



# RESTART MED!

## PROMOTING SUSTAINABILITY IN THE TOURISM SECTOR, OBJECTIVE OF THE NEW RESTART MED! PROJECT

**RESTART MED! is a 2-year project co-funded by the European Union through the ENI CBC MED Programme; it aims to stress the crucial role of the tourism sector in the Mediterranean and has a total budget of 1.1 million euros.**

**During the project's lifespan, grants up to €5,000 will be awarded to help develop and promote sustainable tourism products in the Mediterranean region.**

**RESTART MED! will be implemented by six partners from Italy, Jordan, Lebanon, Spain and Tunisia.**

Barcelona, 18<sup>TH</sup> October 2021 – On October 13<sup>th</sup> and 14<sup>th</sup>, 2021 the meeting that gives the green light to a new **European project, RESTART MED!**, took place in Barcelona. **The project aims to develop and promote sustainable tourism products through** informative sessions **and the award of €5,000 grants**, as well as promoting the creation of a sustainable tourism brand that highlights the Mediterranean as a whole.

Specifically, the new European initiative, which is co-financed by the European Union through the ENI CBC MED Programme, aims to **compile, promote, scale-up and add value to the results of previous sustainable tourism projects located in the Mediterranean**. Restart Med! will approach the sector from a broad perspective and, therefore, will analyse areas such as adventure tourism, slow tourism, games and video games, gastronomy, cultural heritage, etc. The partnership aims to **demonstrate that tourism goes beyond the so-called “sun and beach”, while gastronomy, adventure, cultural heritage, and the mountains, among others, are also a core value of the Mediterranean, one that needs to be better known and appreciated.**

The tourism sector and its economy are one of the most affected by Covid-19. For this reason, the **RESTART MED! is seen as an opportunity to transform one of the main economic sectors and contribute to tackle major challenges such as sustainability and digitisation.**

### **More than 1 million € for RESTART MED!**

The RESTART MED! project has a budget of 1.1 million € and is led by the **Comitato Internazionale per lo Sviluppo dei Popoli** (CISP) in Italy, in partnership with the **Barcelona Chamber of Commerce** (BCC) in Spain, the **Catalan Tourism Board** (CTB) in Spain, the **American University of Beirut** (UAB) in Lebanon, the **Jordan University of Science and Technology** (JUST) in Jordan, and the **World Wildlife Fund Mediterranean North Africa** (WWF - MNA) in Tunisia.

To give the green light to the project, which will last for the next two years, the Barcelona Chamber of Commerce and the Catalan Tourism Board organised a kick-off meeting with the presence of all partners and representatives of both the ENI CBC MED Programme and the Barcelona Provincial Council, which are coordinators of the Sustainable Tourism Community of the Interreg MED programme.

Follow the project on on Twitter (@restart\_med), Instagram (@restart\_med), and the project's webpage.

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