



European week of regions and cities, October 2022

Workshop: Sustainable EU tourism - transforming together

11 October 2022, 14:30-16:00h (CET)

***Moderated by Ms. Marie-Helene Pradines
Head of Unit for Tourism and Textiles
DG Internal Market, Industry, Entrepreneurship and SMEs
European Commission***

Programme

We have built together the [EU Transition Pathway for Tourism](#) - a blueprint for greener, innovative, fit for the digital age and ultimately resilient European tourism. To implement it, all players are encouraged to join and commit with concrete actions. As a first step, in February 2022, the Commission has invited EU tourism stakeholders to share their concrete pledges as a way of contributing to the transition. In June, we have [published](#) a first set of 186 pledges, coming from 112 organisations across 22 countries. The call for pledges is open and continuous process. We aim to promote the good examples and inspire others to join.

In this workshop, we invited regional and local tourism stakeholders to share their concrete actions that can help achieve a more sustainable and resilient tourism ecosystem. The workshop will focus on the actions for green transition, such as sustainable mobility, circularity of tourism services, supporting SMEs towards more sustainable practices, facilitated by skills, innovative and digital solutions and sound data. It will be an occasion to share best practice and inspire others to commit to the green transition of European tourism.

#EURegionsWeek

TIMING	AGENDA POINTS, INDICATIVE QUESTIONS AND SPEAKERS
14:30 - 14:40	<p>Welcome and introduction: Implementing EU Transition pathway for tourism</p> <p><i>Speaker:</i> Ms. Marie Helene Pradines - the Moderator Head of Unit for Tourism and Textiles, DG GROW-G1, European Commission</p>
14:40 – 15:10	<p>Role of tourism destinations in green transition: sharing best practice and commitments towards the green transition by DMOs, regions and local destinations</p> <p><i>In the first set of pledges, published in June, out of 112 organisations across 22 countries, the majority were from regions, as well as 10 from local administrations and 8 from Destination Management /Marketing Organisations. Actions in policy and governance, as well as actions in green transition were the most prominent. Invited speakers have all submitted pledges to the EU Transition Pathway for Tourism. They will explain how their organisation contributes towards truly sustainable tourism, with a brief explanation of concrete actions that demonstrate a pledge, sharing their advice and challenges.</i></p> <p><i>Speakers:</i></p> <ul style="list-style-type: none"> • Ms Patricia Franco Jiménez, Regional Minister of Castilla-La Mancha, Spain (regional administration) – video testimony • Mr Vincent Nijs, Chief strategist, Visit Flanders, Belgium (DMO, regional destination) • Ms Anna Grimault, Education, culture, health and social affairs Policy Officer, Pays de la Loire, France (regional administration) • Ms. Anadela Horvat, M. Sc. Expert Adviser, City of Zagreb, Croatia (urban destination) -video testimony
15:10 - 15:25	<p>Open discussion and questions from the audience</p>
15:25– 15:45	<p>Code of conduct: the role of data sharing for sustainable tourism</p> <p><i>By considering the relevant challenges and the main elements to be taken into account in the creation of data sharing agreements, the Code of Conduct aims at supporting trust between relevant stakeholders as well as providing general guidance on how to build mutually beneficial data sharing relationships in tourism. We will hear how data sharing can help shape the green transition of tourism, what the challenges are and what role regional and local authorities can play.</i></p> <p><i>Speaker:</i> Mr. Emmanuel Mounier, Secretary General at TravelTech</p>

	<p>Pact on Skills for tourism: adequate skills as a key driver in transforming towards sustainability</p> <p><i>Pact on Skills in tourism establishes national, regional and local skills partnerships. How can it concretely support tourism workers in improving their green skills and capacities? How can regional and local players be involved?</i></p> <p><u>Speaker:</u> Mr. Rino Vitelli, Head of EU projects and partnerships of Federturismo Confindustria, lead partner and project coordinator at the Next Tourism Generation Alliance</p>
<p>15:45-15:55</p>	<p>Open discussion and questions from the audience</p>
<p>15:55– 16:00</p>	<p>Closing by the Moderator <i>Concluding word and call for commitment</i></p>