



MED-Routes

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MED-Routes: Enhancing MED sustainable cultural tourism through the creation of eco-itineraries inside European Cultural Routes



12th Training Academy on Cultural Routes of the Council of Europe
Torres Vedras, 13/06/2025

Benedetta Diamanti, Director of the European Route of Ceramics



Cultural route
of the Council of Europe
Itinéraire culturel
du Conseil de l'Europe



A European project funded by Interreg Euro-MED

8 partners from Italy, Portugal, Spain, Croatia, Greece, Cyprus, Bulgaria

4 CoE's Cultural Routes

- European Route of Ceramics
- Routes of the Olive Tree
- Phoenicians' Route
- Destination Napoleon



January 2024 – March 2026 / € 999.000



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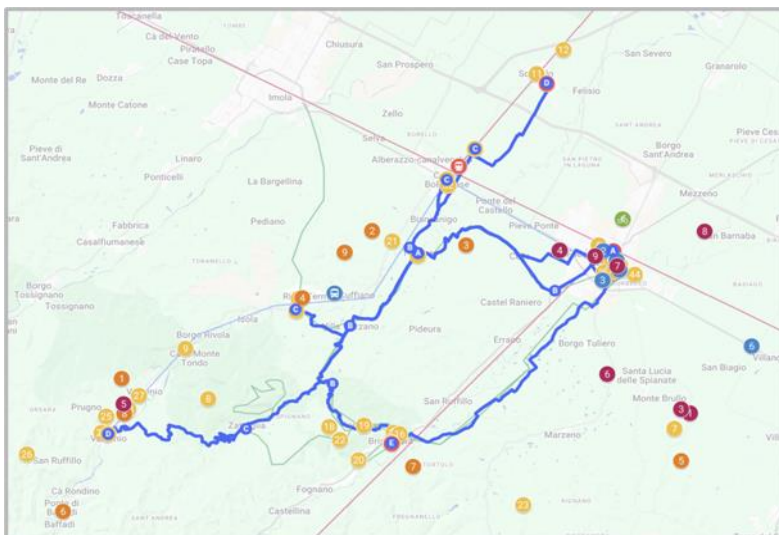
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a shared project among CoE's Cultural Routes

that have historically intersected across the Mediterranean

We created 8 eco-itineraries



within small portions of territory



bringing together heritage elements from
different Cultural Routes



supporting tourism outside the most
crowded destinations



with strong attention to environmental
sustainability



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Why together?

- thematic richness for the eco-itineraries
- strengthening the ties between CRs and among their territories
- build a shared language
- visibility
- fundraising

Transferability

- We encourage to replicate the eco-itineraries experience
 - other members of our CRs
 - other CRs
- Using MED-Routes methodology



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Thank you!



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European
Route of
CERAMICS

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