

Interreg NEXT MED

Co-funded by the European Union

SMAC

SMAC Newsletter #1

Sustainability Model for Accommodation MSMEs

Interreg NEXT MED | SMAC Project Page

Project Highlights

Welcome to the SMAC project newsletter. We are pleased to share the latest activities, milestones, and progress of the **Sustainability Model for Accommodation MSMEs** — a transnational initiative under the **Interreg NEXT MED Programme** supporting sustainable tourism for small accommodation businesses across the Mediterranean.

1 Paths That Last — Split 2025

SMAC representatives participated in the 'Paths That Last' Mediterranean sustainable tourism event in Split, Croatia on 25–26 June 2025, connecting with partners from 8 Interreg programmes.

2 Training Seminar — Lead Partner, Bari, October 2025

A dedicated training seminar for the Lead Partner is scheduled in Bari, Italy in October 2026, bringing together all 7 partners to strengthen project management capacity and plan upcoming activities.

3 Kick-off Meeting — Drama, 20–21 January 2026

The official Kick-off Meeting was held on 20–21 January 2026 at the Drama Chamber of Commerce, marking the formal launch of the SMAC transnational initiative.

#MADE4MED Campaign

All SMAC Partners Join the Mediterranean Campaign — Interreg NEXT MED

All 7 SMAC partner organisations proudly participated in the #MADE4MED joint communication campaign, holding up the campaign sign to show their commitment to Mediterranean cooperation and sustainable tourism.

















Featured Story

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SMAC at the "Paths That Last" Event: Connecting Mediterranean Sustainable Tourism Projects

SMAC representatives joined 250+ Mediterranean stakeholders in Split, Croatia, for the “Paths That Last” event, an initiative of the Mediterranean Multi-Programme Mechanism. The event brought together 8 Interreg programmes to share best practices and co-develop sustainable tourism strategies.



Training Seminar — Lead Partner

Bari, Italy — October 2025

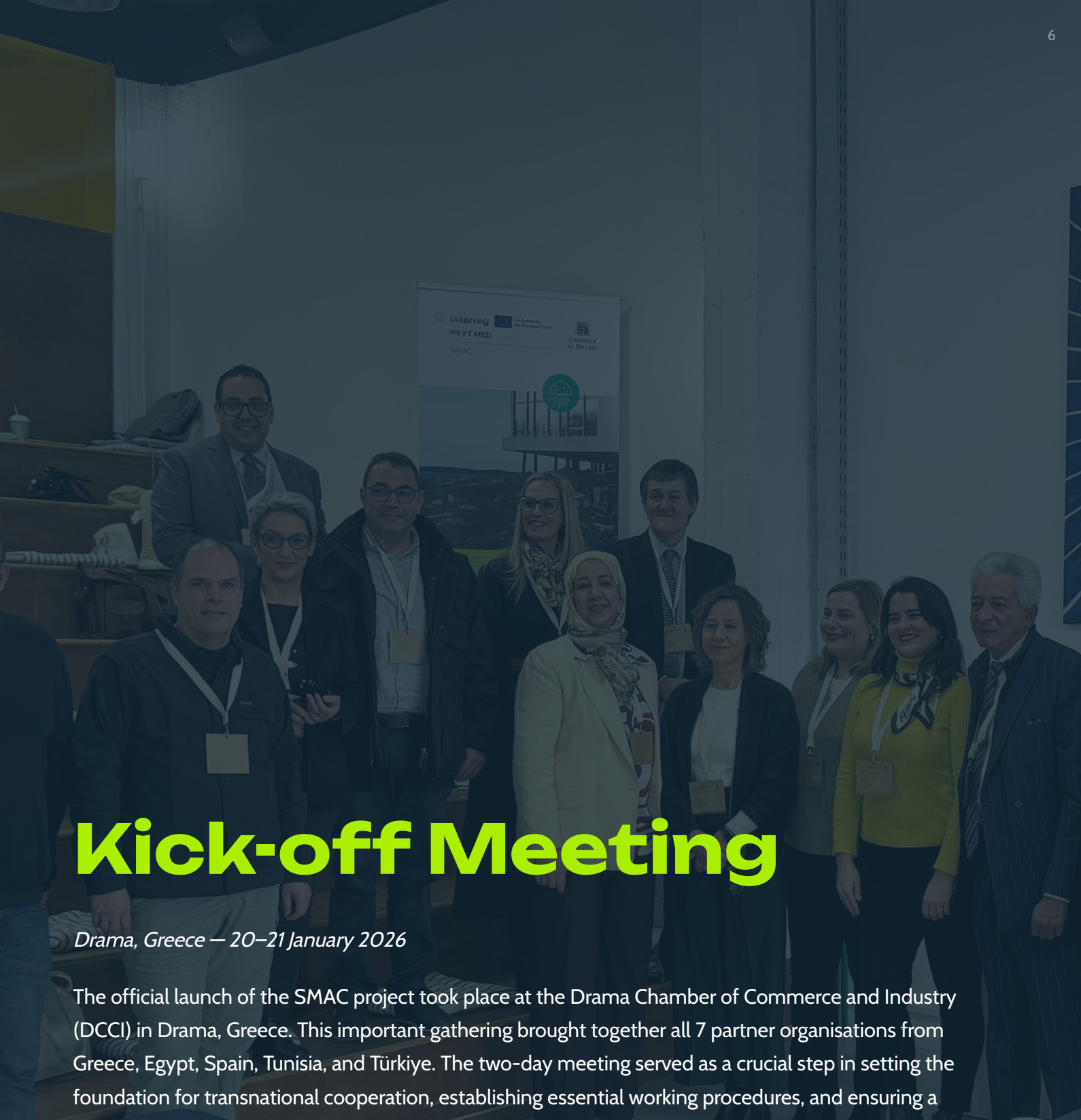
The SMAC Lead Partner, the Drama Chamber of Commerce and Industry (DCCI), participated in the dedicated training seminar organised under the Interreg NEXT MED programme in Bari, Italy. The seminar brought together Lead Partners from across the Mediterranean to strengthen project management skills, financial compliance, communication strategies, and cross-border cooperation practices. This crucial event ensures that all project partners are equipped with the necessary tools and knowledge to effectively manage their respective roles and contribute to the successful implementation of the SMAC initiative.

Capacity Building

Focused sessions on EU project management, financial compliance, and reporting requirements for Interreg NEXT MED projects, enhancing the operational effectiveness of the SMAC project team.

Mediterranean Network

An opportunity to connect with Lead Partners from other NEXT MED projects, fostering collaboration and exchanging best practices on sustainable tourism and cross-border cooperation across the region.



Kick-off Meeting

Drama, Greece — 20–21 January 2026

The official launch of the SMAC project took place at the Drama Chamber of Commerce and Industry (DCCI) in Drama, Greece. This important gathering brought together all 7 partner organisations from Greece, Egypt, Spain, Tunisia, and Türkiye. The two-day meeting served as a crucial step in setting the foundation for transnational cooperation, establishing essential working procedures, and ensuring a complete alignment of the partnership on project objectives, timelines, and deliverables for the coming months.

7 Partners

Representatives from all partner countries gathered for the first time to officially launch the project.

2 Days

An intensive two-day programme covering governance, work plans, communication strategy, and financial management.

One Vision

A shared commitment to building a sustainable tourism model for accommodation MSMEs across the Mediterranean.

About the SMAC Project

The Challenge

Many accommodation providers are small establishments that lack the knowledge, resources, and tools to act on sustainability.

Our Solutions

SMAC introduces the **Simplified Sustainability Model for Accommodation (SSMA)** and the **AI Recommendation Tool (AIRET)** to make sustainability standards practical and accessible.

Our Reach

The project spans **5 Mediterranean countries** — Greece, Egypt, Spain, Tunisia, and Türkiye — reaching tourism MSMEs, staff, policymakers, tourists, and communities.

Lead Partner

The **Drama Chamber of Commerce and Industry (DCCI)** leads the project, coordinating management, training, and consultancy for MSMEs across the region.



Partner Network

🇬🇷 Lead Partner

Drama Chamber of Commerce and Industry (DCCI)

🇪🇬

Alexandria Chamber of Commerce

🇪🇬 PP2 — Egypt

Confederation of Egyptian European Business Associations (CEEBA)

🇪🇸

Association of Mediterranean Chambers of Commerce and Industry (ASCAME)

🇬🇷 PP4 — Greece

Democritus University of Thrace – Special Account for Research Funds

🇹🇳

Chambre de Commerce et d'Industrie de Tunis

🇹🇷 PP6 — Türkiye

Adana Metropolitan Municipality

Project at a Glance

€2.3M+ Budget

Total project budget co-funded by the European Union through the Interreg NEXT MED Programme.

30 Months

Project duration of 30 months, with the next transnational meeting in Barcellona in May2026.

5 Countries

Operating across Greece, Egypt, Spain, Tunisia, and Türkiye to strengthen accommodation MSMEs.

€2.3M

Project Budget

EU co-funded via Interreg NEXT MED

5

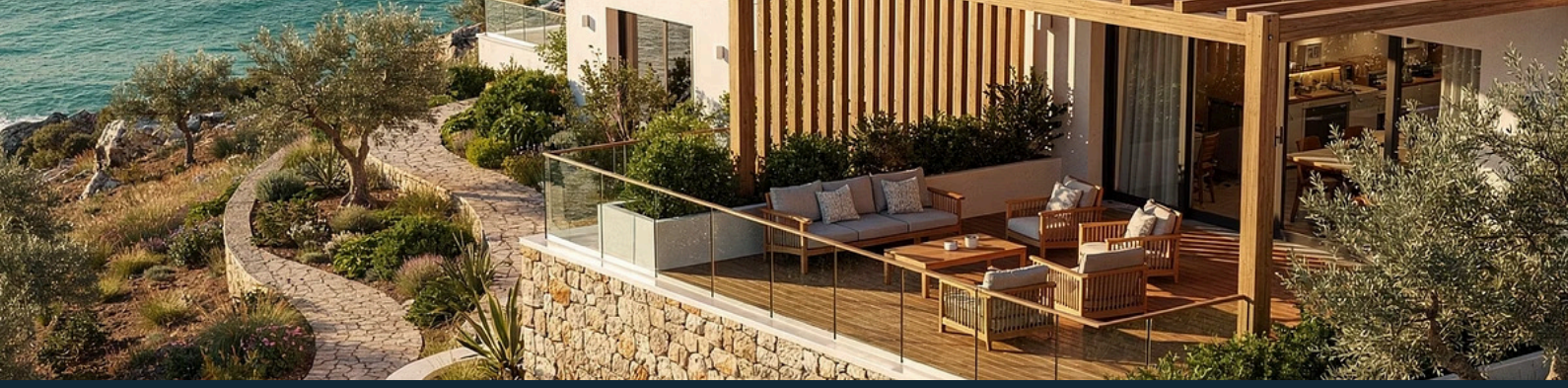
Partner Countries

Greece, Egypt, Spain, Tunisia & Türkiye

30

Months Duration

SEPT2025-MAR2028



Project Impact Goals

100%

ESG Accessibility

Making sustainability standards accessible, cost-effective, and actionable for small and micro accommodation businesses across the Mediterranean

5

Countries Covered

Benefiting tourism MSMEs, staff, policymakers, tourists, and communities across 5 Mediterranean partner countries

2

Digital Tools

Developing two instruments — the Simplified Sustainability Model (SSMA) and the AI Recommendation Tool (AIRET) — to support sustainability adoption

SMAC makes sustainable tourism tangible, pragmatic, and inclusive — ensuring no small accommodation business is left behind in the green transition.

Why SMAC Matters

The Mediterranean tourism sector faces a sustainability gap. Most accommodation providers are small businesses with limited resources, yet ESG compliance is now a market requirement.

SMAC bridges this gap with practical, simplified tools and training for Mediterranean MSMEs — turning sustainability into a competitive advantage.

SSMA

Simplified Sustainability Model

A practical framework tailored to Mediterranean accommodation MSMEs

AIRET

AI Recommendation Tool

An AI-driven tool that guides businesses through sustainability standards step by step

ESG

ESG for All

Awareness, training, pilots, and policy recommendations make sustainability accessible for every business

FAQs about SMAC

Common questions about the project, its goals, and how to get involved.

What is the SMAC project?

Q: What does SMAC stand for and what is it trying to achieve?

A: SMAC stands for **Sustainability Model for Accommodation MSMEs**. It is an Interreg NEXT MED project that helps small accommodation businesses across the Mediterranean adopt ESG-aligned sustainable practices in a simple, cost-effective way.

Who can benefit from SMAC?

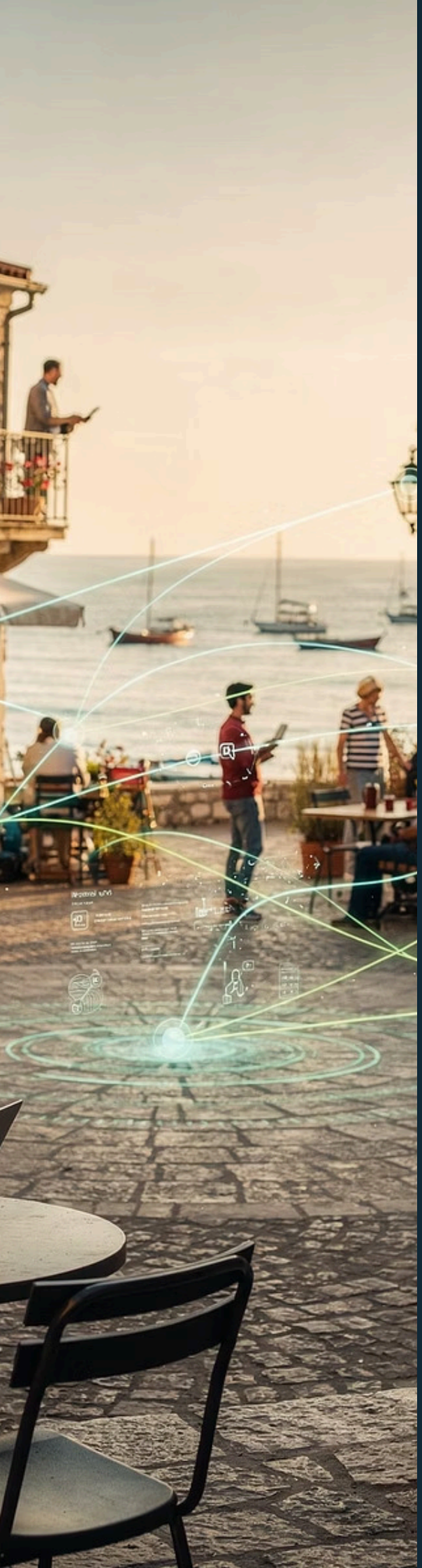
Q: Which businesses and stakeholders does SMAC target?

A: SMAC supports micro, small and medium-sized accommodation enterprises (MSMEs) and their staff in Greece, Egypt, Spain, Tunisia, and Türkiye. It also benefits policymakers, tourists, and local communities across these five Mediterranean countries.

Where can stakeholders stay updated on SMAC activities and outputs?

Follow SMAC on LinkedIn and Facebook for updates, events, ESG tips, and insights. You can also visit the official Interreg NEXT MED project page for the latest news and deliverables.

Have a question about SMAC? Contact the project coordinator at **io.chatzivaryti@gmail.com** — we'd love to hear from you!



Stay Connected

Follow the SMAC project on social media for the latest activities, events, and sustainability insights.



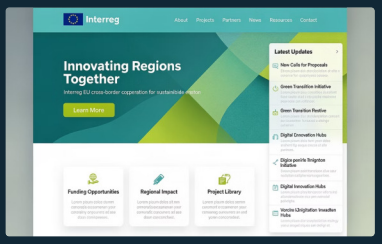
LinkedIn — SMAC Project

Follow the official SMAC Interreg NEXT MED LinkedIn page for updates, ESG insights, and event highlights.



Instagram — SMAC Project

Follow us on Instagram @smac_interregnextmed for project updates, ESG insights, and Mediterranean highlights.



Interreg NEXT MED Website

Visit the official SMAC project page for project details, deliverables, partner information, and news.