

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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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 s.c.s., 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.interregnexmed.eu/projects/euseeds>



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Greece – Italy

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: Achaea Chamber's Development Entity - ACHADE
Αχεαπαν



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

PR.O.GR.E.S.S.



PROJECT DETAILS

PR.O.GR.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.GR.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



ANAPYΞΙΑΚΗ
ΡΑΠΑΝΑΣ & ΑΜΜΟΓΕΙΤΟΥΡΓΙΑΣ
ΔΙΑΣΤΡΕΒΛΩΣΗΣ ΔΙΖΕΝΤΑΓΙΑΣ
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Mallorca



SWGRD
Development Agency of South Aegean Region

READ S.A.
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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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ΛΑΡΝΑΚΑΣ ΛΑΡΝΑΚΑΣ ΔΙΣΤΡΙΚΤΟΥ



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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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→ TALLER FORMATIU



Organiza:



MÀRQUETING DIGITAL

per a empreses turístiques

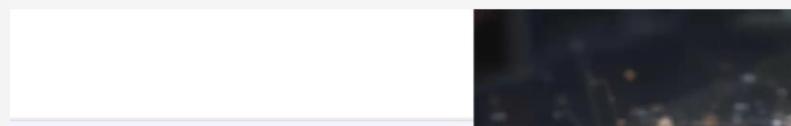
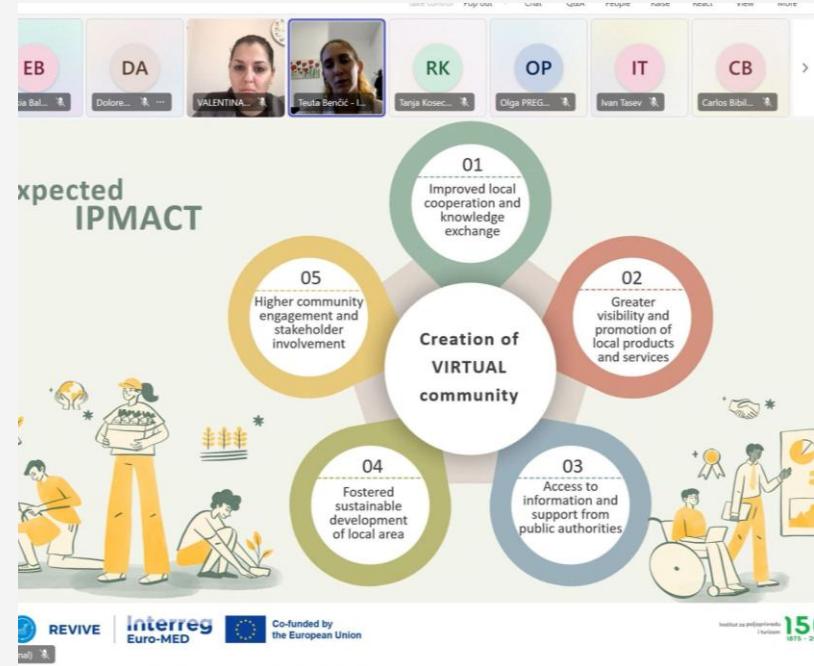


28 NOVEMBRE
9h a 14h



Sala Eugènia Bibilon
La Casa de la Vila
Santa Eugènia

Amb la col·laboració de:



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Introduction to DIHs Digital Innovation Hubs

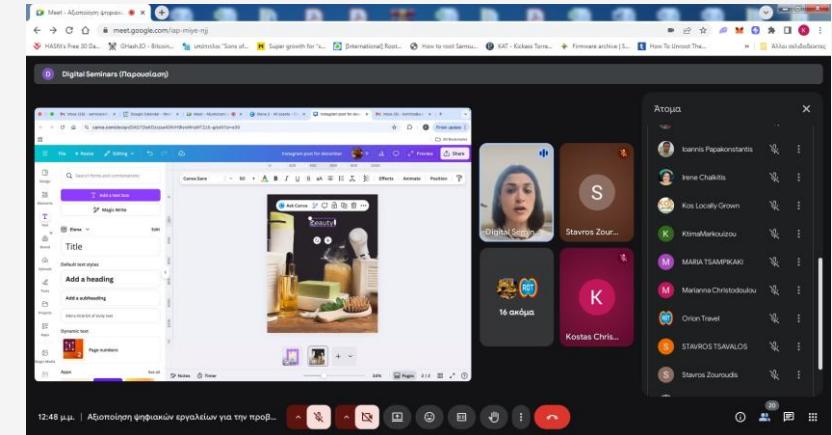
Dr. Dolores Ordóñez
Director
AnySolution
02/07/2025

ANY SOLUTION





THE NEED FOR ADVANCED MICROSERVICES IS CLEAR



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





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REVIVE

Connect, collaborate and share your offer within the EU

REVIVE is your innovative digital platform to connect and share resources you need for free, increase your visibility and build mutually beneficial cooperations.





THE MDIH ONLINE PLATFORM

- **One of the mains 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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Why Online Platforms & Dashboards?

Benefits of on-line platforms

Direct SME Benefits

Access to insights and efficient tools

Centralized Information

One single space to gather data from different sources

Increased Transparency

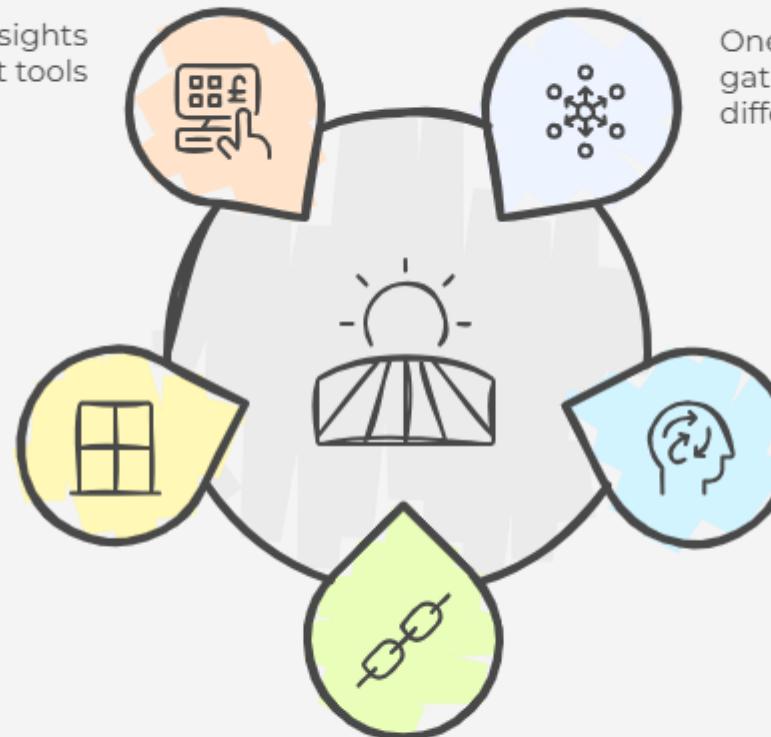
Shared data reduces information gaps

Improved Decision-Making

Quick trend detection for better planning

Strengthened Value Chains

Visibility for local suppliers and services



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**Innovative
Community
Cooperative**

**7 pilot
areas
=
7 solutions**

**Digital
Innovation
Hubs**



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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LARNACA & LIMASSOL DISTRICTS DEVELOPMENT AGENCY



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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/blueslinks>. And project's Hackathon held in Ancona in 2025:
<https://youtu.be/xmwevSIJNwY>. KIC ONE Water: <https://www.youtube.com/watch?v=nkd4TodILn0>

Cooperation works

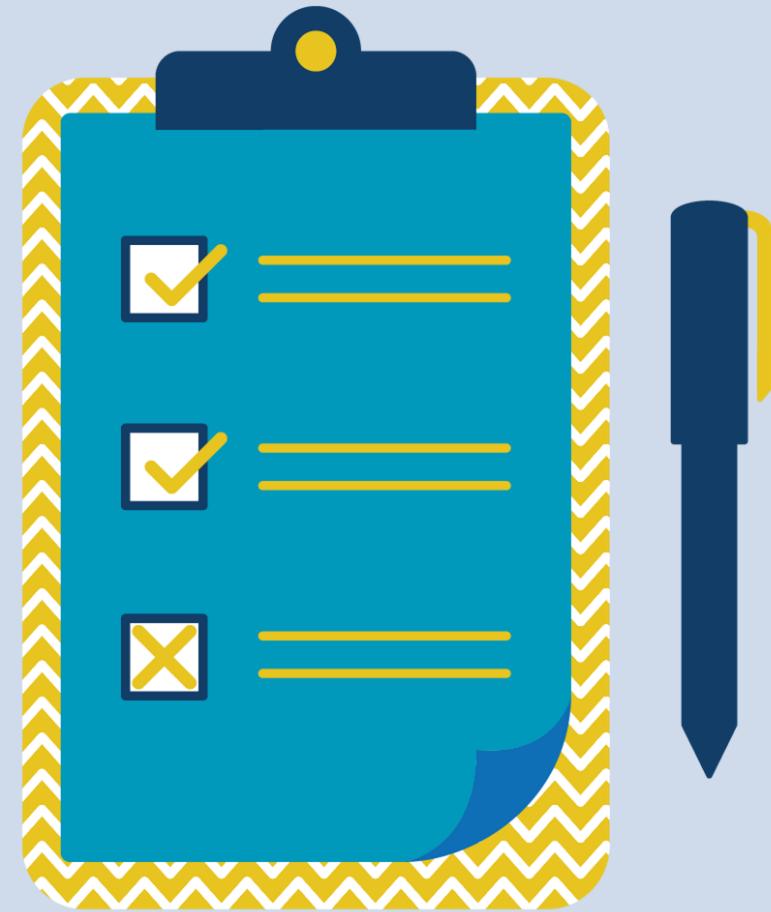
**All materials will be available on:
Interact.eu/Library**

**Want to discuss it? Join our MS Teams environment!
Portal.Interact.eu | Programme and Project Management**

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Date updated

Primary knowledge area

Author(s)

Interact Programme

19 May 2025

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