

DRAFT AGENDA

15 December 2020

Webinar organised by the WestMed Initiative in collaboration with the BlueMed Initiative

Building the Resilience of the Tourism Sector

Strengthening Ties and Opportunities with Southern Partners

13:50 – 14:00	Opening of the Event <i>Time allocated for participants to connect. Event will start at 13:00 sharp.</i>
14:00 – 14:10	Welcome and Introduction <i>WestMED NHs (Malta and Mauritania), Chairs of the webinar</i>
14:10 – 14:20	Boosting sustainable tourism in the southern Mediterranean Introductory remarks by: BlueMed Margherita Cappelletto Blue RoSES Massimo Caccia Mistral Tiziana De Nittis

BUILDING THE RESILIENCE OF THE TOURISM SECTOR: Learning from existing projects

14:20 – 14:40	Conservation, climate adaptation and destination management <u>CLINOMICS</u> ¹ : Improved territorial resilience to climate change, the case of tourism. Helena Perxacs Motgé, Tècnica de la Gerència de Serveis de Medi Ambient, Àrea d'Acció Climàtica <u>DESTIMED PLUS</u> ² : Mediterranean Ecotourism Destination: main components for a governance system in Mediterranean protected areas. Mauro Randone, WWF, TBC Luca Santarossa TBC <u>MISTRAL</u> ³ : Building an innovative and resilient tourism sector.
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¹ <http://lifeclinomics.eu/ca/>

² <https://destimed-plus.interreg-med.eu/>

³ <https://mistral.interreg-med.eu/>

	Marko Jović, Croatian Chamber of Economy
14:40 – 15:00	Q&A with Southern partners and broader public
15:00 – 15:30	Diversification, digitalisation and green tourism
	<u>BlueRoses</u> ⁴ : New maritime technologies and sustainable tourism. Massimo Caccia, National Research Council
	<u>MEET</u> ⁵ : Mediterranean experience of ecotourism. Carla Danelutti, International Union for Conservation of Nature
	<u>MEDUSA</u> ⁶ : Development and promotion of Mediterranean sustainable adventure tourism. Albert Rodríguez de Gea, Cambra Barcelona
	<u>GREEN & BLUE ROUTES</u> ⁷ : Sustainable yachting in Marine Protected Areas. Michele Bertolacci, Navigo Toscana
15:30 – 15:45	Q&A with Southern partners and broader public
15:45 – 15:55	BREAK

CAPITALISING THE EXPERIENCES IN THE SOUTH: Opportunities ahead for southern partners

15:55 – 16:25	'Tour de table' and discussion on southern opportunities
	Southern stakeholders commenting the projects proposed, WestMED NHs to moderate the exchange through a set of pre-defined questions: <ul style="list-style-type: none"> ○ <i>What is the relevance of the presented practices for the southern Med?</i> ○ <i>Do you foresee specific capitalisation projects to be generated?</i> ○ <i>What other areas are critical for project development in the south Med?</i> 6 participants will be selected in exchange with WestMED NH as a mix of: <ul style="list-style-type: none"> ○ <i>Mauritania: National Federation of Tourism, National Office of Tourism</i> ○ <i>Morocco: TBD</i> ○ <i>Algeria: Ministry of Tourism</i> ○ <i>Tunisia: TBD</i>
16:25 – 16:30	Wrap-up and Conclusion
	Malta and Mauritania NHs

⁴ <https://ec.europa.eu/easme/en/section/horizon-2020-environment-and-resources/blue-roses>

⁵ <http://www.medecotourism.org>

⁶ <http://www.enicbcmed.eu/projects/medusa>

⁷ https://www.ansa.it/europa/notizie/la_tua_europa/notizie/2020/01/23/europa-regioni-green-blue-route-per-il-turismo-nautico_113255f4-8542-4276-8b79-26e9fd8bd9be.html