

CRETE

A Sustainable and Authentic Destination

Civitas Destinations and Crete's Vision for Sustainable Tourism

Presented in the framework of the Interreg MONA Project

Webinar: Removing Barriers – bringing tourism and mobility together
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Agenda

I am Yiannis Anastasakis, a civil engineer and Deputy Governor for Climate Change and Sustainable Mobility. I used to say that I was responsible for climate change in Crete—but I realized that didn't sound quite right.

Today, I will share my perspective on 2 topics:

- **1. The challenges of tourism in the Mediterranean and why sustainable destinations matter**
- **2. Crete's roadmap towards a sustainable destination**

Global risks ranked by severity

Please estimate the likely impact (severity) of the following risks over a 2-year and 10-year period.

Short term (2 years)



Long term (10 years)



Environmental risks are expected to dominate tourism-related challenges over the next decade according to 2025 World Economic Forum Global Risks Report

<https://www.weforum.org/publications/global-risks-report-2025/>

Risk categories

- Economic
- Environmental
- Geopolitical
- Societal
- Technological

1. The challenges of tourism in the Mediterranean

Tourism destinations are under growing pressure from climate and socio-economic changes.

Key challenges include:

- Increasing climate risks and more frequent extreme weather
- Pressure on natural resources and infrastructure / failure of old school approach
- Rising costs
- The need to stay competitive in a changing global market

Climate Risks in the Mediterranean

Key Risks:

- Rising temperatures & heatwaves
- Water scarcity
- Increased wildfire risk
- Pressure on local resources

Expected Impacts:

- Changes in seasonality
- Higher operational costs
- Pressure on resources

Λειψυδρία

tags κλιματική αλλαγή / νερό / ΑΠΕ-ΜΠΕ / λειψυδρία / ΤΕΕ / ΕΥΔΑΠ / ΤΜΕΔΕ / data cent
10ο Οικονομικό Φόρουμ των Δελφών / Αττική / δήμοι / Μαυρίκιος



Λειψυδρία SOS: Στην 19η θέση παγκοσμίως η Ελλάδα ως προς τον κίνδυνο ανεπάρκειας νερού (γραφήματα)

Υπερδιπλασιάστηκαν οι ανάγκες σε ύδρευση από το 2001 - Ο παράγοντας τουρισμός και η υπέρογκη αρδευτική δαπάνη - Τι δείχνει μελέτη του World

“Water Scarcity SOS: Greece ranks 19th worldwide in risk of water shortage”

Water Scarcity

- Water demand has increased since 2001
- Tourism intensifies seasonal consumption
- Irrigation demand remains high

Από Μάρτη... καλοκαίρι στις πυρκαγιές - 47 φωτιές κάθε ημέρα του μήνα

Χρόνος Ανάγνωσης: 5 Λεπτά



“From March... Summer-like conditions in wildfires – 47 fires per day this month”

Increasing Wildfire Risk

- Earlier fire season, starting as early as March
- Summer-like wildfire conditions
- Increased frequency of incidents
- Climate change as a major aggravating factor

Sustainable Destinations matter

- Safer Destinations
- Lower energy and operating costs
- Product diversification
- Extension of the tourism season
- Stronger local value chains and social balance
- Greater destination competitiveness

“Sustainability strengthens competitiveness.”

Source: Ευρωπαϊκή Επιτροπή, DG MOVE

<https://transition-pathways.europa.eu/tourism/ttp-reports/tourism-transition-pathway-eu-strategy-boost-green-and-digital-transformation>

Why Destination-Level Planning Matters

Why Destination-Level Planning?

The EU Requirement: Transitioning to green tourism requires a coordinated approach between public and private sectors.

What our Roadmap Does:

Sets Clear Priorities: We know exactly what to do first.

Unites Stakeholders: It turns individual efforts into a powerful partnership.

Unlocks Funding: It makes us more competitive for EU investment and tools.

Source: **European Commission, DG MOVE**

<https://transition-pathways.europa.eu/tourism/ttp-reports/tourism-transition-pathway-eu-strategy-boost-green-and-digital-transformation>

2. The Project: Developing a Regional Roadmap for Crete Towards a coordinated framework for sustainable tourism at destination level

The Roadmap of Crete

This roadmap brings all initiatives together into a clear and structured action framework.

- Sustainable tourism development
- Climate change adaptation
- Water management
- Ecosystem protection
- Circular economy
- Sustainable mobility



Roadmap Development Methodology

The roadmap was developed through a **structured and participatory process**:



~40 stakeholders participated, ensuring cross-sector representation.

Stakeholder Engagement

1	 Μεγάλες ξενοδοχειακές επιχειρήσεις
2	 Υπηρεσίες Διαχείρισης Φυσικού Περιβάλλοντος
3	 Αναπτυξιακές επιχειρήσεις
4	 Επιχειρήσεις εκαστουρισμού / αγροτουρισμού και φυσ. τουρισμού
5	 Παραγωγολογία
6	 Ταξιδιωτικοί Πράκτορες
7	 Εκπαιδευτικοί φορείς
8	 Σύλλογοι / Συνεταιρισμοί
9	 Μεγάλες επιχειρήσεις τροφίμων & ποτών
10	 Επιχειρήσεις παραγωγής, μεταφοράς & διανομής ενέργειας
11	 Τράπεζες
12	 Δημόσιες Υπηρεσίες (τουρισμός, πολιτισμός, μεταφορές κ.α.)
13	 Φορείς διαχείρισης κτιρίων
14	 Πολιτισμικοί φορείς
15	 Επιχειρήσεις αεροπορικών μεταφορών
16	 Επιχειρήσεις διαχείρισης Απορριμμάτων & Υδάτων
17	 Μικρές επιχειρήσεις κατασκευής και διαχείρισης ακινήτων

Participants:

- Hotels
- Tourism organizations
- Transport sector
- Local authorities
- Agri-food sector
- Environmental organizations

Priorities:

- Energy
- Water
- Waste
- Transport
- Climate risks

Overall Action Plan

The roadmap is structured around the following action pillars:

- Waste & Circular Economy
- Local Production
- Tourism for All
- Education & Awareness
- Financing Tools
- Governance
- Water Management
- Climate Action
- Ecosystem Protection
- Waste & Circular Economy

Decarbonization is a cross-cutting priority



Indicative Actions Across the Roadmap Pillars





Examples of priority actions across the roadmap pillars, supporting the transition to a sustainable and resilient destination

Governance – Destination Management System

- Clear coordination mechanisms
- Continuous stakeholder dialogue
- Performance Indicators & monitoring
- Evidence-based decision making





Governance is a key pillar of the transition to sustainable tourism

Water – Water Resources Management





-  **Water-saving and efficiency measures**
-  **Water reuse and recycling**
-  **Efficient resource use across tourism activities**
-  **Reduction of water-related waste**

These actions contribute to both emission reduction and enhanced destination resilience.

Climate Change – Adaptation & Mitigation

-  **Energy efficiency improvements**
-  **Integration of Renewable Energy Sources (RES)**
-  **Training and capacity-building for net-zero tourism**
-  **Emissions monitoring and reporting**

Ecosystem Protection

-  Coastal ecosystem protection
-  Restoration of natural areas
-  Sustainable coastal management
-  Strengthening ecosystem resilience

Strengthening Local Production & Entrepreneurship

Key actions:

- Support local products
- Link tourism & agri-food sector
- Promote local jobs
- Reduce transport

Expected impact:

- More sustainable destination
- Stronger local economy
- Higher resilience
- Lower environmental impact

Next Steps – Phase B (2026–2028)

From strategy to implementation support

Next Steps of the Roadmap – Phase B (2026–2028)

Focus areas

- **Strengthening coordination mechanisms**
- **Regular stakeholder dialogue**
- **Development of indicators and monitoring systems**
- **Training and technical support**

Next Steps of the Roadmap – Phase B (2026–2028)

Future directions

- **Pilot actions in energy, water, circular economy, and local value chains**
- **Awareness-raising and dissemination activities**
- **Promotion of best practices**
- **Increased stakeholder participation**

Alignment with International Standards

The roadmap is aligned with **GSTC (Global Sustainable Tourism Council)** criteria, covering:

- **Destination governance**
- **Environmental management**
- **Socio-economic benefits**
- **Cultural and natural heritage protection**

This creates a foundation for potential future certification.

Towards a Sustainable Destination

- Coordinated action is essential
- The roadmap connects existing initiatives
- It prepares Crete for future challenges

Sustainability is not optional — it is the future of tourism