



**COOL NOONS**

**Interreg**  
Euro-MED



Co-funded by  
the European Union

# **D. 2.2.1.**

# **ONLINE INTERNATIONAL PICTURE COMPETITION**

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<https://coolnoons.interreg-euro-med.eu/>



## Cool Noons

Cool Noons is an innovative project for the way it addresses an urgent and underestimated issue such as the **evolution of urban tourism towards a more sustainable model**. Five pilot cities will be innovative solutions **to improve the visitor experience of tourists and residents during the hottest hours of the day**. The tools and methods used combine scientific accuracy, pragmatism and creativity, thanks to the diversity of the partners involved.

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**Mission:** Enhancing sustainable tourism

**Programme priority:** Greener MED

**Specific Objective:** RSO2.4: Promoting climate change adaptation and disaster risk prevention, resilience, taking into account eco-system based approaches

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### **D 2.2.1 - Online international picture competition**

#### **WP2 - Testing and monitoring solutions for tourists and inhabitants**

#### **A 2.2 - Testing and monitoring selected solutions**

Partner in charge (author): AVITEM

Partners involved: IFTC, MCBO, MOB, DURA, VDM, CML, ACG-RC, UOC

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## The approach of the photo contest

The online photo contest launched by the *Cool Noons* project in the summer of 2025 aimed to encourage a participatory approach to the Interreg EuroMED project. With Marseille, Lisbon, Imola, Budva, and Dubrovnik as pilot cities, this project to adapt to climate change in the tourism sector tackles the major issue of urban heat.

In this perspective, artists play an essential role in renewing our relationship with the Mediterranean and giving substance to a vision of a pluralistic Mediterranean as a subject.



*Poster of the contest – French version*

As a vehicle for history and memory, photography acts as a witness to our societies. The Cool Noons project photo competition showcases a “citizen gaze” through localized, lived experiences, while the Cool Noons exhibition highlights

further their perspective. Both strengthen the innovative bottom-up approach of the project.

## Contest process and vision

AVITEM with the support of IFTC and an external expertise – the photographer Kmar Douagi, conceived, realized and advertised the photo contest.

The contest acted as an invitation to reveal the social, political, and sensory dimensions of cities subject to heat stress.

- How can we improve urban thermal comfort during the hottest hours of the day?
- How can we imagine new uses for urban space that are better suited to today's climate challenges?
- How can we represent a living, inhabited city?
- How can we protect ourselves without leaving anyone behind? How can we take care of our cities as we do our homes?
- How do the walls sweat? Where do the kind shadows hide? Which communities care for one another? What imaginaries of coolness can emerge between concrete, sea, dust, and asphalt?

The consortium was looking for images that go beyond the lens of tourism – photographs that capture cities as spaces lived, inhabited, and endured. To give voice to the experiences of those who remain when the tourists leave, who bear the brunt of the rising heat, often in unequal ways.

This is a call to bring forth narratives of climate justice, of relationships with the living, of hospitality, pleasure, care and survival, found in the cracks between mass tourism and the climate crisis.



*Poster of the contest – Portuguese version*

Moving away from postcard clichés, the photo competition provides an opportunity to discover these areas, deconstructing myths and preconceptions while highlighting the complexity and richness of the Mediterranean context.

Open to all, the contest applied to residents or tourists of the project cities.

An online registration form translated into the 5 languages of the projects was created to apply.

### **A VISUAL INVITATION FROM THE COOL NOONS PROJECT – OPEN TO ALL.**

As part of the Cool Noons project, we are launching a call for submissions for all photographers, image-makers, urban wanderers, mediterranean city residents, tourists, and everyday dreamers.

This project, taking place in five European cities – Marseille, Dubrovnik, Lisbon, Imola, and Budva – explores how urban tourism is adapting to climate change, particularly in response to increasingly intense heatwaves.

But rather than taking a purely technical or distant perspective, we aim to poeticize resistance, to document bodies adapting, gestures that soothe, spaces of refuge, and the inventiveness of daily life under the burning sun.

*Image from Cool Noons' website*

More information on [the website of the project](#) and [the website of AVITEM](#):

## A workshop to support the creation of the participants

On 10. September, Kmar Douagi held an artistic workshop.

Kmar Douagi, visual artist and facilitator whose practice is rooted in documentary and social engagement, led a online participatory workshop.

At the intersection of image and narrative, her photographic work explores deeply real aspects of everyday life, aiming to question, connect, and shift perspectives — as exemplified by the image she chose to accompany the visual for the Cool Noons photo contest.

She explores the transformative potential of photography through collaborative and transnational projects, and is currently being mentored by the École nationale supérieure de la photographie in Arles (ENSP).

The workshop was not a lecture — it was a collective and non-hierarchical space, to reflect, share, and shape your visual proposals in dialogue with others.

Together, participants explored how every image begins, not with the camera, but within ourselves.

- +Reflect on the idea of the “situated gaze” and why intention matters
- +Explore what it means to “write an image” before taking it or after
- +Work on crafting a short, honest, and powerful caption to accompany your photo
- +Share supportive feedback in small groups or in plenary (with no obligation to share)
- +Think of editing as a narrative tool: how to sequence, select, or frame your work

## The photo exhibition (D 3.3.2), key event of Cool Noons project and direct output of the competition

To embody the EuroMediterranean cooperation and reinforce participative process/bottom-up approach of the Cool Noons, the consortium agreed during the Steering Committee meeting taking place in Lisbon on 31. March and 1. April 2025 to organize a photo exhibition as a direct output of the online picture competition.

As a Euro-Mediterranean exhibition, it will be held not only in each of the Cool Noons pilot cities (Imola, Budva, Dubrovnik, Lisbon, and Marseille), but also in the cities of Coimbra and Athens, where the academic partners are based: the University of Coimbra and the American College of Greece Research Center. It will take place during the last semester of the project.

The exhibition also enhances the link between culture and tourism sector, fostering dialogue between civil society and institutions.