Together for EU Tourism stakeholders meeting
13 September 2022

Co-implementation of the Transition pathway

Marie-Helene Pradines
Tourism, textiles Head of Unit

#EUTourism
Housekeeping rules

Keep your microphone and camera muted when not speaking

For questions or comments
- In the room: raise your hand
- Online: write to chat

For any problems, online participants can send an email to EU-TOURISM-PATHWAY-2030@ec.europa.eu

The meeting is recorded but only for internal purposes, not for publication

All presentation materials will be published online

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Main objectives for today

Recap key areas of Transition Pathway for Tourism
Share lessons learnt from pledges
Show examples of good practices for taking action
Discuss on how to best advance in co-implementation of transition pathway
Learn to know each other – taking a step towards becoming a Together for EU Tourism community
Keynote speech

Hubert Gambs
Deputy Director-General
Internal Market, Industry, Entrepreneurship and SMEs
European Commission
Co-implementation of the Transition pathway

Marie-Helene Pradines
Head of Unit

Tourism, textiles
DG GROW
Transition pathway is a long-term process

Co-creation

- SWD - 21 June 2021
- Online targeted stakeholder consultation Until 15 Sept 2021
- 15 workshops with stakeholders 5 Oct – 15 Dec 2021
- 9 meetings with MS experts, Council
- Meetings with EP, EESC
- 5 consultations with EC policy services - 2 consultations with Industrial forum

Publication Feb 2022

Co-implementation

- Call for Commitments
  - Opened 8 Feb 2021
  - First event 13 Sep 2022
  - Expert groups
  - Evaluation of progress Yearly from 2023 onwards
- Publication of commitments
- Online platform
- Sharing of best practice
- #EUTourism
Co-implementation framework

• Communication and outreach – by all
• Commitments by stakeholders
• Stakeholder working groups coordinated by DG GROW
• Online stakeholder support platform
• Engagement of all EU institutions and services
• Yearly assessment or progress

A partnership and community to work together --

Together for EU Tourism (T4T)
Key role of pledges

• Pledges are the concrete tool to **take transition pathway from theory into practice** and advance transition through collective action
• Approaching transition through pledges allows **flexibility for individual organisations** to consider their specific situations when designing their concrete actions towards shared objectives
• Pledges help to build **evidence on the commitment and concrete actions** of different types of stakeholders
• Pledges help **recognising concrete key areas** to support the work of the stakeholders and to address gaps
• Published pledges demonstrate **leadership and good examples** in the tourism transition and **help more actors get engaged**
• Published pledges provide concrete **links to active leaders in the field**, to be engaged in discussions and collaborations
• Published pledges support optimising and **facilitating synergies** between stakeholders, MS, policy areas and initiatives
• Pledges provide **information for the yearly assessment** of the progress in the tourism transition and on possible needs to refine priorities, objectives, support mechanisms
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>9:00</td>
<td>Welcoming words by Hubert Gambs, DDG GROW</td>
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<tr>
<td>9:15</td>
<td>Introduction by Marie-Helene Pradines, HoU DG GROW.G1 Tourism, textiles</td>
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<tr>
<td>9:30</td>
<td><strong>Session 1: Four lenses on developments regarding Transition pathway areas</strong></td>
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<td>9:30-10:15</td>
<td>Overview of areas and updates on recent developments</td>
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<td>- Green transition – Ramune Genzbigelyte-Venturi</td>
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<td>- Digital transition – Misa Labarile</td>
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<td>- Resilience – Eric Philippart</td>
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<td>- Skills – Elfa Kere</td>
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<td>10:15-10:45</td>
<td>Questions, comments and discussion with stakeholders</td>
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<td>10:45</td>
<td>Coffee, networking</td>
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<td>11:00</td>
<td><strong>Session 2: Designing and sharing pledges</strong></td>
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<td>11:00-11:05</td>
<td>Industrial Forum Task force 2 feedback – Luis Campos</td>
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<td>11:05-11:15</td>
<td>Overview of T4T pledges and commitments – Kirsti Ala-Mutka</td>
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<td>11:15-12:05</td>
<td>Example pledges from different types of stakeholders</td>
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<td></td>
<td>- Françoise Guaspare, Senior policy officer, Ile-de-France region</td>
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<td>- Carolina Mendonça, Coordinator, Azores DMO</td>
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<td>- Ivor Ambrose, Managing Director, European Network for Accessible Tourism</td>
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<td>- Inge Janssen, Director of Public Affairs EMEA, Booking.com</td>
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<td>- Patrizia Patti, Eco Marine Malta</td>
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<td>- Cristina Nunez, NECSTouR</td>
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<td>12:15-12:45</td>
<td>Discussion: how to support engagement and preparation of pledges?</td>
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<td>12:45-12:50</td>
<td>Next steps in Transition pathway co-implementation – Kirsti Ala-Mutka</td>
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<td>12:50</td>
<td>Closing words by Valentina Superti, Director GROW Tourism &amp; Proximity</td>
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Session 1: Four lenses to the transition pathway

Speakers:
• Tourism team colleagues responsible for following the different key dimensions

Objectives:
• Recapping the Transition pathway areas of action under four key dimensions
• Providing updates on recent key developments to help in pledge preparation
• Giving ideas about potential pledges to be considered

Discussion:
• Questions and answers on specific areas of actions or recent developments
• Your ideas for pledges

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Session 2: Designing and sharing pledges

Speakers:
• Industrial forum task force 2 feedback
• Stakeholder representatives presenting already published and upcoming pledges

Objectives:
• Explaining the pledge preparation and submission process
• Giving a summary of published pledges and lessons learnt
• Showing examples of pledges from different types of organisations with different settings and scopes of activities

Discussion:
• Questions and answers on pledge preparation
• Discussion on how to best support pledge preparation
Let’s get to work!