



6. MEĐUNARODNI KONGRES
O RURALNOM TURIZMU

6th INTERNATIONAL RURAL
TOURISM CONGRESS



Developing community based innovative business models for the revival of the internal areas in the Mediterranean – REVIVE

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INTERREG EURO-MED PROGRAMME - MISSIONS



Strengthening an
innovative sustainable
economy



Protecting, restoring and
valorising the natural
environment and heritage



Promoting green living
areas



Enhancing sustainable
tourism

source: Programme Interreg Euro-MED, <https://interreg-euro-med.eu/en/>



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GENERAL INFORMATION

Interreg Euro-MED programme

Project mission

- Strengthening an innovative sustainable economy

Specific objective

- Developing and enhancing research and innovation capacities and the uptake of advanced technologies

Project duration

- 33 months (1.1.2024.-30.9.2026.)

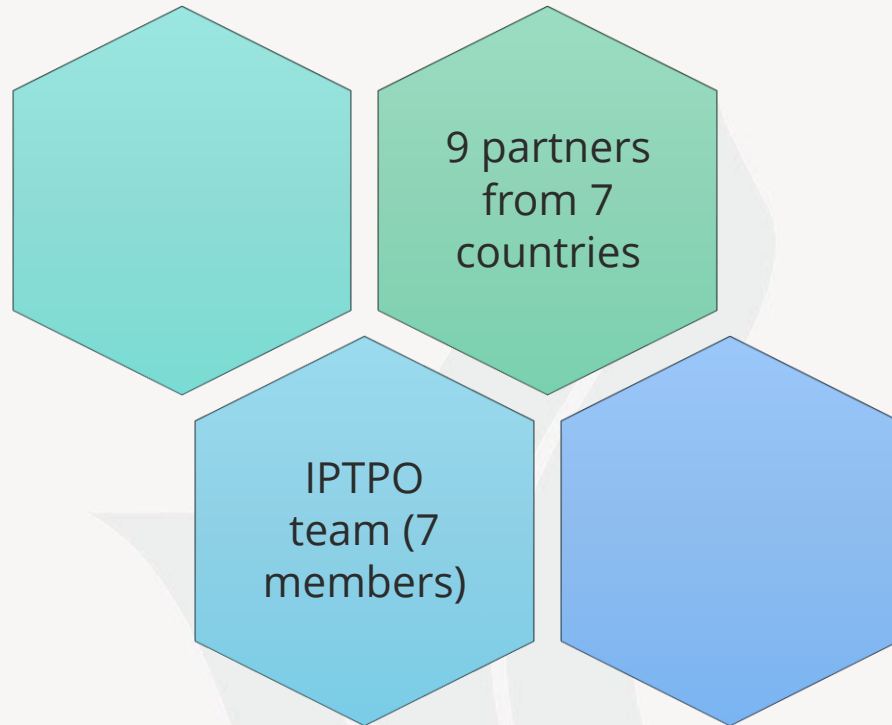
Project budget

- 2.380.000 € in total → 1.904.000 € (80%) is co-financed from the Interreg funds
- IPTPO partner budget: 260.000 € → 208.000 € (80%) is co-financed from the Interreg funds





PROJECT PARTNERS



Larnaca and Famagusta Districts Development Agency (Cyprus)

→ LEADING PARTNER

National Research Council – CNR (Italy)

Institute of Agriculture and Tourism - IPTPO (Croatia)

Official Chamber of Commerce, Industry, Services and Navigation of Mallorca - MCC (Spain)

National Association of Italian Municipalities - Tuscany - ANCI Toscana (Italy)

Regional Rural Development Standing Working Group in South East Europe - SWG RRD (North Macedonia)

Development Agency of South Aegean Region - READ S.A. (Greece)

Balearic Islands Agency for Tourism - AETIB (Spain)

E-institute - Ezavod (Slovenia)



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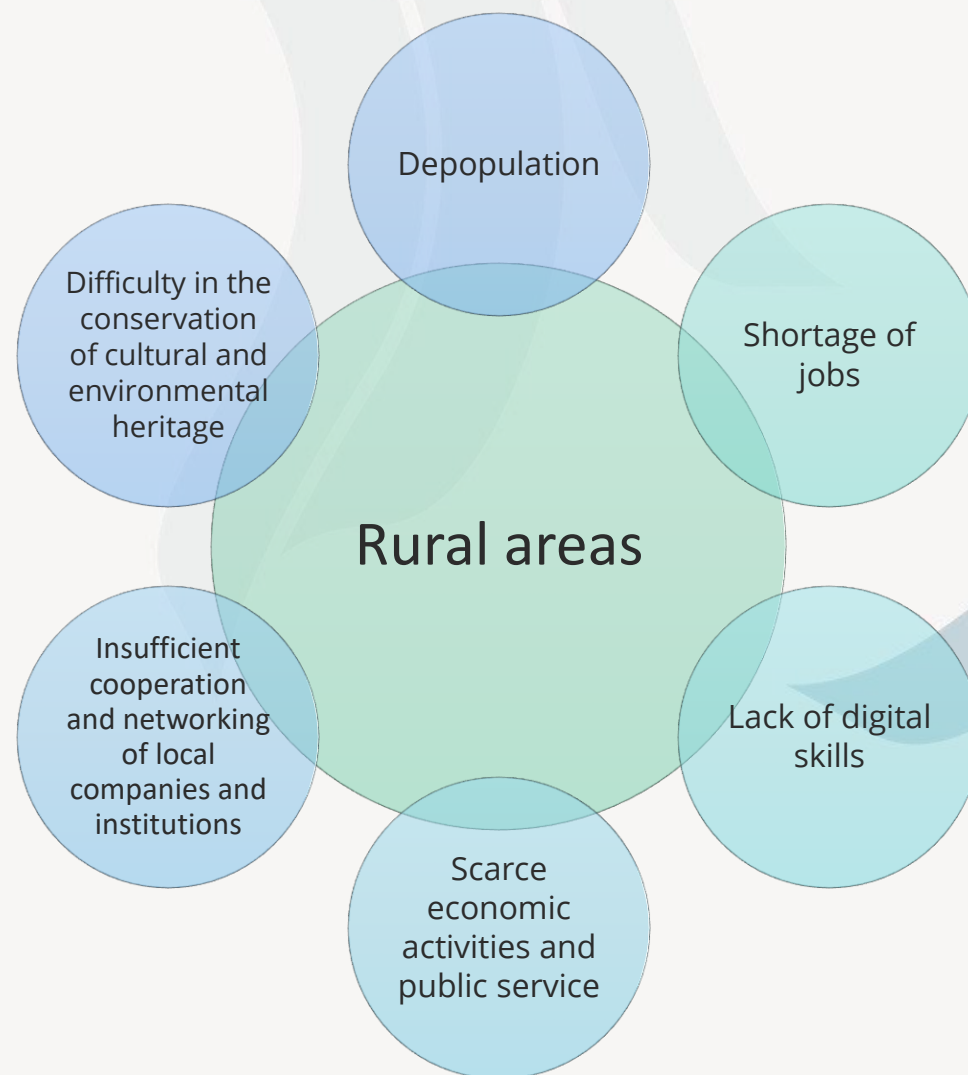


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CHALLENGES THAT WILL BE TACKLED BY THE PROJECT

- Concentration of economic activities, population and settlements in urban and coastal areas



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How will the project respond to these challenges?

Develop innovative business models in rural areas

- Accelerate the transition towards competitive, sustainable and resilient ecosystems in Mediterranean internal areas



source: Storyset, <https://storyset.com/illustration/development-focus/bro>



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7 PILOT AREAS

Larnaca-
Famagusta
(Cyprus)

Toscana (Italy)

Istria (Croatia)

Balearic Islands
(Spain)

North Macedonia

South Aegean
Region (Greece)

Slovenia



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PROJECT PLAN

WP1

Pilot framework set up

WP2

Collaborative economy
business models
innovation

WP3

Mediterranean Digital
Innovation Hubs

WP4

Scaling out and
sustainability



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PILOT FRAMEWORK SET UP

Define a methodological framework for:

- ✓ developing community based collaborative economy business models
- ✓ enabling innovation processes in Mediterranean internal areas



source: Storyset,
<https://storyset.com/illustration/analysis/amico>



source: Storyset,
<https://storyset.com/illustration/collaboration/bro>



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COLLABORATIVE ECONOMY BUSINESS MODELS INNOVATION

Test new business models in
7 pilot areas

New organisational models

New products and services
between supply chains of the
main economic sectors (agri-
food, agriculture, tourism,
creative industry, forest-wood
sectors)

Collaboration and involvement of
quadruple helix stakeholders in
area (public authorities, citizens,
research institutions, economic
operators) → co-design &
implementation; community
based business model

7 Innovative Community
Cooperatives (ICCs)

Create REVIVE cluster → connect
ICCs from each area through
experiences, knowledge and
activities exchange (workshops,
study visits and focus groups
among ICCs)



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MEDITERRANEAN DIGITAL INNOVATION HUBS (MDIH)

- Improve digital skills of stakeholders in each pilot area
- Use of digital and technological innovations for strengthening implementation of business model in each pilot area
- Integrate MDIH in the REVIVE cluster
- MDIH dashboard – database of innovative solutions for business models; monitoring and data integration between pilot areas



source: Storyset, <https://storyset.com/illustration/online-tech-talks/amico>



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SCALLING OUT AND SUSTAINABILITY

Ensure sustainability and transferability of the project results

Minimize the environmental impact of project activities

Develop general transferring framework:

- capitalisation of results
- basis for future replicability and up-scaling of project results (in programme cooperation area and beyond)



source: Pixabay, <https://pixabay.com/illustrations/sustainability-environment-7356520/>



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IPTPO TEAM



source: Storyset, <https://storyset.com/illustration/good-team/bro>

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- Katarina Breščić
- Adriana Glavić
- Teuta Benčić
- Zdravko Šergo, PhD
- Oriana Legović
- Karmen Antolović



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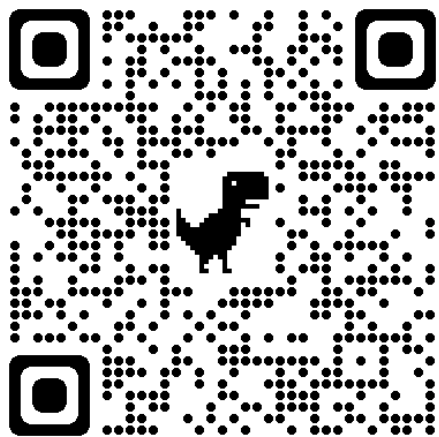
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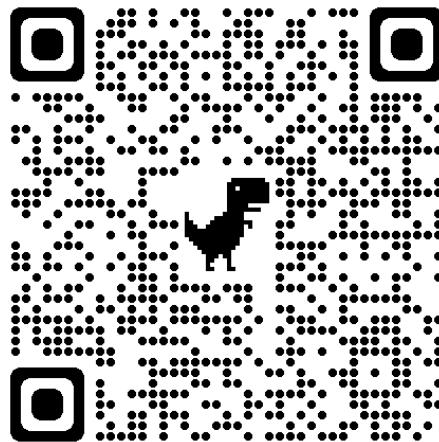
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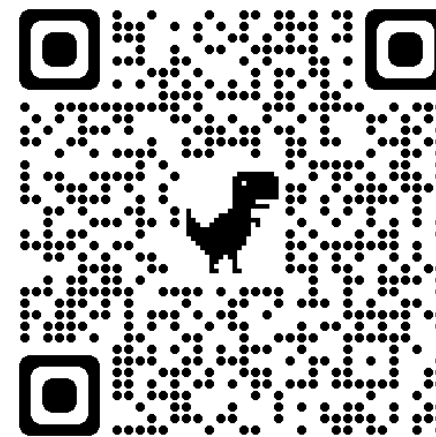
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REVIVE – Business Models in Rural Areas



REVIVE Interreg Euro – MED project



@reviveinterreg.eu



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THANK YOU FOR YOUR ATTENTION!

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Source: Freepik, https://www.freepik.com/free-vector/colorful-countryside-landscape-illustrated_9989013.htm#query=rural&position=21&from_view=keyword&track=sph&uuid=6140d3b1-45c8-4728-b2a9-b49df355afd3



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