explain why the project budget is **realistic, consistent and proportionate** to the proposed work plan, project outputs and project's contribution to programme indicators aimed for.

The SMAC project budget follows the 3 key principles of economy, efficiency and effectiveness and has been meticulously formulated to ensure realism, consistency, and proportionality, reflecting a strategic alignment with the work plan and the overarching goals of the NEXT MED Programme. Each budget allocation is carefully justified, directly correlating to specific activities and outputs, ensuring that every financial resource is optimized for maximum impact.

Moreover, we have ensured that the project budget is compliant with the guidelines and requirements outlined in the NEXT MED programme. This includes adhering to the eligible cost categories and ensuring that the budget is proportionate to the expected contribution to programme indicators.

The cost estimation is based on real-world data and market rates, ensuring that the budget is realistic and reflective of the actual costs associated with the work plan and project outputs.

For

example:



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- Full cost of an expertmonth is calculated at 4000 euros including VAT which is absolutely acceptable in other EU programmes
 - The cost of accommodation has been calculated on the per-diem basis
 - Travels have been limited to SC meetings and study visits while many events will be held online
 - Lump sums are minimized as much as possible
 - Costs of the results and outputs contributing to programme indicators (SSMA and AIRET, joint training schemes, enterprises supported, SMAC OER-LLAB platform, etc) are reasonable and duly justified
- Basic indexes of the project (direct costs) are:
- Cost of management and coordination (WP1): $553285/2058977 = 26.87\%$ of the total
 - Cost of communication and capitalization (WP2+WP5): $(201350+602642)/2058977 = 39.0\%$ of the total

3.6.2 Ratio and balance between the project costs and expected results	
Justify why the ratio and balance between the estimated costs and the quantification of the expected results is consistent and satisfactory.	
The main expected results are	
A tested and refined Simplified Sustainability Model for Accommodation businesses (SSMA), supported by an AI Recommendation Tool (AIRET), A3.1.1/ 2: Development, assessment and refinement of SSME and AIRET. Cost 112.000 EUR. The development of similar models requires the work of a team of highly specialized experts for several months. For this model, AI applications suggest a cost of €100,000 - €250,000	
Capitalisation main results:	
- 11 Regional conferences (A4.1.1). Unit cost: 8000. Expected audience 100 people. Cost per attendee: 80EUR. Normal cost found on internet: 100 EUR	
- International conference (A4.1.2). Cost 50222 EUR. Detailed justified in section 5: Budget and Financial Plan	
- 7 3-day study visits (A4.2.1): 63 international visitors in total. Cost including travel, accommodation, translations, workshop and other organizational costs: 113120EUR calculated analytically (see section 5). Cost per visitor: 1796 EUR	
- 7 demo-days (A4.3.1). Unit cost	3000EUR
- 14 40-hour training courses (A4.3.2). Unit cost	3000.
- Individual sustainability support of 70 MSMEs (A4.3.3). Cost per MSME: 2000 EUR	
- SMAC OER_LLAB platform (A4.4.1): Design, development testing and 12-month operation. Cost: 80000EUR. Prices found on internet 60000 - 100000 EUR	
Other main expected results from the technical WP3	



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- Awarding scheme (A3.1.3): Cost 8000 EUR (highly experienced expert needed)
- Facilitators' training package synchronous and asynchronous versions (A3.2.1): Cost 8000 EUR
- Joint facilitators' 40-hour online training (A3.2.2). 88 attendees. Cost per attendee: 45 EUR (!)
- Pilot implementations to 35 MSMEs (A3.3.1): Cost per unit 16000. Minimum price for developing and sustainability plans in free market: 20.000 – 25.000 EUR

Apparently, and taking into account that the above costs include VAT (wherever applicable), the ratio and balance between the estimated costs and the quantification of the expected results is consistent and satisfactory

Explain why the costs to be incurred are necessary and justified. Substantiate why external services (subcontracting costs) are needed for the implementation of the project.

The necessity of all the activities is duly justified elsewhere and mainly in section 4: Methodology

During travels (A1.1.1: SC meetings), the visitors pay for their tickets (travel cost) while accommodation is covered by the host organization (external services). Exceptions in this rule are the activities:

- A1.1.2: Participation in programme events (all costs are paid by the visitors – Travel costs)
- A4.1.2: International conference (all costs for travels are paid by the organizer – External services)

The other costs for external services are the following:

- A1.1.1: Cost of meeting hall, participant kits and press conference
- A1.3.1: Some partners prefer the local coordinator assistant to be external
- A1.4.2: Some partners prefer the stakeholders' consultation to be subcontracted
- All the activities of WP2 are subcontracted due to their nature, except for the scientific thematic articles (A2.7.3)
- A3.1.1 & A3.1.2: Development of the Model and the AI tool. 4 partners do not have expert staff to contribute to those activities, therefore they assign this service to external experts
- A3.1.3: Awarding scheme should be designed by experienced external expert
- A3.2.1 & A3.2.2: For optimal effectiveness, external experts should develop the mentors' training package and deliver the training
- A3.3.1: Pilot implementations. Depending on staff expertise and availability, partners can select mentors/facilitators from their staff, external experts, or a combination, while adhering to the 40% limit on staff cost allocation.
- All the activities of WP4, are subcontracted due to their nature (mostly events) except for the individualized support (A4.3.3) that follows the pilot implementations

Although some of external services could technically be carried out by staff, they should be subcontracted due to the 40% limit on staff cost allocation

3.6.3 Budget allocation



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Give details on the **budget allocation** among partners in relation to their role within the project. Highlight the reasons why the budget has been logically distributed along the duration of the project to ensure the timely delivery of the outputs and the management of the project cash flow.

As mentioned in 3.3.7, all partners are actively involved in the project implementation and each one's contribution is essential and necessary. Therefore, the budget is as balanced as possible and reflects each partner's contribution

The total budget per partner is as follows:

LP: 375.184 (16,2% of the total)

PP1: 336.384 EUR (14,5%)

PP2: 314.873 EUR (13,6%)

PP3: 327.425 EUR (14,1%)

PP4: 326.736 EUR (14,1%)

PP5: 313.635 EUR (13,5%)

PP6: 322.215 EUR (13,9%)

The average budget per partner is 308.652 EUR, the standard deviation is 16.370 EUR and the coefficient of variation is 5%, indicating that the budget allocation among partners is balanced and fair

The distribution of the direct budget along the duration of the project is as following:

1st semester: 185.580 EUR

2nd semester: 611.435 EUR

3rd semester: 183.911 EUR

4th semester: 800.309 EUR

5th semester: 577.742 EUR

Apparently, the budget is allocated in every semester

The budget is distributed across all semesters of the project according to the time plan of the activities' implementation. The largest amount appears in the 4th semester due to the pilot implementations (A3.3.1) and the regional conferences (A4.1.1). The second largest amount appears in the 5th semester due to the implementation of capitalization activities which, due to their nature, cannot be implemented earlier. However, care was taken so that in the last month of the project the amounts allocated are minimal, so that there is enough time for the partners to make their expenditures in time.



3.7 Horizontal principles

Horizontal principles

Describe to what extent the proposal takes into account the **horizontal principles** and will ensure the compliance, during the implementation phase, with respect to the:

Promotion of **fundamental rights**.

SMAC project is committed to upholding fundamental rights throughout its implementation and throughout its impact on the Mediterranean tourism sector. It respects directly the following rights outlined in the Charter of Fundamental Rights of EU and being basic elements of ESG Sustainability

Human dignity
Respect for private and family life
Protection of personal data
Freedom of thought, conscience and religion
Cultural, religious and linguistic diversity
Equality between men and women
Integration of persons with disabilities
Fair and just working conditions
Prohibition of child labour and protection of young people at work
Social security and social assistance
Health care
Environmental protection
etc

Examples of specific measures that will be put in place to ensure that these rights are upheld, are presented in environmental levels of sustainability (see 3.5.1), promotion of gender equality (see below), technical manual with data protection instructions (A1.2.1) and much more

Promotion of **gender equality**

The project emphasizes and advocates for sustainability, with gender equality as a fundamental criterion within the Society pillar of the ESG model. This entails organizations adopting sustainability practices to foster gender equality in a structured and effective manner.

In the project's preparation, 11 partners' staff members/associates participated (6 women/ 5 men). Throughout implementation, no activities violating gender equality are anticipated. A minimum of 40% of each gender will participate in the project training courses (A3.2.2 and A4.3.2). The Steering Committee will also adhere to a 40% gender quota.

Additionally, a Gender Equality Plan (GEP) will be developed by the Quality Control Committee at the project's outset. This plan, outlining priorities, concrete objectives, and specific measures for improving



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gender equality, will be distributed to all partners post-approval from the SC. The GEP remains applicable after the project during the SMAC network's operation.

Prevention of discrimination including accessibility for people with disabilities

The project focuses and promotes sustainability that has non-discrimination as a basic criterion under the pillar of Society in the ESG model. That means that the adoption of sustainability practices by various organisations, promotes the human right for diversity, equality and inclusion on a structured and effective manner

Moreover, during the project life:

- All venues for meetings and events will be accessible by people with disabilities.
- The presence of the project on social media will ensure accessibility of information for the visually impaired and other disabled people. The international standard WCAG Ver2.0 will be applied where applicable
- Specific invitations to events will be sent to minorities
- Non-discrimination will be continuously monitored and evaluated
- The GDPR (EU)2016/679 will be fully respected

Overall, the project provides all the guarantees for respecting the non-discrimination principle fully complying with the UN SDG nr. 10: "Reduced inequalities"

Promotion of sustainable development

As the project promotes sustainability and facilitates the implementation of sustainable practices in tourism, it contributes BY DEFINITION to sustainable development

In general, ESG Sustainability contributes to and complies with ALL the 17 UN SDGs. Especially, the SMAC project contributes to each single SDG as follows:

SDG2: Reduction of food waste

SDG5: Gender equality: See above

SDG6: Water saving

SDG7: Energy saving

SDG8: Decent work and economic growth: Main criterion in the pillar "Society" of ESG Sustainability

SDG10: Reduced inequalities: See compliance with the relevant principle below

SDG12: Responsible consumption of raw materials, waste reduction, recycling

SDG13: Limiting greenhouse gases emissions

SDG16: Strengthen institutions implementing ESG Sustainability measures

SDG17: As the project is a joint transnational action, it serves the purpose of SDG Nr 17

Due to its nature, the project has no negative impact on the environment and has a minor carbon footprint

"Do no significant harm" principle (where applicable).



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The project does not meet any of the criteria that define harm and violent the "Do no significant harm" principle.

Its implementation and effects:

- Do not lead to significant greenhouse gas emissions
- Do not lead to an increased adverse impact of the current climate and future climate on people, nature or assets;
- Are not detrimental to the sustainable use and protection of water and marine resources,
- Embraces the circular economy, including waste prevention and recycling
- Do not lead to significant increase in the emissions of pollutants into air, water or land, as compared with the situation before the project
- Are not detrimental to the good condition and resilience of ecosystems or to the conservation status of habitats and species

Anyway, throughout the implementation of the project, we will continuously monitor and evaluate our activities to ensure that they do not cause significant harm to the environment, society, or any particular group.

Promotion of the New European Bauhaus key principles, meaning support to projects that are sustainable, aesthetic and inclusive (where applicable).

The project fully aligns with the key principles of the New European Bauhaus, embodying sustainability, aesthetics, and inclusivity across its various components

Sustainability

SMAC is not only sustainable during its implementation having negligible carbon footprint not affecting the environment, but also -and mainly- promotes sustainability by providing to accommodation MSMEs suitable tools (SSMA and AIRET) and encouraging them to adopt practices

Aesthetics

A fundamental criterion of ESG sustainability in tourism that will be incorporated into the SSMA that will be developed is aesthetics including:

- Designing for comfort and well-being
- Integrating local culture and heritage
- Promoting sustainable landscaping

Inclusion

- The project is committed to promoting inclusivity in all aspects of tourism. This includes:
- Accessibility for people with disabilities
- Cultural sensitivity
- Inclusive tourism products and services
- Training and awareness-raising for all



4. Methodology

This section presents the **methodological architecture** of the project, and it is especially linked to section 4 of the Evaluation Procedure, “Effectiveness” though it has, of course, an impact on the whole evaluation.

4.1 Work Packages

Detailed project implementation
Projects shall include three mandatory Work Packages (‘Management and coordination’, ‘Communication and dissemination’ and at least one “Technical Work Package (WP)”). A maximum of four technical Work Packages is allowed , having considered that each project expected result shall correspond to at least one Work Package.

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Type of WP	Management coordination	Compulsory
WP Number	WP Title	WP Budget
1	Management and coordination	553.285,02 €

WP Coordinator: Applicant

Involved partners: PP1, PP2, PP3, PP4, PP5, PP6

Description of key management tools:
Describe the coordination methodology and the monitoring and evaluation arrangements, and in particular:

- Structure, responsibilities and procedures for the day-to-day management and coordination;
- Internal organization within the partnership and decision-making system;
- Role of each member of the partnership;
- Reporting and evaluation procedures focusing on selected results and outputs indicators.

The aim of this WP is to have a project well managed, coordinated & controlled, achieving its general & specific objectives without problems or delays. This will be achieved through a specific management structure, continuous contact between the partners, regular meetings and a group of coordinators, financial managers & controllers at project and partner level.

The project is managed by a steering committee (SC) composed by:

- The project coordinator (PCord) appointed by the LP and responsible for the overall, day-to-day management & coordination and data protection (GDPR)
- The 6 local coordinators (LCord) appointed by the other partners solely responsible for the activities implemented by the respective partner
- 7 members, one per partner, preferably the partners' financial managers.

The SC meetings (physical or online) will be regularly held, approximately every 6 months. Irregular online meetings are also possible

Main internal communication channels are physical or online meetings, phone, e-mails, common google drive and chat group in a message platform (e.g. viber, whatsapp etc)



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Several technical manuals will be developed to specify managerial procedures (see A1.2.1):

Within the SC, a Technical Committee (TC) to support the technical activities and a Quality Control Committee (QCC) will be created consisting (each one) of one representative from each partner

Working groups, task forces and advisory groups to coordinate the day-to-day running of activities, to fulfil specific tasks, etc may also be established after a SC decision

Reporting and evaluation procedures will follow the programme regulations and be described in details in the technical manuals "Reporting & Financial Procedures" and " Quality Control, Project Monitoring & Internal Evaluation"

In case of crisis, the levels of confronting are: LCord, PCord, SC, collaboration with MA/JMS. The LP will be responsible for the communication & the collaboration with the MA/JMS, through the PCord

Output 1.1	Output title	Number of units	Semester of delivery	Budget: 55.328,50 €
	Project meetings	8.0	I, II, III, IV, V	
	Output description			
	There will be 6 steering committee (SC) meetings during the project, one in the beginning (kick off) and one in the end of every semester. The last SC meeting will be held during the international capitalisation conference in Egypt (A4.1.2). Participation of 2 representatives of each partner in 2 meetings organised by project authorities is foreseen. In the physical meetings, cost of travels is paid by the visitors while accommodation is paid by the host			
Activity 1.1.1 (A 1.1.1)	Activity title	Implementing period (Months)		
	Kick off and steering committee meetings	1,4,7,12,18,24,29		
	Activity description			
	The agenda of regular meetings includes (inter alia): <ul style="list-style-type: none"> - Project progress control - Up-to-date outputs evaluation - Next semester detailed plan - Financial issues - Various problems solving - Press conference 			



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	<p>Regular SC meetings will be held every 6 months in different partner's place. An intercalary online meeting is planned to be held in 3th month to approve the technical manuals (OUT1.2). Occasional online meetings are possible. Consensus is the main principle for decision making</p> <p>The agenda of regular meetings includes (inter alia):</p> <ul style="list-style-type: none"> - Project progress control - Up-to-date outputs evaluation - Next semester detailed plan - Financial issues - Various problems solving - Press conference 			
Activity 1.1.2 (A 1.1.2)	Activity title	Implementing period (Months)		
	Participation in programme events	6,19		
	<p>Activity description</p> <p>The activity includes the participation of the project partners in events (meetings or other), organised by the programme authorities. It is assumed that, during the project period, 2 events will be organised with an agenda defined by MA/JMS. In those events, 2 representatives from each partner will participate. The activity appears without any cost because its expenses are covered by the flat-rate of 15% of each partner's staff cost</p>			
Output 1.2	Output title	Number of units	Semester of delivery	Budget: 5.532,85 €
	Technical Manuals	7.0	I	
	<p>Output description</p> <ul style="list-style-type: none"> - Steering Committee internal regulation - Reporting and Financial Procedures - Risk Management - Quality Control, Project Monitoring & Internal Evaluation - Internal Communication - Gender Equality Plan - Data Protection <p>These manuals serve as foundational documentation, outlining key processes & protocols essential for effective project governance & implementation, fully complied with the programme regulations</p>			



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	<p>In the project's initial phase, the following technical manuals will be developed.</p> <ul style="list-style-type: none"> - Steering Committee internal regulation - Reporting and Financial Procedures - Risk Management - Quality Control, Project Monitoring & Internal Evaluation - Internal Communication - Gender Equality Plan - Data Protection <p>These manuals serve as foundational documentation, outlining key processes & protocols essential for effective project governance & implementation, fully complied with the programme regulations</p>			
	<p>Activity title</p> <p>Drawing up the technical manuals</p>	<p>Implementing period (Months)</p> <p>3</p>		
<p>Activity 1.2.1 (A 1.2.1)</p>	<p>Activity description</p> <p>The manuals will be conducted by the LP and after consultation and approval by all partners in the intercalary online meeting, will be validated and put in force</p> <p>When necessary, the content of the manuals will be reviewed and updated to ensure their relevance, effectiveness, and compliance with any changes in the project environment.</p> <p>In the project's initial phase, 7 technical manuals will be developed to formulate a comprehensive suite ensuring a structured and well-managed project framework</p> <p>The manuals will be conducted by the LP and after consultation and approval by all partners in the intercalary online meeting, will be validated and put in force</p> <p>When necessary, the content of the manuals will be reviewed and updated to ensure their relevance, effectiveness, and compliance with any changes in the project environment.</p>			
	<p>Output title</p> <p>Project management</p>	<p>Number of units</p> <p>1.0</p>	<p>Semester of delivery</p> <p>I, II, III, IV, V</p>	<p>Budget: 459.226,57 €</p>
<p>Output 1.3</p>	<p>Output description</p> <p>Effective project management is ensured by the well-defined management structure and the use of the management technical manuals (A1.2.1), the continuous and direct communication among partners, the composition of the SC and, mainly, the responsibility to which all partners are committed</p> <p>Project management aims at having a smooth project implementation according to the approved project proposal, oriented to the project objectives achievement and respecting the time plan and the budget</p>			



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	Effective project management is ensured by the well-defined management structure and the use of the management technical manuals (A1.2.1), the continuous and direct communication among partners, the composition of the SC and, mainly, the responsibility to which all partners are committed	
Activity 1.3.1 (A 1.3.1)	Activity title Day-to-day project management and coordination	Implementing period (Months) 1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,21,22,23,24,25,26,27,28,29,30
	Activity description The day-to-day management and coordination is done by the project and local coordinators in close cooperation. Based on the technical manuals (A1.2.1), it encompasses overseeing daily project activities, aligning tasks with timelines, facilitating communication, resolving issues promptly, and ensuring smooth collaboration through continuous communication between partners. This activity is a key factor for effective project implementation, timely decision-making, and overall project success	
Activity 1.3.2 (A 1.3.2)	Activity title Project financial management	Implementing period (Months) 1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,21,22,23,24,25,26,27,28,29,30
	Activity description For effective implementation at partner's level, a financial manager will be appointed by each partner. The LP's financial manager will also be responsible at project level Financial management involves overseeing the project's monetary aspects, including budgeting, expenditure tracking, financial reporting and ensuring adherence to financial regulations of the programme. The activity ensures effective resource allocation, cost control, and financial transparency, contributing to project success For effective implementation at partner's level, a financial manager will be appointed by each partner. The LP's financial manager will also be responsible at project level	
Activity 1.3.3 (A 1.3.3)	Activity title Project reporting	Implementing period (Months) 8,15,22,30



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	<p>Activity description</p> <p>Project reporting according to the regulations. Each one of the 8 partners will conduct the reports foreseen through local coordinator and local financial manager. Moreover, LP will be responsible to conduct the consolidated reports</p>			
Output 1.4	<p>Output title</p> <p>Target group maps (set) – Consultation reports (set)</p>	<p>Number of units</p> <p>2.0</p>	<p>Semester of delivery</p> <p>I</p>	<p>Budget: 33.197,10 €</p>
	<p>Output description</p> <p>The output consists of:</p> <ul style="list-style-type: none"> - Target group maps in partners' countries respecting the GDPR principles - Set of reports and results of consultation activities <p>Both parts will be developed presented at both partners' and project levels</p> <p>In order for the partners to proceed with the technical WPs, it is important for them to record the target groups, understand their perspectives and needs, and obtain valuable insights into common and non-common challenges and opportunities</p> <p>The output consists of:</p> <ul style="list-style-type: none"> - Target group maps in partners' countries respecting the GDPR principles - Set of reports and results of consultation activities <p>Both parts will be developed presented at both partners' and project levels</p>			
Activity 1.4.1 (A 1.4.1)	<p>Activity title</p> <p>Mapping of the target groups in partners' regions. Identification of capitalisation receivers</p>	<p>Implementing period (Months)</p> <p>6</p>		
	<p>Activity description</p> <p>Each partner (except for LP-GR and PP1-EG1) will map in its country the target groups as they have been identified in 3.1.3 and the capitalization receivers. Special attention will be paid to recording legal representatives, contact persons, contact details and segmentation of the records. The 6 target group maps will be created in digital forms and consolidated in order the map at project level to be produced. In the entire activity, rules for personal data protection will be strictly applied</p>			
Activity 1.4.2 (A 1.4.2)	<p>Activity title</p> <p>Consultation with and engagement of accommodation stakeholders</p>	<p>Implementing period (Months)</p> <p>6</p>		



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	<p>Activity description The consultation will be based on common questionnaires (developed by the LP) that will be filled in either online or physical meetings. Each partner's consultation report will be given to the LP to consolidate them</p> <p>Based on the target group maps, a consolidation process with the key target groups will take place in order for the partnership to gather information and insights for the development of the sustainability tools (SSMA and AIRET) and for the entire project implementation in general</p> <p>The consultation will be based on common questionnaires (developed by the LP) that will be filled in either online or physical meetings. Each partner's consultation report will be given to the LP to consolidate them</p>	
<p>Activity 1.4.3 (A 1.4.3)</p>	<p>Activity title Consultation with and engagement of accommodation stakeholders</p>	<p>Implementing period (Months) 6</p>
	<p>Activity description The consultation will be based on common questionnaires (developed by the LP) that will be filled in either online or physical meetings. Each partner's consultation report will be given to the LP to consolidate them</p> <p>Based on the target group maps, a consolidation process with the key target groups will take place in order for the partnership to gather information and insights for the development of the sustainability tools (SSMA and AIRET) and for the entire project implementation in general</p> <p>The consultation will be based on common questionnaires (developed by the LP) that will be filled in either online or physical meetings. Each partner's consultation report will be given to the LP to consolidate them</p>	

Type of WP	Communication and dissemination	Compulsory
WP Nr	WP Title	WP budget
2	Communication and dissemination	201.350,00 €
WP coordinator: Applicant		
Involved partners: PP1, PP2, PP3, PP4, PP5, PP6		
Describe the approach to communication and visibility for the project, including objectives, target audiences, communication channels, including social media outreach, activities, planned budget, etc. Please also describe how the partners will be involved in the WP preparation and highlight their role in its implementation.		



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Objectives

The overarching objective of WP2 is to implement the communication strategy presented in 3.4.4.

Specifically, it aims at achieving the following objectives:

- Raise awareness of the European Union action, increase the visibility of NEXT MED Programme and create a consistent image of the EU support in all participating countries.
- Raise awareness of the project, its goals and the benefits for the target groups and stakeholders as defined in 3.1.3
- Promote the adoption of sustainable practices among accommodation MSMEs and create a culture of sustainability
- Enhance understanding of the project's impact
- Gain media coverage and public recognition

Target Audiences

All the target groups and the final beneficiaries as described in 3.1.3

Communication Channels

The main formal communication channels will be social media (including Facebook, Twitter, Instagram, and LinkedIn), website, regional mass media, direct mail & tailored events, while, informally, there will be close and continuous communication among the partners and stakeholders, as well as the direct communication with the

target audience. The operation of those channels will be described in a communication toolkit (A2.1.1)

Activities

All the activities of WP2. Moreover, the capitalization activities of WP4 (A4.1.1 / 2 and A4.3.1/ 2/ 3) will complement the activities of WP2 as they promote and facilitate the use of the sustainability models SSMA and AIRET by the accommodation MSMEs

The SMAC network will be responsible for communication and dissemination of the outputs after the project end

All activities will fully comply with the visibility rules of the programme

Planned Budget

The planned budget (direct cost) for WP2 as presented in the relevant section of the proposal is 201.350 EUR (9.8% of the total project direct cost):

Partner Involvement

WP2 will be led by the LP. All partners are committed to contribute actively in WP2 implementation as indicated in 3.3.7

Output title	Number of units	Semester of delivery: I	Budget
Output2.1	2.0		4.027,00 €



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	Communication strategy, plan and evaluation system (sets of documents)			
	<p>Output description</p> <ul style="list-style-type: none"> - Communication strategy and plan. It specifies the strategy presented in 3.4.4 and creates a detailed communication and visibility plan (of course consistent with the activities of WP2 described in the project proposal) - Communication toolkit providing guidance (forms, regulations, templates etc) for the implementation of the visibility activities - Communication evaluation system describing the evaluation process of the communication activities <p>The output is a set of documents consisting of:</p> <ul style="list-style-type: none"> - Communication strategy and plan. It specifies the strategy presented in 3.4.4 and creates a detailed communication and visibility plan (of course consistent with the activities of WP2 described in the project proposal) - Communication toolkit providing guidance (forms, regulations, templates etc) for the implementation of the visibility activities - Communication evaluation system describing the evaluation process of the communication activities 			
Target groups	<p>Who will use the main outputs delivered in this work package?</p> <p>The output is internal document of the partnership that benefits all the target groups (see 3.1.3)</p>			
Target groups involvement	<p>How will you involve the target groups (and other stakeholders)?</p> <p>Consultation (A1.4.2)</p>			
Activity 2.1.1 (A 2.1.1)	<p>Activity title</p> <p>Composition of the project communication strategy and plan. Communication toolkit</p>	<p>Implementing period (Months)</p> <p>3</p>		



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	<p>Activity description</p> <p>Although this is an internal document for the SMAC partnership, it may be used as a set of guidelines for similar projects and activities</p> <p>In early stage of the project, PP3 will develop the analytical communication strategy of the project, specify and quantify the communication SMART objectives and produce the detailed communication plan covering the entire project duration. Moreover, PP3 will create a communication toolkit with important information specifications guides and templates</p> <p>Although this is an internal document for the SMAC partnership, it may be used as a set of guidelines for similar projects and activities</p>			
Activity 2.1.2 (A 2.1.2)	<p>Activity title</p> <p>Communication evaluation system. Common templates and reports design</p>	<p>Implementing period (Months)</p> <p>3</p>		
	<p>Activity description</p> <ul style="list-style-type: none"> - The procedure of the communication activities evaluation - Scorecard with communication performance indicators - Questionnaires to gather feedback from stakeholders for various activities (see 3.4.3) <p>The system will be applied for monitoring and evaluating of the communication and capitalisation activities</p> <p>The evaluation system developed by PP3 and complementing the communication strategy and plan will include:</p> <ul style="list-style-type: none"> - The procedure of the communication activities evaluation - Scorecard with communication performance indicators - Questionnaires to gather feedback from stakeholders for various activities (see 3.4.3) <p>The system will be applied for monitoring and evaluating of the communication and capitalisation activities</p>			
Output2.2	<p>Output title</p> <p>Inception video and final video</p>	<p>Number of units</p> <p>null</p>	<p>Semester of delivery: I, V</p>	<p>Budget</p> <p>8.054,00 €</p>
	<p>Output description</p> <p>The videos will be uploaded on project's sites in internet and the inception will be shown at all project public events</p> <p>PP3 will produce two short videos, one presenting the project at its inception and another presenting the project's achievements towards its end. Both videos will be 2.5 – 3 minutes long and will be produced, based on scripts integrating input by all partners. The language will be in English with subtitles as appropriate. Moreover, all project events will be video recorded.</p>			



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	The videos will be uploaded on project's sites in internet and the inception will be shown at all project public events			
Target groups	Who will use the main outputs delivered in this work package? All target groups as presented in 3.1.3			
Target groups involvement	How will you involve the target groups (and other stakeholders)? Visual awareness about the project. Interviews with representatives of target groups in the videos			
Activity 2.2.1 (A 2.2.1)	Activity title	Implementing period (Months)		
	Design and production of the project's videos	3,30		
	Activity description All videos will be uploaded on the project's internet sites and youtube As mentioned in the description of the output, PP3 will produce two short videos (inception and final) following the specifications set in the guidelines for applicants. Furthermore, all project events will be video recorded under the responsibility of the respective partner. All videos will be uploaded on the project's internet sites and youtube			
Output2.3	Output title	Number of units	Semester of delivery: I	Budget
	Poster	1.0		4.027,00 €
	Output description This output is the project poster of a minimum A3 size with information about the project including the financial support from the Union and the project logo. The poster will be bi-lingual, in English and in the respective partner's language and it will be placed by each partner at locations clearly visible to the public, such as entrance areas of buildings, windows of accommodation MSMEs, halls or public project events etc.			
Target groups	Who will use the main outputs delivered in this work package? All target groups as presented in 3.1.3			
Target groups	How will you involve the target groups (and other stakeholders)?			



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involvement	Visual awareness about the project			
Activity 2.3.1 (A 2.3.1)	Activity title	Implementing period (Months)		
	Design and production of the project poster	3		
Activity 2.3.1 (A 2.3.1)	Activity description			
Activity 2.3.1 (A 2.3.1)	The poster will be designed by PP4 (GR) in English and will be sent to the partners who will add the text in their language and reproduce it in 50 copies each			
Output2.4	Output title	Number of units	Semester of delivery: II	Budget
	Awareness events about sustainability concept	12.0		82.553,50 €
Output2.4	Output description			
Output2.4	<ul style="list-style-type: none"> - Development of a presentation package for public awareness of sustainability - In each partner's region: <ul style="list-style-type: none"> > 1 sustainability awareness event targeting all tourism stakeholders & the general public (to be organised in Associated partners' regions also) . > 2 workshops with teachers & pupils' parents > 4 presentations in schools in cooperation with the local authorities for education <p>The output's objective is to raise the public -including pupils'- awareness of sustainability including:</p> <ul style="list-style-type: none"> - Development of a presentation package for public awareness of sustainability - In each partner's region: <ul style="list-style-type: none"> > 1 sustainability awareness event targeting all tourism stakeholders & the general public (to be organised in Associated partners' regions also) . > 2 workshops with teachers & pupils' parents > 4 presentations in schools in cooperation with the local authorities for education 			
Target groups	Who will use the main outputs delivered in this work package?			
Target groups	All target groups as presented in 3.1.3			



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Target groups involvement	How will you involve the target groups (and other stakeholders)? Participation in the awareness events (conferences, workshops, presentations in schools)	
Activity 2.4.1 (A 2.4.1)	Activity title Development of a presentation package for public awareness on sustainability	Implementing period (Months) 7
	Activity description The package will include appealing presentation media such as digital presentations, videos and podcasts. Also, special modules for children that can be used for presentations in schools will be included The material will be developed by LP and translated in all partners' languages by PP3 (ES), PP4 (GR), PP6 (LB) and PP6 (TR), so to be replicable and used for other similar initiatives Design and development of a presentation package for public awareness of ESG Sustainability in English. The package will include appealing presentation media such as digital presentations, videos and podcasts. Also, special modules for children that can be used for presentations in schools will be included The material will be developed by LP and translated in all partners' languages by PP3 (ES), PP4 (GR), PP6 (LB) and PP6 (TR), so to be replicable and used for other similar initiatives	
Activity 2.4.2 (A 2.4.2)	Activity title Partner's public awareness regional activities about sustainability concept	Implementing period (Months) 7
	Activity description - 1 sustainability awareness event targeting all tourism stakeholders and the general public. The event will be widely promoted through the mass media, the social media and special invitations to stakeholders' associations and will be recorded & uploaded on the project's online sites - 2 workshops with pupils' parents in cooperation with their associations - 4 presentations in schools cooperating with the local authorities for education In each partner's region the following events are foreseen: - 1 sustainability awareness event targeting all tourism stakeholders and the general public. The event will be widely promoted through the mass media, the social media and special invitations to stakeholders' associations and will be recorded & uploaded on the project's online sites	



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	<ul style="list-style-type: none"> - 2 workshops with pupils' parents in cooperation with their associations - 4 presentations in schools cooperating with the local authorities for education 			
Output2.5	Output title Project promotional campaigns in traditional mass media	Number of units 21.0	Semester of delivery: I, III, V	Budget 60.405,00 €
	Output description <ul style="list-style-type: none"> - 4 press releases - 2 newspapers inserts - 1 TV presentation (interviews of partners' representative) - 1 radio presentations (interviews of partners' representative) <p>Each partner will run 3 promotional campaigns in traditional mass media (newspapers, television, radio) during the project implementation (1st, 3rd and 5th semester). Each campaign includes at least:</p> <ul style="list-style-type: none"> - 4 press releases - 2 newspapers inserts - 1 TV presentation (interviews of partners' representative) - 1 radio presentations (interviews of partners' representative) 			
Target groups	Who will use the main outputs delivered in this work package? All target groups as presented in 3.1.3			
Target groups involvement	How will you involve the target groups (and other stakeholders)? Awareness of the project provided through the traditional mass media			
Activity 2.5.1 (A 2.5.1)	Activity title Actions of promotional campaigns in traditional mass media	Implementing period (Months) 2,3,15,16,29,30		



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	<p>Activity description</p> <ul style="list-style-type: none"> - 4 press releases - 2 newspapers inserts - 1 TV presentation (interviews of partners' representative) - 1 radio presentations (interviews of partners' representative) <p>As mentioned in the description of the output, each partner will run 3 promotional campaigns in traditional mass media (newspapers, television, radio) during the project implementation (1st, 3rd and 5th semester). Each campaign includes at least:</p> <ul style="list-style-type: none"> - 4 press releases - 2 newspapers inserts - 1 TV presentation (interviews of partners' representative) - 1 radio presentations (interviews of partners' representative) 			
Output2.6	<p>Output title</p> <p>Communication material</p>	<p>Number of units</p> <p>2.0</p>	<p>Semester of delivery: I, II, III, IV, V</p>	<p>Budget</p> <p>24.162,00 €</p>
	<p>Output description</p> <ul style="list-style-type: none"> - USB flash drives promoting the project in English and all partners' languages to be offered to participants in the various activities - E-newsletters in English with automatic translation option to be uploaded online and sent to stakeholders mapped in A.1.4. <p>Moreover, promotion elements as bags, pens, post-it and notebooks will be offered as participant's kits in the public events of the project, their costs being covered by the budget of the respective activity</p> <p>Main communication material:</p> <ul style="list-style-type: none"> - USB flash drives promoting the project in English and all partners' languages to be offered to participants in the various activities - E-newsletters in English with automatic translation option to be uploaded online and sent to stakeholders mapped in A.1.4. <p>Moreover, promotion elements as bags, pens, post-it and notebooks will be offered as participant's kits in the public events of the project, their costs being covered by the budget of the respective activity</p>			
Target groups	<p>Who will use the main outputs delivered in this work package?</p> <p>All target groups as presented in 3.1.3</p>			



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Target groups involvement	How will you involve the target groups (and other stakeholders)? Permanent (USB) and periodic (e-newsletters) detailed awareness of the project and its progress	
Activity 2.6.1 (A 2.6.1)	Activity title USB Flash Drives promoting the project (design, production, distribution)	Implementing period (Months) 3
	Activity description - A short presentation of the NEXT MED programme - An overview of the “SMAC” project - The project's objectives and expected results - The benefits for the target group - Presentation of the project partners - The project workplan - Contact details The USB will be produced by PP6 (TR) and distributed to all the partners At the beginning of the project a USB flash drive will be produced. Its content will be in English and all partners' languages and include (indicatively and not exclusively): - A short presentation of the NEXT MED programme - An overview of the “SMAC” project - The project's objectives and expected results - The benefits for the target group - Presentation of the project partners - The project workplan - Contact details The USB will be produced by PP6 (TR) and distributed to all the partners	
Activity 2.6.2 (A 2.6.2)	Activity title E-newsletters	Implementing period (Months) 2,6,12,18,24,30
	Activity description 6 digital newsletters, one in the beginning of the project and one in the end of each semester will be produced by the LP, uploaded online and sent to the stakeholders that are mapped in A1.4.1. The original language of the newsletters will be English with an option for automatic translation	



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Output2.7	Output title Online presence of the project	Number of units 5.0	Semester of delivery: I, II, III, IV, V	Budget 18.121,50 €
	Output description - The website will be provided by the programme and will be administered by the communication manager in collaboration with the project and local coordinators - The project will be present in social media (Facebook, Twitter, Instagram and LinkedIn) - 5 infographics will be designed and uploaded in the project's online sites - 4 thematic articles will be written and published in open access scientific journals The output includes the activities related to the online presence of the project - The website will be provided by the programme and will be administered by the communication manager in collaboration with the project and local coordinators - The project will be present in social media (Facebook, Twitter, Instagram and LinkedIn) - 5 infographics will be designed and uploaded in the project's online sites - 4 thematic articles will be written and published in open access scientific journals			
Target groups	Who will use the main outputs delivered in this work package? All target groups as presented in 3.1.3			
Target groups involvement	How will you involve the target groups (and other stakeholders)? Interactive awareness and continuous feedback/ consultation. Awareness of the scientific community			
Activity 2.7.1 (A 2.7.1)	Activity title Social media posts	Implementing period (Months) 1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,21,22,23,24,25,26,27,28,29,30		
	Activity description The project will be present with pages on social media (Facebook, Twitter, Instagram, and LinkedIn), administrated by the communication manager. In each page, at least 2 posts per month will be uploaded. The pages will be interactive, encouraging feedback from the viewers. Handling of feedback posts will be done by the communication manager in cooperation with the respective local coordinator. The SMAC network will be responsible for the social media pages after the project end			
	Activity title	Implementing period (Months)		



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Activity 2.7.2 (A 2.7.2)	Infographics	6,12,18,24,29
	<p>Activity description</p> <p>During the project, 5 infographics in total will be designed and published by PP2 (EG), one at the end of each semester</p> <p>Infographics illustrating information, data, or knowledge related to the project or to sustainability in accommodation in general will be designed and published in the project's pages on the internet (web and social media)</p> <p>During the project, 5 infographics in total will be designed and published by PP2 (EG), one at the end of each semester</p>	
Activity 2.7.3 (A 2.7.3)	Activity title	Implementing period (Months)
	Thematic articles	12,18,24,30
<p>Activity description</p> <p>Thematic articles presenting the scientific approach of sustainability in accommodation sector will be written by the LP, published in open access scientific journals in internet, and probably presented in conferences out of the project. There will be 4 thematic articles, at the end of project's semesters 2, 3, 4 and 5. The cost of the activity will cover the fee of the author and the article processing charges (APCs) paid to the publisher</p>		

Type of WP	Project implementation	Compulsory
WP Nr	WP Title	WP budget
3	Model development – Pilot Applications	702.000,00 €
WP coordinator: Applicant		
Involved partners: Applicant, PP1, PP2, PP3, PP4, PP5, PP6		
Contribution to the selected Programme expected result(s)		
SO1ER1		
Description of tasks and role of each partner		
Describe precisely the objective of the WP, explaining contents and methodology to be implemented, as well as how partners will be involved in its development and implementation, highlighting their role and interactions within the other content-related WPs.		
<p>WP3 is the core WP of the project. Its objective is identical to the Specific Objective SO1. To develop, pilot implement and refine a Simplified Sustainability Model for Accommodation businesses (SSMA), supported by an Artificial Intelligence Recommendation Tool (AIRET), ensuring the lasting effects and transferability of outputs and results</p> <p>WP3 includes:</p> <ul style="list-style-type: none"> - The development of the sustainability Model and the AIRET tool and their refinement after the pilot implementations (A3.1.1 and A3.1.3) - The development of a training package and the sustainability mentors' training (A3.2.1 and A3.2.2) 		



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- The pilot implementations of the Model and AIRET in accommodation MSMEs (A3.3.1)
- The design of an awarding scheme for the MSMEs applied the Model (A3.1.2)
- The composition of a policy recommendation paper (A3.4.1)

The methodology is collaborative development and all partners will take part in the implementation of WP3 as indicated in 3.3.7

Interactions

Tight interaction with WP4: "Experience exchange and transfer – Capitalisation". Specifically

- SSMA and AIRET will be presented and promoted in regional and international capitalisation conferences (A4.1.1 and 4.1.2)
- The trained mentors will take part in study visits (A4.2.2) use the SMAC OER-LLAB platform (A4.4.1) and provide the training and individualized support during capitalisation (A4.3.2, A4.3.3)
- The results of the pilot implementations will be presented in the demo days (A4.3.1)
- The awarding scheme will be applied for awarding the MSMEs taken part in the pilot applications during the capitalisation conferences (A4.1.1, A4.1.2)
- The policy recommendation paper will be presented to policy makers during the capitalisation conferences (A4.1.1, A4.1.2)

Final beneficiaries	<p>Who will benefit from this Project? How?</p> <ul style="list-style-type: none"> - Tourists/ Visitors - Workers in accommodation MSMEs - Higher education and research institutions - Local communities – General public <p>How they benefit</p> <ul style="list-style-type: none"> - As presented in 3.1.3 <p>Final beneficiaries</p> <ul style="list-style-type: none"> - Tourists/ Visitors - Workers in accommodation MSMEs - Higher education and research institutions - Local communities – General public <p>How they benefit</p> <ul style="list-style-type: none"> - As presented in 3.1.3 			
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Output3.1	Output title	Target value	Semester of delivery	Budget
		1.0 Model		126.360,00 €



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	Simplified Sustainability Model for Accommodation businesses (SSMA)		II, IV	
	<p>Output description</p> <p>After the model is tested in real life during pilot applications, it will be reviewed and refined and completed by an awarding scheme that will be designed (semester 4)</p> <p>Based on the results of consultation, various sources on ESG sustainability and the partners' expertise, a Simplified Sustainability Model for Accommodation MSMEs (SSMA) complemented by an AI Recommendation Tool (AIRET), will be developed, taking into account the specificities of the sector and the project area (semester 2)</p> <p>After the model is tested in real life during pilot applications, it will be reviewed and refined and completed by an awarding scheme that will be designed (semester 4)</p>			
Target groups	<p>Who will use the main outputs delivered in this work package?</p> <p>Accommodation MSMEs, Tourism policy makers, Local/ regional authorities, Professional organisations</p>			
Target groups involvement	<p>How will you involve the target groups (and other stakeholders)?</p> <p>Consultation (A1.4.2), Pilot implementations (A3.3.1), Policy paper (A3.4.1), Involvement through WP2 and WP4</p>			
Activity 3.1.1(A3.1.1)	<p>Activity title</p> <p>Development of the SSMA, the database of good practices and the AI Recommendation Tool (AIRET)</p>	<p>Implementing period (Months)</p> <p>7,8,9,10,11,12</p>		
	<p>Activity description</p> <ol style="list-style-type: none"> 1. Development of the Simplified Sustainability Model for Accommodation MSMEs (SSMA) with criteria, indicators and correspondence with relevant UN SDGs 2. Design and development of a database of good sustainability practices implemented in the various applications and in other projects (see 3.1.4) 3. Development of the AI Recommendation Tool (AIRET) helping MSMEs to implement the SSMA <p>User's manuals will be written for all the above</p> <p>In this core activity of the project 3 main tasks are included:</p> <ol style="list-style-type: none"> 1. Development of the Simplified Sustainability Model for Accommodation MSMEs (SSMA) with criteria, indicators and correspondence with relevant UN SDGs 2. Design and development of a database of good sustainability practices implemented in 			



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	the various applications and in other projects (see 3.1.4)			
	3. Development of the AI Recommendation Tool (AIRET) helping MSMEs to implement the SSMA			
	User's manuals will be written for all the above			
Activity 3.1.2(A3.1.2)	Activity title	Implementing period (Months)		
	Assessment and Refinement of the model (SSMA) after pilot implementations	21,22		
Activity 3.1.2(A3.1.2)	Activity description			
	<p>The users' manuals developed in A3.1.1 will also be updated accordingly.</p> <p>After the pilot implementations (A3.3.1) the tools developed (SMAA and AIRET) will be reviewed and refined according to the experience gained in the implementations and the feedback taken from the participating MSMEs and their facilitators. This process will involve a thorough review of the sustainability action plans developed during the pilot implementations, and an analysis of the key sustainability indicators.</p> <p>The users' manuals developed in A3.1.1 will also be updated accordingly.</p>			
Activity 3.1.3(A3.1.3)	Activity title	Implementing period (Months)		
	Awarding scheme design	21,22		
Activity 3.1.3(A3.1.3)	Activity description			
	<p>- Clear criteria and guidelines for MSMEs to follow, in order to be eligible for the award. A scoring system will be designed, corresponding to various awarding levels (bronze, silver, gold) and guidelines on how to score will be provided</p> <p>- Procedure and forms to be used by the MSMEs and assessors</p> <p>- Award or certificate design</p> <p>An awarding system will be designed as a powerful tool to encourage and motivate organizations to adopt sustainable practices and use the SSMA. It will include:</p> <p>- Clear criteria and guidelines for MSMEs to follow, in order to be eligible for the award. A scoring system will be designed, corresponding to various awarding levels (bronze, silver, gold) and guidelines on how to score will be provided</p> <p>- Procedure and forms to be used by the MSMEs and assessors</p> <p>- Award or certificate design</p>			
Output3.2	Output title	Target value	Semester of delivery	Budget
	Joint training of sustainability mentors/facilitators	1.0 Training course	III	14.040,00 €



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	<p>Output description</p> <p>The course will be based on a training package that will be developed for this purpose.</p> <p>The implementation of the Model requires trained and skilled people able to facilitate applying organizations. For this reason, a group of professionals will be trained to be able to mentor and facilitate MSMEs to develop and implement their sustainability plans according to the SSMA. The trainees will form a transnational facilitators' registry that will remain open after the project (lasting effect)</p> <p>The course will be based on a training package that will be developed for this purpose.</p>	
<p>Target groups</p>	<p>Who will use the main outputs delivered in this work package?</p> <p>Accommodation MSMEs, Professionals/ mentors-to-be</p>	
<p>Target groups involvement</p>	<p>How will you involve the target groups (and other stakeholders)?</p> <p>Consultation (A1.4.2), Open call for expression of interest (A3.2.2), Participation in training and in mentors' registry (A3.2.2)</p>	
<p>Activity 3.2.1(A3.2.1)</p>	<p>Activity title</p> <p>Development of a training package on Simplified Sustainability Model for Accommodation (SSMA)</p>	<p>Implementing period (Months)</p> <p>13,14</p>
<p>Activity description</p> <ol style="list-style-type: none"> 1) Introduction 2) Background information on ESG sustainability 3) SSMA & AIRET description and implementation methodology 4) Facilitation Skills 5) Case studies and examples of successful sustainability 6) Training evaluation and assessment <p>The package will contain all the necessary material for the course (training plan, presentations, exercises, case studies etc) and it will be released in synchronous and asynchronous version</p> <p>The training package that will be developed will include::</p> <ol style="list-style-type: none"> 1) Introduction 2) Background information on ESG sustainability 3) SSMA & AIRET description and implementation methodology 4) Facilitation Skills 5) Case studies and examples of successful sustainability 		



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	<p>6) Training evaluation and assessment</p> <p>The package will contain all the necessary material for the course (training plan, presentations, exercises, case studies etc) and it will be released in synchronous and asynchronous version</p>			
<p>Activity 3.2.2(A3.2.2)</p>	<p>Activity title</p> <p>Joint sustainability mentors e-training - Creation of transnational sustainability mentors' registry</p>	<p>Implementing period (Months)</p> <p>14</p>		
	<p>Activity description</p> <p>The training course will be based on a training package that will be developed for this purpos</p> <p>Based on the training package, an online, joint, 40-hour training course will be organized to present the model and its use as well as the operation of the AIRET. In the course, 8 representatives from each partner, chosen following an open call (partners' staff not excluded) will participate. After the course, the transnational facilitators' registry mentioned in the output description will be created</p> <p>The training course will be based on a training package that will be developed for this purpos</p>			
<p>Output3.3</p>	<p>Output title</p> <p>Pilot implementation of the Model (SSMA) with the support of the AI REcommendation Tool (AIRET</p>	<p>Target value</p> <p>35.0 Pilot implementations</p>	<p>Semester of delivery</p> <p>IV</p>	<p>Budget</p> <p>554.580,00 €</p>
	<p>Output description</p> <p>The performance of each MSME will be recorded in the "good practices database" that will be used as a continuous "learning source" for the AIRET tool</p> <p>In order to be tested in practice and to gather feedback and insights, the SSMA and AIRET will be applied in accommodation MSMEs in real-world settings on a pilot basis. Every partner will elaborate 5 pilot implementations in MSMEs, chosen following an open call. The implementations will be facilitated by mentors/ facilitators trained in A3.2.2</p> <p>The performance of each MSME will be recorded in the "good practices database" that will be used as a continuous "learning source" for the AIRET tool</p>			



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Target groups	Who will use the main outputs delivered in this work package? Accommodation MSMEs, Professionals/ mentors-to-be			
Target groups involvement	How will you involve the target groups (and other stakeholders)? Participation in pilot implementations (MSMEs) (A3.3.1), Facilitating pilot implementations (mentors) (A3.3.1)			
Activity 3.3.1(A3.3.1)	Activity title Facilitation of pilot implementations	Implementing period (Months) 15,16,17,18,19,20		
	Activity description - Extensive information of company's working group - Assessment of the existing sustainability performance - Materiality analysis to identify the most relevant sustainability issues - Development of action plan accompanied by relevant indicators. - Implementation of 3 actions included in the action plan - Good practices recording - Reporting The trained mentors/ facilitators will facilitate the pilot implementations & provide ongoing support and guidance. For each MSME the methodology includes: - Extensive information of company's working group - Assessment of the existing sustainability performance - Materiality analysis to identify the most relevant sustainability issues - Development of action plan accompanied by relevant indicators. - Implementation of 3 actions included in the action plan - Good practices recording - Reporting			
Output3.4	Output title Policy recommendation paper	Target value 1.0 Policy recommendation paper	Semester of delivery IV	Budget 7.020,00 €
	Output description The document will be presented in the regional and international capitalization conferences (A4.1.1 and A4.1.2) and further advocated in physical meetings with relevant policy makers requested by the project partners			



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	<p>The Policy Recommendation Paper will be a document justifying and advocating for the integration to local and regional development policies, the promotion of ESG sustainability and the support to enterprises for developing sustainability plans and adopting relevant practices.</p> <p>The document will be presented in the regional and international capitalization conferences (A4.1.1 and A4.1.2) and further advocated in physical meetings with relevant policy makers requested by the project partners</p>	
Target groups	<p>Who will use the main outputs delivered in this work package?</p> <p>Tourism policy makers, Local/ regional authorities, Tourism organizations, Professional organisation</p>	
Target groups involvement	<p>How will you involve the target groups (and other stakeholders)?</p> <p>Consultation, Capitalisation conferences, Additional capitalisation activities, Through WP2</p>	
Activity 3.4.1(A3.4.1)	<p>Activity title</p> <p>Policy recommendation paper composition</p>	<p>Implementing period (Months)</p> <p>21,22</p>
	<p>Activity description</p> <ul style="list-style-type: none"> - Executive summary - Identification of the problem tackled by the policy recommended - Objectives of the policy - Policy options with pros and cons - Recommended policy - Implementation plan - Risk analysis - Legal and Ethical Considerations - Conclusions <p>Afterwards, the draft will be distributed to all partners to adapt it in the local specificities and present and advocate it accordingly</p> <p>A common draft of the policy recommendation paper will be conducted by PP3 (ES) including (indicatively):</p> <ul style="list-style-type: none"> - Executive summary - Identification of the problem tackled by the policy recommended - Objectives of the policy - Policy options with pros and cons - Recommended policy - Implementation plan - Risk analysis - Legal and Ethical Considerations - Conclusions 	



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	Afterwards, the draft will be distributed to all partners to adapt it in the local specificities and present and advocate it accordingly	
Type of WP	Project implementation	Compulsory
WP Nr	WP Title	WP budget
4	Experience exchange and transfer - Capitalisation	602.342,00 €
WP coordinator: PP1		
Involved partners: Applicant, PP1, PP2, PP3, PP4, PP5, PP6		
Contribution to the selected Programme expected result(s)		
SO1ER1		
Description of tasks and role of each partner		
Describe precisely the objective of the WP, explaining contents and methodology to be implemented, as well as how partners will be involved in its development and implementation, highlighting their role and interactions within the other content-related WPs.		
<p>The objective of the WP is to capitalize the outputs of the project, promote their use and ensure their durability and transferability</p> <p>The outputs of the WP are:</p> <p>OUT4.1: Capitalisation conferences in each partner's region and one international</p> <p>OUT4.2: Study visits for experience exchange</p> <p>OUT4.3: Additional capitalisation activities addressing to beneficiaries who expressed their interest</p> <p>OUT4.4: SMAC OER-LLAB platform integrating Open Educational Resources (OER) with a Living Lab framework fostering an interactive, collaborative learning and innovation environment</p> <p>OUT4.5: Transnational network (SMAC Network), responsible to transfer and capitalise the outputs after its end</p> <p>The methodology is collaborative development and all partners will take part in the implementation of WP4 (see 3.3.7)</p> <p>Interactions</p> <p>- In the capitalisation conferences:</p> <ul style="list-style-type: none"> > The Model (SSMA) and the AI Recommendation Tool (AIRET) will be presented and promoted (OUT3.1) > The sustainability awards will be awarded to the MSMEs taken part in pilots (OUT3.3) 		



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- > The operation of the SMAC OER-LLAB platform (OUT4.4), the SMAC network (OUT4.5) and the mentors' registry (OUT3.2) will be announced
- > The policy paper will be presented to the policy makers and the other stakeholders

- During the study visits:

- > Transnational experience will be exchanged between mentors and MSMEs regarding the model, the results and problems/ obstacles faced in pilot implementation
- > Thematic workshops related to the project will be organized

- Additional capitalisation activities

- > Will demonstrate the achievements in pilot applications
- > Training courses describing the model will be organised and individualised support will be provided for stakeholders expressed their late interest

Although some of the capitalization activities could be listed under WP2, the entire WP4 it is presented as a stand-alone one, because it is the key set of actions for the achievement of the project SO2

Final beneficiaries	Who will benefit from this Project? How? - Tourists/ Visitors - Workers in accommodation MSMEs - Higher education and research institutions - Local communities – General public How they benefit - As presented in 3.1.3			
	Final beneficiaries - Tourists/ Visitors - Workers in accommodation MSMEs - Higher education and research institutions - Local communities – General public How they benefit - As presented in 3.1.3			
Output4.1	Output title	Target value	Semester of delivery	Budget
	Capitalisation conferences	12.0 Capitalisation conferences	IV, V	138.538,66 €



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	<p>Output description</p> <p>Additionally, the PP1 (EG1) will organise an international capitalization conference to launch and present the model to stakeholders at international level</p> <p>After the WP3 is completed, the refined version of the tools as well as the awarding scheme will be officially launched to the regional market. This will be done in 11 regional conferences organised by all partners (associated included), except for PP1 (EG1), targeting mainly the tourism sector except for the LP focusing on the academia</p> <p>Additionally, the PP1 (EG1) will organise an international capitalization conference to launch and present the model to stakeholders at international level</p>	
Target groups	<p>Who will use the main outputs delivered in this work package?</p> <p>Accommodation MSMEs, Tourism stakeholders as analysed in 3.1.3, Professionals/ mentors-to-be</p>	
Target groups involvement	<p>How will you involve the target groups (and other stakeholders)?</p> <p>Presentation of good practices in pilot implementations</p> <p>Active participation in the conferences</p> <p>Presentation of good practices in pilot implementations</p>	
Activity 4.1.1(A4.1.1)	<p>Activity title</p> <p>Regional 1-day conferences for the official promotion of the updated version of the Model</p>	<p>Implementing period (Months)</p> <p>23,24</p>
	<p>Activity description</p> <p>Organisation of 11 main regional public events (by each partner except for PP1) to officially launch the updated SSMA, inviting key stakeholders and other interested parties. This event will serve as a platform to showcase the features & benefits of the updated Model, share success stories and award the MSMEs from the pilot implementations, and engage with potential beneficiaries. Moreover, the policy recommendation paper (A3.4.1) will be presented and advocated to the relevant policy makers</p>	
Activity 4.1.2(A4.1.2)	<p>Activity title</p> <p>International capitalisation conference</p>	<p>Implementing period (Months)</p> <p>29</p>
	<p>Activity description</p> <p>In the end of the project, PP1 (EG) will organize an international conference for the project results' presentation and capitalization, addressed to all target groups at national and international level. In this conference, international guests (partners included) will be invited to present their experience</p>	



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	in sustainability in accommodation sector and the consequent benefits. Also, further capitalisation ideas will be exchanged and relevant supporting policies will be proposed to policy makers			
Output4.2	Output title	Target value	Semester of delivery	Budget
	Study visits	7.0 Study visits	IV, V	114.444,98 €
	Output description For experience exchange purposes, 3-day study visits will take place in each partner's premises. The visitors will meet their colleagues from other partners and exchange experiences from the project implementation, the conditions in their countries, and other issues of common interest, while they have the chance for networking and laying the ground for further cooperation. Also, a thematic workshop will be organised, in which non-present partners can participate online			
Target groups	Who will use the main outputs delivered in this work package? Accommodation MSMEs, Tourism stakeholders as analysed in 3.1.3, Professionals/ mentors-to-be			
Target groups involvement	How will you involve the target groups (and other stakeholders)? Watching the meetings in study visits online Participation in study visits Watching the meetings in study visits online			
Activity 4.2.1(A4.2.1)	Activity title	Implementing period (Months)		
	Organisation of study visits	21,22,23,24,25,26		
	Activity description - LP (GR) will host PP1, PP5 & PP6 - PP1 (EG1) will host PP4, PP5 & PP6 - PP2 (EG2 will host LP & PP3 - PP3 (ES) will host LP, PP1 & PP6 - PP4 (GR) will host PP2 & PP3 - PP5 (TN) will host PP2, PP3 & PP4 - PP6 (TR) will host PP2, PP4 * PP5 Communication will be facilitated by interpreters accordingly. A report for each visit will be produced by the host partner The study visits will be organized on revolving basis. Each partner will host 3 visitors from 2 or 3 other partners as follows: - LP (GR) will host PP1, PP5 & PP6 - PP1 (EG1) will host PP4, PP5 & PP6 - PP2 (EG2 will host LP & PP3			



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	<ul style="list-style-type: none"> - PP3 (ES) will host LP, PP1 & PP6 - PP4 (GR) will host PP2 & PP3 - PP5 (TN) will host PP2, PP3 & PP4 - PP6 (TR) will host PP2, PP4 * PP5 <p>Communication will be facilitated by interpreters accordingly. A report for each visit will be produced by the host partner</p>			
Output4.3	Output title	Target value	Semester of delivery	Budget
	Additional capitalization activities	7.0 Sets of additional capitalisation activities	V	265.030,48 €
Output4.3	Output description			
	<ul style="list-style-type: none"> - 4 demonstration events (demo days) to present the tools in details and demonstrate achievements of enterprises with sustainable operation - 2 40-hour training courses on the use of the Model & the exploitation of AIRET as well as the awarding process. - Individualized support provided by registered mentors (see A3.2.2) to MSMEs expressed relevant interest after the launch of the tools (see A4.1.1) <p>Those activities address the capitalisation receivers (see A1.4.1) and include for each partner:</p> <ul style="list-style-type: none"> - 4 demonstration events (demo days) to present the tools in details and demonstrate achievements of enterprises with sustainable operation - 2 40-hour training courses on the use of the Model & the exploitation of AIRET as well as the awarding process. - Individualized support provided by registered mentors (see A3.2.2) to MSMEs expressed relevant interest after the launch of the tools (see A4.1.1) 			
Target groups	<p>Who will use the main outputs delivered in this work package?</p> <p>Accommodation MSMEs, Tourism stakeholders as analysed in 3.1.3, Professionals/ mentors-to-be</p>			
Target groups involvement	<p>How will you involve the target groups (and other stakeholders)?</p> <p>Training (physical or online)</p> <p>Individualized support</p> <p>Participation in demo days (physical or online)</p> <p>Training (physical or online)</p> <p>Individualized support</p>			
	Activity title	Implementing period (Months)		



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Activity 4.3.1(A4.3.1)	Demonstration events at partners' level (demo days)	23,24,25,26,27,28		
	<p>Activity description</p> <p>The events will be widely promoted and streamed live for international stakeholders to follow. The language used will be the local, with subtitles in English provided during the online broadcast</p> <p>Each partner will organise 4 demo days to present the achievements, share findings, and demonstrate the tangible outcomes of pilot implementations (A3.3.1). In each demo day, results of 3 pilot implementations will be presented, two from the partner's region and one from an international partner</p> <p>The events will be widely promoted and streamed live for international stakeholders to follow. The language used will be the local, with subtitles in English provided during the online broadcast</p>			
Activity 4.3.2(A4.3.2)	Activity title	Implementing period (Months)		
	40-hour training courses	23,24,25,26,27,28		
<p>Activity description</p> <p>The courses will be promoted through the project communication channels. If the interest for attendance is high (more than 60 people), the first-come-first-served system will be applied</p> <p>2 online 40-hour interactive training courses on sustainability in general, the use of the SSMA, the exploitation of AIRET and the awarding process, addressing accommodation management or operational staff and professionals interested to become registered mentors/ consultants, will be organized by each partner.</p> <p>The courses will be promoted through the project communication channels. If the interest for attendance is high (more than 60 people), the first-come-first-served system will be applied</p>				
Output4.4	Output title	Target value	Semester of delivery	Budget
	SMAC OER-LLAB platform	1.0 Online platform	II, III, IV, V	78.304,46 €
<p>Output description</p> <p>Cutting-edge platform integrating Open Educational Resources (OER) with a Living Lab framework, fostering an interactive, collaborative learning and innovation environment. It will serve as a dynamic repository of educational material and resources, freely accessible and customizable, supporting lifelong learning. Embodying Living Lab principles, it engages users in co-creating, testing,</p>				



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	and refining solutions, thus ensuring that learning is continuously aligned with evolving real-world needs.	
Target groups	Who will use the main outputs delivered in this work package? Accommodation MSMEs Tourism stakeholders as analysed in 3.1.3 Professionals/ mentors-to-be	
Target groups involvement	How will you involve the target groups (and other stakeholders)? Promotion of the SMAC OER-LLAB platform and motivating target groups to use it. Use of the platform	
Activity 4.4.1(A4.4.1)	<p>Activity title</p> <p>Design/ creation/ operation of a platform combining Open Educational Resource (OER) and Living Lab</p>	<p>Implementing period (Months)</p> <p>10,11,12,13,14,15,16,17,18,19,20,21,22,23,24,25,26,27,28,29,30</p>
	<p>Activity description</p> <ul style="list-style-type: none"> - Requirement Analysis identifying key stakeholders' needs - Design <ul style="list-style-type: none"> > OER Curation: Aggregate existing educational resources > Living Lab Framework Development: Guidelines for collaboration, innovation, and user engagement - Development of the combined OER and Living Lab, using open-source tools and platforms - Testing in pilot implementations (A3.3.1) to refine and validate the platform functionalities - Users' guide compositio <p>Steps included in the creation of the SMAC OER-LLAB platform:</p> <ul style="list-style-type: none"> - Requirement Analysis identifying key stakeholders' needs - Design <ul style="list-style-type: none"> > OER Curation: Aggregate existing educational resources > Living Lab Framework Development: Guidelines for collaboration, innovation, and user engagement - Development of the combined OER and Living Lab, using open-source tools and platforms - Testing in pilot implementations (A3.3.1) to refine and validate the platform functionalities - Users' guide compositio 	



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Output4.5	Output title	Target value	Semester of delivery	Budget
	SMAC Network	1.0 Network	V	6.023,42 €
Output4.5	Output description			
	<p>The network, operating in antennae located in each partner's premises, will be the owner of the project outputs and among its duties the maintenance and operation of the mentors' registry is included</p> <p>In the end of the project, the partners (mandatorily) and other stakeholders involved (MSMEs, mentors/ facilitators etc) will form the SMAC Network, whose main aim will be to ensure sustainability, transferability and springboard and multiplier effect after the project is completed. The network, operating in antennae located in each partner's premises, will be the owner of the project outputs and among its duties the maintenance and operation of the mentors' registry is included</p>			
Target groups	Who will use the main outputs delivered in this work package?			
	Accommodation MSMEs, Tourism stakeholders as analysed in 3.1.3, Professionals/ mentors-to-be			
Target groups involvement	How will you involve the target groups (and other stakeholders)?			
	Participation in the network as physical or legal persons and as regular or affiliated members			
Activity 4.5.1(A4.5.1)	Activity title	Implementing period (Months)		
	Creation of the SMAC Network	28,29		
Activity 4.5.1(A4.5.1)	Activity description			
	<p>Those documents will be developed by PP4 (GR) and after they are approved by all partners will be sent to all potential members inviting them to sign them during the international capitalisation conference (A4.1.2) or digitally</p> <p>For the establishment of the network, an MoU defining purpose, objectives and terms of operation, as well as a strategy paper and 3-year action plan including a detailed roadmap of activities, timelines, resource allocation, and performance indicators will be prepared</p> <p>Those documents will be developed by PP4 (GR) and after they are approved by all partners will be sent to all potential members inviting them to sign them during the international capitalisation conference (A4.1.2) or digitally</p>			

4.2 Budget per Work Package

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Name		WP1 Management coordination	WP2 Communication and dissemination	WP3 Model development – Pilot Applications	WP4 Experience exchange and transfer - Capitalisation	Total budgeted direct cost per PP
Applicant	ΕΠΙΜΕΛΗΤ ΗΡΠΙΟ ΔΡΑΜΑΣ	115.630,01 €	33.100,00 €	116.000,00 €	66.354,00 €	331.084,01 €
PP01	الغرفة التجارية المصرية بالاسكندرية	65.500,00 €	21.300,00 €	96.000,00 €	117.584,00 €	300.384,00 €
PP02	اتحاد منظمات الأعمال المصرية الأوروبية	81.390,00 €	34.050,00 €	96.000,00 €	70.358,00 €	281.798,00 €
PP03	Association of the Mediterran ean Chambers of Commerce and Industry	82.695,00 €	25.100,00 €	98.000,00 €	86.380,00 €	292.175,00 €
PP04	Δημοκρίτει ο Πανεπιστή μιο Θράκης- Ειδικός Λογαριασμ ός Κονδυλίων Έρευνας	55.500,01 €	19.300,00 €	104.000,00 €	109.686,00 €	288.486,01 €
PP05	غرفة التجارة والصناعة لتونس	80.211,00 €	25.400,00 €	96.000,00 €	78.274,00 €	279.885,00 €
PP06	Adana Büyükşehir Belediyesi	72.359,00 €	43.100,00 €	96.000,00 €	73.706,00 €	285.165,00 €



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Total budget per WP	553.285,02 €	201.350,00 €	702.000,00 €	602.342,00 €	2.058.977,02 €
Total direct costs EU Mediterranean Countries and %					911.745,02 € (44%)
Total direct costs Mediterranean Partner Countries and %					1.147.232,00 € (56%)

4.3 Outputs overview per workpackage WPs

Outputs overview per workpackage WPs	I sem.	II sem.	III sem.	IV sem.	V sem.	VI sem.
WP1						
Output Project meetings	√	√	√	√	√	
Output Technical Manuals	√					
Output Project management	√	√	√	√	√	
Output Target group maps (set) – Consultation reports (set)	√					
WP2						
Output Communication strategy, plan and evaluation system (sets of documents)	√					
Output Inception video and final video	√				√	
Output	√					



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Poster						
Output Awareness events about sustainability concept		√				
Output Project promotional campaigns in traditional mass media	√		√		√	
Output Communication material	√	√	√	√	√	
Output Online presence of the project	√	√	√	√	√	
WP3						
Output Simplified Sustainability Model for Accommodation businesses (SSMA)		√		√		
Output Joint training of sustainability mentors/ facilitators			√			
Output Pilot implementation of the Model (SSMA) with the support of the AI REcommendation Tool (AIRET)				√		
Output Policy recommendation paper				√		
WP4						
Output Capitalisation conferences				√	√	
Output Study visits				√	√	



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Output Additional capitalization activities					√	
Output SMAC OER-LLAB platform		√	√	√	√	
Output SMAC Network					√	



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6. Environmental Screening

7. Environmental Screening - Checklist A		
This Checklist A is to be filled for the submission of the proposals falling under the following Programme Priorities 1 and 2. Specific Objectives: 1.1, 1.2, 2.1, 2.2, 2.3, 2.4). Depending on the answers provided, you may also have to complete <i>Checklist B or C</i> . For more details, see section 5.5 of the Guidelines for Applicants.		
Questions	Yes/No	Description
1. Does the project foresee the realization of infrastructures?	No If Yes, the Checklist B is required	
2. Does the project take into account the principles of environmental protection and sustainable development?	Yes If No, the Checklist B is required	The project is deeply devoted to environmental protection and sustainable development principles. Through the development of the SSMA and AIRET tools, we empower accommodation MSMEs to adopt sustainable practices that minimize their environmental impact and foster a commitment to eco-friendly operations. The SSMA toolkit provides businesses with a comprehensive roadmap and practical guidance to design and implement sustainable practices, ensuring a greener and more sustainable tourism industry
3. Does the project take into account the relevant International, National and Regional directives/laws/agreement/strategies with regard to environmental and sustainable development issues?	Yes If No, the Checklist B is required	The project aligns with a range of international, national and regional directives, laws, agreements and strategies related to environmental protection and sustainable development. contributing to the achievement of global & regional sustainability objectives. These include the: - EU Sustainable Tourism Action Plan - Corporate Sustainability Reporting Directive (CSRD) - UN-SDGs - Mediterranean Action Plan (MAP) - National Sustainable Development Strategies of the partners' countries
4. Has the environmental context been taken into account when deciding on the strategies and activities of the project proposal?	Yes If No, the Checklist B is required	The main output of the project is the Simplified Sustainability Model for Accommodation businesses (SSMA) supported by an Artificial Intelligence Recommendation Tool (AIRET), targeting the MSMEs of the accommodation sector. As environment is one of the three pillars of ESG (Environment, Social, Governance) Sustainability, it becomes apparent it is in the core of the project consideration.
5. Does the project have any potential impact on the environment?	Yes If Yes, answer all	The project has mainly positive impact on the environment as it develops the SSMA, a necessary tool for accommodation MSMEs to design their sustainability plans and adopt sustainability practices.



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	<p>questions from 6 to 10</p> <p>If No, you are not requested to proceed further</p>	<p>Current problems deriving from the accommodation MSMEs' operation are their environmental impact and the carbon footprint, and more specifically, lack of measures to save energy and water, food waste, non-use of eco-friendly products etc</p>
<p>6. How the project plan will reduce the negative impact(s) and strengthen the positive impact(s)?</p>	<p>Yes</p> <p>Whatever the answer(i.e. Yes or No), the Checklist B is not requested</p>	<p>The project strategy is to raise awareness and motivate the accommodation MSMEs to orient themselves to sustainable operation and provide them with the simple and easy-to-use tools that are necessary. Therefore, the SSMA offers them a comprehensive toolkit to design and implement sustainable practices, mitigate their environmental impact and address the environmental challenges they face. Moreover, the project aims to formulate a transnational group of experts able to facilitate those MSMEs towards their journey to sustainability and to create the SMAC network ensuring the durability and transferability of the project results and outputs Lastly, in the project strategy the awareness of the general public about the ESG sustainability is included as the necessary condition for its success and achieving its objectives</p>
<p>7. Is any message on advocacy/awareness-raising related to environmental issues foreseen?</p>	<p>Yes</p> <p>Whatever the answer (i.e. Yes or No), the Checklist B is not requested</p>	<p>The message to the main target group that is the accommodation MSMEs is that:</p> <p>a) They HAVE TO be concerned about sustainability in their operation as it is a global priority as well as a condition for survival and competitiveness</p> <p>b) With the simple and easy-to-use tools developed by the project (SSMA and AIRET) THEY CAN have their own sustainability plan, adopt sustainable practices and obtain all the relevant benefits</p>
<p>8. Does any of the partners/associates involved in the proposal have a role in reducing the negative impact and/or strengthening different stakeholders' capacity to cope with this impact?</p>	<p>Yes</p> <p>Whatever the answer (i.e. Yes or No), the Checklist B is</p>	<p>As organisations of public interest, all partners have a role in reducing the negative environmental impact and/or strengthening different stakeholders' capacity to cope with this impact, either directly (their own sustainable operation) or indirectly (awareness raise, training, facilitating sustainable practices or promotion of eco-friendly businesses or products</p>



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	not requested	
9. Does the project foresee an environmental monitoring system?	Yes If No, the Checklist B is required	As a sustainability model, the SSMA will foresee sustainability reporting that requires measurements of environmental indicators during the operation of the MSMEs. These indicators will emerge from the design of the model but are sure to include at least: - Water consumption - Consumption of various types of energy - Quantity of food waste These measurements will be carried out BY THE MSMEs themselves during and especially after the project and will be included in their sustainability plans
10. Have the costs for the above-mentioned measures been adequately considered in the budget plan?	No Whatever the answer (i.e. Yes or No), the Checklist B is not requested	

8. Environmental Effects – Checklist B

The Checklist B is required only for those proposals needing a more detailed environmental assessment, based on the information provided under Checklist A.

SECTION 1 - General information

Description of the indicative area. If more than one infrastructure is planned, the description shall cover the different areas where the infrastructures will be implemented.	
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<p>Map of the indicative area(s). If more than one infrastructure is planned, it is required to include one low resolution picture for each area. Snapshots from google maps are recommended. All pictures shall be made available in one pdf file (5 MB max).</p>	<p>Pictures upload required</p>
<p>Description of the intervention/infrastructure to be implemented</p>	

SECTION 2 - Location

Indicate the intervention distance from	Yes/No N.A.	Indicate the intervention distance from:
Densely populated area		
Cultural heritage site		
Natural protected area		
Wetlands		
Coastal areas		
Marine areas		
Estuaries		
Mountain areas		
Buffer zone of natural protected area		
Special area for biodiversity protection (e.g. Natura 2000 sites in the EU)		
Vulnerable landscape area		

SECTION 3 - Environmental main issues

Where appropriate, reference may be made to information already contained in other sections of the project proposal. If an environmental/vulnerability report already exists, this can be mentioned and provided to the MA in addition to the information provided below.

Questions	Yes/No	Description (if yes, in which way?)
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1. May the intervention cause a change on the environmental conditions?	No	
2. Would there be any out-of-scale feature affecting the environmental context?	No	
3. Would the area be visually affected?	No	
4. Would such visual effect extend over a large area?	No	
5. May the project produce a potential transnational impact on the environment? To which extent and scale?	No	
6. How many people would be affected by the project intervention? (estimation)	No	
7. How many other types of ecosystemic subjects (fauna and flora, businesses, infrastructures) would be affected by the project activities?	No	
8. Would valuable environmental features or resources be affected?	No	
9. Is there a risk that any environmental standards may be breached?	No	
10. Is there a risk that protected sites, areas, features may be affected?	No	
11. What is the odd that the foreseen effect(s) will actually take place?	No	
12. Would the effects continue for a long time? How long? (estimation)	No	
13. Would the effect be cumulative?	No	
14. Would the effect be direct rather than indirect?	No	



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15. Would the effect be permanent rather than temporary?	No	
16. Would the impact be continuous rather than intermittent?	No	
17. If it is intermittent, would it be frequent rather than rare?	No	
18. Would the impact be irreversible?	No	
19. Would it be difficult to avoid, or reduce or repair or compensate the effect?	No	
Other comments/information:		

9. Environmental Report – Checklist C

The Checklist C is required only for the projects including investments in infrastructure with a lifespan of 5 years or more.

SECTION 1 – General information

Information	Details
Purpose and main features of the intervention	
Proposed access to the site and transport arrangements	
Number of employees expected to be involved in the assessed activity/ies	
Land use requirements and other relevant physical features of the intervention	
Production processes and the operational features of the project	
Types and quantities of raw materials, energy and other resources consumed (estimation)	
Residues and emissions by type, quantity, composition (estimation)	



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Main alternative sites and alternative processes considered (with maps)	
Adoption of voluntary instruments of environmental management (e.g. UNI EN ISO 14001, EMAS)	
Other comments/information:	

SECTION 2 - Information describing the site and its environment

Physical features	Details
Population – proximity and number	
Flora and fauna – in particular protected species and habitats	
Soil – agricultural quality, geology and geomorphology	
Water – aquifers, water courses and shorelines	
Air – climatic factors, air quality, etc.	
Architectural and historic heritage, archaeological sites and features	
Landscape and topography	
Recreational uses	
Policy framework Include all relevant official national or international designation such as sites of special interest, areas of outstanding natural beauty, national parks, green belts, ancient monuments and listed buildings, etc. potentially affected by the intervention	
Other comments/information:	

SECTION 3 - Assessment of effects

Including direct and indirect, cumulative, short, medium and long-term, permanent and temporary, positive and negative effects of the project.



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Effects on human health, buildings and human artefacts	Details
Estimated change in population	
Effects on local roads and transport systems	
Effects on buildings, architectural and historic heritage, archaeological feature and human artifacts	
Effects on flora, fauna and geology	
Loss of, and damage to, land and marine habitats, plants and animal species	
Loss of, and damage to, geological, paleontological and physiographic features	
Other ecological consequences	
Effects on land	
Physical effects	
Effects of chemical emissions and deposits on site and surrounding land	
Visual and Landscape impacts	
Effects on water	
Indication of water supply source(s) and likely efficient use of the resource	
Effects on drainage pattern in the area resulting from the development	
Changes to hydro-geographical characteristics	
Effects on coastal or estuarine characteristics	
Effects of pollutants, waste, etc. on water quality	
Effects on energy	
Indication of energy supply	
Indication of renewable energy supply possibly used	
Effects on waste	
Indication of waste typology expected to be produced	
Indication of forecasted disposal methods and measures for the efficient management of waste generation	
Effects on air and climate	



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Level and concentration of chemical emissions and their environmental effects expected	
Indication of measures for the containment and reduction of atmospheric emissions to be adopted	
Particulate matter	
Nuisant odours	
Level of noise	
Any other climatic effect	
Other indirect and secondary effects associated with the project	
Effects resulting on traffic related to the development of the intervention	
Effects arising from the extraction and consumption of materials, water, energy or other resources needed for the development	
Effects of other developments associated with the project	
Other comments/information:	

SECTION 4 - Mitigating factors

Where significant adverse effects are identified, a description of the measures to be taken to avoid, reduce or remedy those effects is required	
Information	Details
Site planning	
Technical measures, for instance: Process selection Recycling Pollution control and treatment Containment	
Aesthetic and ecological measures, for instance: Mounding Design, colour, etc. Landscaping Tree planting Measures to preserve habitats Recording of archaeological sites Measures to safeguard historic buildings	
Other comments/information:	



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SECTION 5 - Risk of accidents and hazardous developments

Where significant adverse effects are identified, a description of the measures to be taken to avoid, reduce or remedy those effects is required

Information	Details
When the proposed intervention involves materials that could be harmful to the environment in the event of an accident, this report should include an indication of the preventative measures that will be adopted so that such an occurrence is not likely to have a significant effect.	
Other comments/information:	