

Empowering Mediterranean People Through Skills and Learning

MedLab Thematic Week

Focus on Skills.

Welcome

Diana Kobayter - TESIM, Ilze Ciganska - Interact, Rosario Sapienza - TESIM/ 22.01.2026

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TESIM NEXT



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Recording meetings helps us share content with those who cannot be here.

Thank you

Interreg as a Policy Lab for Med Focus on skills

*Jean Pierre Halkin, DG Regio,
EU Commission*

*Katalin Julia Penzes, DG Regio,
EU Commission*





Panel Discussion

- **Cassandra Lerede** | Consorzio Mestieri Puglia scs., Italy | [PR.O.GR.E.S.S](#) project
- **Eudokia Balamou** | Larnaca and Famagusta Districts Development Agency, Italy | [REVIVE project](#)
- **Jean-Noël Baleo** | Director of the Agence Universitaire de la Francophonie Moyen-Orient, Lebanon | [EUSEEDS project](#)

Moderated by: **Diana Kobayter**, TESIM



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NEXT MED

EUSEEDS



#MADE4MED

EUSEEDS plans to create or strengthen 20 university centres in five Eastern Mediterranean countries (Cyprus, Egypt, Jordan, Lebanon, Palestine) to enhance young people's employability, digital skills, and entrepreneurship. These centres, equipped and trained by the project consortium led by AUF, will sustainably provide training and services to students, as well as digital literacy training for vulnerable populations.

Total budget

€ 2.8 M

EU contribution

€ 2.5 M
(89%)

Project duration

08/2025 – 08/2028

**Lead
partner**

Project partners



<https://www.interregnextmed.eu/projects/euseeds>



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Greece – Italy

PR.  GR.E.S.S.



PARTNER INFO




Lead Beneficiary Mestieri Puglia Consortium SCS

 Consorzio Mestieri Puglia




PB2: Cohesion Network 2Gether

 Co2gether




PB3: ELPENDÙ - Consortium of Social Cooperatives

 Consorzio Elpendù




PB4: Achaia Chamber's Development Entity - ACHADE

 Αχεπαι




PB5: Idea Employment Agency Consortium of Social Cooperatives

 Idea Agenzia per il Lavoro - Filiale Reggio Calabria



PB6: Regional Federation of Persons with Disabilities in Western Greece and Southern Ionian Islands

 ΠΟΜΑμεΑ Δυτικής Ελλάδας & Νοτίων Ιονίων Νήσων

PROJECT DETAILS

PR.O.G.R.E.S.S.

**Promoting Opportunities, Growth and Education for Social Success
Priority Axis 3**

Enhanced cooperation for a more social and inclusive GR-IT area

Duration 05/2025 - 05/2027

Total Budget 1.084.982,41€ EU funding 813.736,81€

PROJECT INFO

PR.O.G.R.E.S.S addresses significant common territorial challenges faced by people with disabilities in the GR-IT area. In particular, it tackles real challenges faced in daily life - limited access to training, difficulties entering the job market, and a lack of adapted digital tools - by combining research, innovation and collaboration and shaping solutions that open new opportunities.

By giving people with disabilities the tools and opportunities to learn, work, and thrive, the project paves the way for stronger, more inclusive communities on both sides of the Ionian Sea.

KEY EXPECTED RESULTS

Research and Study
Enhanced Employability Skills
Cross-Border Protocol for Employment Agencies
Standards for Work Automation

TARGET GROUP

- People with Disabilities (PWDs)
- Employers
- Employment Agencies
- General Public
- Public Authorities

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Developing Community Based Innovative Business Models for the Revival of the Internal Areas in the Mediterranean- REVIVE

Viacheslav Savitskiy/Shutterstock.com



Institut za poljoprivredu
i turizam



Institute of Agriculture
and Tourism



Chamber of Commerce
Mallorca





Developing Community Based Innovative Business Models for the Revival of Internal Areas in the Mediterranean – REVIVE

22 January 2026

Interact | MedLab Thematic Week | Focus on Skills



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**Limited
collaboration**



Poor digitalization

CHALLENGES

Lack of job 



**Low economic
dynamism**



Depopulation



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Pilot areas



Larnaca and Famagusta District Development Agency (Cyprus)

National Research Council – CNR (Italy)

Institute of Agriculture and Tourism – IPTPO (Croatia)

Mallorca Chamber of Commerce– 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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 Organitza: Conselleria Cultura i Esport
Agència d'Estratègia


TALLER FORMATIU



MÀRQUETI DIGITAL

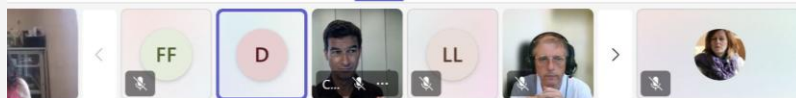
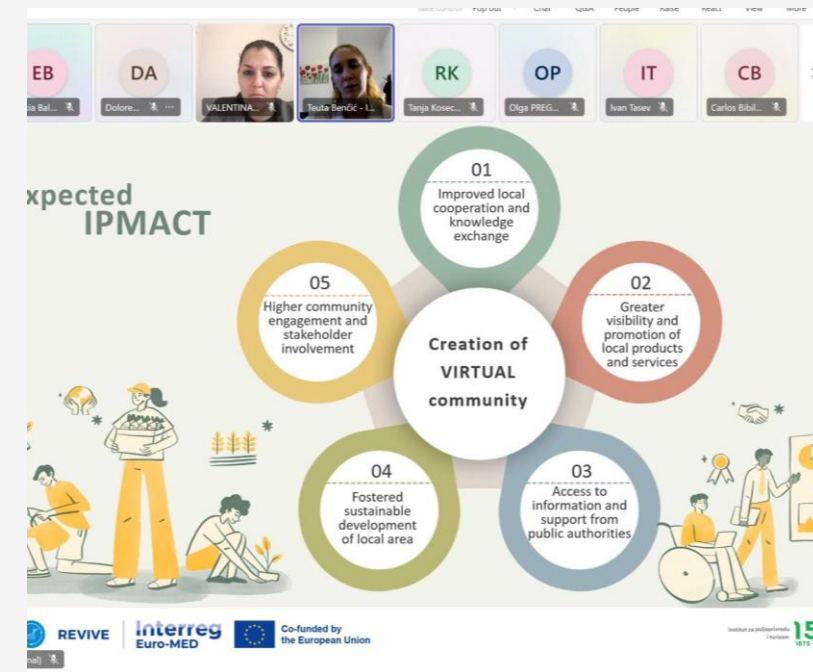
per a empreses turístiques


28 NOVEMBRE
9h a 14h


 Sala Eugènia Bibiloni
La Casa de la Vila
Santa Eugènia

Amb la col·laboració de:
 






REVIVE


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Introduction to DIHs Digital Innovation Hubs



Dr. Dolores Ordóñez
Director
AnySolution
02/07/2025


AnySolution





προώθηση επιχειρήσεων
Digital Marketing Tools).

οιλήτρια την Έλενα Κονιζά

ΑΦΗ

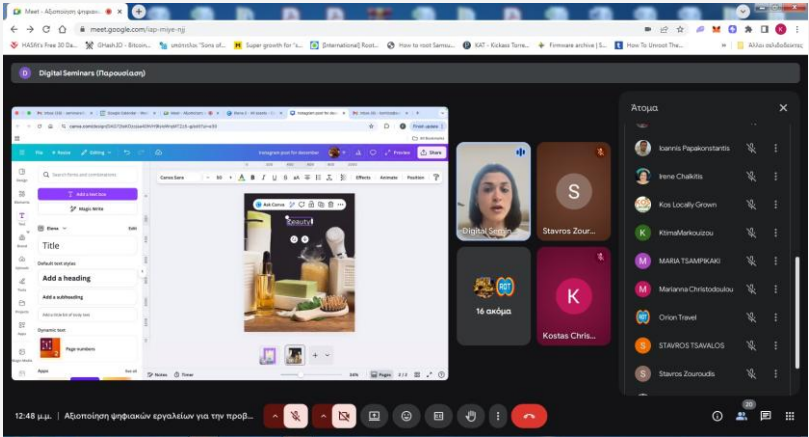
[//bit.ly/digital-marketing-seminar-2025](https://bit.ly/digital-marketing-seminar-2025)

Πέμπτη 18 Δεκεμβρίου

12:00 - 13:30



THE NEED FOR ADVANCED MICROSERVICES IS CLEAR



EBITBLLCKCVMOPKD

Evrika Bat...Ivan Tasse...Tutu Berd...Lucia Gab...Kostas Ch...VALENTIN...Olga PRIS...Kostas...

Immersive and Digital Experiences

By transforming **Marikou from Lefkara** a lifelike digital avatar, we aim to do more than just share information about Rural Larnaca

It sought to rekindle wonder and excitement of discovery by **transforming rural Larnaca into a living, interactive journey through its cultural heritage**. Challenge conventional tourism by **immersing visitors in captivating experiences** that reveal the true power and legacy of the region's traditions, landscapes, and communities



ONLINE WEBINAR

Strengthening Digital Skills and Digitalization in Rural Areas: Learning from the REVIVE experiences.

REGISTER

<https://reviveinteract.eu/mediasite/>

Tuesday, 9 December, 2025
10:00 a.m-11:30 a.m

➔ **Creating the Mediterranean Digital Innovation Online Platform (MDIH).**

➔ **Building immersive experiences in the rural areas.**



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REVIVE

Connect, collaborate your offer within the

REVIVE is your innovative digital
resources you need for free, increase
build mutually beneficial coop





THE MDIH ONLINE PLATFORM

- **One of the main outcomes and objectives of the REVIVE project is building the Mediterranean Digital Innovation Hub Platform**
- This data collection space will store data of the innovative processes from different pilots at regional and Mediterranean level.
- A common database and a user-friendly dashboard that will **foster data sharing to improve decision-making by:**
 - Monitoring and measuring products and services;
 - Analysing trends;
 - Encouraging new innovative and sustainable business models based on data management.
 - Generating networking and collaboration.



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THE DEFINITION OF THE ONLINE PLATFORM

This platform will enable the visualization of indicators and other map-based information:

- **Interactive map** with regional key data (automatically taken from Eurostat)
- **Catalogue of innovative solutions:** showcases technological and creative solutions implemented in each region supporting digital transformation and immersive experience, using new technologies such as Augmented Reality, and Virtual reality applied to rural tourism. *Example:* A virtual reality route offering visitors an immersive experience of the city's cultural heritage
- **Catalogue of service models:** developed during the project. Type of service, technology applied, how innovative solutions are implemented and scaled, stakeholders involved. *Example:* NUBIA platform in Mallorca (result of the pilot developed in Balearic Is.)
- **Catalogue of best practices**
- **List of funding opportunities**
- **Dashboard with:**
 - Key indicators from each pilot
 - Technology centres, main digital infrastructures, etc
 - Number of SMEs with digital services
- **Directory of Mediterranean DIH from the regions**



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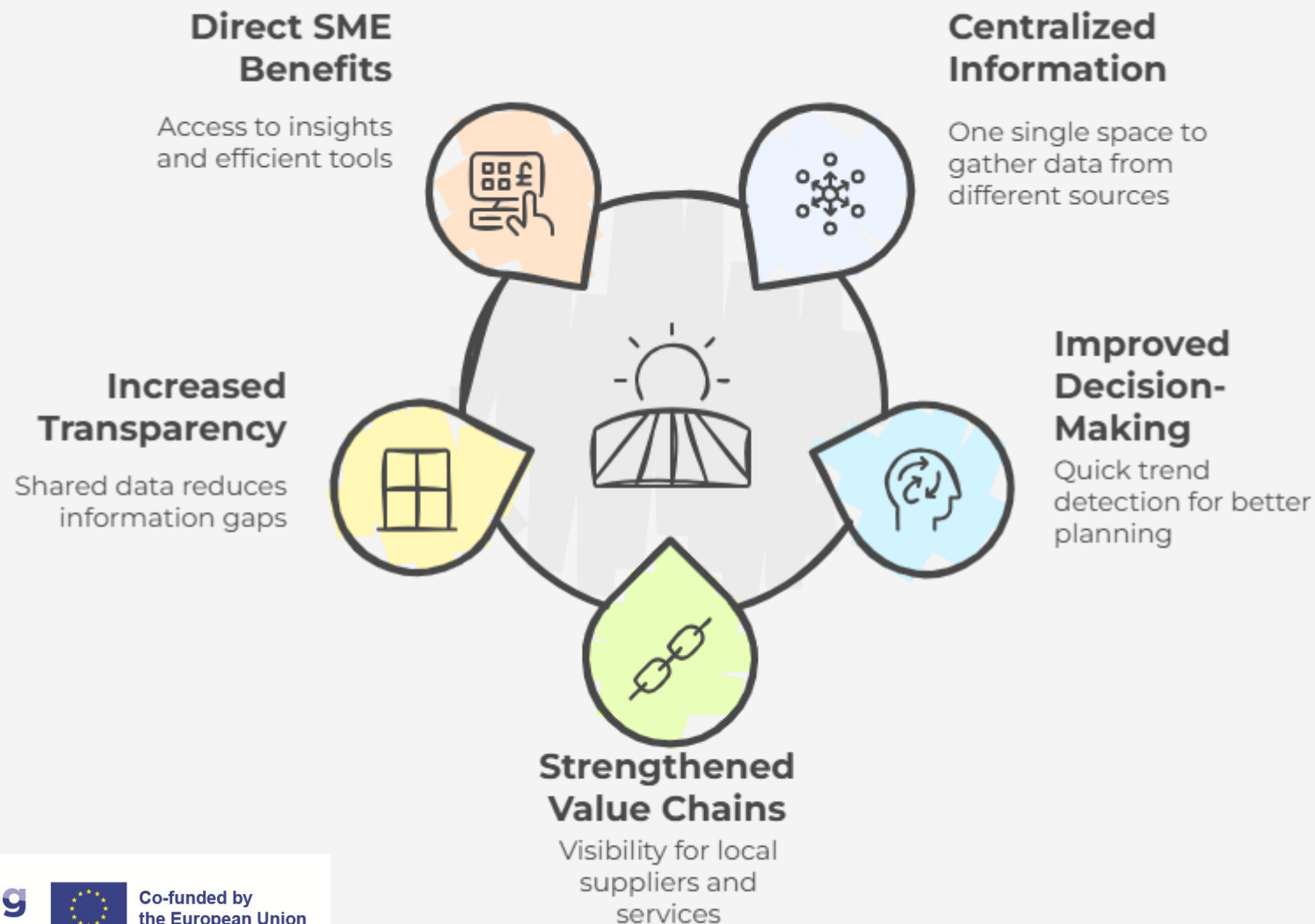


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Why Online Platforms & Dashboards?

Benefits of on-line platforms



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**Innovative
Community
Cooperative**

**Digital
Innovation
Hubs**

**7 pilot
areas
=
7 solutions**



**Definition of a
methodological
framework**

**Engaging and working
together with the local
communities**

**Creation of the REVIVE
cluster of Innovative
Community Cooperatives**

**Digital Innovation Hubs
for improving digital
skills**

**7 pilots testing new
collaborative business
models and solutions of
advanced technologies**

**Transferability and
sustainability of project
results**



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Thank you for your
attention!

Useful Links

- [The Future of Jobs Report 2025 | World Economic Forum](#)
- The **WestMED** is the **Strategic Initiative** promoted by the EU, MS and neighbouring countries in the region to foster a sustainable blue economy through policy dialogue and stakeholder engagement, with concrete support towards innovative projects and actions.
<https://www.youtube.com/watch?v=gKQUmtkNscE>
- **WestMED Strategy's [Technical Group \(TG\) on Blue Skills](#)** where to capitalise on relevant initiatives and identify innovative projects for supporting the region. It builds on the [EU Blue Skills Flagship](#) Competence Framework put forward by the EU.
- Learn more about the work of [Pillar 5 Improved Social Cohesion](#) of the EU Strategy for the Adriatic and Ionian Region
- Learn more about **Bluelinks** project co-financed by **Interreg Italy-Croatia** here <https://www.italy-croatia.eu/web/bluelinks>. And project's Hackathon held in Ancona in 2025: <https://youtu.be/xmwewSIJNwY>. KIC ONE Water: <https://www.youtube.com/watch?v=nkd4TodILn0>

Cooperation works

All materials will be available on:

Interact.eu/Library

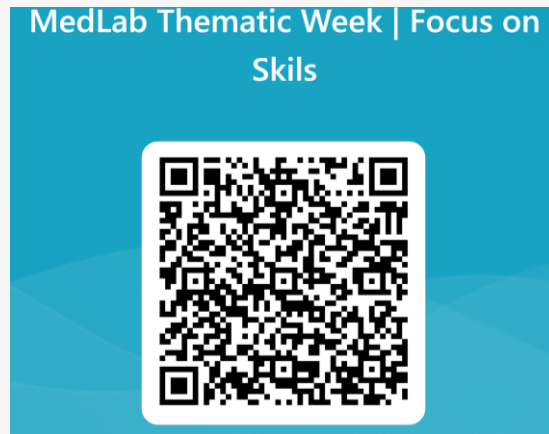
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Portal.Interact.eu | Programme and Project Management

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Synergies and cooperation | MedLab

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