

Interreg



Interreg
Euro-MED



Co-funded by
the European Union

Making
the **Mediterranean**
Green Transition
happen



MID-TERM EVENT

Mission stand concept and activities

[Green Living Areas Mission]

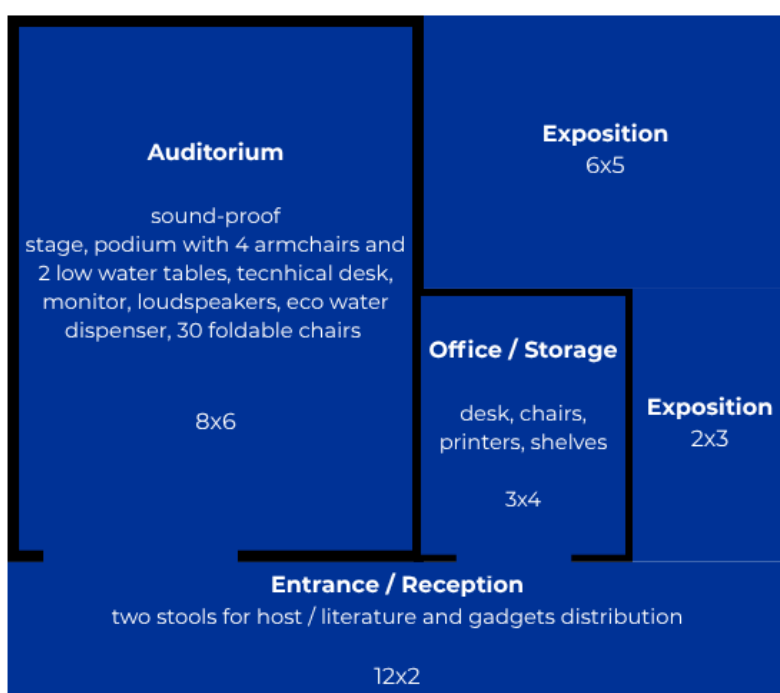


Introduction

Please complete this document with your main plans for organising the mission area that you will have access to during the event.

Deadline : 1 March 2026.

As a reminder, this 120 m² area will be set up as follows:



Agenda highlights

25/11/2026	14.00 - 14.30	Institutional opening of the exhibition village
25/11/2026	14.30 - 17.30	Main plenary sessions
25/11/2026	17.30 - 18.15	Exhibition village visits
26/11/2026	09.30 - 12.30	Exhibition village side events
25/11/2026	12.30 - 14.30	Lunch break + possibility for side events
26/11/2026	14.30 - 16.30	Exhibition village side events
26/11/2026	16.30 - 17.00	Final remarks and closure of the event

General concept

Note: This is the initial concept for the stand, which will be further refined and developed in the next few months.

To develop it, we have requested all TPs to provide information on the material they could eventually share or present at the stand (Communication material, multimedia material, interactive activities/games). We already have a good idea but we are still missing inputs from several TPs. Further, for the programme of the exhibition and conference space, we will probably use some of the suggestions initially included in the programme submission, which may not be accepted by the JS.

<p>WHAT / General concept</p>	<p>The GLA mission stand aims to offer an immersive and solution-oriented experience showcasing how Mediterranean territories (cities, rural areas, islands and ports) can concretely transition towards greener, more resilient living areas. The stand will invite visitors to “Build your Green Living Area” by discovering and combining concrete solutions developed by Thematic Projects across the Mediterranean.</p> <p>Rather than presenting individual projects separately, the stand will function as a living portfolio of tested solutions developed by Thematic Projects.</p> <p>Visitors will discover how different approaches – addressing key territorial challenges such as climate adaptation, energy transition, mobility, nature-based solutions, behavioural change and governance innovation – can be combined to build integrated territorial pathways.</p> <p>The stand will also invite visitors to reflect on their own territorial challenges and explore potential “territorial pathways”, identifying which combination of solutions could best support their local transition process.</p> <p>The concept will have to be refined but the atmosphere of the stand should be dynamic and interactive, blending:</p> <ul style="list-style-type: none"> - Demonstrations of practical tools and pilot solutions - Games and participatory activities - Short thematic talks and testimonials - Informal networking and peer exchange
--	---

<p>WHO / Target audience</p>	<ul style="list-style-type: none"> - Local and regional authorities Representatives from the Union for the Mediterranean, and the Interreg Euro-MED Joint Secretariat, - Thematic Projects partners from all four missions, - Academic institutions, practitioners, and technical experts, - Industry and innovation actors.
<p>WHY / Main objectives of your presence at the event</p>	<ul style="list-style-type: none"> - Demonstrate concrete and transferable solutions: showcase tested tools, pilots and methodologies developed by TPs that can support Med territories in advancing their green transition; - Promote integrated territorial pathways through dialogue and co-creation: Illustrate how complementary solutions can be strategically combined; - Highlight the added value of cooperation within the GLA mission: show how coordination across projects and governance platforms strengthens policy uptake, transferability and systemic impact.
<p>HOW / Key messages you want to convey</p>	<ul style="list-style-type: none"> - Building a GLA requires combining solutions, not implementing isolated actions - Tested solutions already exist across the Mediterranean and have a high transfer potential - Cooperation is essential to accelerate impact and transition - Every can design its own pathway (build its own mix of solutions)
<p>Main topics covered by the stand</p>	<p>By themes covered by the GLA Mission:</p> <ul style="list-style-type: none"> - Planning - Energy - Mobility - Citizen engagement - Finance <p>Or by local planning instruments</p> <ul style="list-style-type: none"> - SECAP - SUMP - Urban Nature Plans <p>Or hybrid</p> <ul style="list-style-type: none"> - Climate and energy transition pathways (linked to SECAPs) - Sustainable mobility and urban transformation pathways (Linked to SUMPs) - Nature-based and climate adaptation pathways (Linked to Urban Nature Plans) - Governance, behaviour and community engagement (Transversal)

<p>Key outputs you would like to promote</p>	<ul style="list-style-type: none"> - “Top solutions” developed by TPs (Platforms, tools, methodologies, toolkits...) - Results of the pilot projects - Interactive activities developed by TPs - Platforms developed by the Governance projects (Green Policy Lab and ETU)
<p>Main activities to reach your objectives</p>	<ul style="list-style-type: none"> - Interactive experience “Build your Green Living Area” - to be further developed - Demonstrations of practical tools and pilot solutions - Games and participatory activities developed by TPs - Short thematic talks and testimonials – combining different TPs - Informal networking and peer exchange
<p>How will these activities address your audiences?</p>	<ul style="list-style-type: none"> - Local and regional authorities will benefit from the interactive “Build your Green Living Area” experience and solutions demonstrations, offering inspiration and transferable tools - Representatives of UfM and JS will gain a clear overview of the Mission’s added value, including its contribution to policy uptake and territorial impact. - TPs and other Missions will have the opportunity to showcase results, foster synergies and explore integrated approaches using their respective solutions - Academic, technical, and innovation actors will engage with and inspired by tested methodologies and pilot experiences.



Conference space

A finalised schedule is not expected at this stage, but at least a list of potential projects, divided into half-days, themes/key issues.

Recommendation: Mix the formats (conferences, debates, testimonials) and involve a variety of stakeholders (projects staff, external experts, beneficiaries, facilitators, etc.).

26/11/2026 Morning

Topic	Project(s) involved	Estimated duration
Green Policy Lab: a platform to foster collaboration, innovation, and action among Mediterranean stakeholders	Green Living Areas Mission - Institutional Policy Dialogue	20'
Climate change	CO2 Pacman, REMED, EnerCMed, INFIRE, ReACT Schools, Green B-LEAF, Real Urban Green, HeatSafe, Urban Green Leap, MedH2	60' tbd

26/11/2026 Afternoon

Topic	Project(s) involved	Estimated duration

Exhibition space

Select activities that are consistent with the messages and objectives of the stand.

Recommendation: in the introduction to the tables, describe the content envisaged for each type of activity (exhibitions, demonstrations, workshops, games, networking cafés, etc.).

25/11/2025 Afternoon (opening)

Activity type	Project(s) involved	Estimated duration
COOL Game Learning through play. An educational board game, designed for the Youth Think Tank activity of the Rooting Lab, by the University of Siena and Florence, designed to spark reflection on how our daily actions impact the climate. Players explored strategies to reduce CO2 emissions, proving that every choice—big or small	CO2 PACMAN	30 to 60'
Carpet Game: NUDGY ECO-RACE: a game to nudge people for behavioural change	NUDGES	60'



26/11/2025 Morning

Activity type	Project(s) involved	Estimated duration

26/11/2025 Afternoon

Activity type	Project(s) involved	Estimated duration

Stand visual identity

The main stand design (main banner, reception desk) will be developed by JS in line with the Programme and mission's graphic charter:

- Mission colour and logo
- Mission name

Please indicate here any other suggestions you may have regarding the stand's visual identity.

This information will be provided shortly once the full concept of the stand is validated.

For example (indicative and non-exhaustive list)

- Main visual theme/atmosphere of the stand (e.g. port, map, natural space, urban space, etc.)
- Planned interactive or immersive elements (e.g. giant map, etc.)
- Mood board, inspirational photos: from stands you held in previous events, other inspirations...
- Desired lighting for each space (conference, exhibition, reception)¹
- Envisioned background sounds or music²
- Use of official project pictures
- Signs or banners (roll-ups, hanging signs, foam board prints)
- Use of TV screen for broadcasting (reception area)
- Goodies and promotional items planned (reception and storage area)

¹ Depending on what can be provided by the venue.

² Depending on the possibilities offered by the venue and the overall arrangement of the space.

Material and human resources

Human resources – List the people who should be present at the event on the stands, or at least imagine how many people from governance and thematic projects will be needed to ensure the overall facilitation and management of the stand.

- Manager 1
- Manager 2
- Facilitators/hosts³
- Other (indicative and non-exhaustive list below)

Role	Name + project
Stand manager 1	Marina Guimaraes, Green Living Areas
Stand manager 2	Vittoria Maddalena, Green Living Areas
Facilitators / hosts	Cláudia Ribeiro-Vervaeck, Green Living Areas
Facilitators / hosts	Magali Outters, Green Living Areas
Facilitators / hosts	Eudokia Balamou, Green Living Areas/NUDGES
Facilitators / hosts	Marina Kouta, Green Living Areas
Facilitators / hosts	Others tbd
Facilitators / hosts	
Facilitators / hosts	
Facilitators / hosts	

³ With the possibility of dividing them between the reception area, conference and exhibition, although this will probably be determined later.

Also think about potential external partners who could be involved in your activities. These partners may be of various kinds:

- Associated partners in projects
- Local organisations that have shown an interest in the transfer of certain projects
- Mediterranean cooperation stakeholders, etc.
- Etc.

Equipment – List your ideal requirements based on the planned activities (IT equipment, cables, tables, chairs, printing, storage space, etc.). We will cross check with the venue the availability and possibility of the needed material.

Consider how you will transport this equipment to Marseille and what can/should be provided by the venue, so that we can request it well in advance.

Technical resources	Description	Logistics
Flat screen TV and all connecting cables, as well as speakers for sound	Flat screen TV to show videos	Is this something that can be provided by the venue and rented by us?
4-6 chairs	4-6 chairs	Is this something that can be provided by the venue and rented by us?
One table	One table for people at the stand	Is this something that can be provided by the venue and rented by us?
2 couches	2 couches for networking corner	Is this something that can be provided by the venue and rented by us?
Storage space		



Any other resources – List here any other technical requirements that you consider essential for the smooth running of the activities planned for the stand.