

GreenSET Newsletter

Spanning May through September 2025

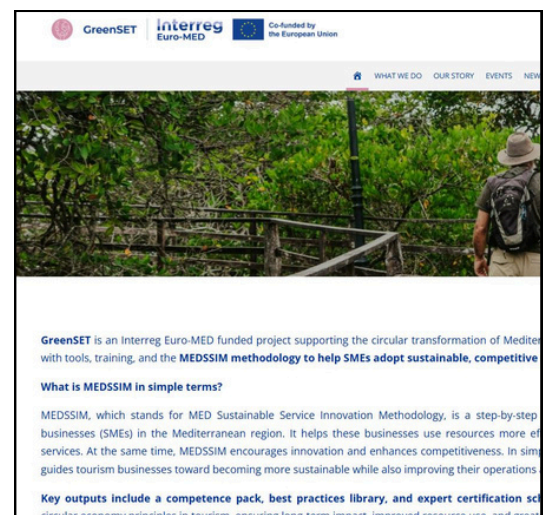
The first GreenSET Newsletter covers May–September 2025, marking the end of our initial phase. We finalized the communication strategy, held coordination meetings, drafted the MEDSSIM methodology article, and prepared our first video. With this foundation in place, we are ready to begin Phase 2 (October 2025–March 2026), focused on expanding outputs, refining methods, and strengthening collaboration.



GreenSET has released its first article, **Service Innovation in Tourism: A Critical but Overlooked Sustainability Driver**, co-authored by Nicosia Tourism Board and STEP RI. It highlights service innovation as a key yet underused driver of circular sustainability in the Mediterranean and introduces MEDSSIM, a framework for scaling solutions.

Find the article here: [1st GreenSET article](#)

GreenSET has set up its digital face to stay connected with partners, stakeholders, and the wider community. Our [official website](#) serves as the central hub for project updates, resources, and publications, while our [LinkedIn page](#) offers a space for ongoing engagement, news sharing, and community building. Together, these platforms ensure that GreenSET's progress, outputs, and stories are visible and accessible across the Mediterranean and beyond.



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Project Milestone News:



The GreenSET consortium is preparing for its next partner meeting, to be held in Nice from 4–6 November 2025. Over the course of three days, partners will come together to review achievements from the first phase, refine the MEDSSIM methodology, plan activities for Phase 2, and engage in collaborative workshops designed to strengthen both strategy and partnership.

GreenSET is currently working on **Deliverable 1.1: MED Sustainable Service Innovation Methodology (MEDSSIM)**. The framework offers an iterative, step-by-step process for SMEs to map resources, identify opportunities, design and test service concepts, and align business models with circular principles, providing a practical roadmap to embed sustainability and resilience in Mediterranean service economies.



Within Activity A3.4, GreenSET is carrying out a comprehensive carbon footprint evaluation. This work assesses emissions from travel, events, daily operations, and material production, while also recommending offsetting measures. The results will provide a clear baseline for reducing environmental impact and demonstrate how carbon accounting can be applied effectively at project level, strengthening alignment with EU climate and sustainability goals.

[http://](http://greenset.interreg-euro-med.eu/)



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Project Partners News:

The Algarve Sustainable Tourism Observatory (OTSA), established through collaboration between key regional and national institutions, aims to monitor and promote sustainable tourism practices to balance economic growth, environmental preservation, and social well-being in the Algarve. OTSA consolidates data from various stakeholders to inform policymaking and help manage the destination responsibly.



In alignment with these goals, the project GreenSET collaborates with OTSA by applying circular economy and green tourism methodologies to support local enterprises in adopting sustainable practices. This partnership enhances OTSA's mission by translating its monitoring and research into practical tools that foster innovation and resilience in the Algarve's tourism sector.

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Project Partners News:



As part of the Interreg Central Europe project CURIOST, STEP RI held the workshop “Kružno je nužno” (“Circular is Necessary”) in Rijeka and Čakovec. SMEs worked with experts to explore circular economy principles — from waste reduction and sustainable design to stronger business models.

Though focused on industry, the lessons are equally relevant to tourism. Through GreenSET and the MEDSSIM methodology, STEP RI transfers these practices to hotels, attractions, and service providers, showing how circular thinking builds greener, more resilient destinations and communities.



STEP RI



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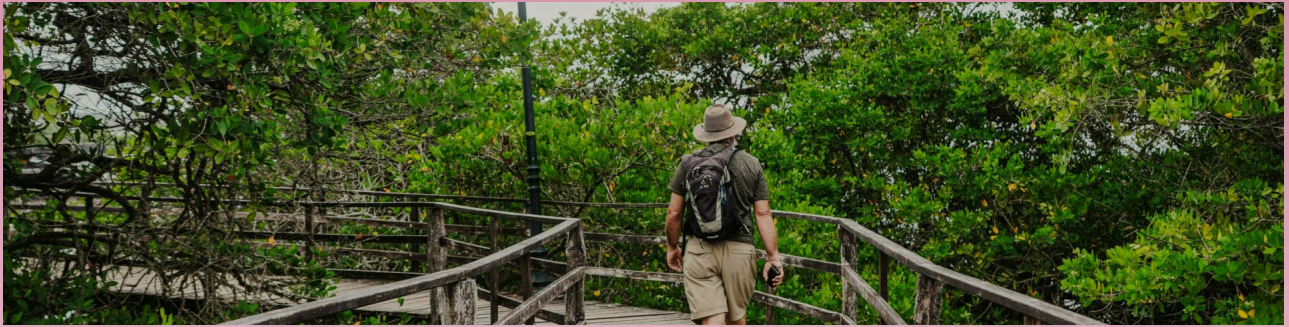
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What we do:



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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