
Towards an EU Strategy for Sustainable Tourism: building forward smarter and greener in the EU coastal & insular regions

Organised with the support of the [Conference of Peripheral Maritime Regions](#) and co-funded by [WINTER MED project \(Interreg MED programme\)](#).

Friday 1 October 2021–11.00-16.30 CEST

Online via Zoom

Registrations: [CLICK HERE](#)

Format:

The event will be organized in an online interactive format, as a virtual exchange between members of the EU Parliament, representatives from CPMR coastal and insular regions belonging to different sea basins of Europe, the European Commission and key territorial stakeholders.

It will be broadcasted to all interested stakeholders willing to attend the webinar.

Objectives:

- jointly assess the situation of the tourism sector in the EU coastal regions after the conclusion of the summer season in relation with the progressive way out of the pandemic crisis.
- feed the medium-long term reflection on an EU strategy for Sustainable Tourism towards a smarter, greener and more resilient sector
- contribute to the EC targeted consultation on “*Scenarios towards co-creation of transition pathway for tourism for a more resilient, innovative and sustainable ecosystem*”
- reflect on Sustainable Tourism and integrated management in the Islands, capitalize results from EU projects into policy and look into new cooperation opportunities.

Exchanges will be meant to inform and support the policies and the concrete actions of the EU and the regions regarding Sustainable Tourism, also in view of the COP26 and the Conference on the Future of Europe.

Key Topics that will be addressed:

- Assessment of the summer season from the point of view of issues, challenges and tendencies encountered at territorial level, related to the volume and quality of tourism (including the impact on the ecosystems/natural assets) and the implementation of health measures due to the pandemic,
- EU funding opportunities for Sustainable Tourism, state of play on the inclusion of priority actions on tourism in the National Resilience and Recovery Plans and involvement of the regions,
- Long term reflection related to key recommendations arising from the EP 2021 INI report on a EU strategy for sustainable tourism, the conclusions of the EU Council in May 2021 on “Tourism in Europe for the next decade: sustainable, resilient, digital, global and social” and the output of the 2020 EU Tourism Convention.
- CPMR and regions answers to the EC’s consultation on scenarios towards co-creation of transition pathway for tourism.
- Capitalization of results of WINTER MED (Interreg MED) project on an integrated transnational strategy for the development of all year round sustainable and responsible tourism in Mediterranean island destinations.
- New opportunities of collaboration such as emerging pilot project proposals from the EU Parliament.

Background: the event follows up on a previous SEARICA virtual political event organized in July 2020 by the CPMR and the Travel Foundation that involved representatives from EU Institutions as well as hundreds of stakeholders from the public and private sector and on a technical event organized by the CPMR with its Geographical Commissions in the framework of the 2021 European Maritime Day, which focused particularly on Sustainable coastal tourism and the identification of key actions towards a smart and resilient recovery, counting on the participation of more than 500 stakeholders from all EU sea basins.

The Webinar will be interpreted into **EN-FR-IT-PT-ES-EL**

Towards an EU Strategy for Sustainable Tourism: building forward smarter and greener in the EU coastal regions

11:00 – 11:15 Opening remarks by **MEPs**

- **Josianne Cutajar**, SEArca member
- **Vangelis Meimarakis**, SEArca Vice-Chair for Tourism and Mediterranean

Session I: Exchange between the European Commission, CPMR Regions and MEPs

*Moderation by **Eleni Marianou**, Secretary General, Conference of Peripheral Maritime Regions*

11:20 – 11:40 **Keynote addresses by the EU Commission** on the EC strategy for sustainable tourism, tourism in the National Plans for Resilience and Recovery, the targeted consultation on “*Scenarios towards co-creation of transition pathway for tourism for a more resilient, innovative and sustainable ecosystem*” and the new sustainable blue economy approach.

- **Valentina Superti**, Director responsible for Ecosystems II: Tourism & Proximity, DG GROW
- **Christos Economou**, Deputy Director – Head of Unit, DG MARE

11:40 – 12:05 Interventions of political representatives from **CPMR Geographical Commissions** on needs, state of play and perspectives: Islands, Atlantic Arc, and Intermediterranean Commissions

- **Dr. Eduardo Jesus**, Regional Secretary for Tourism, Madeira (Portugal), CPMR IC
- **Marta Barca**, Director General of Tourism from Cantabria (Spain), CPMR-AAC
- **Georges Alexakis**, Coordinator of the IMC Task Force on Sustainable Tourism and Culture, Vice-President of the CPMR for Maritime Affairs, Vice-President of Crete Region (Greece)

*Reactions by the **European Commission***

12:05 – 12:30 Interventions of political representatives from **CPMR Geographical Commissions** on needs, state of play and perspectives:

- **Harry Bouveng**, Vice-Chair of the Maritime Working Group of the CPMR Baltic Sea Commission and Regional Councillor of Stockholm (Sweden)
- **Beate Johnsen**, Councillor of Agder (Norway), CPMR North Sea Commission
- **Tinatin Zoidze**, Head of the Department of Tourism and Resorts of Ajara Region (Georgia), CPMR Balkan and Black Sea Commission

*Reaction by the **European Commission***

12:30 – 13:00 Reactions by **MEPs**

- **Claudia Monteiro de Aguiar**, SEArca Vice-Chair for Outermost Regions and EP rapporteur of the INI report on establishing an EU strategy for sustainable tourism
- **François Alfonsi**, SEArca Vice-Chair for Islands

*Reaction by the **European Commission** & wrap up by the moderator*

Break: 13.00-14.00

Session II - Focus on Sustainable Tourism and integrated management in the Islands

*Moderation by **Davide Strangis**, CPMR Executive Director*

14.15 – 15.30 Challenges and specificities of islands towards sustainable tourism

14:15 – 14:40 Interventions by **MEPs**

- **Josianne Cutajar**, SEArca member
- **François Alfonsi**, SEArca Vice-Chair for Islands

14:40 – 15:05 Interventions by regional representatives/territorial stakeholders from islands member regions of the CPMR belonging to different sea basins on the needs, measures, and perspective of collaboration for the sustainable recovery of the sector in the islands.

- **Mats Jansson**, Business development strategist at Region Gotland (Sweden), CPMR Baltic Sea Commission
- **Rosario Sánchez**, Regional Minister for Finances and External Relations, Balearic Islands, (Spain), CPMR Islands Commission
- **Konstantinos Kapodistrias**, Vice Governor of Ionia Nissia (Greece), CPMR Islands Commission

15:05 – 15:30 Exchange with key organizations and participants:

- **Jeremy Sampson**, CEO Travel Foundation – Future of Tourism Coalition
- **Virginia Fernandez-Trapa**, Programme Officer, Sustainable Development of Tourism at World Tourism Organization (UNWTO)
- **Tim Fairhurst**, Director of Policy for the European Tourism Association

15:30 – 16.30 Focus on WINTERMED project and transferability potential

15:30 – 16.00 Presentation of key results from WINTER MED

- WINTERMED Transnational strategy for all year-round tourism in Mediterranean Islands: **Nagore Espinosa**, CEO at IN2destination, ANCI Toscana, Italy
- Examples of regional action plans for all year-round tourism: **Eudokia Balamou**, Operation Manager, ANETEL, Cyprus
- Testimony from the private sector: **Franco De Simone**, CEO Infoelba Ltd.

INTERGROUP SEAS, RIVERS, ISLANDS AND COASTAL AREAS



16:00 – 16.25 Exchange with participants and the EU institutions on transferability of WINTERMED strategy and approach in other Mediterranean and EU islands and key messages, contributing to the forthcoming policy paper of the project.

- Ice-breaking reaction from Gozo: **Clint Camilleri**, Minister for Gozo (Malta), CPMR Islands Commission

Conclusion by **Claudia Monteiro de Aguiar**, SEARica Vice-Chair for Outermost Regions and EP rapporteur of the INI report on establishing an EU strategy for sustainable tourism

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Seas, Rivers, Islands
&
Coastal Areas

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