

Press release  
**For immediate release**

## **S&T MED VIDEO SHOOTING BROADCASTED ON TUNISIAN NATIONAL TV**

S&T MED has started the shooting of its promotional video in the three areas of the Project: the Sinis Peninsula in Italy, Mahdia in Tunisia and Aqaba in Jordan. In Tunisia, video shooting has attracted national media and the news has been broadcasted on the national TV, El-Wataniya 1. The video - realized by the prestigious Centro Sperimentale di Cinematografia (CSC), the leading Italian Institution in the field of cinematography - will be presented in London on the occasion of the World Travel Market (WTM) 2015 between 2<sup>nd</sup> and 5<sup>th</sup> November 2015.

S&T MED video places an emphasis on the three areas of the Project, with their variety of environmental and cultural assets, as well as their traditions and communities, highlighting how sustainability is taken up in the areas and how is strengthened thanks to the Project. Indeed, S&T MED is in its way to set Destination Management Organizations (DMOs) following a “community-approach” in each of the three target areas of the Project. This could help - by deeply involving local communities and stakeholders in the decision making - sustainably plan, manage, brand and promote the destinations and supply visitors and tourists with a comprehensive experience of the local nature and the cultural heritage, as well as authentic values and traditions of societies. Guidelines on how to establish and run a DMO have already been issued by S&T MED, which is now in the process of fitting and applying concepts and model included in the guidelines to the three areas.

In order to pave the way and facilitate the application of the DMO guidelines, the S&T MED has achieved significant results in terms of engaging local administrations, local communities with particular reference to youth, CSOs and other relevant stakeholders around the concept of the Destination Management Organization (DMO) and sustainable tourism. This is in the belief that sustainability relies upon shared values and common objectives. A first cycle of training has been delivered to local stakeholders (in particular youth and the private sector) on specific topics concerning sustainable tourism but also basic and specific skills (English language, digital marketing, etc.). Awareness raising activities for local stakeholders have also been undertaken locally. This has been pivotal in improving local context, making it more conducive to principles and practices of sustainable development and tourism, and stimulating exchanges of ideas within and across the areas to help communities in finding their own way to sustainable tourism in full respect of local values, culture and traditions.

But, local decision-making is not only based on consensus, participation and support by local stakeholders but also is rooted in the DMO’s capacity of substantiating decisions with scientific data and being accountable for that. In view of that, S&T MED is focusing on tourism data collection and environmental monitoring. This latter will be mainly through data collected by buoys, adapted to local needs and equipped with specific sensors according to the environmental specific



features of the areas and that will be placed in the seas in front of the three destinations. Environmental data will be analysed and provided to local DMOs, which will make them available to local private sector operators, citizens and tourists visiting the areas.

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## **Disclaimer**

This press release has been produced with the financial assistance of the European Union under the ENPI CBC Mediterranean Sea Basin Programme. The contents of this document are the sole responsibility of the Italian Ministry of Cultural Heritage and Tourism (MIBACT) and S&T MED project partners and can under no circumstances be regarded as reflecting the position of the European Union or of the Programme's management structures.

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## **Statement about the Programme**

The 2007-2013 ENPI CBC Mediterranean Sea Basin Programme is a multilateral Cross-Border Cooperation initiative funded by the European Neighborhood and Partnership Instrument (ENPI). The Programme objective is to promote the sustainable and harmonious cooperation process at the Mediterranean Basin level by dealing with the common challenges and enhancing its endogenous potential. It finances cooperation projects as a contribution to the economic, social, environmental and cultural development of the Mediterranean region. The following 14 countries participate in the Programme: Cyprus, Egypt, France, Greece, Israel, Italy, Jordan, Lebanon, Malta, Palestine, Portugal, Spain, Syria (participation currently suspended), Tunisia. The Joint Managing Authority (JMA) is the Autonomous Region of Sardinia (Italy). Official Programme languages are Arabic, English and French ([www.enpicbmed.eu](http://www.enpicbmed.eu)).

## **General statement on the European Union**

European Union is made up of 28 Member States who have decided to gradually link together their know-how, resources and destinies. Together, during a period of enlargement of 50 years, they have built a zone of stability, democracy and sustainable development whilst maintaining cultural diversity, tolerance and individual freedoms. The European Union is committed to sharing its achievements and its values with countries and peoples beyond its borders".

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