

MMM EVENT «PATHS THAT LAST»

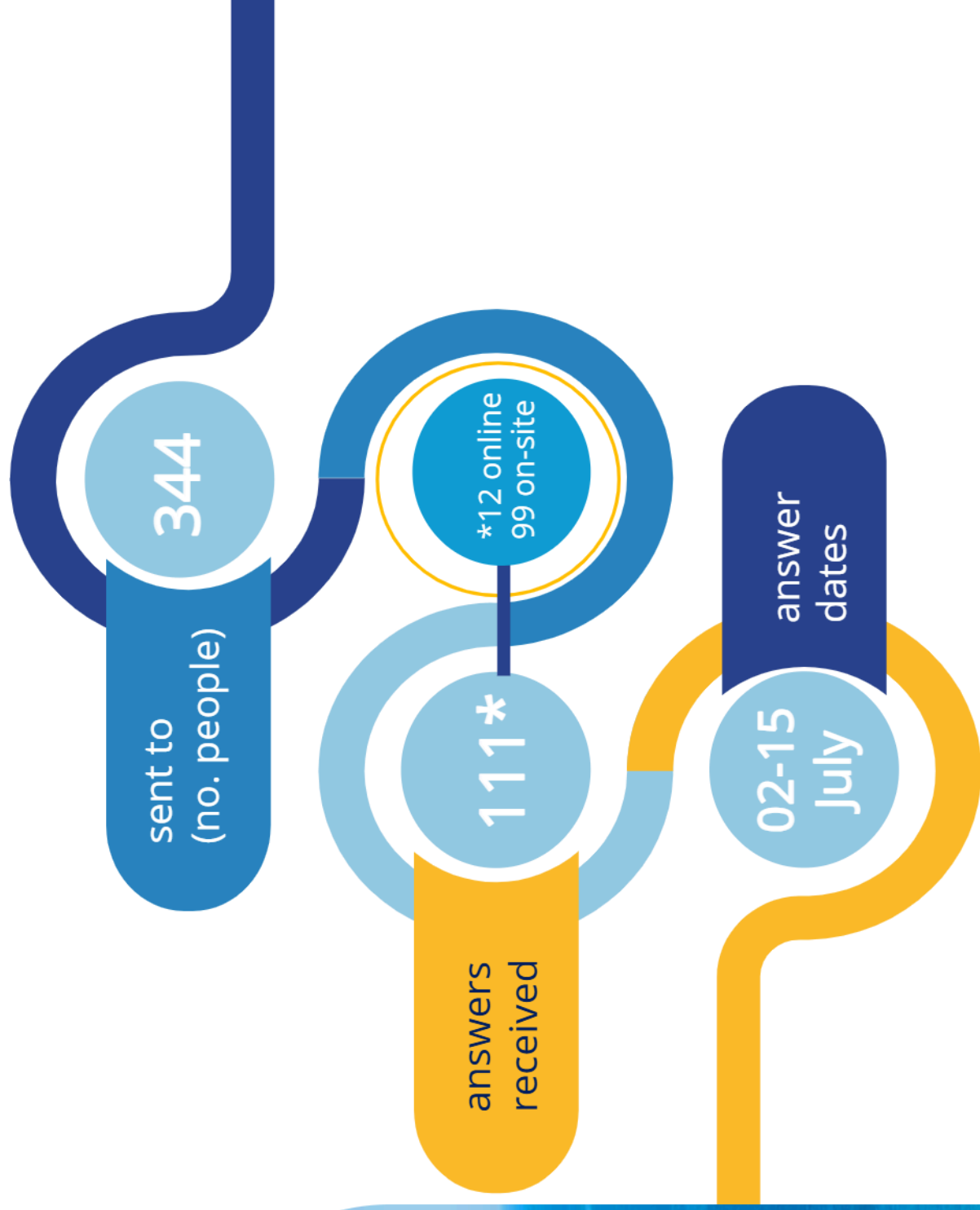
25th – 26th June 2025, Split (HR)

Post-event Survey Results

Topic

1. **Survey Recap**
2. Respondents
3. Online Participants
4. On-site Participants
5. Future Events
6. Summary of Results

SURVEY RECAP

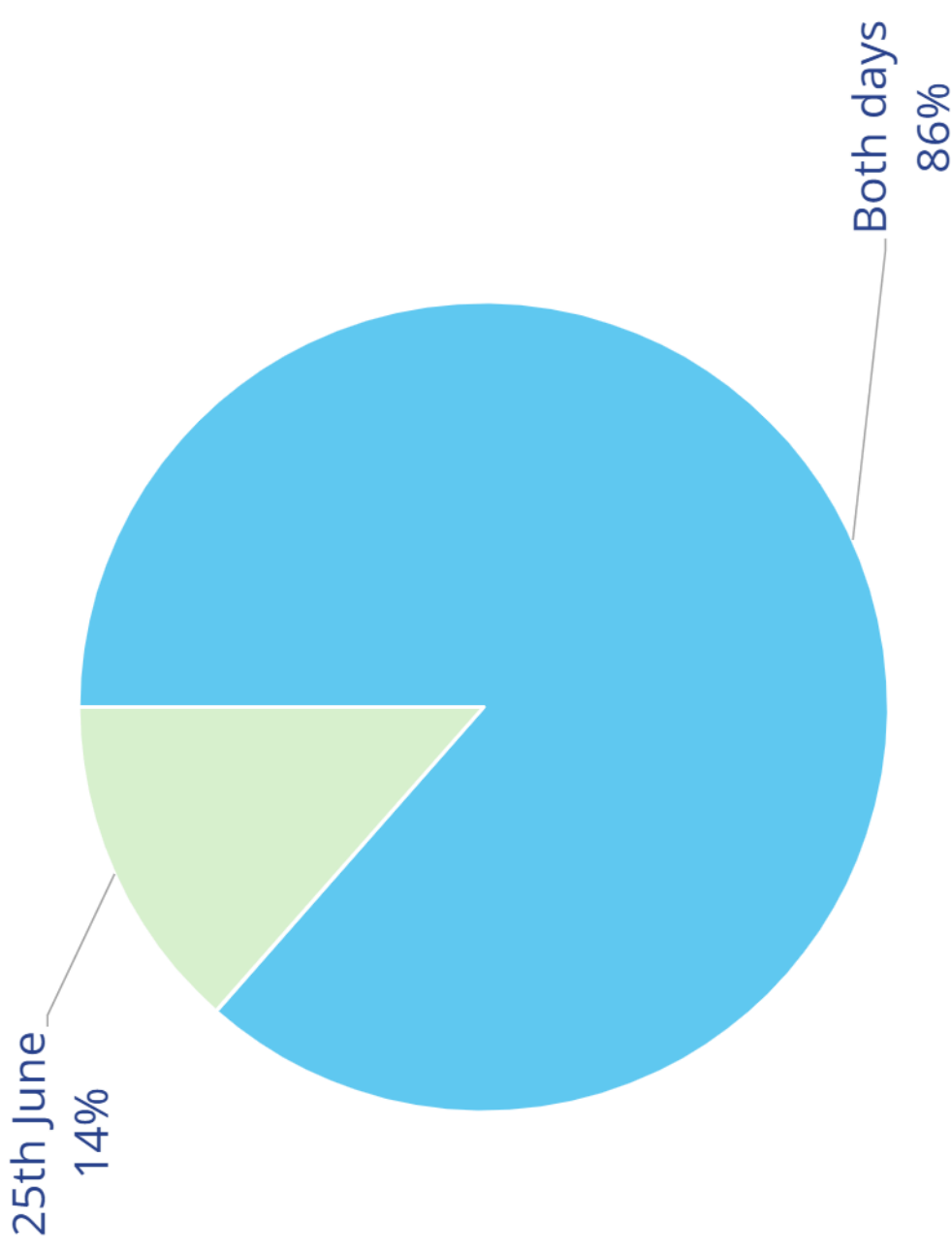


Topic

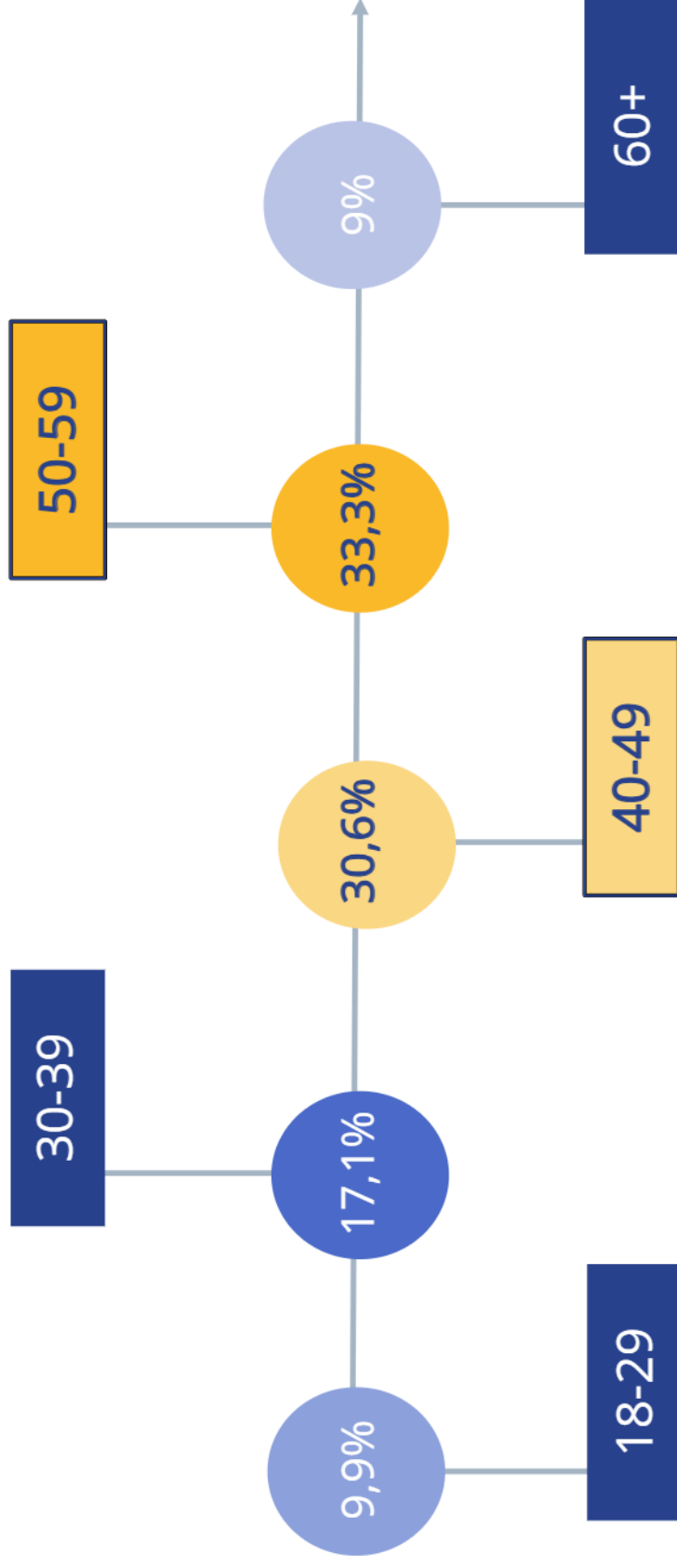
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Attendance



Age range of respondents



Nationality of respondents



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Online participants

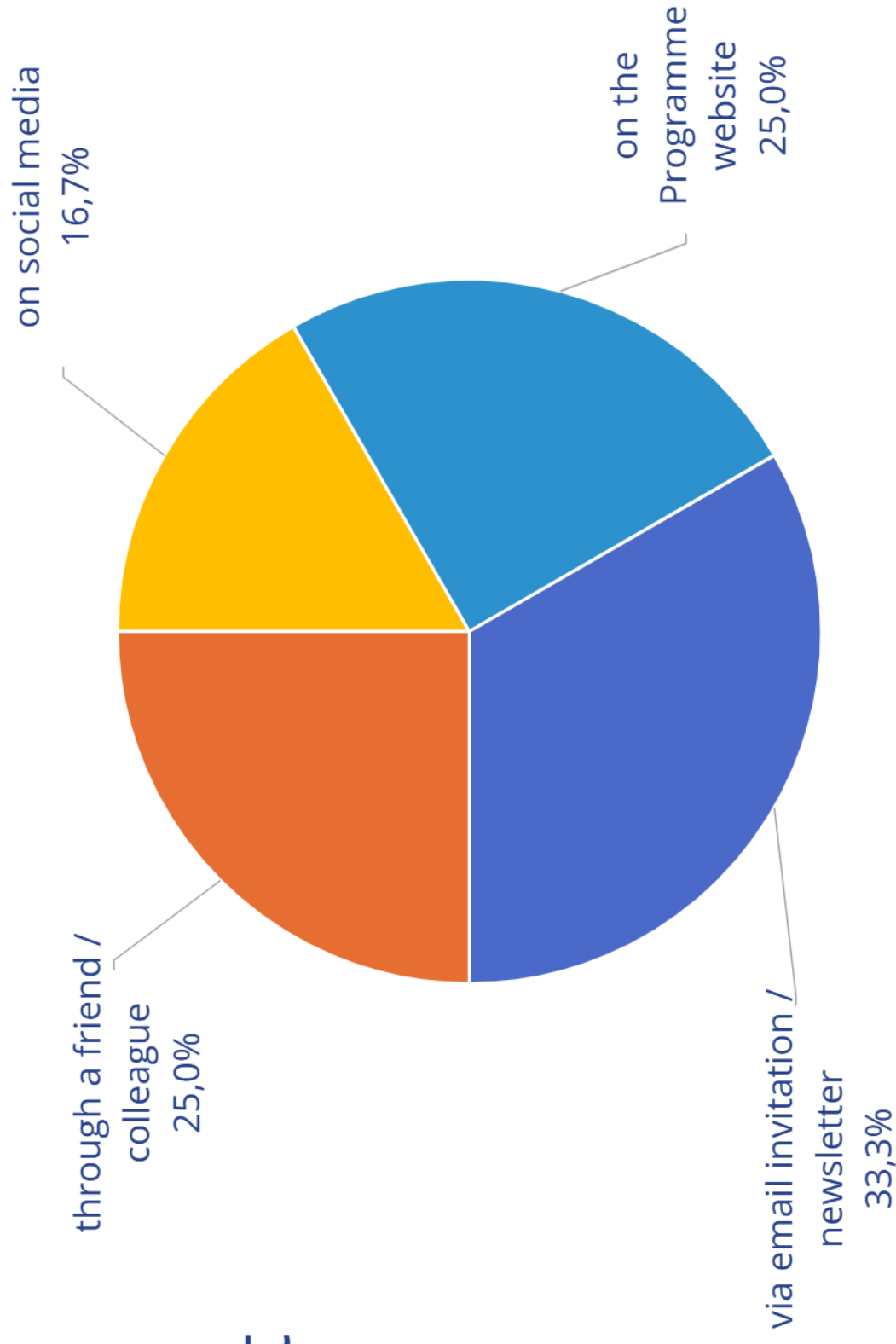
12 respondents



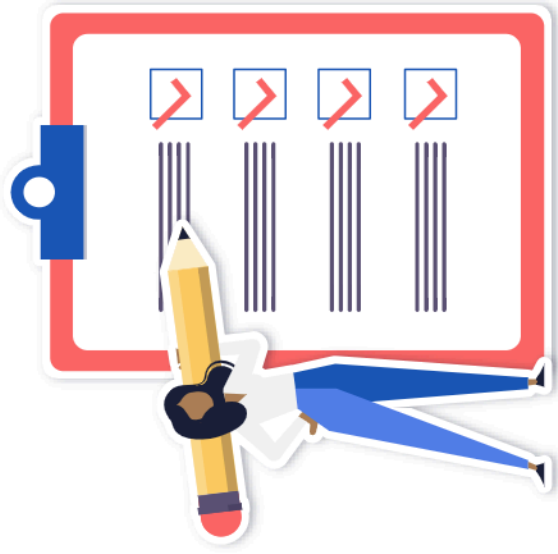
3.1

General organisation issues

Respondents found out about the streaming of the event:



General organisation assessment

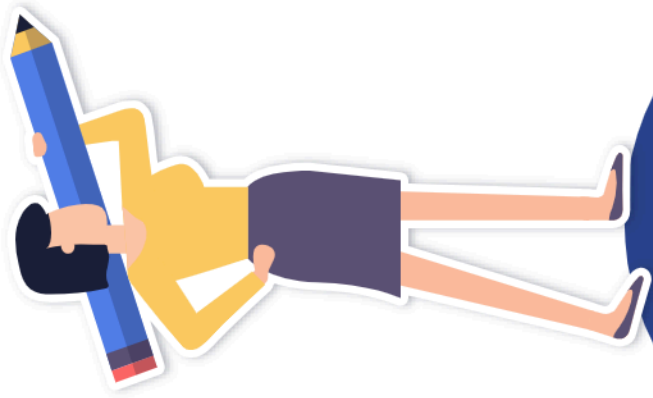


Event organisation	 4,6
Timing & structure of the agenda	 4,5
Digital tools	 4,5
Quality of the streaming	 4,75

from 1 to 5

3.2

General satisfaction on contents



100% believes that the objectives of the event were clearly stated

100% was satisfied with the quality of the speakers

92% rated the event 4 or 5 (out of 5) for meeting their expectations / needs

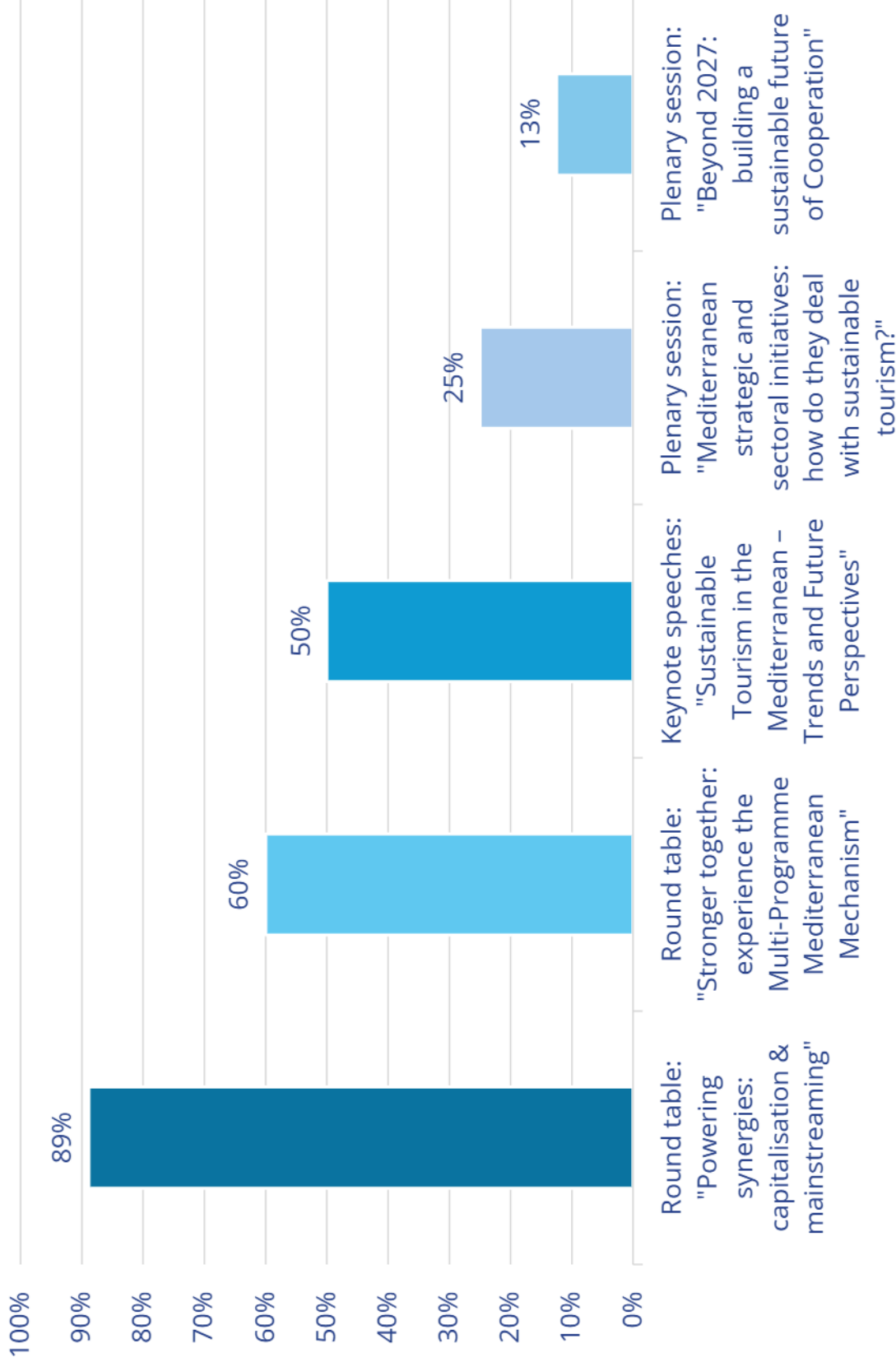
67% rated the event 4 or 5 (out of 5) for gaining useful knowledge and information

92% rated 4 or 5 (out of 5) the adequacy of the time allocated to each session/presentation to the contents

Participation & interest in session

** Respondents were asked to indicate which sessions they attended and to choose the two they liked the most. The graph shows the percentage of votes each session got as 'most interesting' in relation to the number of respondents who took part in that session.*

votes for most interesting session in relation to participants *



Main takeaways from sessions

Cooperation & synergies

- Cooperation is seen as a working method, not just a principle
- Appreciation for synergies between Programmes and coordinated action
- Sessions showed practical examples of collaboration in the Mediterranean

Sessions linked: [Stronger Together, Powering Synergies, Beyond 2027](#)

Capitalisation & long-term impact

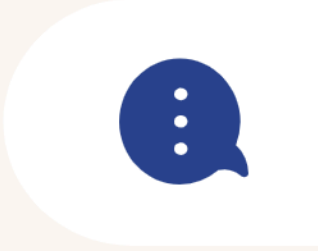
- Importance of making project results visible and lasting
- Need to integrate outputs into policy and practice
- Value placed on project evolution and future use of results

Sessions linked: [Powering Synergies, Beyond 2027, Sustainable Tourism](#) [Keynote](#)



Main takeaways from sessions

Dialogue, exchange & networking



- Space for dialogue, exchange of experiences and brainstorming
- Participants valued meeting others, sharing ideas and forming potential future collaborations

Sessions linked: Stronger Together, Powering Synergies, Strategic Initiatives

Learning & knowledge sharing



- Participants gained new insights into sustainable tourism trends
- Appreciation for learning relevant terminology and staying updated
- Sessions helped improve awareness of current challenges and opportunities

Sessions linked: Sustainable Tourism Keynote, Strategic Initiatives, Powering Synergies

Main takeaways from sessions



Vision & future orientation

- Strong interest in scenarios for the future of cooperation
- Desire to reflect on post-2027 strategies and the role of each stakeholder
- Emphasis on responsibility and inclusiveness for shaping future directions

Sessions linked: [Beyond 2027, Powering Synergies, Sustainable Tourism](#) [Keynote](#)

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On-site participants

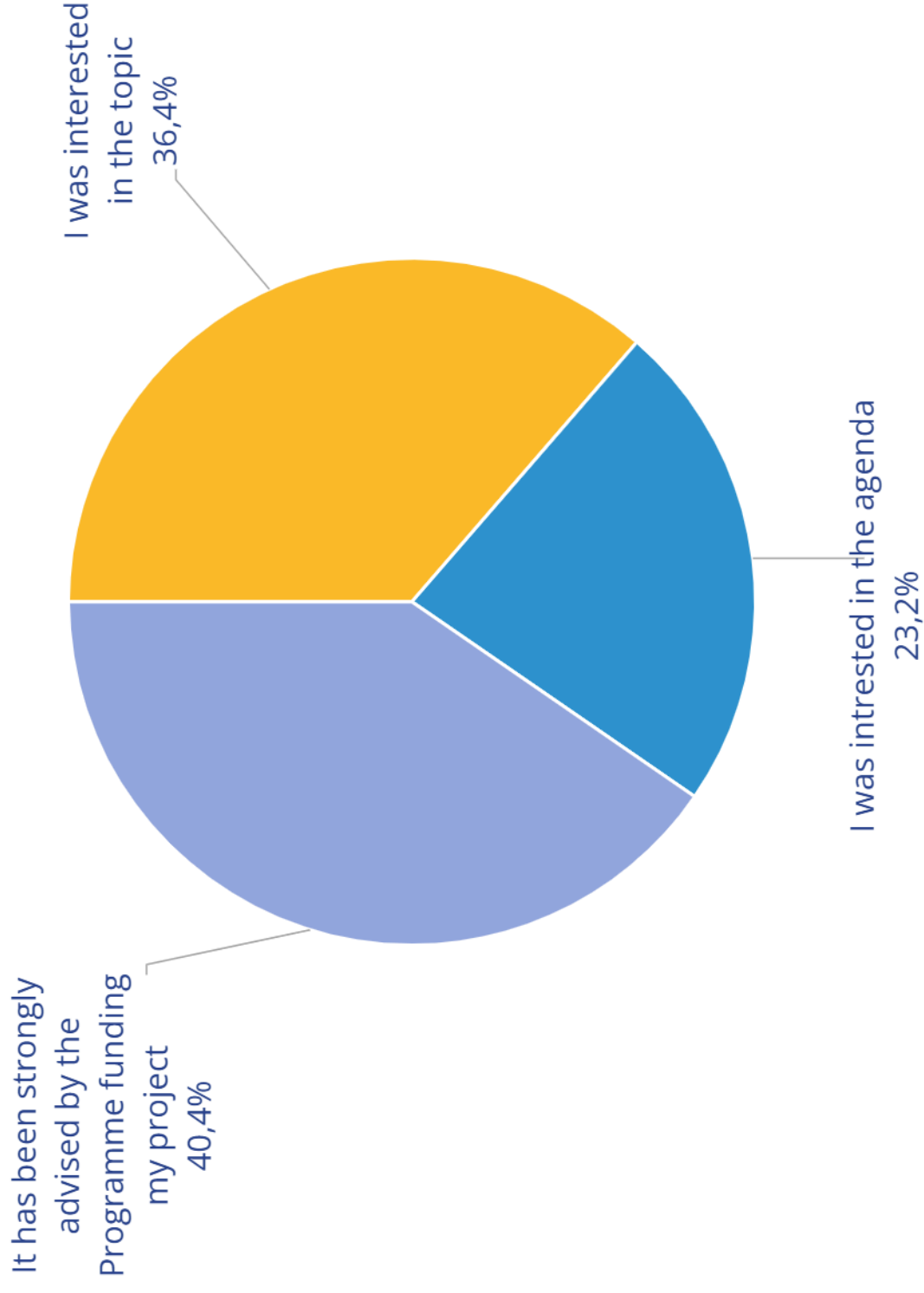
99 respondents



4.1

General organisation issues

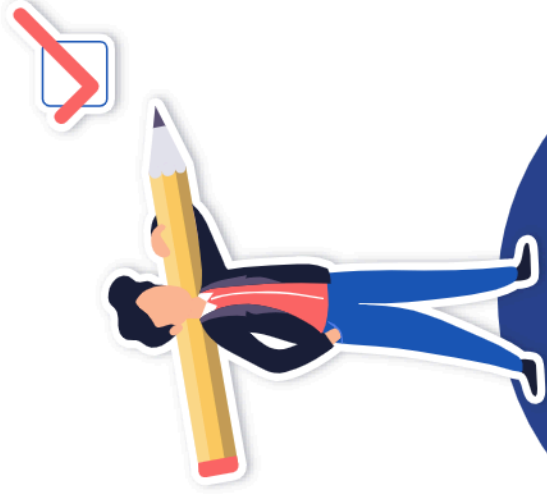
Reason for attending the event on-site



General organisation assessment

Location	 4,3
Timing & structure of the agenda	 4,2
Digital tools	 4,3
Catering services	 92% satisfaction
Event organisation	 4,7

from 1 to 5



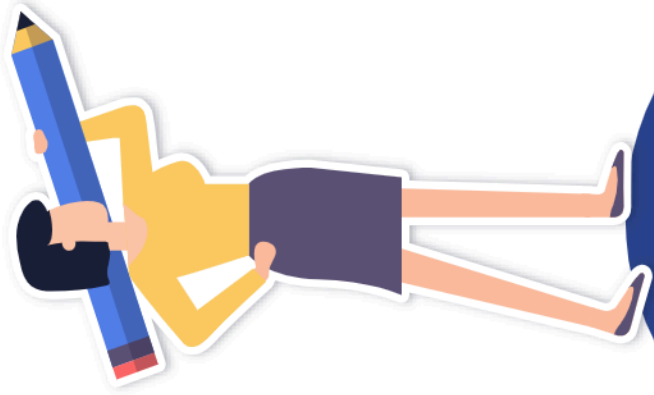
Issues raised

by respondents who rated the previous categories 2 or lower (out of 5)

- **Accessibility:** long flights, multiple transfers and high accommodation costs. Organizing transport and accommodation at a central point would have enhanced the experience
- **Seasonal considerations:** held during peak season, the event lead to increased costs. Complaints regarded also high temperatures and overcrowding. Some respondents felt this contradicted the goal of promoting sustainable tourism that balances seasonality with accessibility
- **Event format:** information from panelists felt fragmented and hard to follow, suggesting that the panel format was not ideal, as it made it difficult to focus and retain information
- **Timing:** limited time for meaningful discussion with both on-site and online audiences, as well as for working group activities. Moreover, the event was held just before the Interreg Italy-Croatia proposal submission deadline, making it hard to arrange travel
- **Technical aspects:** some respondents noted the unreliability, at times, of the tools employed, especially with Q&A interactions often delayed or untimely. Ultimately, they didn't consistently add value to the event
- **Visuals:** A couple of slides per panelist during their talk and other visual aids would have helped make messages clearer and more impactful

4.2

General satisfaction on contents



96%

believes that the **objectives** of the event were **clearly stated**

93%

rated the event 4 or 5 (out of 5) for **meeting their expectations / needs**

93%

was **satisfied** with the **quality** of the **speakers**

78%

rated the **materials** provided 4 or 5 (out of 5) as **useful** and **well prepared**

84%

rated the event 4 or 5 (out of 5) for **gaining useful knowledge** and **information**

83%

rated 4 or 5 (out of 5) the **adequacy** of the **time** allocated to each **session/presentation** to the **contents**

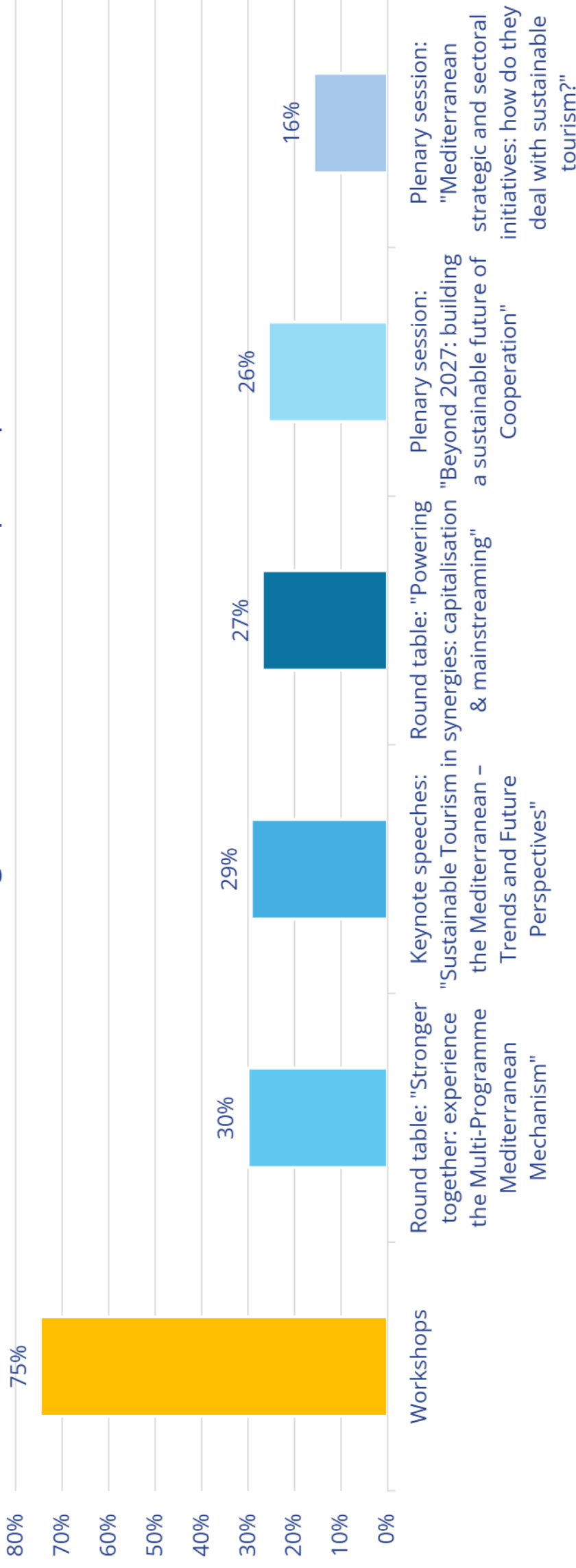
✗ Issues raised ✗

by respondents who rated the previous categories 2 or lower (out of 5)

- **Materials:** receive materials beforehand for better time-management
- **Contents:** lack of concrete solutions, repetitive content, tone overtly political, difficulty with the panel format. Comments highlighted a wish for more in-depth technical discussions on tourism and for more nuanced insights, especially on the impact of tourism on the climate. Specifically, the final presentation on tourism data was considered too short
- **Timing:** the time allocated to workshops was considered to be insufficient and some participants suggested planning two full days entirely focused on group work

Participation & interest in session

votes for most interesting session in relation to participants*



* Respondents were asked to indicate which sessions they attended and to choose the two they liked the most. The graph shows the percentage of votes each session got as 'most interesting' in relation to the number of respondents who took part in that session.

Main takeaways from sessions



Interactive engagement & hands-on collaboration

- Opportunities to discuss, brainstorm and co-create ideas
- Fun and accessible event
- Dialogue between youth and high-level representatives
- Active teamwork and bottom-up/top-down interaction

Sessions linked: [Workshops](#), [Slido](#), [Beyond 2027](#), [Stronger Together](#)

Networking & building partnerships across projects and regions

- Connections among diverse projects and regions with the same aim
- Exchange of knowledge and experiences for future multi-Programme cooperation to enhance cohesion
- Networking as key for sustainable tourism development

Sessions linked: [Workshops](#), [Stronger Together](#), [Powering Synergies](#)

Main takeaways from sessions

Strategic vision for long-term impact & policy integration

- Focus on how to achieve systemic change (embedding results into policy)
- Discussions on scaling and replicating project results, committing to legacy-driven project design
- Alignment of sustainability goals with concrete sectorial action

Deep insights into sustainable tourism challenges & opportunities

- Data-driven, future-focused analysis of Mediterranean tourism
- Emphasis on shift from high-volume to high-value tourism, climate resilience, regenerative practices
- Multi-stakeholder collaboration seen as essential for systemic change
- Translate theory into practice, practical space for exchanges

Sessions linked: Sustainable Tourism Keynote, Mediterranean Strategic Initiatives, Workshops

Sessions linked: Powering Synergies, Beyond 2027



Main takeaways from sessions

Creativity, innovation & fresh perspectives

- Went beyond traditional formats: thanks to imaginative exercises, some respondents felt like they 'boarded imaginary spaceships and landed on future scenario planets', then brought those ideas back to their communities
- Youth participation brought new energy and viewpoints
- Encouraged thinking beyond traditional sustainability approaches ('current constraints')

Sessions linked: Workshops, Beyond 2027

Clarity, quality & expertise of speakers

- Keynotes noted for clear, structured delivery with strong data support
- Round tables and plenaries featured expert speakers offering practical insights
- Quality discussions enhanced understanding and effectiveness of exchanges

Sessions linked: Sustainable Tourism Keynote, Round Tables, Plenary Sessions



4:3 Workshops



Participation to the workshops

no. of participants

22



Tourism and green
transition

23



Social, inclusive and
accessible tourism

14



Innovative tourism
products

28

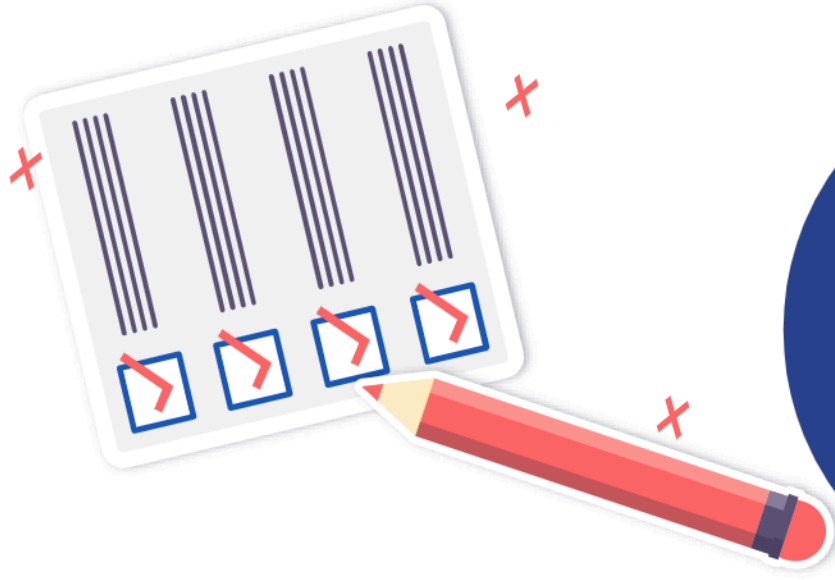


Shared and strategic
governance of the
tourism offer

General organisation assessment

Usefulness of the workshop in relation to professional needs or interests	 4,4
The extent to which the workshop format (e.g. facilitation, interaction, group work) supported active participation	 4,5
The extent to which the workshop provided useful insights or ideas in view of the upcoming MMM joint call	 4,2

from 1 to 5



Feedback on workshops



- Very appreciated as a hands-on experience for the understanding of the project's side of the story and the challenges
- Opportunity to discuss with other partners from similar projects
- Bingo seen as excellent as an icebreaker
- Well-structured, interactive, effective

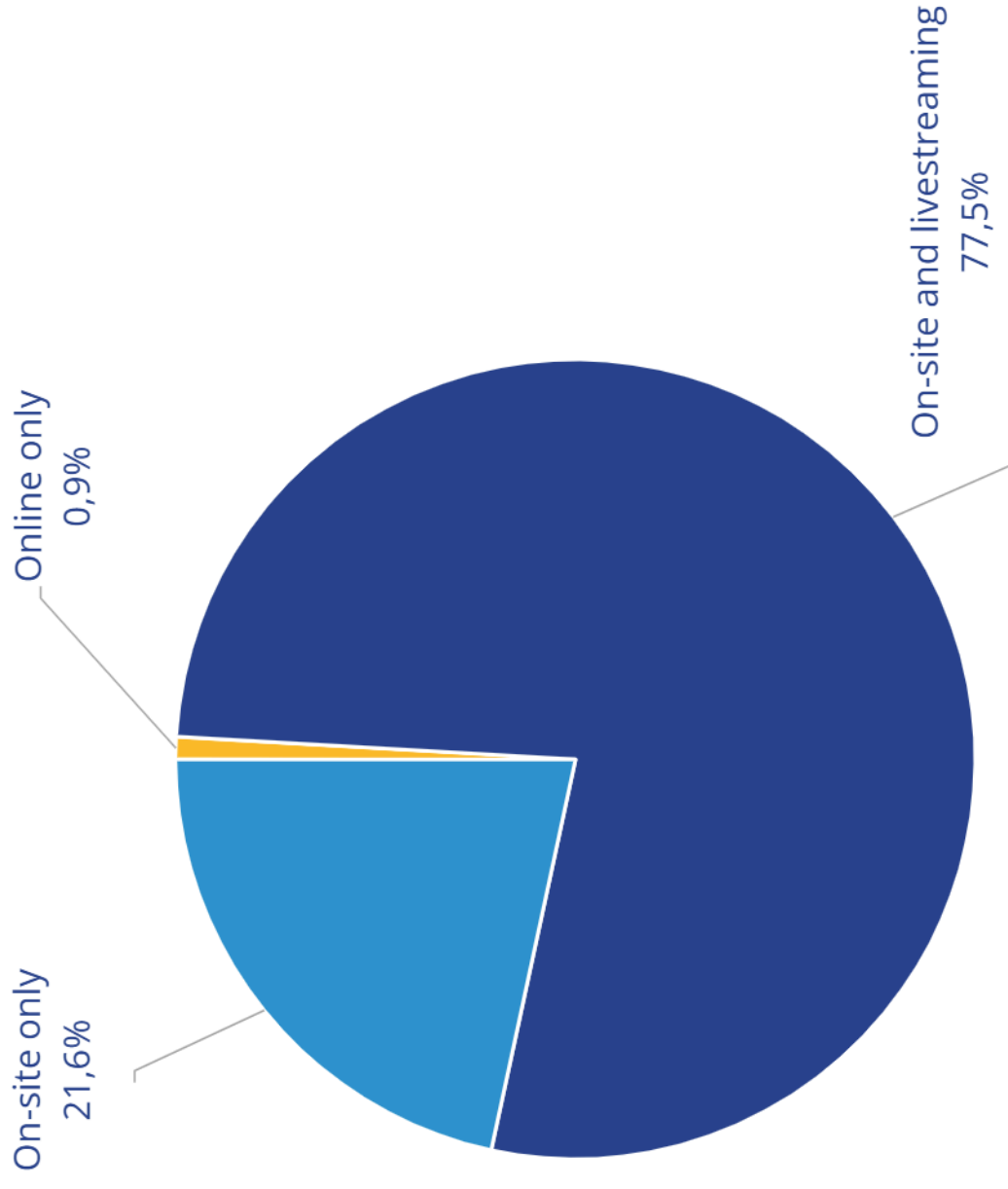


- Solutions too superficial and utopian
- Not enough attention devoted to special interest tourism
- Instructions should have been sent beforehand
- Not enough time dedicated to them

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Preferred format for the next major event



Suggested topics
to cover in future
events

keywords

partnerships
cooperation
practices green climate
SMEs transition tourism call
sea sustainability blue results
protection projects capitalisation
development trends
inclusivity workshops

Detailed overview of the topics suggested

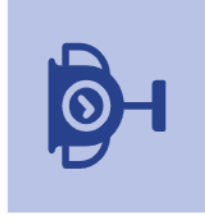
Sustainable tourism & environment	<ul style="list-style-type: none"> • Sustainable, green, inclusive and ecological tourism • Green and blue transition, green-washing and circular economy • Nature and sea protection • Environmental and social impacts of tourism • Climate change adaptation • Alternative tourism, overtourism, post-growth 	Project development & networking <ul style="list-style-type: none"> • Time for networking and partner discovery • How to build partnerships and find experts • Real-life stories • Support for local development and SMEs • Project evaluation (pre and post approval), tools for harmonization
Cooperation & capitalisation	<ul style="list-style-type: none"> • Solution-oriented discussions and concrete results • Capitalisation and synergies between Programmes • Joint communication • Coordinated/joint CfPs • Twinning initiatives and trans-Programme projects • Best practices sharing, knowledge transfer and peer reviews 	Governance & strategic outlook <ul style="list-style-type: none"> • Governance and regulations • Strategy post-2027 • Creating new cooperation Programmes (e.g., Interreg Türkiye–Italy) • Enhance youth and local engagement • Cross-border crisis management
	Innovation & future trends	<ul style="list-style-type: none"> • Technology in tourism and innovative products • Future trends and needs

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Data gathered



Workshops were by far the **most appreciated** part of the event. They received the most **positive comments** and were ranked at first place as the **most interesting** part of the event (65 votes out of 87 attendants).



The **hybrid format** was much **appreciated** (77% would like the next major event to follow the same format).



Respondents were on **average** in their 50s or 40s.



Most respondents come from **Italy, Croatia and Greece**.

Overall ratings on-site & online



Average: 4,4
(out of 5)



percentage of satisfied respondents

General feedback



Successes

Overall comments were very positive and participants are thankful. The event was a great success, providing a valuable platform for knowledge exchange. Organizers are encouraged to continue hosting such events regularly while incorporating feedback to enhance future experiences.

- The event was described as well-designed and well-prepared, with excellent organization, particularly in terms of technical aspects, speakers, and visual equipment
- On-site participation was praised for fostering new relationships and generating complementary ideas. The presence of stakeholders outside the Interreg/MMM enriched discussions and networking
- The online format was greatly appreciated
- The initiative to bridge different Programmes was described as innovative and unique

General feedback



Areas for improvement

- **Location & accessibility:** city difficult to reach, involving long travel times. Consider more accessible locations, avoiding touristy places in high season
- **Agenda & content:** perhaps too packed. Focus on fewer key points for deeper analysis and prioritize project interactions
- **Logistics:** accommodation and airport transfers should be organized centrally. Local transport facilitation is recommended if the venue is not in the city center
- **Translation & communication:** translation services would improve communication, considering the diverse linguistic backgrounds of participants
- **Sustainability & inclusivity:** vegan/vegetarian and low carbon footprint menu options aligns with sustainability goals. Choosing off-season dates and locations that reflect sustainable tourism principles is recommended

General feedback



General suggestions

- Involve National Authorities more prominently in discussions to leverage synergies.
- Consider a bigger involvement of the European Commission in support and providing strategic information.

Event format & structure

- Devote more time to workshops and interactions to foster project matches and synergies
- More time for relationship building, matchmaking sessions, 'speed-dates'
- Continue discussions from this event to update on plans set
- Workshops with diverse partners
- Create contact lists for keeping in touch post-event



Mediterranean
Multi-Programme
Mechanism