

The BLUEMED Roadmap

An introductory description of the concept & the steps to follow

Developed by:



THE BLUEMED ROADMAP

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Developed by:  **ATLANTIS**
CONSULTING

A part of the BLUEMED project

BLUEMED Project

Interreg MED 2014-20

Project co-funded by the European Regional Development Fund

<https://bluemed.interreg-med.eu>

Further project information can be found on the BLUEMED web platform : www.meddiveinthepast.eu

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Acknowledgements: all BLUEMED partners*





What is the BLUEMED model?

The Roadmap is a part of BLUEMED, an awarded EU funded project that aims to:

- ❖ **Plan, test and coordinate the operation** of accessible underwater archaeological sites and Knowledge Awareness Centres.
- ❖ **Protect & promote** the accessible underwater natural and cultural heritage across the Mediterranean.
- ❖ **Enhance accessibility & upgrade the diving experience** through innovative services & technologies.
- ❖ **Raise awareness and include non-divers with 3D visualization exhibitions.**
- ❖ **Support the sustainable and responsible tourism development** in coastal regions and the Mediterranean islands.
- ❖ **Promote competitive tourism products** with distinct local characteristics through the **networking** of sites.
- ❖ **Measure key sustainability indicators**, such as the sociocultural and environmental impacts and the economic value.

What is the BLUEMED Roadmap?

- ❖ It is a comprehensive guide with milestones and steps to follow in order to take up the BLUEMED model.
- ❖ It defines the technical, operational and policy requirements to fulfil.
- ❖ It is adjustable to coastal regions and islands in the Mediterranean or other areas with similar underwater natural and cultural assets.
- ❖ It is an integrated strategy towards sustainable tourism development in the long-term.



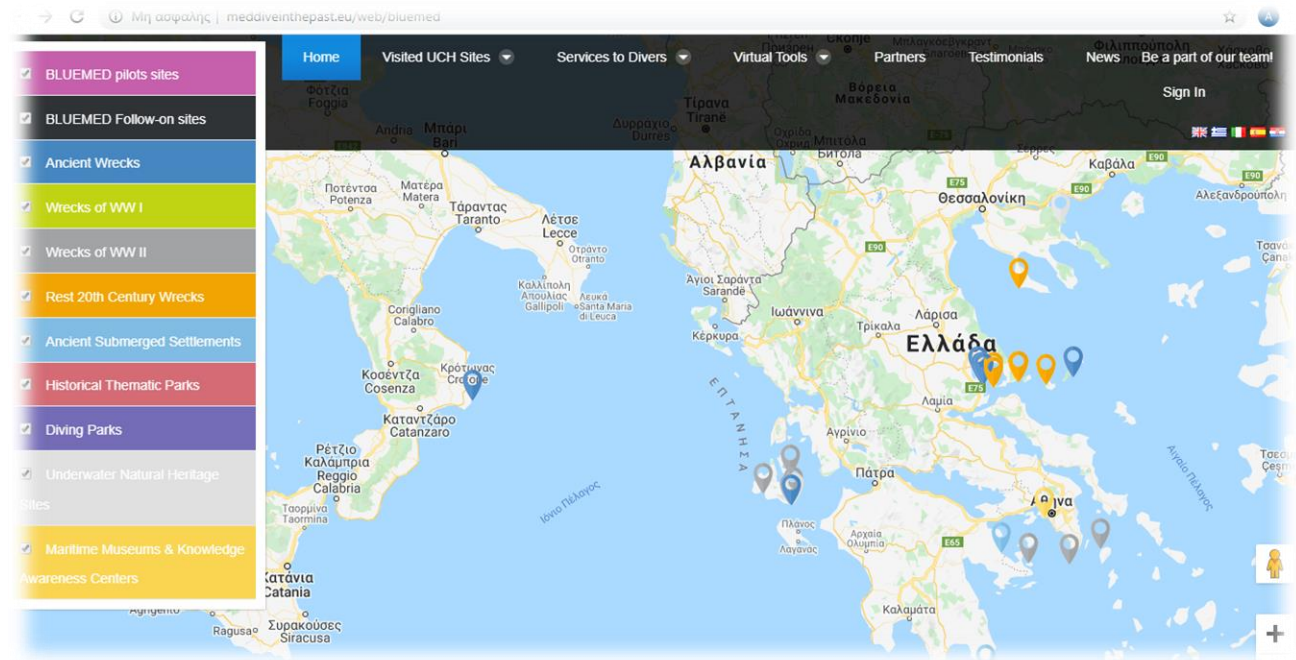
The expected results:

- ❖ A network of **Accessible Underwater Archaeological Sites** across the Mediterranean.
- ❖ Differentiated **management models** to operate the sites & the **Knowledge Awareness Centers**.
- ❖ An **Augmented Reality Diving System** to advance diver's experience.
- ❖ A **Virtual Reality Diving System** to attract non-divers.
- ❖ **Environmental sensors** placed to monitor the seabed.



- ❖ The **BLUEMED web platform** provides information on the sites, diving centers & guided touristic routes with relevant content across the Mediterranean.

<http://meddiveinthepast.eu/web/bluemed>



- ❖ The **Knowledge Awareness Centers (KACs)** promote responsibly the Underwater Cultural & Natural Heritage (UCNH) to the general public, raising awareness on its protection and offering dry dive experiences in a virtual environment.



How to use the BLUEMED Roadmap

The Roadmap offers guidance to any organization or cooperation structure that wishes to adopt the BLUEMED model regarding the operation of an accessible UCNH site or the realization and operation of a KAC. More particularly, it elaborates on key issues that any initiative may need to consider,

these being:



**STRATEGIES &
DIRECTION OF
APPROACH**



**MAPPING AND
SELECTION OF SITES**



**IMPLEMENTATION
TEAM &
COOPERATION
FRAMEWORK**



**POTENTIAL RISKS TO
ACCOUNT FOR**



**DEVELOPMENT OF AN
INTEGRATED PLAN**



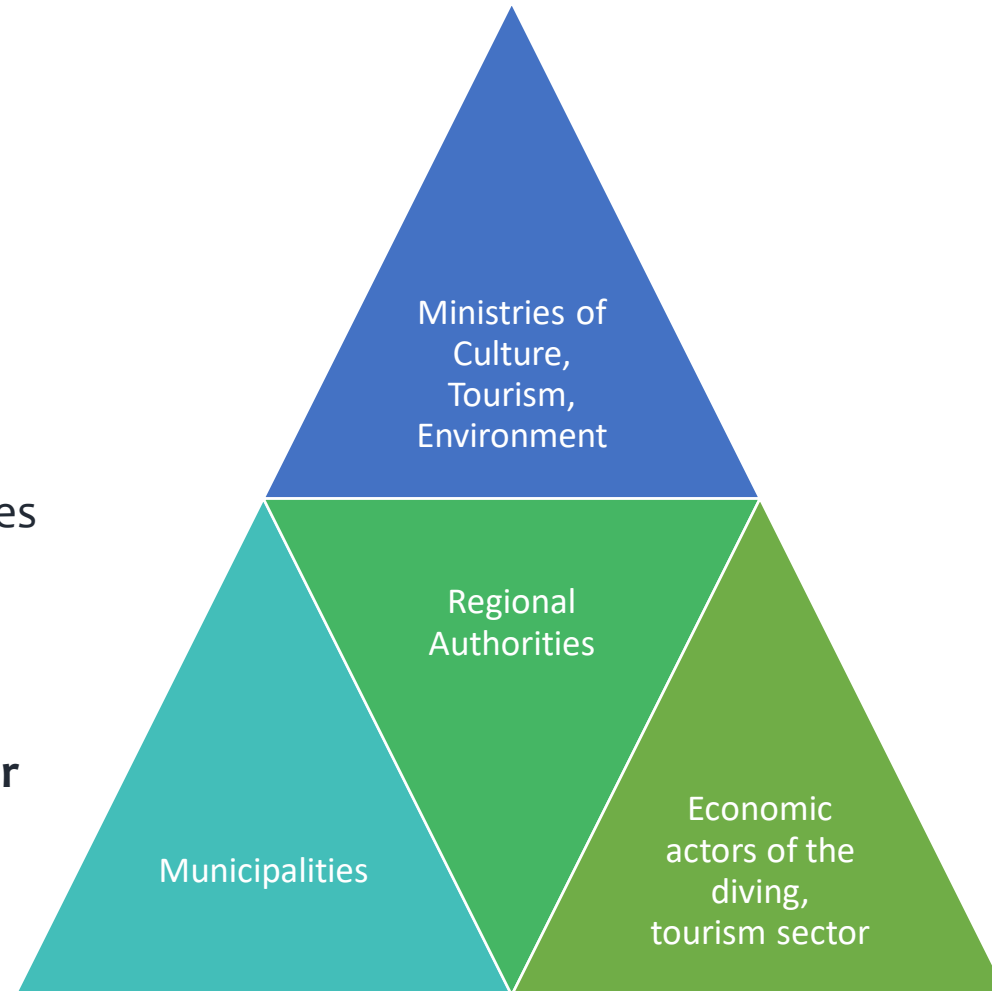
**SETTING OF KPI
INDICATORS**



**BUDGET & TIME
FRAME**

The BLUEMED Roadmap addresses to:

- ❖ **Public and private stakeholders.**
- ❖ All initiatives related to BLUEMED good practices and **based on a top-down or bottom-up approach.**
- ❖ Synergies **on international, national, regional or local level** in the framework of funding programmes.



BLUEMED Roadmap Milestones

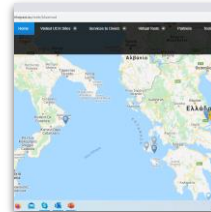
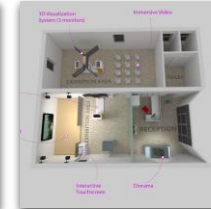
The BLUEMED Roadmap
reaches 6 interrelated
milestones.

Their multidimensional content
and action lines to follow are
outlined in the figure and
thoroughly explained in the
detailed version of the Roadmap.



Milestone 1: Mapping &
Selection of sites

Milestone 2: Sustainable tourism
development



Milestone 3: Cooperation
framework

Milestone 4: Operational
framework



Milestone 5: Management
framework

Milestone 6: Realization of
Knowledge Awareness Centers



The steps to reach the milestones



Milestone 1:

Site features & selection criteria

- ☐ Map for accessible UCH sites in the area, either ancient or modern.
- ☐ Examine the legislative framework regarding the protection & promotion of accessible UCH sites.
- ☐ Consider the preservation condition of the site and physical accessibility issues.



Milestone 2:

Sustainable tourism development

- ☐ Define the assets that make the area a daily or weekly touristic destination.
- ☐ Diving services and other tourist attractions enhance tourism attraction in the area.
- ☐ Tourism infrastructure supports sustainability and competitiveness of offered services.



Milestone 3:

Cooperation framework

- ☐ Decide on the direction of approach, bottom-up or top-down.
- ☐ Invest on networking towards the engagement of local community & stakeholders.
- ☐ Search for funding sources, such as EU programmes and structural funds.

The steps to reach the milestones



Milestone 4: Operational framework

- ☐ Set an Operational regulation, according to which the staff duties, the operating period, the guided visits, the role of diving centers and other relevant issues are defined.
- ☐ Develop a marketing plan.
- ☐ Determine the pricing policy and other financial issues, such as budgeting.



Milestone 5: Management framework

- ☐ Decide on the structure and goals of the Management.
- ☐ Assign responsibilities and roles of all competent parties under a framework of agreement.
- ☐ Set the terms and specifications regarding the operation of THE sites and KACs.



Milestone 6: Realization of Knowledge Awareness Centers

- ☐ Decide on the location and planning of the KAC and define the space, technical or budget requirements.
- ☐ Decide on the design & content of the physical and virtual exhibition.

Get to know more and be a part of the network

1. Contact Atlantis Consulting S.A., a BLUEMED partner.
2. With a Memorandum of Understanding (MoU) you will become an active member of the BLUEMED network.
3. This way, you can exchange experiences & get more information on the BLUEMED model.
4. What is more, you can disseminate your offered services or any similar effort you plan to initiate on the BLUEMED web platform.
5. On a next level of cooperation, you can adopt and adapt the BLUEMED model based on the detailed version of the Roadmap.

Interreg
Mediterranean
BLUEMED

Memorandum of Understanding

BETWEEN

BLUEMED Project, financed by Interreg MED Cooperation Programme 2014- 2020

AND

(Name of Stakeholder Organization)

The present Memorandum of Understanding encourages the collaboration and the exchange of information among parties IN THE CONTEXT OF BLUEMED PROJECT (ANNEX).

SIGNATURE

(Name of Stakeholder Organization) BLUEMED partner
Name of legal representative

(Name of Stakeholder Organization)
Name of legal representative

Date: _____

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