GreenSET Newsletter

April – September 2026

April–September 2026 marked an important transition for GreenSET. The first pilot round was completed with 29 tourism SMEs from nine Mediterranean countries, providing valuable experience and feedback to refine the MED Sustainable Service Innovation Methodology (MEDSSIM) ahead of the second implementation round.



In this issue

• Pilot 1 completed: 29 SMEs in 9 countries
• Pilot 1 results and lessons learned
• Third Steering Committee Meeting in Heraklion
• MED Sustainable Tourism Convention 2026
• From pilot to practice: what MEDSSIM is already changing
• Pilot 2 open calls for BSOs and SMEs
• What's next: SCOM4 in Faro

PILOT 1 COMPLETED

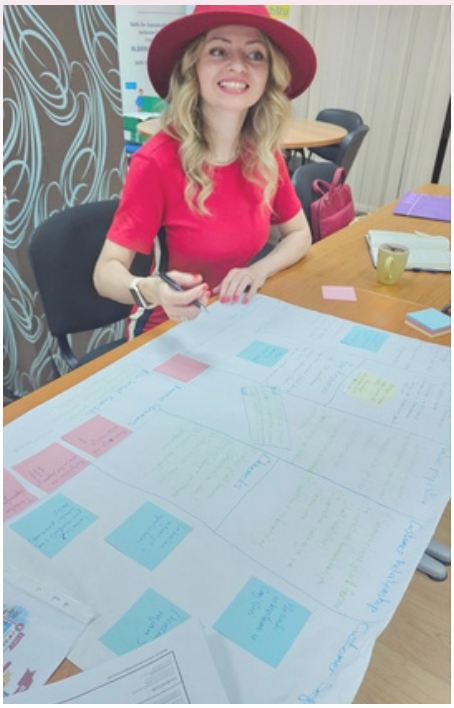
29 SMEs from nine countries tested the MEDSSIM methodology in real business environments. They used it to develop or improve service concepts based on their own resources, customers and local context.

GreenSET | Interreg Euro-MED | Co-funded by the European Union



PILOT 1 IN PRACTICE

The pilots covered different tourism settings and business models, including circular economy, cultural heritage, slow tourism, local value creation and new visitor experiences.



Pilot 1 showed how MEDSSIM can adapt to different local realities. Examples highlighted by the consortium include a perfume experience inspired by Nicosia, a slow-travel route along the Croatian Camino and a circular-economy initiative at a Cretan distillery.

Comparing experiences across the nine countries helps GreenSET understand where MEDSSIM works well, where it needs adaptation and how it can support different types of SMEs.



Feedback from the mentors who implemented the MEDSSIM methodology is now being used to refine it for the next implementation round.

29 SMEs • 9 countries • 1 shared methodology

http:// greenset.interreg-euro-med.eu/

GreenSET | Interreg Euro-MED | Co-funded by the European Union

GreenSET partners review pilot results and refine the MED Sustainable Service Innovation Methodology (MEDSSIM) in Heraklion



On 20–21 May 2026, GreenSET partners met in Heraklion, Crete, for the project's Third Steering Committee Meeting. A major focus was the review of the first GreenSET pilot cycle, which involved 29 tourism SMEs from all nine partner regions.

Partners presented the sustainable service concepts developed during the pilots and exchanged lessons from working directly with SMEs. The meeting included a dedicated MEDSSIM adjustment focus group, where partners reflected on their pilot experience and identified concrete improvements to the methodology and its supporting tools ahead of the next implementation round.



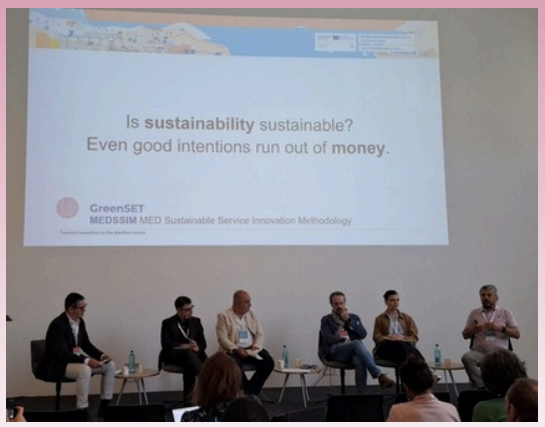
The meeting also prepared the next phase of GreenSET: the second pilot round will involve local Business Support Organisations, which will be trained and supported to apply MEDSSIM with tourism SMEs in their own regions. This will test how the refined methodology can be transferred beyond the original project partners and embedded in local business support ecosystems.

Read more: GreenSET website – News from the Third Steering Committee Meeting

http:// greenset.interreg-euro-med.eu/

GreenSET | Interreg Euro-MED | Co-funded by the European Union

MED Sustainable Tourism Convention 2026



On 18–19 June 2026, STEP RI represented GreenSET at the MED Sustainable Tourism Convention 2026 in Barcelona. The event was organised by the Barcelona Provincial Council in collaboration with the Community4Tourism partnership, within the Mediterranean Sustainable Tourism Community.

The Convention brought together tourism stakeholders, institutions and Interreg Euro-MED projects to exchange experiences and explore approaches to more sustainable, resilient and inclusive tourism.

Boris Golob, CEO of STEP RI and GreenSET project representative, participated in the Circular Economy Transition panel. The discussion focused on the challenges tourism SMEs face when adopting circular practices and on the role of practical tools, business models and support mechanisms in making this transition more accessible and economically viable.

What happens when a sustainability methodology is tested not in theory, but with real tourism businesses across the Mediterranean?

GreenSET's first pilot brought together 29 SMEs from nine countries, each working on new or improved services rooted in its own resources, customers and local context.
From extending the tourism season and creating new visitor experiences to strengthening local partnerships and tracking environmental impact, the pilots are already showing how sustainable service innovation can translate into practical business changes.

Read the full article here.

GreenSET | Interreg Euro-MED | Co-funded by the European Union

Pilot 2: Open Calls

For Business Support Organisations (BSOs)

Selected BSOs will receive free MEDSSIM training, practical guidance and expert support. They will then apply the methodology with an SME in their region, gaining first-hand experience in supporting sustainable service innovation.

Apply by 16 October 2026

Contact your national GreenSET partner for the application link and further details.

For Small and Medium-sized Enterprises (SMEs)

Selected SMEs will receive free support from trained BSOs to develop or improve a service concept using the MEDSSIM methodology. The process will help SMEs explore opportunities based on their customers, resources, local context and sustainability objectives.

Apply by 23 November 2026

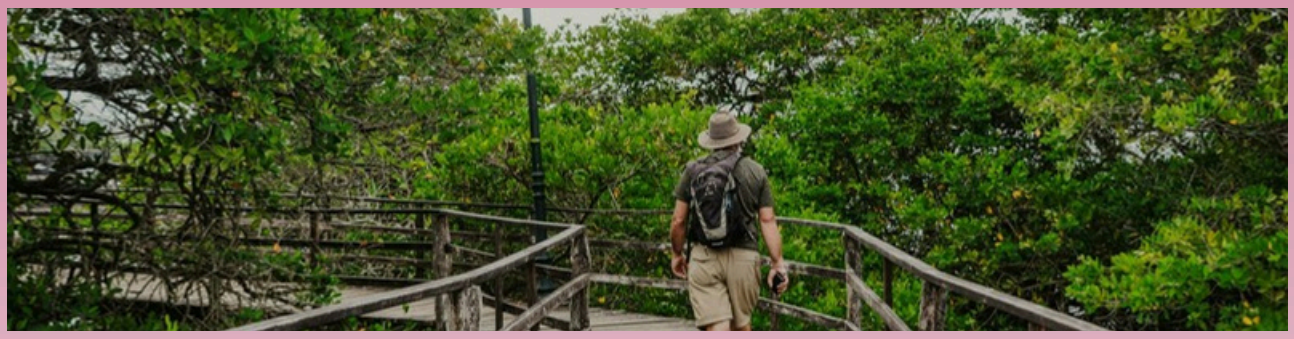
Contact your national GreenSET partner for the application link and further details.





GreenSET | Interreg Euro-MED | Co-funded by the European Union

What's Next



SCOM4 — FARO, PORTUGAL

The next GreenSET Steering Committee Meeting will take place in November 2026 in Faro, Portugal.

Partners will continue working on Pilot 2, the transfer of MEDSSIM beyond the original partnership and the long-term uptake of GreenSET results across the Mediterranean.

What we do



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.

GreenSET | Interreg Euro-MED | Co-funded by the European Union