

GreenSET Newsletter

October 2025 – March 2026

Since October 2025, partners across nine Mediterranean countries have trained, connected, and mobilised — completing the MEDSSIM train-the-trainer programme, gathered in Nice for the second Steering Committee meeting, and launching the first project pilot. Tourism SMEs are now actively engaging with the methodology, and the results are beginning to take shape.

In this issue:

- Phase 2 progress overview
- Second partner meeting in Nice
- Open call results — 15.000 + SMEs reached
- New article and video released
- Partner highlights from Tirana, Crete, Valencia, and Montenegro
- What's coming next



New Article:

GreenSET Service Accelerator and the Role of Business Support Organizations in Circular Transformation of Tourism SMEs, co-authored by Sistema Iniziative Locali – Sinloc SpA and Foundation Business Start-Up Center Bar.

Find it here: [2nd Article](#)

New Video: See MEDSSIM in action

We've released a new video that introduces the MEDSSIM process in plain terms — who it's for, how it works, and what it can achieve for a tourism SME. If you're new to GreenSET or want a clear overview to share with stakeholders, this is the best place to start.

Watch the video [HERE](#)



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Project Milestone News



Phase 2: Momentum is building

Phase 2 of GreenSET is well underway, and the progress has been significant. We completed MEDSSIM training for all partners across the consortium, launched our open call for SMEs, confirmed participants, and began pilot activities.

Collaboration across the nine partner countries has never been stronger, and the impact is starting to take real shape on the ground.

Project milestone: Partner meeting in Nice

In early November 2025, all GreenSET partners came together in Nice for our second coordination meeting (SCOM2). Over three days 4 to 6 November the team reviewed progress, completed the MEDSSIM methodology train-the-trainer session, and finalised the elements of the open call for the SMEs.

It was a working session as much as a planning one, and it set a clear, shared direction for everything that followed.



Open call: Reaching SMEs across the Mediterranean

The response to our open call for tourism SMEs exceeded expectations. Here's what the outreach effort looked like in numbers:

- Reached 15.475 SMEs overall
- Sent 44.820 emails (main channel)
- 96 posts → 4.019 engagements
- Contacted 62 groups → 331 SMEs engaged

All partners have now secured their SME cohorts, and pilot activities and trainings are moving forward as planned.



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Project Partners News



STEP RI — Rijeka, Croatia As GreenSET's lead partner, STEP RI represented the project at the 2nd Annual Meeting of the Sustainable Tourism Community in Tirana, an event that brought together projects and stakeholders from across Europe under the Interreg Euro-MED Programme.

The team presented GreenSET's approach to building greener and more equitable tourism models and came away with new connections and fresh ideas to bring back to the consortium.

Regional Development Agency of Tirana — Albania On 26 November 2025, the Regional Development Agency of Tirana took the stage at the "Business Networking Event & Information Day on EU Green Funding Opportunities" in Tirana, presenting GreenSET to an audience of over 150 participants — including representatives of EU institutions, programmes, start-ups, and businesses exploring the green transition.

The session gave a clear picture of how tourism SMEs can practically benefit from the MEDSSIM methodology.



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Science and Technology Park of Crete (STEP-C) / FORTH — Greece GreenSET was featured in an interview with RethNea, the local Cretan media outlet, with Dr. George Papamichail, Director of STEP-C, discussing the real challenges facing tourism in the region: seasonality, environmental pressure, and the need to diversify services.

The conversation highlighted how GreenSET — and MEDSSIM in particular — offers tourism businesses a practical, structured path toward sustainable innovation rather than just good intentions.

CEEI Valencia — Spain CEEI Valencia received a special mention at the 2025 Social Responsibility Awards of the Generalitat Valenciana, recognising its commitment to responsible management and measurable social, economic, and environmental impact.

It's a recognition that reflects the values at the heart of GreenSET — and a reminder that the organisations supporting this project lead by example.



BBSC Bar — Montenegro BSC Bar, operating as part of the Enterprise Europe Network (EEN) Montenegro Consortium, is helping tourism SMEs assess where they actually stand on sustainability — before the mentoring process even begins.

Through self-assessment tools, businesses can benchmark themselves against internationally recognised standards including Green Key, EU Ecolabel, GSTC, and ISO 21401. BSC Bar also promotes the COASTOUR self-assessment tool (www.sustainablelabel.eu), giving SMEs a clear starting point for their circular transition journey.



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What's Next: SCOM3 in Heraklion, Crete

The next GreenSET Steering Committee Meeting (SCOM3) will take place on 20–21 May 2026 in Heraklion, Crete, hosted by our partners at STEP-C / FORTH.

The agenda will focus on reviewing lessons learned from the first round of MEDSSIM pilot activities, planning next steps, refining key project outputs, and aligning communication and sustainability strategies across the consortium.

It's a pivotal meeting as the project moves into its most impactful phase.



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What we do



GreenSET is an Interreg Euro-MED funded project supporting the circular transformation of Mediterranean tourism. It equips Business Support Organisations (BSOs) with tools, training, and the MEDSSIM methodology to help SMEs adopt sustainable, competitive practices.

Our story



The GreenSET partnership brings together nine partners from nine different countries—Croatia, France, Italy, Spain, Greece, Cyprus, Portugal, Albania, and Montenegro—each representing diverse fields and areas of expertise, united by a common mission:

Leading the circular transformation of Mediterranean tourism.

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