

TRANSNATIONAL POLICY EXCHANGE WORKSHOP

"Tourism businesses and destinations committed to transversal sustainability"

30 June 2021 - 09.00 - 13.00 CET
(ONLINE)

Programme

The Mediterranean Islands destinations struggle to find steady sources of income outside of tourism, mainly due to geographical constraints and lack of economic diversification, a challenge greatly highlighted by the current crisis.

Moreover, the tourism sector, bringing huge pressure on cultural and natural heritage, can only heighten this reality, contributing to biodiversity loss, coastal erosion, weighing on local resources such as energy, food, land use and water and through the commercialization of local culture and traditions.

Co-funded by the Interreg MED Programme, [WINTER MED](#) (Winter Islands Network for all-year-round Tourism ExpeRience in the MEDiterranean) aims to develop sustainable governance of tourism, no longer limited by the high season, to facilitate more sustainable exploitation of the territories while conveying more stable socio-economic benefits. To reach its objectives, the project will deliver an **integrated transnational strategy for the development of all year round sustainable and responsible tourism in Mediterranean islands destinations.**

In this context, on 30 June 2021, the project is organizing its second Transnational Policy Exchange Workshop entitled "**Tourism businesses and destinations committed to transversal sustainability**". The Workshop will allow participants – around 60 representatives from tourism businesses, destination managers, local, regional and EU policy makers - to brainstorm on targeted best practices and main challenges related to the sustainable development of tourism in the EU insular as well as coastal destinations and businesses. The results of the debate will be used by the partners of the project's consortium to finalise their draft Regional Action Plans on sustainable tourism.

Agenda

Interpretation will be provided from and into English, Greek, Italian, Croatian, French and Spanish.

09.00-09.15 Opening session

- Mr. **Ioannis Margaritis**, Prefect of Naxos Island, Mandated Regional council member responsible for tourism development.
- Ms. **Ramune Genzbigelyte-Venturi** - Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs - European Commission.

09.15-10.15 Tourism Destinations integrating sustainability in their planning and acting on it

- Bucked in the piece: shifting the balance of respons(ustain)ibility in South Somerset, England – Prof. **Terry Stevens**, International tourism expert and consultant
- Stepping up Sustainability - West Sweden Tourist Board – Ms. **Marie Linde**, deputy CEO and Mr. **Fredrik Lindén**, CEO of the West Sweden Tourist Board.
- Sustainability practices in La Réunion island – Ms. **Susan Soba**, General Director of Ile de la Réunion Tourisme

Moderator: Mr. **Giuseppe Sciacca**, Executive Secretary of the CPMR Islands Commission

10.15-10.25 Virtual coffee break

10.25-11.15 Tourism businesses fully committed to sustainability

- Refill Now – Mr. **Matteo Galeazzi** - Refill Now Founder, Italy.
- Be Vedetta – Ms. **Anna Barberini**, Owner, Italy.
- Olive Oil Tasting Pyrgos House – Mr. **Frank van Weerde**, Owner and Founder, Greece.

Moderator: Ms. **Jasmine Andreaus**, Sustainable Project Officer, Confesercenti Toscana, Italy.

11.15-12.05 Sustainable tourism businesses committed to sustainability mastering communication to attract discerning visitors

- Fairbnb.coop - Mr. **Emanuele Dal Carlo**, Co-Founder & Marketing Lead and Mr. **Jonathan Reyes**, Co-founder & Partnership and Coop Ecosystem lead, Italy.
- Son Moragues – Mr. **Joe Holles**, Director, Spain.

Moderator: Ms. **Susana Munar Sandström**, General Vicesecretary of the Chamber of Commerce of Mallorca, Spain.

12.05-12:45 Roundtable for debate among destinations, companies and audience

Moderator: Dr. **Nagore Espinosa**, CEO at IN2destination, ANCI Toscana, Italy.

12.45-13.00 Closing session

- Dr. **Anna Zarkada**, Prof. of Marketing Athens University of Economics of Business, EGTC EFXINI POLI, Greece.