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

MED-Routes

"Enhancing MED sustainable cultural tourism

through the creation of eco-itineraries inside European Cultural Routes"

Brand portfolio & visual identity for a EU Green Label of cultural eco itineraries

Project Information	
Project Acronym	MED-Routes
Project Full Title	Enhancing MED sustainable cultural tourism through the creation of eco-itineraries inside European Cultural Routes
Project Priority	Greener Med
Project Mission	Enhancing Sustainable Tourism
Specific Objective	RSO2.6: Promoting the transition to a circular and resource efficient economy
Type of Project	Transfer project (Thematic Project)
Project ID	Euro-MED0200798
Start date	1 January 2024
Duration	27 months

Deliverable Information	
Deliverable no	WP2, D.2.3.1
Deliverable title	Brand portfolio & visual identity for a EU Green Label of cultural eco itineraries
Contractual date of delivery	30/04/2025
Actual date of delivery	30/04/2025
Partner responsible	Pafos Regional Board of Tourism

Revision History

Version	Date	Author(s)/Contributor(s)	Notes
1.0	30/04/2024	Nicolas Tsifoutis Loucas Nikiforou	

Table of contents

List of tables....58
1. Introduction....59
2. Key branding elements, define....60
3. Visual Identity....67
4. Green Label promotion strategy....69
4.1 Current Situation / Background....70
4.2 Programme/Project Objectives....70
4.3 Communications Objectives....71
4.4. Target Audience for the Green label....72
4.5 Key Message per Target Audience....73
4.6 Communications Mix....73
4.7 Promotion Strategy....74
4.8 Budget....75
4.9 Timeline....76
4.10 Being On Brand....76
4.11 Evaluating Success....77

List of tables

4.5	Key Message per Target Audience
4.8	Budget
4.9	Timeline

1. Introduction

MED-Routes overall objective is to establish and disseminate a local-based, low-impact model of sustainable tourism across Cultural Routes in the MED area, in particular, to establish a specific model of Mediterranean "slow tourism" rooted in the common heritage of four (4) Cultural Routes of the Council of Europe: Phoenicians´ Route, Routes of the Olive Tree, European Route of Ceramics and Destination Napoleon.

Cultural routes entail different tangible and intangible cultural/historic elements unified by a common theme. These elements (usually cultural heritage sites) are, regardless of the type of their position in an area (linear, spotted, dispersed...), interpreted as a whole following the main theme, and may be seen as a destination since it has a network structure consisting of tangible and intangible sites. Thus, the whole route is seen as an itinerary or a series of itineraries.

The detected challenges in cultural tourism of the Mediterranean area are seen (1) in cultural tourism flows directed towards mainstream destination, attracting large crowds in high season, and (2) in still limited, scattered, poorly disseminated and/or difficult to access eco-itineraries that would cater for environmentally-aware and eco-conscious travellers.

To respond to these challenges, the MED-Routes aims to create sustainable, slow-tourism model through the establishment of small-scale cultural tourism eco-itineraries. This entails specific itineraries within the above mentioned four Council of Europe routes. The main attractions considered are related to cultural heritage but the eco-itinerary entails all the supporting infrastructure and accompanying offer, which respect the principles of circularity. Namely, these are: reduce, rethink, revalue, regenerate and innovate.

New eco-itineraries need to be launched in a way to attract attention both by local citizens and potential tourists. Only with appropriate marketing activities, eco-itineraries may achieve the goals of attracting eco-conscious tourists, which further contributes to strengthening the Cultural Routes on the matter of sustainability and circular economy. This is why within the MED – Routes project, each of the four Cultural Routes plans specific promotion strategies for the promotion of their new small-scale eco-itineraries.

The idea behind a **Green Label**, the message it communicates, and its significance.

This document serves as an action-oriented template guiding the implementation of the Green Label across all four EU Cultural Routes, with the aim of promoting newly developed cultural eco-itineraries. It introduces the Green Label concept along with its brand portfolio, key branding elements, visual identity, and joint promotion strategy.

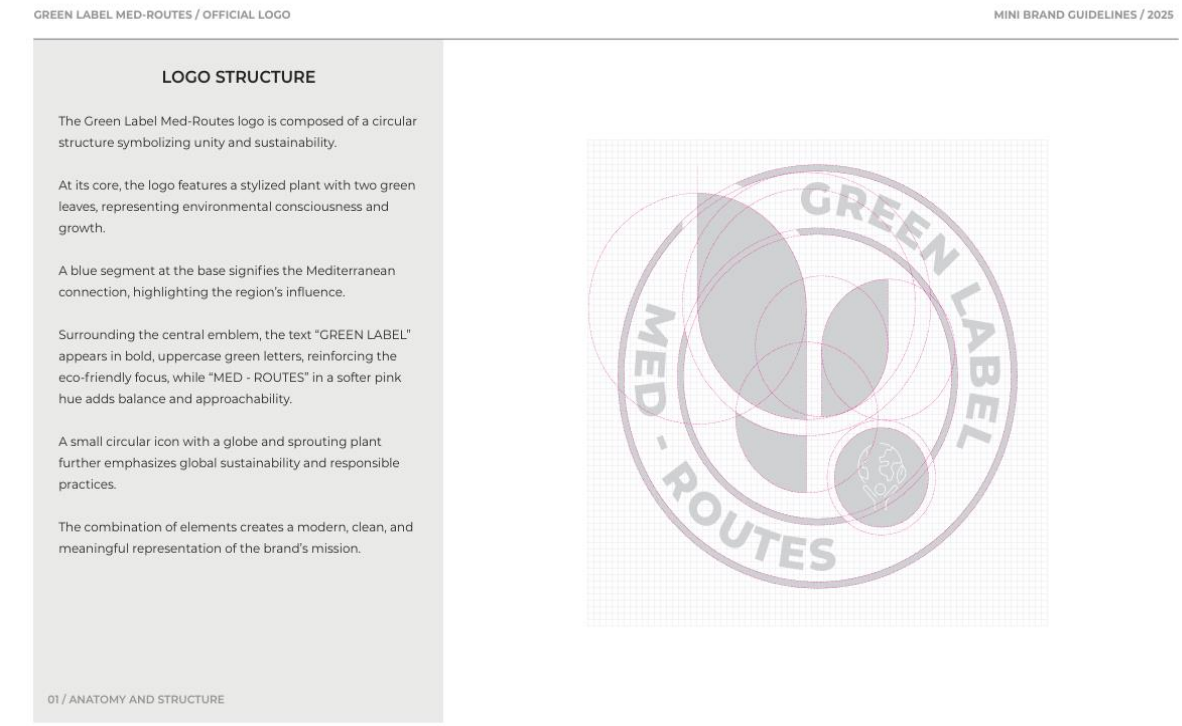
The Green Label will certify eco-itineraries that comply with collectively established standards of sustainable tourism, reinforcing the visibility and appeal of local-based, environmentally responsible travel. Through close

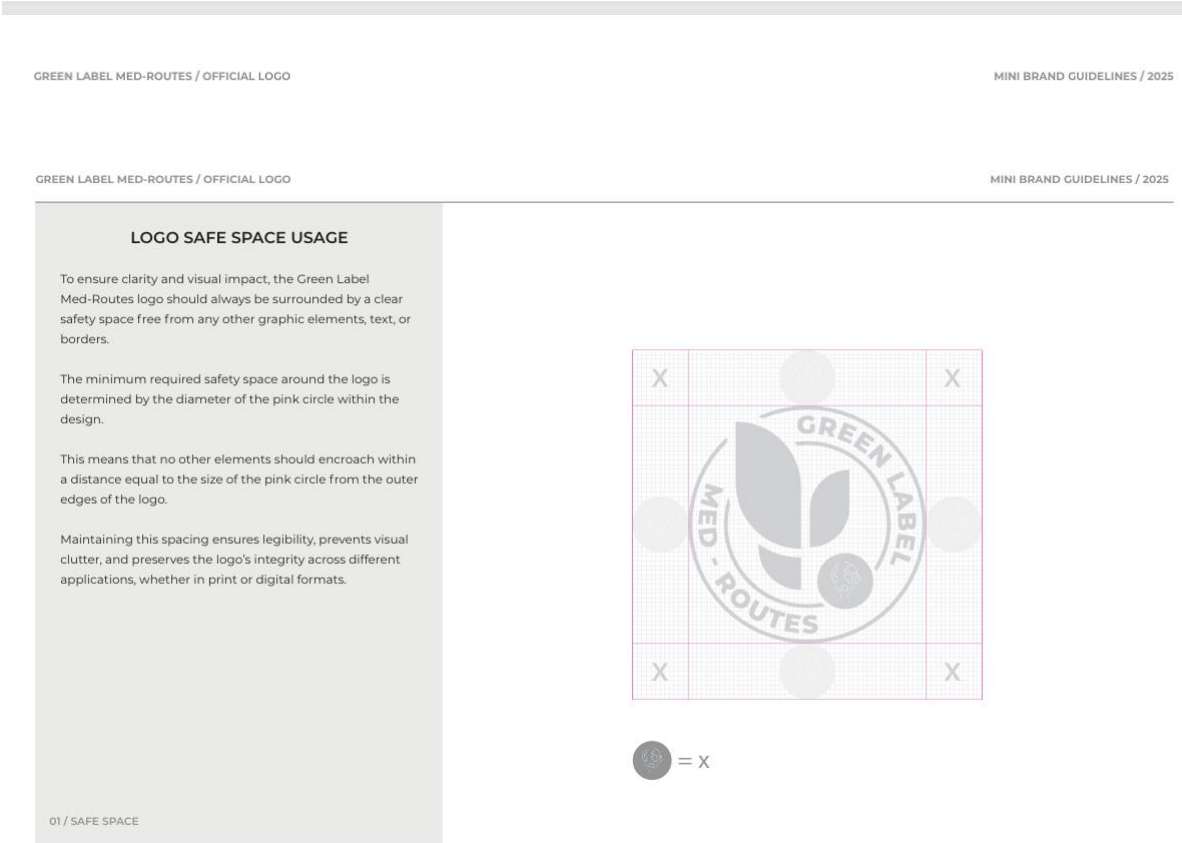
collaboration, Project Partners (PPs) will define the formal criteria required to obtain the label.

By attracting eco-conscious tourists and fostering a culture of sustainability, the Green Label contributes to the broader goals of enhancing circular economy practices and setting quality benchmarks along the Cultural Routes. Furthermore, the newly developed micro-itineraries will serve as replicable good practice models, inspiring the creation of future sustainable routes across the network.

2. Key branding elements, define

a) Logo Design, including main versions (colour and monochrome), variants (horizontal and vertical), vector files in print and web formats.





b) Colour Palette: definition of official brand colours with RGB, CMYK, HEX, and Pantone codes (following the ones of the project) and Templates for online and offline communication

COLOUR USAGE

02

The color usage of a logo plays a crucial role in shaping the identity and perception of a brand. Colors evoke emotions, communicate values, and make a lasting impression. By carefully selecting colors that align with the brand's personality, businesses can enhance their visual identity, increase recognition, and establish a strong emotional connection with their audience. In this context, the thoughtful use of color in a logo is not just about aesthetic appeal but also about strategic communication.

Gradient / Colours / Background Usage / Monochromatice Usage / Image Usage

LOGO GRADIENT COLOR PALETTE

The Green Label Med-Routes logo features a harmonious color palette that reflects sustainability, nature, and regional identity

This color combination creates a visually appealing, meaningful, and recognizable identity for the brand while aligning with its sustainable and Mediterranean-focused mission.

LOGO COLOR PALETTE

Green Gradient (Leaf Elements - #A3C96F → #2E6E3F): Symbolizes growth, sustainability, and eco-consciousness. The gradient effect adds depth, making the leaves feel more dynamic and natural.

Dark Green (#215732 - Text & Borders): Reinforces trust, stability, and a strong environmental commitment. It gives the logo a grounded and professional feel.

Blue (#15427D - Lower Segment): Represents the Mediterranean region, highlighting the connection to water, tradition, and cultural richness. The blue complements the green, adding balance.

Soft Pink (#C99AA8 - Circular Icon & "MED - ROUTES" Text): Introduces warmth and inclusivity, symbolizing collaboration and community-driven initiatives. It contrasts subtly with the green tones, ensuring a modern and inviting aesthetic.

CMYK: 50/0/100/0
RGB: 141/198/63
HEX: 8DC63F

CMYK: 90/30/95/30
RGB: 0/140/56
HEX: 006838

CMYK: 100/80/0/0
RGB: 3/78/162
HEX: 034EA2

CMYK: 15/50/15/0
RGB: 212/144/170
HEX: D490AA

LOGO BACKGROUND COLOR USAGE

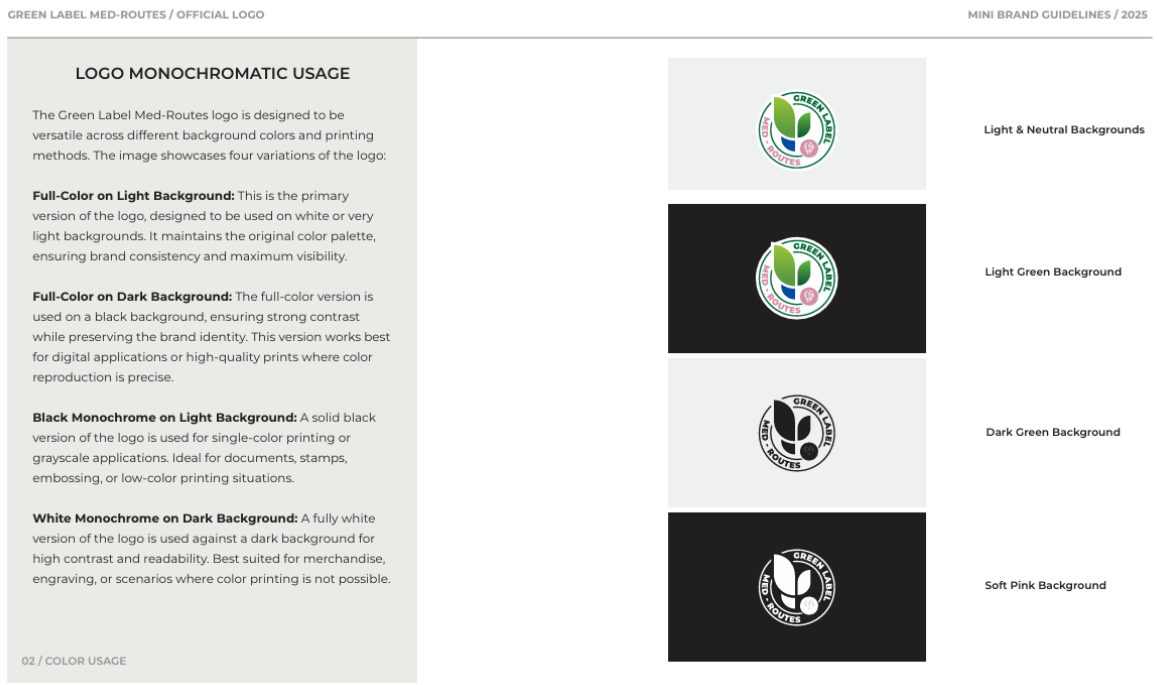
Light & Neutral Backgrounds (White, Light Gray):
The full-color version of the logo is preferred on light backgrounds to maintain its original vibrancy and brand identity. This ensures maximum clarity and visibility without distortion.

Light Green Background: A white monochrome version of the logo is used to maintain contrast and legibility. This maintains a fresh and eco-friendly feel while ensuring visibility.

Dark Green Background: A white monochrome logo is applied to create high contrast, ensuring clear visibility. This reinforces the strong environmental message of the brand.

Soft Pink Background: A white monochrome logo ensures readability while maintaining a subtle and sophisticated aesthetic. The color complements the pink used in the full-color version of the logo.

Blue Background: A white monochrome logo is used to enhance contrast and clarity. The deep blue background connects to the Mediterranean identity of the brand while keeping a professional and polished look.



GREEN LABEL MED-ROUTES / OFFICIAL LOGO

MINI BRAND GUIDELINES / 2025

LOGO MONOCHROMATIC USAGE

The Green Label Med-Routes logo is designed to be versatile across different background colors and printing methods. The image showcases four variations of the logo:

Full-Color on Light Background: This is the primary version of the logo, designed to be used on white or very light backgrounds. It maintains the original color palette, ensuring brand consistency and maximum visibility.

Full-Color on Dark Background: The full-color version is used on a black background, ensuring strong contrast while preserving the brand identity. This version works best for digital applications or high-quality prints where color reproduction is precise.

Black Monochrome on Light Background: A solid black version of the logo is used for single-color printing or grayscale applications. Ideal for documents, stamps, embossing, or low-color printing situations.

White Monochrome on Dark Background: A fully white version of the logo is used against a dark background for high contrast and readability. Best suited for merchandise, engraving, or scenarios where color printing is not possible.

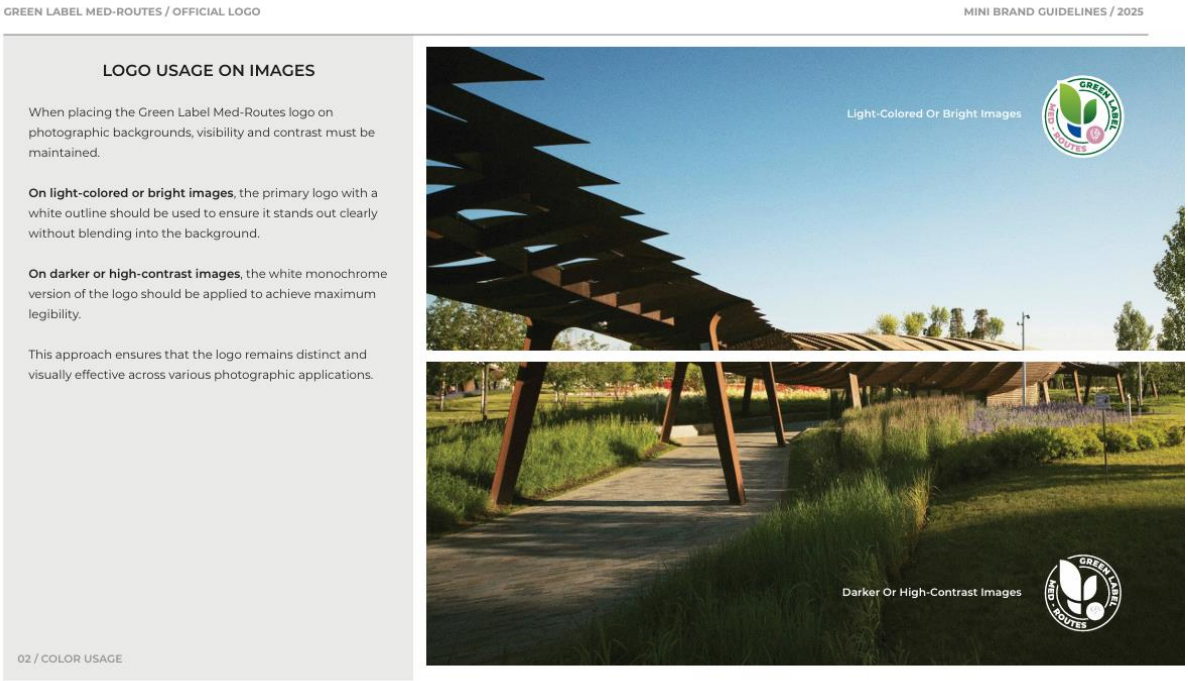
02 / COLOR USAGE

Light & Neutral Backgrounds

Light Green Background

Dark Green Background

Soft Pink Background



GREEN LABEL MED-ROUTES / OFFICIAL LOGO

MINI BRAND GUIDELINES / 2025

LOGO USAGE ON IMAGES

When placing the Green Label Med-Routes logo on photographic backgrounds, visibility and contrast must be maintained.

On light-colored or bright images, the primary logo with a white outline should be used to ensure it stands out clearly without blending into the background.

On darker or high-contrast images, the white monochrome version of the logo should be applied to achieve maximum legibility.

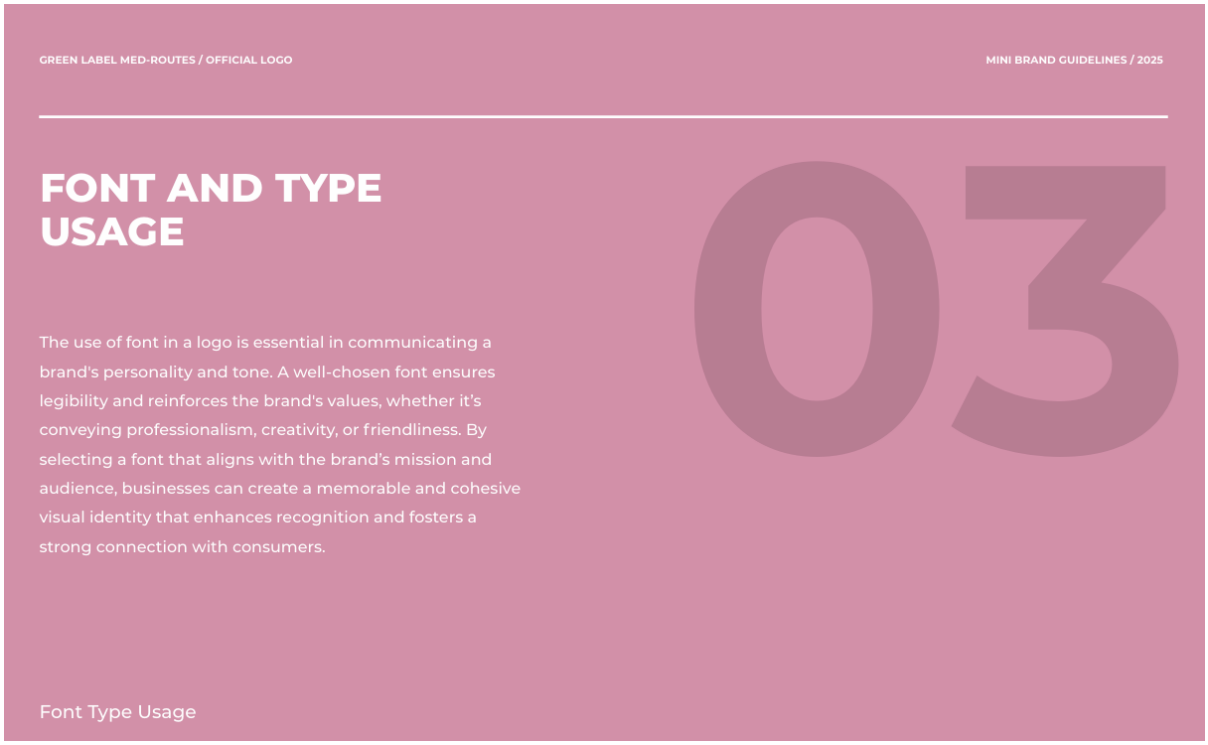
This approach ensures that the logo remains distinct and visually effective across various photographic applications.

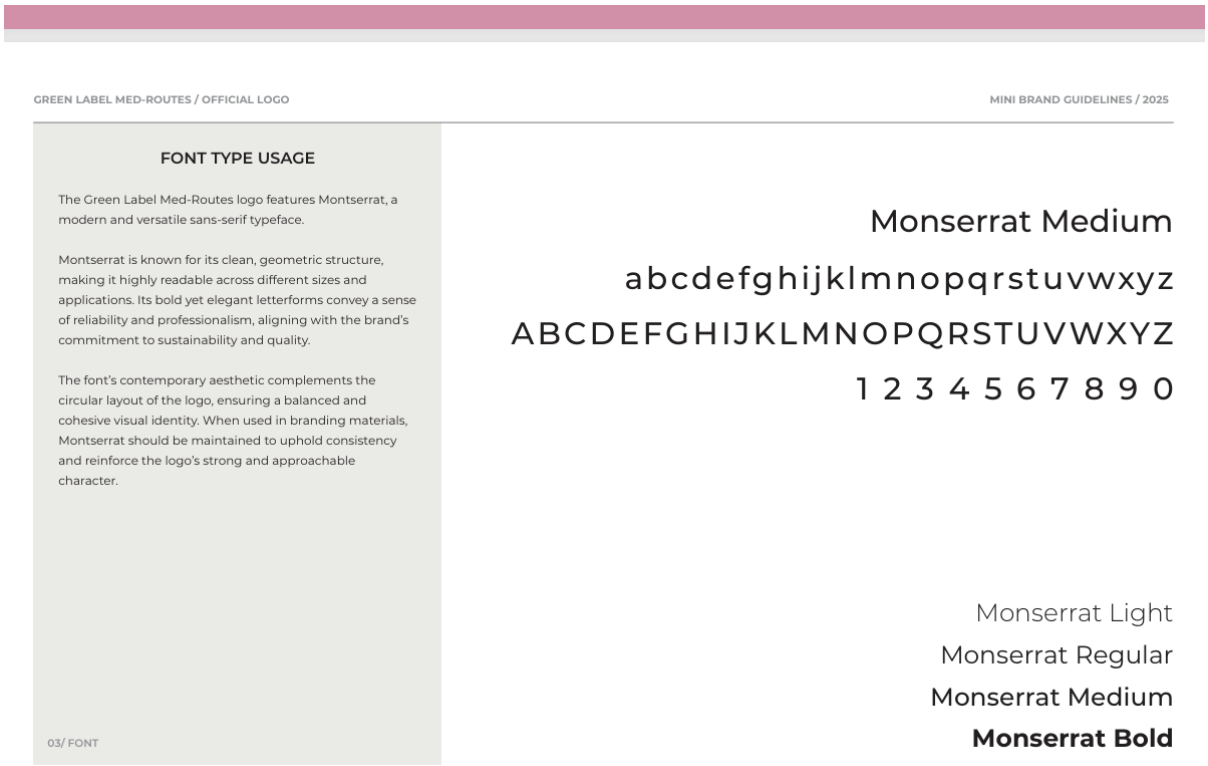
02 / COLOR USAGE

Light-Colored Or Bright Images

Darker Or High-Contrast Images

c)Typography: Primary and secondary fonts (for titles, text, and digital use) (following the ones of the project)





d) Brand Guidelines: Brand usage manual with guidance on how to use the logo, colours, typography and other elements

WRONG LOGO USAGE

DO NOT SHUFFLE COLORS

DO NOT USE LOGO ON A COLOR THAT INHIBITS VISIBILITY

DO NOT OUTLINE THE LOGO

DO NOT USE UNAPPROVED COLORS

DO NOT DISTORT LOGO

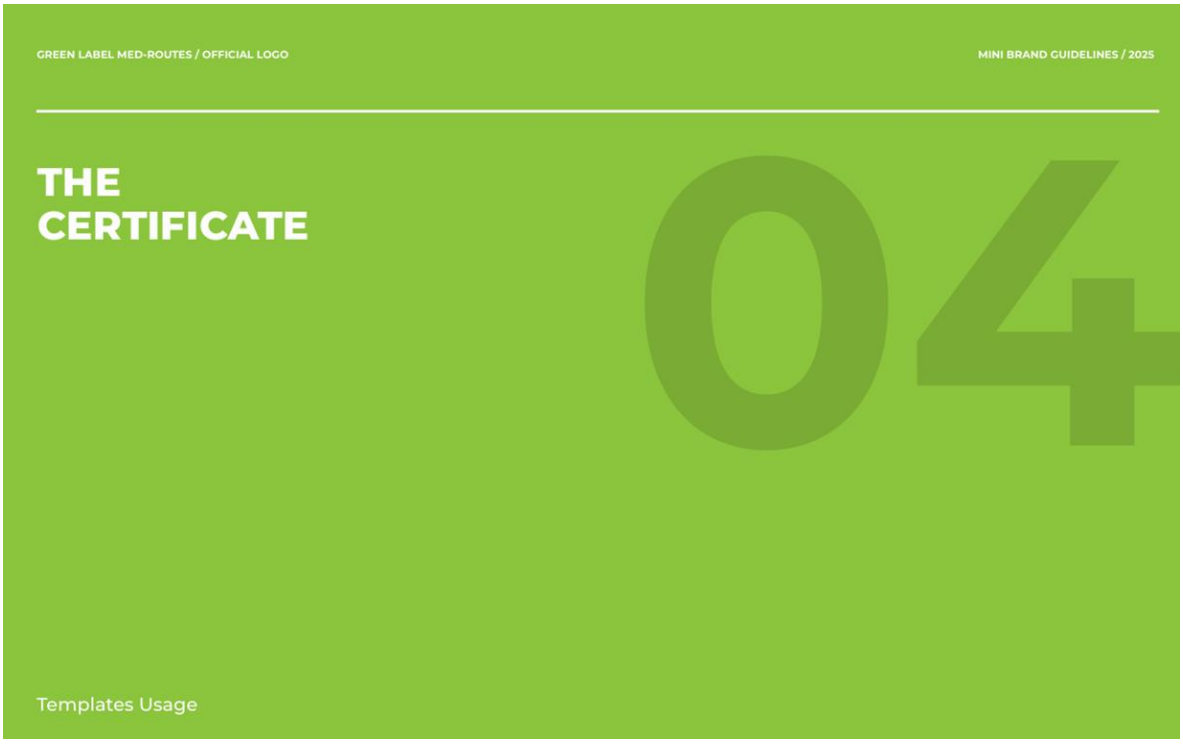
DO NOT CROP THE LOGO

DO NOT ROTATE LOGO

DO NOT USE LOGO ON AN IMAGE THAT INHIBITS VISIBILITY

DO NOT ALTER THE ELEMENTS

03/ FONT



3. Visual Identity

a) The certification to be displayed by operators, stakeholders, and other members of the eco-itineraries on their premises, indicating that they have been awarded the Green Label.

MED-Routes GREEN LABEL

The MED-Routes GREEN LABEL Certification committee
has decided to present the Green Label of Cultural Eco itineraries Award to

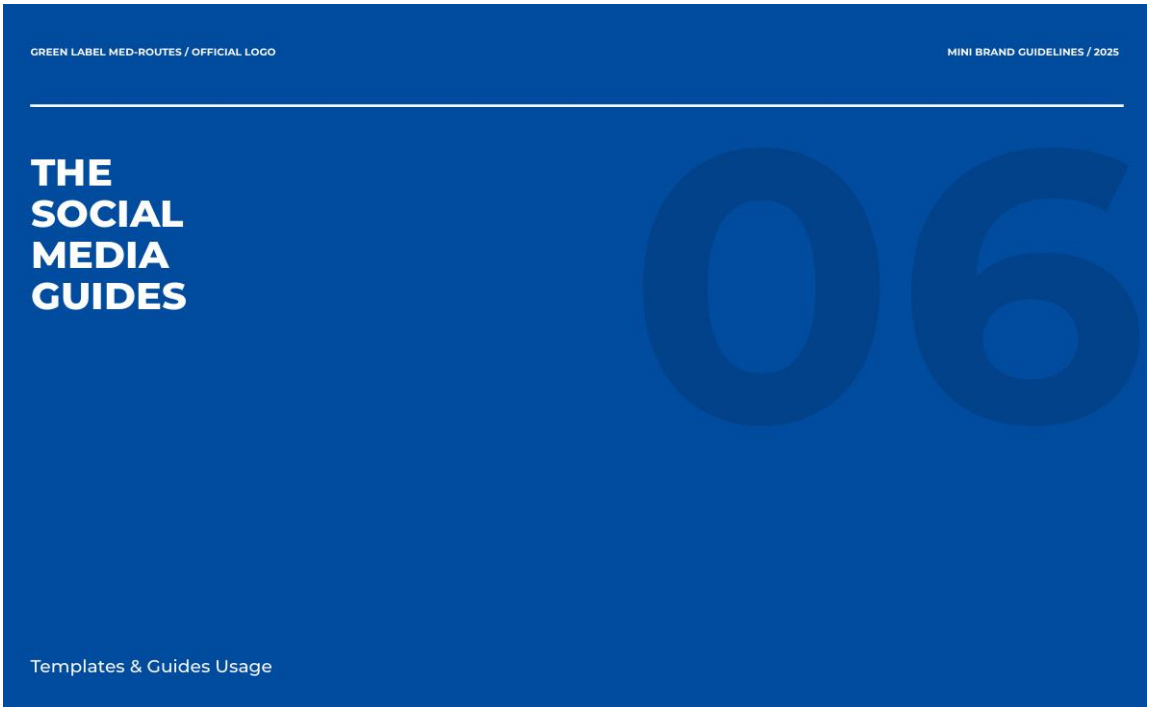
To certify its efforts and commitment
to environmental sustainability, cultural heritage preservation,
local economic growth, and the implementation of resilient tourism practices.

During the next 24 months **has the right to display the Award**

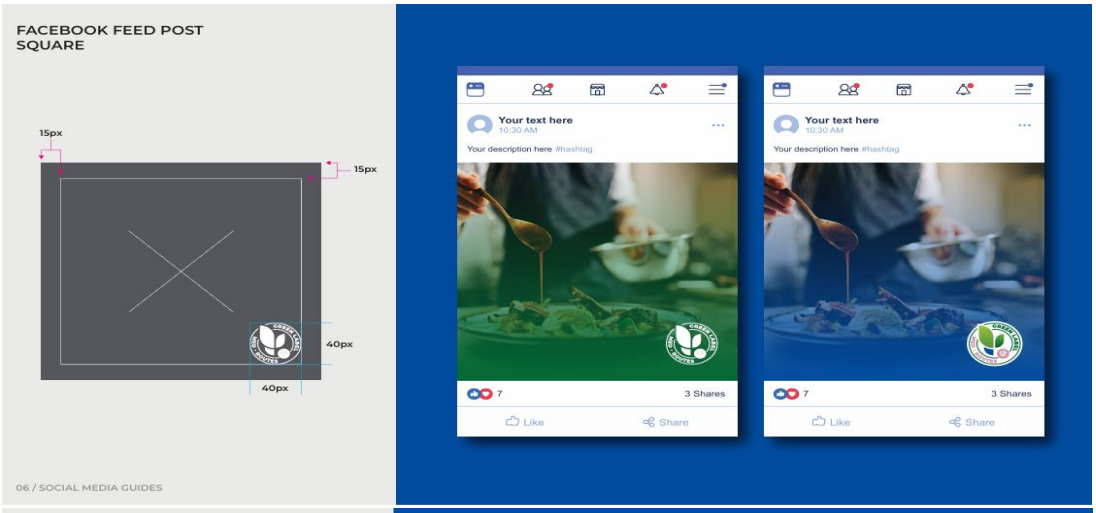
Date

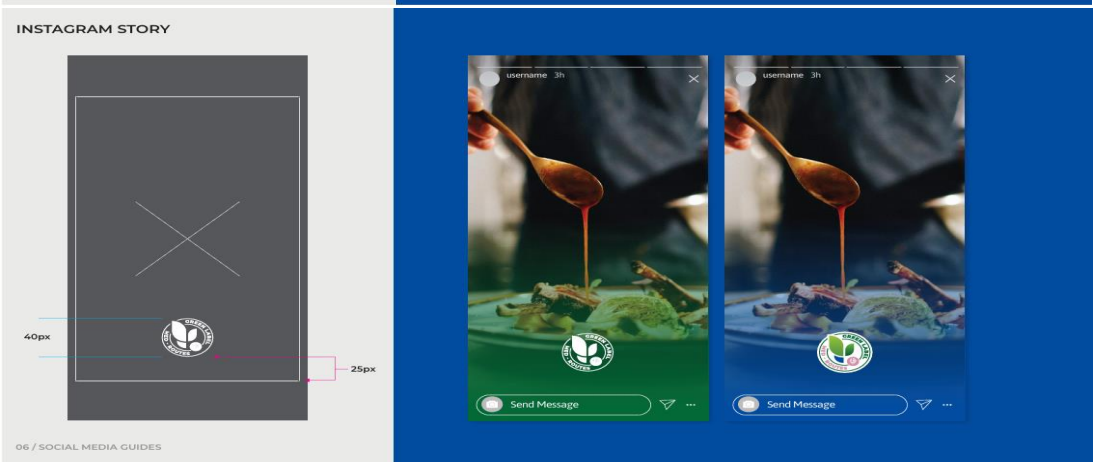
On behalf of the Interreg Euro-MED
MED-Routes GREEN LABEL Certification committee

b) The Plate/Stiker that will be displayed by operators, stakeholders, and other members of the eco-itineraries on their premises, indicating that they have been awarded the Green Label.



a) Social Media Guides: Templates for posts and stories promoting the green label





4. Green Label promotion strategy

a) Internal presentation package explaining the concept of green label, the message it conveys, its value
b) Package of ready-to-use material for communication related to the Green Label, to share also with the touristic operators

4.1 Current Situation / Background

The Green Label initiative is a forward-thinking recognition scheme developed under the MED-Routes project, designed to identify, promote, and certify eco-sustainable and culturally respectful stakeholders and SMEs operating within eco-itineraries across Mediterranean regions. These itineraries are integrated into four prominent European Cultural Routes, offering a unique blend of heritage, environmental stewardship, and community engagement. Anchored in the core values of sustainability, authenticity, and cultural preservation, the Green Label serves as a mark of excellence—highlighting destinations and services that champion low-impact tourism, celebrate local traditions, and foster meaningful connections between visitors and host communities.

To date, communication efforts have focused largely on project-level outreach and the strengthening of regional partnerships, successfully laying the groundwork for institutional alignment and internal stakeholder buy-in. However, public visibility and recognition of the Green Label remain limited, with its identity and messaging yet to reach wider external audiences such as independent travellers, tourism professionals, and media platforms.

As the initiative transitions into its next phase of deployment, there is a pressing need for a comprehensive, targeted, and action-driven communication strategy. This strategy must aim to elevate the Green Label into a recognizable and trusted symbol of sustainable cultural tourism, spark engagement among key stakeholders, and inspire broader participation. By crafting a cohesive and compelling narrative—backed by consistent visual identity and multilingual messaging—the Green Label can emerge as a cornerstone of eco-cultural tourism branding across the Mediterranean, contributing significantly to regional development, environmental protection, and the valorisation of shared cultural heritage.

4.2 Programme/Project Objectives

The core objective of the Green Label promotion within the MED-Routes project is to establish a recognizable standard of excellence for eco-sustainable and culturally respectful tourism across the Mediterranean region. By integrating the Green Label into eco-itineraries, the initiative seeks to increase public awareness around sustainability, responsible travel, and circular economy principles, while also enhancing the appeal of

Mediterranean destinations to environmentally and culturally conscious travellers.

The certification serves not only as a symbol of quality but as a powerful communication tool to inspire behavioural change among visitors—encouraging them to respect natural ecosystems, engage authentically with local communities, and contribute to the preservation of cultural heritage.

To realize these goals, the Green Label strategy is guided by the following key objectives, a) Foster collaboration between local communities and tourism operators, creating a network of stakeholders committed to sustainable tourism development. b) Position MED-Routes as a leading model for eco-cultural tourism, setting benchmarks that can be replicated across other regions in Europe and beyond and c) Promote certified eco-itineraries as distinctive, high-value travel experiences, thereby increasing their visitability, credibility, and attractiveness to responsible travellers. Together, these efforts will amplify the impact of sustainable tourism, support regional development, and reinforce the Mediterranean's identity as a destination where cultural richness and environmental stewardship go hand in hand.

4.3 Communications Objectives

Effective communication is essential to the success and long-term impact of the Green Label initiative. To ensure both internal cohesion and external visibility, the strategy sets forth a series of clear, actionable objectives aimed at engaging all relevant stakeholders and amplifying the value of certified eco-itineraries.

Internal Communications Objectives

a) Ensure that all project partners and stakeholders possess a clear, shared understanding of the concept, purpose, and strategic value of the Green Label. This includes its role in promoting sustainability, cultural preservation, and responsible tourism practices.

b) Foster alignment across internal teams, tourism authorities, and local institutions regarding the label's benefits, selection criteria, and application process, ensuring consistent and confident messaging across all levels of communication.

External Communications Objectives

a) Increase visibility and recognition of the Green Label among target audiences—including tourists, tourism operators, travel media, and influencers—through tailored campaigns and storytelling that highlight its unique value.

b) Encourage tourism service providers, SMEs, and local operators to adopt and actively promote the Green Label by demonstrating its potential to enhance credibility, market appeal, and sustainability impact.

c) Reinforce public perception of Green Label-certified itineraries as premium, trustworthy, and immersive travel experiences that align with modern values of environmental stewardship and cultural respect.

4.4. Target Audience for the Green label

A clearly defined target audience is crucial for the successful promotion and adoption of the Green Label. This recognition tool is designed to resonate with a range of stakeholders and SMEs who play a role in shaping sustainable tourism across the Mediterranean. The communication strategy distinguishes between **primary** and **secondary** audiences to tailor messaging, outreach methods, and engagement strategies accordingly.

Primary Target Audiences

a) Tourism Operators. This includes small and medium-sized enterprises (SMEs), local guides, eco-accommodation providers, experience-based agencies, and other service operators directly involved in delivering eco-itinerary experiences. These stakeholders are essential for the practical adoption, implementation, and grassroots promotion of the Green Label.
b) Local Authorities & Regional Tourism Boards. Public institutions and tourism governance bodies responsible for destination management and promotion. Their endorsement and support are key to scaling the label regionally, integrating it into official tourism strategies, and encouraging local stakeholder participation.

Secondary Target Audiences

a) Travellers & Eco-visitors. Conscious travellers actively seeking authentic, responsible, and culturally rich travel experiences. This audience values transparency, environmental stewardship, and community engagement, making them prime advocates for Green Label-certified itineraries.
b) Media & Influencers. Travel writers, journalists, bloggers, and social media content creators with the ability to amplify awareness and shape public perception. Their coverage can boost the label's credibility and visibility across diverse platforms.
c) Project Partners & Internal Teams. Staff members, consultants, and partner organizations within the MED-Routes network who are directly involved in the development, promotion, and monitoring of the Green Label. Internal alignment ensures coherent messaging and effective collaboration across all levels of the initiative.

4.5 Key Message per Target Audience

Audience	Know	Feel	Do
Tourism Operators	What the label represents and how to qualify	Proud to be part of a sustainable movement	Apply and promote the label
Local Authorities	The regional benefits of eco-tourism branding	Responsible and innovative	Endorse and support the rollout locally
Travelers	The label indicates trusted, eco-cultural routes	Inspired and safe choosing labeled paths	Choose Green Label routes
Internal Teams	Strategic value of label for MED-Routes	Confident and aligned	Integrate the label into their work

4.6 Communications Mix

The success of the Green Label initiative hinges on the deployment of a well-balanced and impactful communications mix, tailored to both internal stakeholders and external audiences. A thoughtful combination of digital and physical materials will ensure consistent messaging, enhance visibility, and facilitate stakeholder engagement across all levels of the MED-Routes network and beyond.

Internal Communication Tools

To ensure internal alignment and build strong foundational understanding among project partners and regional tourism authorities, the following tools will be developed and disseminated.

a) Internal Presentation Package. A comprehensive visual briefing that clearly explains the Green Label's concept, strategic purpose, benefits for local tourism ecosystems, and exemplary use cases from pilot areas.

b) On boarding Webinars & Training Sessions. Interactive sessions designed to introduce new partners to the Green Label framework, provide practical implementation guidance, and foster a sense of shared ownership.

c) FAQs and Fact Sheets. Concise, user-friendly documents that address key questions, clarify application procedures, and support consistent messaging across internal teams and regional tourism stakeholders.

External Communication Tools

To raise awareness, build credibility, and drive adoption among tourism operators, travellers, and the media, the following outreach tools will be produced as part of a unified external communications strategy.

a) Visual Identity Package. Including the Green Label certification plate/sticker (both digital and physical formats), a logo usage guide, and standardized

branding elements to ensure consistent and recognizable visual communication across all touchpoints.

b) Tourism Operator Toolkit. A ready-to-use promotional package containing flyer templates, posters, window decals, and a user manual to help certified businesses effectively showcase their Green Label status to customers.

c) Press Kit. A professionally curated set of materials including press releases, high-resolution imagery, and interviews with Green Label ambassadors to support earned media coverage and increase public visibility.

d) Social Media Asset Pack. A collection of pre-written posts, official hashtags, high-impact visuals, and branded templates to help partners and stakeholders promote the label consistently across various platforms.

e) Website Section. A dedicated, visually engaging landing page within the MED-Routes platform featuring an interactive map of certified itineraries, clear information on application procedures, and testimonials from tourism operators and travellers.

f) Videos & Infographics. Short, engaging multimedia content to explain the value of the Green Label to both tourists and tourism businesses, suitable for sharing across digital platforms, presentations, and events.

4.7 Promotion Strategy

To ensure the Green Label gains visibility, credibility, and widespread adoption, a dual-level promotion strategy will be implemented, targeting both **internal stakeholders** and **external audiences**. This strategy will leverage a mix of digital engagement, institutional communication, and event-based outreach to generate sustained momentum for the initiative. This multi-tiered promotion strategy ensures the Green Label is not only communicated as a certification tool, but positioned as a movement for responsible travel—a mark of trust, sustainability for 4 EU Cultural Routes and the cultural integrity across the Mediterranean.

Internal Promotion

A key step in securing the success of the Green Label is ensuring that all project partners and affiliated institutions are not only informed but actively engaged as brand ambassadors. Internal promotion efforts will include.

a) Official Launch Announcement. Coordinated announcements across all partner organizations, including internal briefings, press notes, and executive endorsements to highlight the strategic value of the Green Label.

b) Green Label Webinar Series. A sequence of webinars and interactive sessions designed for staff, local tourism boards, and regional partners, aimed at deepening understanding, answering FAQs, and sharing success stories from early adopters.

c) Intranet & Internal Newsletters. Regular updates via institutional intranets and email newsletters to ensure continued visibility of the initiative, share

new tools and updates, and keep all teams aligned on progress and opportunities.

External Promotion
To build public awareness and stimulate broad recognition of the Green Label across Mediterranean tourism markets, a multifaceted external campaign will be deployed, combining digital media, traditional press, and face-to-face visibility.

a) Green Label Itineraries Online Campaign. A branded social media and digital outreach campaign featuring storytelling from certified destinations, eco-tourism ambassadors, and travellers. This campaign will drive public engagement and highlight the label's authenticity and impact.
b) Local Media Engagement. Distribution of targeted press releases, editorials, and interviews with certified tourism operators and project spokespeople to secure coverage in local and regional media outlets.
c) Participation in Key Events. Active presence at regional tourism fairs, sustainability forums, and eco-tourism exhibitions, where the Green Label can be showcased through branded materials, presentations, and experiential demonstrations.
d) Website Banners. High-visibility banner placements on the MED-Routes homepage and dedicated Green Label section, alongside reciprocal linkbacks and cross-promotion through partner and tourism board websites.

4.8 Budget

Item	**Budget Est.**	**Notes**
Design & Production of Materials	€1,000	Brochures, stickers, posters
Website Updates & Video Production	€1,000	Landing page, 2x videos
Social Media Campaigns	€2,000	3-month boosted content
Press & Event Engagement	€2,000	PR agency and local events
Internal Trainings & Webinars	€2,000	Partner sessions
Total Estimated Budget	**€8,000**	

4.9 Timeline

Month	Activity/Event	Tools & Objectives
M1	Launch internal Green Label toolkit	Internal PPT, partner call, branding guide
M2	External campaign launch	Website updates, PR release, social toolkit
M3	First operator applications + distribution	Certification stickers, local press, info flyer rollouts
M4	Event participation	Regional tourism conference booth
M6	Midpoint Evaluation	Review performance indicators, adjust tools as needed

4.10 Being On Brand

A coherent and consistent brand identity is essential for building recognition, trust, and credibility around the Green Label. As a flagship symbol of eco-sustainable and culturally respectful tourism within the MED-Routes project and the 4 EU Cultural Routes, all communication efforts internal and external must reflect a unified narrative, tone, and visual language that reinforce its values. By safeguarding the Green Label's identity, every touchpoint from a Green Label certification sticker on a guesthouse door to a viral social media post, will strengthen its reputation as a beacon of responsible, high quality travel in the Mediterranean. This unified brand experience is key to turning the Green Label from a project initiative into a lasting and respected movement. To ensure all messaging remains *on brand*, the following principles must be adhered to.

1.Visual Consistency.

a) Always use the approved Green Label logos, icons, colour palettes, typography, and templates as outlined in the official Visual Identity Guidelines.

b) Apply consistent formatting across all media—print, digital, and environmental signage—to enhance brand memorability and professional appearance.

2.Message Alignment

a) All content should align with the core values of the Green Label, MED-Routes, and the 4 European Cultural Routes. Sustainability encouraging environmentally responsible tourism. Authenticity promoting genuine,

place-based experiences. Cooperation – fostering local participation and cross-border collaboration.

b) Communications should also reflect the broader mission of the project: empowering eco-conscious stakeholders, preserving heritage, and enhancing the quality and visibility of Mediterranean cultural itineraries.

3.Tone and Voice

a) The brand tone must be Inspiring, to spark curiosity and action among travellers. Trustworthy, to establish the Green Label as a credible quality certification. Community oriented, emphasizing local involvement and cultural respect.

b) Language should be inclusive, optimistic, and rich in storytelling, celebrating people, places, and practices connected to the certified itineraries.

4.Quality Control

All materials whether produced by central teams or regional partners must undergo a brand consistency check to ensure, visuals and designs meet brand guidelines, texts follow approved editorial tone and language and coherence across all platforms (web, print, events, and social media).

4.11 Evaluating Success

To ensure the Green Label achieves lasting impact and meaningful results, a comprehensive evaluation framework is vital. By systematically monitoring both external outreach and internal alignment, the MED-Routes consortium can identify what is effective, address gaps, and continuously enhance communication efforts. Leveraging a mix of quantitative data and qualitative feedback will enable ongoing refinement of the Green Label's messaging, tools, and promotional strategies—ensuring it remains relevant, inspires responsible tourism, and strengthens eco-cultural sustainability across the Mediterranean region.

External Evaluation. Gauging Market Penetration and Public Engagement

The success of external communication efforts will be assessed through measurable performance indicators that reflect visibility, stakeholder engagement, and demand for certification.

Key metrics include.

a) Growth in Certification Applications. A steady and geographically diverse increase in the number of tourism operators and SMEs applying for and obtaining the Green Label will signal both awareness and trust in the initiative.

b) Website and Social Media Analytics.

c) Media Reach and Coverage. Measure the volume and quality of earned media across Mediterranean and international outlets, including features in

sustainability magazines, travel blogs, regional news platforms, and influencer collaborations.

d) Public Perception Shifts

Where possible, use visitor surveys or sentiment analysis to evaluate how the Green Label influences perceptions of certified destinations as credible, sustainable, and authentic travel choices.

Internal Evaluation. Strengthening Organizational Alignment and Capacity
Evaluating internal success is vital to ensure that project partners and teams are aligned, informed, and equipped to be active ambassadors of the Green Label.

Key evaluation tools include.

a) Partner Feedback & Participation. Post-training surveys and feedback forms will assess the relevance and usability of communication toolkits, webinars, and onboarding materials.

b) Clarity of Message Retention. Evaluate staff and partner teams' ability to articulate the Green Label's purpose, criteria, and value during interviews, events, and stakeholder discussions.

c) Integration into Institutional Communications

Review how effectively the Green Label is embedded in regional tourism promotion strategies, including its visibility in brochures, destination websites, tour operator content, and tourism board campaigns.

`