



MED4REGEN

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From Culture to Climate Action: The MED4REGEN Vision

MED4REGEN is a European project that seeks to turn museums and cultural institutions into drivers of transformation toward more sustainable and regenerative tourism in the Mediterranean.

The Mediterranean is one of the world's leading tourist destinations, yet it is increasingly vulnerable to climate change, environmental pressures, and social tensions. To remain both attractive and resilient, the region must move beyond conventional tourism models and adopt more sustainable, regenerative approaches.

MED4REGEN is a European project that aims to empower museums and cultural institutions as catalysts for this transformation. Embracing a hyper-local perspective, the project brings together cultural actors, tourism professionals, residents, and visitors to address five key challenges: overtourism, dominant narratives, natural heritage, urban centers, and peripheral areas.

Partners from eight countries—including regions, museums, universities, and a tourism innovation agency—collaborate to design and test regenerative tourism solutions. Sixteen of these solutions will be piloted in cultural venues, supported by training programs, living labs, and a practical toolbox complemented by an online platform to share insights and outcomes.

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