

Interreg
Mediterranean

Project co-financed by the European
Regional Development Fund

EMbleMatiC PLUS

Our Network

We are the guardians of the emblematic identities of our Mediterranean mountains and of their strong attractiveness. We come together to explore the best ways of sharing, developing and preserving our exceptional patrimonial values in a sustainable and open approach.

Our common criteria Each of our emblematic mountain is a complex living character, the combined work of man & nature, evolving from past to future

Our common values To apply a sustainability approach, to preserve cultural and natural heritage and to be an open mountain, gathering value through people

Our common actions We work to reassert and preserve our exceptional but fragile patrimonial values in symbiosis with a form of tourism in keeping with its time

7 Members participating to the project «EMbleMatiC PLUS»

Canigó, FR Syndicat Mont Canigó Grand Site, France	Olympus, GR Περιφέρεια Αχαΐας Development Agency, Greece	Pedraforca, ES Agencia de Desarrollo Sostenible de Berguedà Development Agency of Berguedà, Spain	Komovi, MNE Turizam Opštine Podgorica Tourism Organisation of Podgorica, Montenegro	Lessinia, IT GAL BALDO LESSINIA Local Action Group Baldo-Lessinia, Italy	Stromboli, IT GAL TIRRENO Local Action Group Tirreno Eolie, Italy	Kozjak, CRO rerasd Public Institution RERASD for coordination and development of Špišak-Dalmatian County, Croatia
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Transferring project for
Emblematic Mediterranean Mountains
as Coastal destinations of excellence
(EMbleMatiC PLUS)

3 GIVERS

Canigó, FR

Olympus, GR

Pedraforca, ES

4 RECEIVERS

Komovi, MNE

Lessinia, IT

Stromboli, IT

Kozjak, CRO

6 Members that participated to the project «EMbleMatiC»

Cika, AL Himara Municipality, Albania	Gran Sasso, IT LAG Gran Sasso Valtina Soc. Cons. A.S.L., Italy	Idi (Psiloritis), GR AKOM-Πολιτιστικό Ανάπτυξης Agency, Greece	Serra de Tramuntana, ES Consell de Mallorca - Entornament Department, Spain	Etna, IT LAG Terre dell'Etna e dell' Alcantara S.C.A.R.L., Italy	Sainte Victoire, FR Aix-Marseille Provence Territoire du Pays d'Aix, France
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yt EMbleMatiC

EMbleMatiC Plus is the follow-up project of the EMbleMatiC project. Being funded by the Interreg MED program, both projects are just one part of the activities that the **Emblematic Mediterranean Mountains (EMM) Network** undertakes. The Network was born in 2013 thanks to the LEADER funds. Being 4 initial members, the Network has grown across successive projects.

EMbleMatiC Plus involves 3 givers' partners from the previous EMbleMatiC project, 4 new receivers' partners and 7 associated partners. These partners are members of the **EMM network**. They wish to adopt a more responsible and sustainable tourism development model located in their hinterland coastal areas with strong rural and island characteristics.

Thus, EMbleMatiC PLUS project aims to deepen and extend the first project results by transferring to new territories the "Transferability guide for the implementation of an eco-itinerary". These previously created eco-itineraries contribute to geographically rebalancing the visitors flows, to extend the seasonality, to reduce environmental impact whilst generating economical return for these low-density areas.

More specifically, this project aims to:

1. Maximise the impact of what was accomplished & worked with the EMbleMatiC project to new territories.
2. Work together in adjusting the initially produced Transfer Guide to fit receivers' local context and to obtain their best Eco-itinerary local implementation plan.
3. Reinforce the Emblematic Mediterranean Mountains network by gathering key local stakeholders & managing authorities sharing same values, visions & know-how.

In addition to the 3 "Givers" and 4 "Receivers", the project includes seven associated partners, six of them representing mountains territories (Vidova Gora in Croatia, Ida/Psiloritis in Greece, Gran Sasso and Monte Grappa in Italy, Kapela Vrh in Slovenia, and Pico del Torreón in Spain). They could not be retained as receivers for this project but benefit from following its progress closely.