

# PRESS RELEASE



Euromed Heritage  
التراث الأوروبي المتوسطي

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## Communication and Sustainability: key to success of Euromed Heritage 4

*A training workshop on Sustainability and Communication without Mega Budgets will take place on 30 Nov.-3 Dec. 2009, in Madrid, Spain, within Euromed Heritage 4, a programme funded by the European Union. The workshop will support Euromed Heritage 4 projects to achieve a higher level of performance in their communications and ensure their sustainability. This workshop is organised in cooperation with the United Nations World Tourism Organization (UNWTO) and London Metropolitan University.*

The workshop is to be held at the **United Nations World Tourism Organization headquarters in Madrid and will be inaugurated by Mr. Taleb Rifai, Secretary General of the UNWTO.**

The objectives of this workshop are **to guarantee the Euromed Heritage Programme's outreach action, its sustainability and its continued existence beyond the lifetime of the projects which come to an end in 2012.** Its outcome will be higher visibility of project activities, higher quality outputs and more effective methods of their dissemination and commercialisation.

### For more information

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The European Commission is the EU's executive body.

"The European Union is made up of 27 Member States who have decided to gradually link together their know-how, resources and destinies. Together, during a period of enlargement of 50 years, they have built a zone of stability, democracy and sustainable development whilst maintaining cultural diversity, tolerance and individual freedoms. The European Union is committed to sharing its achievements and its values with countries and peoples beyond its borders".