



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.**

Why?

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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