

TOWARDS IMPROVED GOVERNANCE AND MANAGEMENT FOR SUSTAINABLE MARITIME AND COASTAL TOURISM

*Capitalising experiences and tools for an innovative management model of Sustainable
Maritime and Coastal tourism*

7 October 2019 – (11.00-18.30)

DRAFT PROGRAMME

(version dated 22 July 2019)

Interpretation from and into EN-ES-IT-HR (tbc)

Venue: Brussels, Delegation of Catalonia to the EU - Espai Catalunya Europa (*room tbc*)

10:30 – 11:00 REGISTRATION AND WELCOME COFFEE

11:00 – 11:20 OPENING

- Representative from the Government of Catalonia, member of the CPMR-IMC and NECSTouR's Presidency (*tbc*)
- Mr **Stefano Ciuffo**, Councilor for productive activities, credit, tourism and trade of the Tuscany Region (*tbc*)
- Ms **Eleni Marianou**, Secretary General of the Conference of Peripheral Maritime Regions of Europe (CPMR) (*tbc*)
- Member of the European Parliament (*tbc*)

11:20 – 11:30 ADDRESS BY THE EUROPEAN COMMISSION

- Ms **Anna Athanopoulou**, Head of Unit responsible for Tourism, Emerging and Creative Industries, Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs, European Commission (*tbc*)

11:30 – 12:00 MED M&C TOURISM MANAGEMENT MODEL AND POLICY PAPER

- Mr **Davide Strangis**, Conference of Peripheral Maritime Regions (CPMR) – M&C Tourism Management Model

12:00 – 14:00 REPLICATION OF MITOMED+ METHODOLOGY AND APPLICATION OF THE MODEL

Interactive session with representatives from new pilot destinations

Facilitator: Mr **Xavier Font**, Professor, University of Surrey (*tbc*)

- Tourism Destinations of the Region of Tuscany (*tbd*)
- Tourism Destinations of the Region of Catalunya (*tbd*)
- Tourism Destinations of Istria (*tbd*)
- Tourism Destinations of Andalusia (*tbd*)
- Other Tourism Destinations (CPMR/NECSTouR members) (*tbd*)

Debate with participants

14:00 – 15:00 NETWORKING LUNCH

15:00 – 17:00 SYNERGIES WITH OTHER INITIATIVES AND PROJECTS ON MED MARITIME AND COASTAL SUSTAINABLE TOURISM

Interactive session with representatives from other initiatives and projects

Facilitator: Mr **Giuseppe Sciacca**, Executive Secretary, CPMR Islands Commission (*tbc*)

Panellists:

- **Panos Coroyannakis**, European Projects consultant, CIVITAS DESTINATIONS Dissemination Manager, CPMR (*tbc*)
- Mr **Roberto Grassi**, Latin Arc, Coordinator of the Sustainable Tourism Community of the Interreg MED programme (*tbc*)
- Mr **Roberto Montanari**, CO-EVOLVE, Regione Emilia-Romagna (*tbc*)
- Ms **Leticia Ortega**, ALTER ECO, Instituto Valenciano de la Edificación – IVE (*tbc*)
- Representative from DESTIMED (*tbd*)
- Interreg MED Axis 4 Strategic projects on M&C Tourism (*tbd*)
- Ms **Alessandra Sensi**, Head of Sector Environment and Blue Economy, Secretariat of the Union for the Mediterranean (*tbc*)
- **Andrea Barbanti**, BLUEMED, CNR-ISMAR (*tbc*)
- Representative from West MED (*tbd*)

Debate with participants

17:00 – 17:30 COFFEE BREAK

17:30 – 18:00 SIGNATURE OF MEMORANDUM OF UNDERSTANDINGS FOR THE IMPLEMENTATION OF THE M&C TOURISM MANAGEMENT MODEL IN THE MED AND CONCLUSIONS

- Ms **Teresa Caldarola**, Public official project manager local development sustainable tourism European projects interregional cooperation of Tuscany's Region
- Mr **Davide Strangis**, Director General European Programs, Partnerships and Geographical Commissions of the CPMR
- Mr **Roberto Grassi**, Latin Arc, Coordinator of the Sustainable Tourism Community of the Interreg MED programme (*tbc*)

18:00 – 18:30 CONCLUSION

- Ms **Eleni Marianou**, Secretary General of the Conference of Peripheral Maritime Regions of Europe (CPMR) (*tbc*)
- Mr **Jan Korthoudt**, Vice-President of the Network of European Regions for a Sustainable and Competitive Tourism (NECSTouR) and Director Tourism Flanders Region (*tbc*)

End of the meeting
