



GreenSET

Interreg
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Suggestive Template for PPs website presentation of GreenSET program

Introducing GreenSET: Pioneering Sustainable Tourism Across the Mediterranean

[Your Organization Name] is proud to announce its participation as an official partner in **GreenSET**, an ambitious and collaborative project under the **Interreg Euro-MED Programme**. This forward-thinking initiative is set to revolutionize the tourism sector in the Mediterranean through circular economy principles and sustainable innovation.

What is GreenSET?

GreenSET – *Green Sustainable Eco-Tourism* – is a project funded by the Interreg Euro-MED 2021–2027 Programme. Its mission is to empower small and medium-sized enterprises (SMEs) in the tourism sector by providing practical tools and guidance to adopt sustainable and circular economy practices.

Tourism in the Mediterranean is largely driven by SMEs, and GreenSET aims to equip these businesses with the knowledge, resources, and support needed to become competitive, resilient, and environmentally responsible.

At the heart of GreenSET is the **MEDSSIM** methodology (*MED Sustainable Service Innovation Methodology*), which enables Business Support Organisations (BSOs) to guide SMEs in designing and delivering innovative, sustainable tourism services.

Key Deliverables

- A Certification Scheme for MEDSSIM Experts
- An Implementation Toolbox and Competence Pack for BSOs
- A Library of Best Practices and Circular Service Patterns

Project Details at a Glance

- **Project Name:** GreenSET – Green Sustainable Eco-Tourism
- **Programme:** Interreg Euro-MED 2021–2027
- **Funding:** Interreg Funds
- **Duration:** 33 months



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Meet the Project Partners

GreenSET brings together 9 dynamic partners from across the Mediterranean, with expertise in tourism, sustainability, innovation, and regional development:

- **STEP RI Science and Technology Park of the University of Rijeka** (Croatia – Lead Partner)
- **R2M Solution** (France)
- **SINLOC – Sistema Iniziative Locali S.p.A.** (Italy)
- **CEEI Valencia – European Centre for Innovative Enterprises** (Spain)
- **FORTH – Foundation for Research and Technology – Hellas** (Greece)
- **NTB Nicosia Tourism Board** – (Cyprus)
- **Tertúlia Algarvia – Centro de Conhecimento em Cultura e Alimentação Tradicional do Algarve** (Portugal)
- **Regional Development Agency of Tirana (RDA Tirana)** (Albania)
- **Business Start-Up Centre Bar (BSC Bar)** (Montenegro)

Links and Resources

- GreenSET Project Website: <https://greenset.interreg-euro-med.eu/>
- **Interreg Euro-MED Programme:** <https://interreg-euro-med.eu/>
- GreenSET on LinkedIn:
<https://www.linkedin.com/company/greenseteuromed/>

Join Us on the Journey

GreenSET represents an exciting opportunity to reshape tourism in the Mediterranean into a model of sustainability, innovation, and circular value creation. Stay connected with us as we share insights, updates, and opportunities to get involved.

Follow our journey and be part of building a greener, smarter tourism future.

#GreenSET #SustainableTourism #CircularEconomy #MEDSSIM #InterregEuroMed
#EcoTourism #InnovationInTourism

ADD HERE LOGOS OF PROJECT!!