

# Advancing Sustainable Blue Tourism in the Mediterranean: Towards the MED Blue Tourism Flagship Initiative

**17 June, 17:30 - 19:00 CEST**

Auditorio del Patí Manning, Barcelona

**Co-organisers:**



**IDDRI**



eco-union



**Diputació  
Barcelona**



## DESCRIPTION

The Blue Tourism Initiative (BTI) supports the transition towards sustainable, nature-positive tourism models in Mediterranean coastal and marine areas. This event will present key results and lessons learned from pilot actions in Morocco, Tunisia, and Lebanon, highlighting how nature-based solutions can improve visitor management, strengthen governance, and create sustainable livelihoods.

The session will also explore how these experiences are being scaled up through the Mediterranean Blue Tourism Flagship Initiative under the Barcelona Convention, fostering regional cooperation and long-term impact for a more resilient and regenerative blue tourism sector.

## AGENDA

Time	Session Title	Description
17:30-17:40	Welcome and opening remarks	Overview of the Blue Tourism Initiative and framing within EU Green Week
17:40-18:00	Blue Tourism Initiative in the Mediterranean	Presentation of key outcomes and lessons learned from implementation in Morocco (Al Hoceima National Park), Tunisia (Djerba Island), and Lebanon (Tyre Coast, Palm Islands & Anfeh)
18:00-18:15	Mediterranean Blue Tourism Flagship Initiative	Transition from project implementation to the flagship initiative under the Barcelona Convention, including opportunities for replication, scaling up, and policy integration
18:15-18:50	Roundtable discussion: Scaling up blue tourism in the Mediterranean	Interactive discussion with stakeholders on pathways for the continuation of blue tourism actions, including financing mechanisms, partnerships, and governance frameworks. The session will explore synergies with existing Mediterranean initiatives, identify key priorities, and discuss concrete ways forward for the implementation of the Med Blue Tourism Flagship Initiative
18:50-19:00	Closing remarks	Key takeaways and next steps