



October 2019: The start of the CROSSDEV project

CROSSDEV - Cultural Routes for Sustainable Social and economic Development in Mediterranean

What if abandoned ruins became the key factor to save the economy of entire regions?

That is what **CROSSDEV**, a 3-years project co-funded by the European Union through the **ENI CBC MED Programme**, is about to realize in 4 Mediterranean countries: **Italy, Jordan, Lebanon and Palestine**.

Every year, tens of thousands of young people, often with university degrees, leave their homes looking for better job opportunities. Every year, hundreds of small businesses, often with century-long history and traditions, close down due to lack of young people or to the voracious competition of large corporations.

The result? **Entire areas face complete dereliction and the loss of world environmental, cultural and historical heritages.**

Combining the increasing interest towards **sustainable tourism** with the incommensurable value of **environmental, cultural and historical heritage**, **CROSSDEV** intends to bring new hope to local communities and first-rate travel opportunities to conscious tourists. How? Turning less-known places and rural areas into **new routes** of sustainable tourism, working tightly with the locals to **revamp their traditions and cultural heritage** and turning them into **assets for socio-economic local development**.

Through the efforts of 6 partners lead by the Italian **CISP**, **CROSSDEV** will work on the following areas:

- **Italy:** Sicily, communities in the areas along the Via Selinuntina, neighbourhoods of Sambuca di Sicilia (Province of Agrigento) and Castelvetro-Selinunte (Province of Trapani)
- **Jordan:** communities around less known historical and cultural sites in Aqaba area (Southern Jordan) and archaeological site of Umm Qais (Northern Jordan)
- **Lebanon:** villages in the area of Jabal Moussa Biosphere Reserve, Mount Lebanon
- **Palestine:** the extended area of Masar Ibrahim Al- Khalil from Beit Mirsim to Battir - southern of the West Bank

Involving public authorities, tourism-related actors, educational institutions and the general public, **CROSSDEV** will contribute to create new economic prosperity and new job opportunities for the locals, while benefitting tourists from all over the world with the creation of new wonders to visit.

Official website: <http://www.enicbcmmed.eu/projects/crossdev>

Twitter: [@CROSSDEV_Social](#)

Instagram: [crossdev_social](#)

Lead: Comitato Internazionale per lo Sviluppo dei Popoli (CISP). **Partners:** Ministero Italiano per i Beni e le Attività Culturali e per il Turismo (MIBACT), Società Cooperativa Culture (CoopCulture), The Royal Marine Conservation Society of Jordan (JREDS), Jordan University of Science and Technology (JUST), Association for the Protection of Jabal Moussa (APJM), Masar Ibrahim Al Khalil (MIAK).

Project budget: € 2.5million. **European Union contribution:** € 2.2million (90%).

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