



MAST

Interreg
Euro-MED



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ENHANCING SUSTAINABLE TOURISM



Who we are?

MAST – Making Sustainable Tourism Possible is a 27-month Interreg Euro-MED project uniting 5 project partners and 14 associated partners from Italy, Spain, Greece, Slovenia, and Bosnia & Herzegovina. It supports micro, small, and medium-sized tourism accommodations in adopting circular, resilient, and sustainable business models using the ISO 21401 standard to develop a **Sustainability Protocol** and **Self-Assessment Tool**, aligned with EU Green Deal and Smart Specialisation Strategies.

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Visit our website to access tools, event summaries, and news updates:

 mast.interreg-euro-med.eu

**#1 NEWSLETTER |
MAST PROJECT
MARCH 2024 – JANUARY
2025**

PARTNERS:

Lead: University Of Urbino
Carlo Bo (Italy)

Project Partners: Cenfim
(Spain), 3win Action (Greece),
University Of Primorska
(Slovenia), Sarajevo Meeting
Of Cultures (Bosnia &
Herzegovina).

Associated Partners:
Regional Agencies, Tourism
Boards, Business Clusters,
And Innovation Centres
Across Participating
Countries



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What we have achieved

Steering Committee in Barcelona

24 May 2024



Partners convened with CENFIM to finalize the evaluation methodology, agree on communication strategy, and draft the first version of the self-assessment tool.

👉 Read more: [Steering Committee Barcelona](#)

Fieldwork & Needs Assessment

September-November 2024



Over 250 interviews and surveys conducted with tourism SMEs across the Mediterranean, providing real data on sustainability challenges and current practices to inform tool development.

👉 Read more: [Unlocking sustainability in hospitality](#)

Kick-off Meeting in Rome

10–11 April 2024



Initial meeting launching the project under the Sustainable Tourism Mission, with over 80 organisations attending to shape work packages and establish synergies.

👉 Read more: [Kick-off Meeting in Rome](#)





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What we have achieved

Info Day and Stakeholder Event in Sarajevo

28 November 2024



Organised by SMOC, this national stakeholder event introduced the draft Protocol and Tool to SMEs, authorities, and tourism boards—garnering valuable feedback and engagement.

👉 **Read more:** [MAST Hosts Successful Info Day in Sarajevo](#)

MAST at InteriHotel MAD

23 November 2024



CENFIM and the MAST team presented the project at the leading Southern European hospitality fair in Madrid, enhancing visibility and building industry partnerships.

👉 **Read more:** [InteriHotel MAD Highlights](#)

3win Action at the 4th Pancretan Hospitality Conference

27 October 2024



At this major Greek event, **3win Action** showcased the MAST project—highlighting our sustainability protocol and tool. Their presentation engaged hoteliers and tourism professionals, sparking interest in pilot testing and transnational collaboration.

👉 **Read more:** [MAST Spotlight: 3win Action's Contribution](#)

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🎥 **Watch our promo video:**

👉 [MAST Promotional Video on Facebook](#)

Follow us on social media to stay up-to-date with the MAST team's next steps and upcoming events.