

PRESERVE - Launch conference

The environment to trigger more sustainable tourism

Brussels, 5 February 2009
Abruzzo Region Representation Office in Brussels
Avenue Louise, 210 B-1050

Agenda

9.00 The conference will be preceded by an AER Breakfast Briefing on financing tourism initiatives through the CIP (*please note this event is only open to AER members*)

10.00 *registration and coffee*

Opening session & keynote speakers

10.45 **Opening & welcome**

- Håkan SANDGREN, AER President of Committee 1, County Councillor, Jönköping County (SE)

11.00 **Keynote speech: the EU's Agenda for a sustainable and competitive European tourism**

- Francesco IANNIELLO, head of unit, EC DG Enterprise and Industry

11.15 **Introduction: International initiatives for making tourism in Europe more sustainable - tools and examples of good practice**

- Herbert HAMELE, President, ECOTRANS

11.30 *Coffee break*

Session 2: Project presentation

12.00 **What approach to sustainable tourism?** Example of what is already done in partner regions and where the needs are. Expectations of results

- Gunn-Viol KATTILAKOSKI, Sales manager, Örebrokompaniet

12.15 **Project objectives and expected results**

- Céline DAWANS, Policy Coordinator, Assembly of European Regions

12.30 **Optimising the Peer Review methodology.** Experience from Styria and added value of working with the peer review methodology

- Michael AZODANLOO, Head of Department for Territorial Cooperation, ICS Internationalisierungszentrum Steiermark GmbH

12.45 Questions and debate

13.00 Lunch

SESSION 3: panel discussion environment as trigger for more sustainable tourism

Moderator: Trine ROSEN MADSEN, South Denmark, partner in PREESRVE

14.00 **Green Tourism demand: How can measures taken to preserve the environment be used to attract tourist?**

- Tony MERCER, Green Tourism Business Scheme in Scotland
- Antra DAMBERGA, the Latvian County tourism association
- Nickolas ZOUROS, Director of the Natural History Museum of the Lesvos Petrified Forest

14.45 Questions and debate

15.00 Coffee break

15.30 **Maximising the saving potential while reducing the impact on the environment**

- Herbert HAMELE, President, ECOTRANS
- Antony EVANS, Itacitus project

16.15 Questions and debate

16.30 Closure

by CD, 3/2/2009

