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# PRO-CLIMATE

Proactive community adaptation to climate change  
through social transformation and behavioural change

21 March 2025

## Living Lab Workshop in Zakynthos Tackles Sustainable Tourism and Climate Resilience

A **Living Lab (LL) workshop** was held in Zakynthos, Greece, in February as part of the PRO-CLIMATE Project. The two-day workshop brought together local stakeholders related to tourism, academia, civil society and other community representatives to address the island's most pressing climate change related challenges, with a focus on sustainable tourism and climate resilience.

The event was led by researchers from [Co-opAbility Institute](#) (Greece) together with the [Environmental Science Department at Atlantic Technological University](#) (Ireland). This initiative is part of a broader European effort to establish Living Labs in multiple locations to develop locally tailored solutions for climate adaptation.

### Key Issues and Insights from the Workshop:

#### Addressing the Climate Change Impacts on Tourism

Zakynthos, one of Greece's most popular tourist destinations, faces significant climate change pressures, including **coastal erosion, increased temperatures, decreased precipitation, and water shortage issues**. Participants highlighted how tourism development and environment are interconnected, with tourism impacting environmental resources and land use change, increasing vulnerabilities to climate change impacts, while promoting the attractiveness of the local natural resources and environment.

#### Key discussion points:

- Part of the coastline of the island which hosts important socio-economic uses and protected areas is sensitive to sea level rise and coastal erosion
- The **landscape is rapidly changing** due to rapid infrastructure expansion, putting pressure on already limited resources, available facilities and the local ecosystem. Concerns about the carrying capacity were expressed.
- **Climate change risks**, such as prolonged heatwaves, are **worsening water scarcity** and increasing the risk of wildfires. At the same time a shift is observed towards visiting the island after the high season, creating an opportunity for tourism businesses.

#### Governance and Stakeholder Collaboration Gaps

The workshop underscored the **fragmented nature of stakeholder engagement in Zakynthos and the lack of a broadly shared common long-term vision regarding the tourism model to be followed that makes it difficult for the tourism industry to coordinate sustainable strategies**. Challenges related to instilling sustainability values, social responsibility and engagement in collective action were discussed.









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## Moving Towards Community-Led Climate Resilience

Participants emphasized the need for **educational programs and public awareness campaigns** to shift attitudes toward sustainability. Schools, local businesses, and tourism operators could play a **pivotal role in promoting responsible tourism**.

The PRO-CLIMATE consortium consists of 10 partners from 7 countries, with excellent experience in all the tasks defined for PRO-CLIMATE. It represents a unique and true interdisciplinary group of highly competent and experienced research teams composed specifically for the project.

To learn more about our project you can visit our [website](#) and you can [subscribe](#) to our newsletter.

| Key facts  | Online presence  |
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|  Starting date: 1/1/2024      |  <a href="https://pro-climate.eu">https://pro-climate.eu</a>                        |
|  Duration: 36 months          |  <a href="https://twitter.com/PRO_CLIMATE_EU">@PRO_CLIMATE_EU</a>                   |
|  EC funding: €3,666,685       |  <a href="https://facebook.com/proclimate.project">@proclimate.project</a>          |
|  10 partners / 7 EU countries |  <a href="https://linkedin.com/company/pro-climate-project">pro-climate-project</a> |