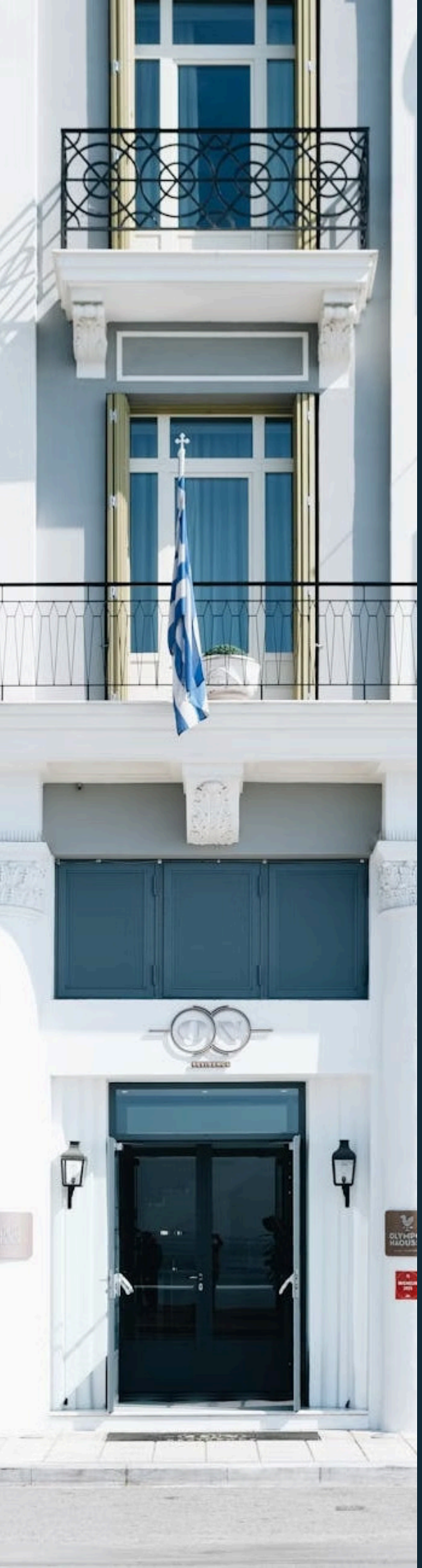


Interreg
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SMAC Newsletter #2

Sustainability Model for Accommodation MSMEs

Interreg NEXT MED | SMAC Project Page

Spring 2026 Edition | Barcelona · Drama

Project Highlights

Welcome to the second SMAC project newsletter. This edition covers the key milestones of Spring 2026: the 2nd Steering Committee Meeting in Barcelona, the SMAC presentation at the National Forum on Sustainable Coastal Tourism in Tunisia, the SMAC Project Launch at Al-Quds Open University in Bethlehem, the 1st Technical Committee Meeting, and the 1st Local Stakeholder Meeting in Drama — all marking significant progress in the Sustainability Model for Accommodation MSMEs initiative under the Interreg NEXT MED Programme.

1

2nd Steering Committee Meeting — Barcelona, 11–12 May 2026

All 7 SMAC partners gathered in Barcelona at Avenida Diagonal 452 for a two-day steering committee meeting, reviewing 2nd semester activities, project implementation progress, financial issues, and communication & visibility results.

2

SMAC Presentation — National Forum on Sustainable Coastal Tourism, Tunisia

The SMAC project was presented at the National Forum on Sustainable Coastal Tourism in Tunisia, showcasing the initiative's sustainability model and its relevance for Mediterranean accommodation MSMEs.

3

SMAC Project Launch — Bethlehem, 20 May 2026

The SMAC project was officially launched at Al-Quds Open University in Bethlehem, under the patronage of the Minister of Tourism & Antiquities and the University President, bringing together academia, tourism and institutional stakeholders.

4

1st Technical Committee Meeting

The first Technical Committee Meeting brought together the scientific and technical partners to advance the development of the AI-based sustainability assessment tool (AIRET) and align on the next implementation steps.

5

1st Stakeholder Meeting — Drama, 3 June 2026

The Drama Chamber of Commerce hosted the 1st Local Stakeholder Group Meeting at LAB40, presenting the SMAC sustainability model, the AI tool demo (SSMA), and launching the local cooperation network for accommodation businesses.



2nd Steering Committee Meeting

Barcelona, 11–12 May 2026 | Avenida Diagonal 452, 08006

The second Steering Committee Meeting of the SMAC project brought all 7 partner organisations together in Barcelona for two intensive working days. Hosted by ASCAME and the Barcelona Chamber of Commerce (GC), the meeting covered a comprehensive agenda including partner activity reviews, project implementation updates, financial reporting, and communication & visibility planning.

Day 1 — 11 May

Lead Partner (DCCI) presented 2nd semester activities, project evolution and implementation progress, and financial issues. Q&A sessions followed each presentation. Evening partnership dinner at El Cangrejo Loco.

Day 2 — 12 May

All 7 partners (PP2–PP7) presented completed and upcoming activities. Results achieved and next steps in Communication & Visibility were reviewed. Special presentations by Barcelona Chamber of Commerce Tourism & Sustainability Dept. and Barcelona Provincial Council on Sustainable Tourism Management.

Key Outcomes

Strengthened transnational coordination, aligned financial reporting, updated communication strategy, and shared roadmap for upcoming project deliverables across all partner countries.



Partners in Action

Scenes from the 2nd Steering Committee Meeting, Barcelona



Welcome speech by Miriam González, GC & ASCAME's Project Team



All 7 SMAC partner organisations represented at the Barcelona meeting



1st Stakeholder Meeting — Drama

Wednesday, 3 June 2026 | LAB40, Drama Chamber of Commerce, 19:00

The Drama Chamber of Commerce (DCCI), as Lead Partner of the SMAC project, organised the 1st Local Stakeholder Group Meeting, bringing together hotels and accommodation businesses from the Drama region. The event was held at LAB40 in the ground floor of the Chamber building and aimed to launch an active local cooperation network.

1 [1]Project Presentation

Overview of SMAC goals, activities and expected results under Interreg NEXT MED.

2 [2]Sustainability Model

Presentation of the proposed Sustainability Model for accommodation businesses by Democritus University of Thrace (DUTH), scientific partner responsible for the AI tool.

3 [3]ESG Best Practices

Examples of accommodation businesses that have successfully implemented ESG practices and standards.

4 [4]AI Tool Demo

Live demonstration of the SSMA tool functionality — the AI-based sustainability assessment and recommendation platform.

5 [5]Local Network Launch

Discussion on sector needs and formation of the Local Cooperation Group for sustainable tourism in Drama.

Stakeholder Poll Insights

Key findings from the interactive Mentimeter poll conducted at the 1st Stakeholder Meeting in Drama (5 participants)



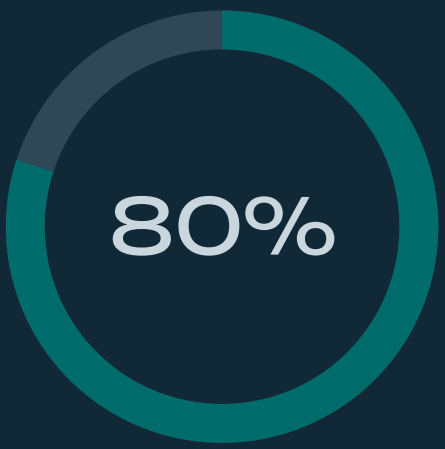
Want tailored sustainability advice



Prefer prioritised action lists



Want real-time progress tracking



Prefer separate ESG charts



Want downloadable progress reports

The poll results confirm strong demand for a user-friendly, localised, and data-driven sustainability tool. Stakeholders overwhelmingly prefer a balanced interface with prioritised action lists, real-time tracking, and separate ESG performance charts — key inputs for the SMAC AIRET tool design.



First Technical Committee Meeting

1st Technical Committee Meeting

SMAC Partners Advance the AI Sustainability Tool

The 1st Technical Committee Meeting brought together the scientific and technical partners of the SMAC project to review progress on the development of the AI-based sustainability assessment tool (AIRET) and the Simplified Sustainability Model for Accommodation (SSMA). The meeting focused on aligning technical specifications, reviewing prototype outputs, and planning the next phases of tool development and pilot testing.

AIRET Tool Development

Review of the AI-based sustainability assessment tool architecture, data inputs, and ESG indicator framework developed by DUTH.

SSMA Prototype Review

Evaluation of the Simplified Sustainability Model for Accommodation demo, incorporating stakeholder feedback from the Drama meeting.

Next Steps & Pilot Testing

Agreement on the roadmap for pilot testing with accommodation businesses across partner countries, with target completion milestones.

Technical presentation during the 1st Technical Committee Meeting



SMAC Project Video Launch

The SMAC Project Video is Here!

A story of small steps, big impact — now live on Instagram

"A more sustainable Mediterranean doesn't start with big changes. It starts small, one hotel at a time."

SMAC supports small accommodations in taking practical steps towards sustainability, with tools designed for real needs. Our project video is now live — watch it, share it, and help spread the word about sustainable tourism across the Mediterranean.

▶️ Watch the Video | Follow us on Instagram

🎬 Animated Storytelling

The video uses vibrant Mediterranean animation to bring the SMAC mission to life — making sustainability accessible and inspiring for small accommodation businesses.

🌍 Mediterranean Reach

Produced to engage audiences across all 7 partner countries, the video communicates SMAC's vision in a clear, compelling and shareable format.

🔗 Share the Message

Help amplify the SMAC message — share the video with hotels, guesthouses and accommodation businesses in your network and encourage them to take the first step towards sustainability.



SMAC at the National Forum on Sustainable Coastal Tourism

SMAC at the National Forum on Sustainable Coastal Tourism

12 May 2026 | Hôtel Abou Royal, Tunis — Under the Patronage of the Tunisian Ministry of Tourism

The SMAC project was presented at the National Forum on Sustainable Coastal Tourism in the Mediterranean, held in Tunis under the patronage of the Tunisian Ministry of Tourism. The forum brought together key stakeholders from across the Mediterranean to discuss sustainable coastal development, innovation, and the green transition in the tourism sector.

CCITunis, SMAC project partner (PP6), took the floor to present the SMAC initiative and the Simplified Sustainability Model for Accommodation (SSMA) — an AI-powered tool designed to support small accommodation businesses in their ecological transition. The presentation highlighted how the SMAC model translates Mediterranean cooperation into practical, actionable sustainability tools for MSMEs.

Forum Theme

Sustainable coastal development, innovation and green transition across the Mediterranean region — with a focus on practical tools for the hospitality sector.

SMAC Presentation by CCITunis

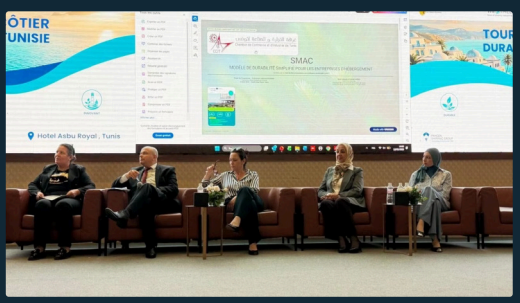
CCITunis (PP6) presented the SMAC initiative and the SSMA tool to an audience of tourism professionals, policymakers and Mediterranean partners.

Mediterranean Cooperation in Action

A strong example of how transnational Interreg NEXT MED partnerships turn sustainability commitments into concrete, replicable solutions for accommodation businesses.



CCITunis presenting the SMAC Simplified Sustainability Model for Accommodation (SSMA)



Panel discussion at the National Forum on Sustainable Coastal Tourism, Tunis



SMAC Project Launch — Bethlehem

Wednesday, 20 May 2026 | Al-Quds Open University, Bethlehem — Under the Patronage of the Minister of Tourism & Antiquities and the President of Al-Quds Open University

The SMAC Project launch event was successfully held at Al-Quds Open University in Bethlehem, bringing together representatives from academia, tourism and institutional stakeholders. The event highlighted the importance of sustainability, digital transformation and Artificial Intelligence in shaping the future of accommodation MSMEs across the Mediterranean.

Through collaboration and innovation, SMAC continues supporting a more sustainable and resilient tourism ecosystem across the region. The Bethlehem launch marks a key milestone in expanding the project's reach and engaging local stakeholders in Palestine as active contributors to the Mediterranean sustainability agenda.

Key Themes

Sustainability, digital transformation and Artificial Intelligence as drivers of change for accommodation MSMEs across the Mediterranean region.

Stakeholders Engaged

Representatives from academia, tourism sector and institutional bodies gathered to explore how the SMAC model and AIRET tool can support Palestinian accommodation businesses.

Mediterranean Solidarity

The Bethlehem launch reinforces SMAC's commitment to inclusive Mediterranean cooperation, ensuring all partner regions actively shape the project's sustainability tools and outcomes.



Stay Connected

Follow the SMAC project's progress and stay up to date with the latest news, events, and publications from our transnational partnership.

Project Website

Visit the SMAC project page on the Interreg NEXT MED portal for updates, deliverables and partner information. **www.interregnextmed.eu/project-page/smac/about/**

Contact Us

Drama Chamber of Commerce — Lead Partner. Email: euprojects@dramanet.gr | Tel: +30 25210 22750

Join the Network

Accommodation businesses in Drama interested in joining the Local Stakeholder Group can contact: iochatzivaryti@gmail.com

Instagram

Follow us on Instagram for the latest project news, events and updates. **@smac_interregnextmed**

LinkedIn

Connect with us on LinkedIn for professional updates and project milestones. **SMAC – Interreg NEXT MED**

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