

# 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](mailto: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The meeting is recorded but only for internal purposes, not for publication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



# 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 Gambbs**

**Deputy Director-General**

**Internal Market, Industry,  
Entrepreneurship and SMEs**

**European Commission**

**#EUTourism**



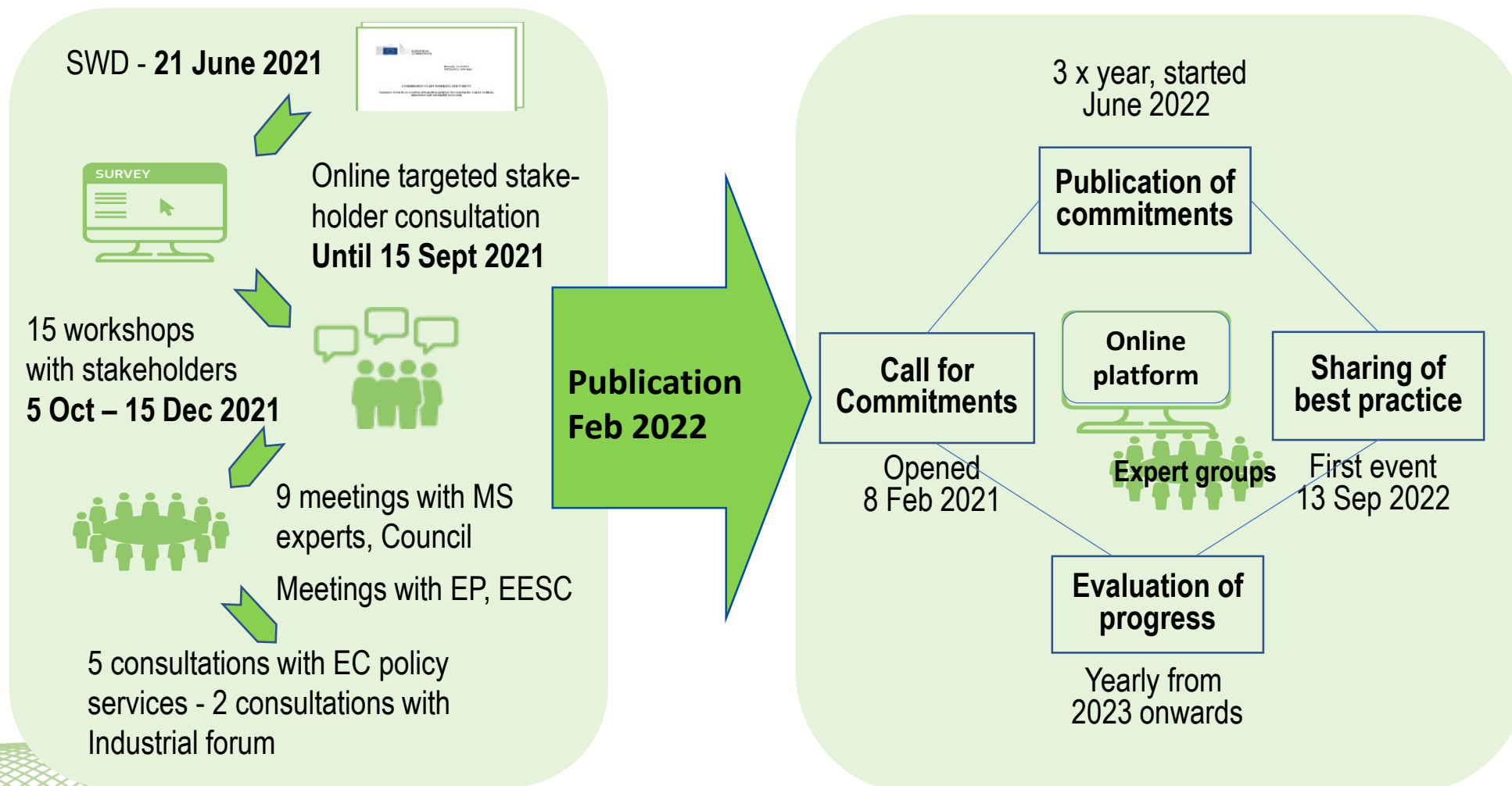


# Co-implementation of the Transition pathway

**Marie-Helene Pradines**  
**Head of Unit**

**Tourism, textiles**  
**DG GROW**

# Transition pathway is a long-term process



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# 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)**



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# 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

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# Agenda

9:00	Welcoming words by Hubert Gambs, DDG GROW
9:15	Introduction by Marie-Helene Pradines, HoU DG GROW.G1 Tourism, textiles
9:30	<b>Session 1 : Four lenses on developments regarding Transition pathway areas</b> 9:30-10:15 Overview of areas and updates on recent developments <ul style="list-style-type: none"><li>• Green transition – Ramune Genzbigelyte-Venturi</li><li>• Digital transition – Misa Labarile</li><li>• Resilience – Eric Philippart</li><li>• Skills – Elfa Kere</li></ul> 10:15-10:45 Questions, comments and discussion with stakeholders
10:45	Coffee, networking
11:00	<b>Session 2 : Designing and sharing pledges</b> 11:00-11:05 Industrial Forum Task force 2 feedback – Luis Campos 11:05-11:15 Overview of T4T pledges and commitments – Kirsti Ala-Mutka 11:15-12:05 Example pledges from different types of stakeholders <ul style="list-style-type: none"><li>• Françoise Guaspere, Senior policy officer, Ile-de-France region</li><li>• Carolina Mendonça, Coordinator, Azores DMO</li><li>• Ivor Ambrose, Managing Director, European Network for Accessible Tourism</li><li>• Inge Janssen, Director of Public Affairs EMEA, Booking.com</li><li>• Patrizia Patti, Eco Marine Malta</li><li>• Cristina Nunez, NECSTouR</li></ul> 12:15-12:45 Discussion: how to support engagement and preparation of pledges? 12:45-12:50 Next steps in Transition pathway co-implementation – Kirsti Ala-Mutka
12:50	Closing words by Valentina Superti, Director GROW Tourism & Proximity

# 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



# 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

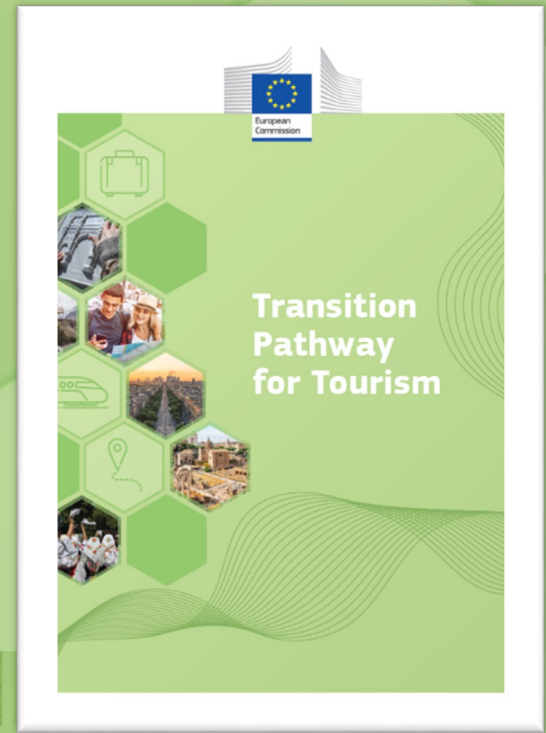
## Discussion:

- Questions and answers on pledge preparation
- Discussion on how to best support pledge preparation





# Let's get to work!



## Together for EU Tourism

