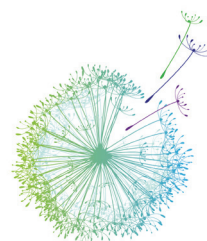




Ministry of Tourism
REPUBLIC OF CROATIA



**Sustainable Tourism
PROGRAMME**
Committed to drive the change



2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT



EU Strategy for the
Adriatic and Ionian Region
EUSAIR

The Present and the Future of Sustainable and Responsible Tourism

24-25 April 2017, Zagreb
Hotel Palace

Interreg
ADRION
EUROPEAN UNION
ADRIATIC-IONIAN
European Regional Development Fund - Instrument for Pre-Accession II Fund


Zagreb

CROATIA
Full of life

Day 1, 24 April 2017

12:00-15:00 Registration

15:00-15:30 Welcoming addresses

Host - City of Zagreb

Ministry of Environmental protection and Energy (CRO)

Ministry of Tourism (CRO)

15:30-16:50 Key Note Presentations

- UNWTO - The International Year of Sustainable Tourism for Development
Mr Dirk Glaesser, Director, Sustainable Development of Tourism
- UN Environment - Transforming Tourism Value Chains
Ms Helena Rey, Programme Officer, Consumption and Production Unit
- European Commission - Actions for Sustainable and Responsible Tourism
Ms Iuliana Gabriela Aluas, Acting Head of Unit, Tourism, Emerging and Creative Industries, DG Internal Market, Industry, Entrepreneurship and SMEs (video message)
- Ministry of Tourism, Croatia - Tourism Development Strategy by 2020 and the Green Tourism Action Plan
Ms Vesna Rajković (MINT) and dr.sc. Hrvoje Carić, Institute for Tourism
- Institute for Tourism, Zagreb - Measuring and monitoring tourism sustainability in practice
Mr Ivan Kožić

16:50-17:10 Coffee break

17:10-18:15 Panel 1

Promoting and Integrating Sustainability and SCP into Tourism Policies

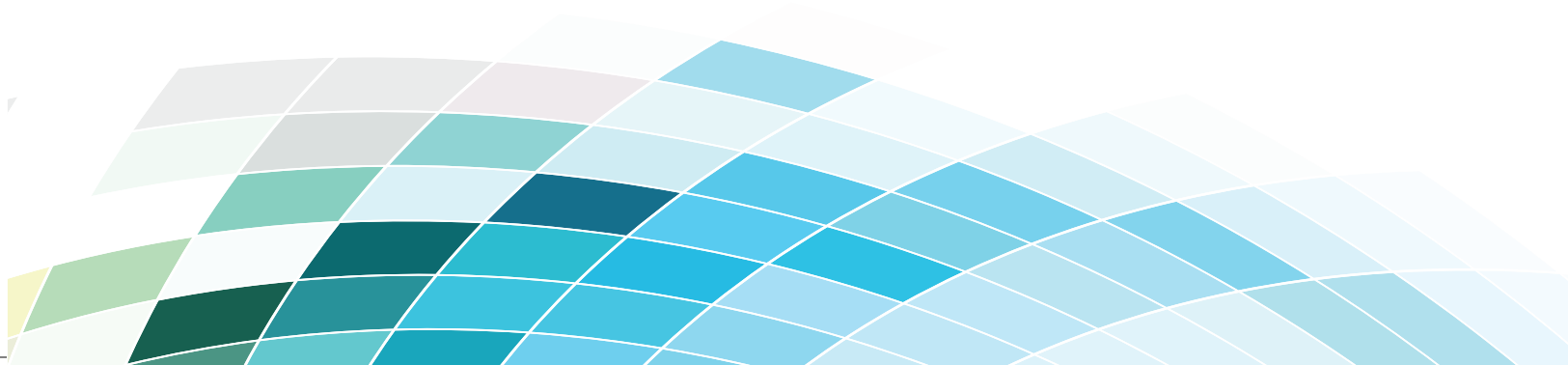
Introduction by moderator, *Jana Apih, GoodPlace, Ljubljana*

Cases:

- Ljubljana- Green Capital of Europe
Ms Petra Stušek, Ljubljana Tourism
- Lošinj, the Island of Vitality towards sustainable development
Ms Katarina Golubović, TB Mali Lošinj
- “FestambienteSud” sustainable festival
Mr Franco Salcuni
- ICZM as a framework for the integration of environmental sustainability concerns into tourism policies
Ms Željka Škaričić, UNEP- PAP RAC

Q & A

19:30 Dinner, Hotel “Palace”



Day 2, 25 April 2017

9:00-10:00 Panel 2

Technology and Innovation for Responsible Tourism

Introduction by moderator, *Antonio Pezzano, external expert in tourism at Italian Agency for Territorial Cohesion*

Cases:

- Ecobnb: a Challenge to Better the Way We Travel
Mr Simone Riccardi, Italy
- Contemporary Architecture for Tourism in Croatia - Best Practices
Mr Maroje Mrduljaš, architect
- Hotel “Villa Dvor” Omiš
Mr Petar Ćurlin, owner
- Responsible Tourism - Innovative Solutions
Ms Milena Šijan, sustainable tourism consultant

Q & A session

10:00-11:00 Panel 3

Low Carbon, Resource Efficiency and Waste Management

Introduction by moderator, *Mr Stephanos Pallantzias, President of the Hellenic Passive House Institute*

Cases:

- The Near Zero Energy Hotels, Croatian neZEH experience
Mr Ilja Drmač, Energy Institute “Hrvoje Požar”
- “Rural Tourism - Best Practices in Resource Efficiency in Serbia”
Ms Sophie Kekić, EcoDev
- Resource and Waste Management on the Island of Krk
Mr Ivan Jurešić, Ponikve Ltd
- Zero Waste Programme
Ms Urša Zgojznik, Association Ecologists Without Borders
- Energy and Water Management
Mr Miroslav Jerković

Q & A

11:00-11:20 Coffee break

11:20-12:30 Panel 4

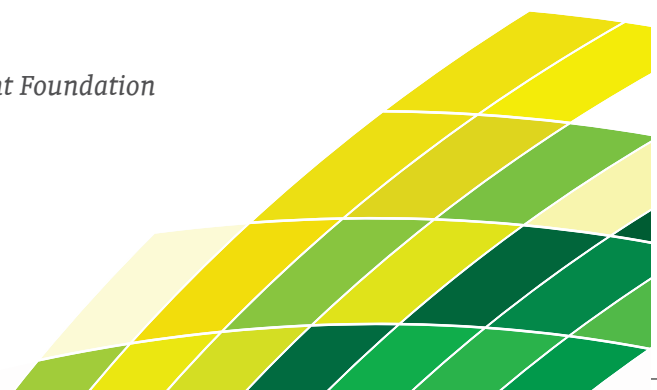
Development of Sustainable Tourism Initiatives

Introduction by moderator, *Ioannis Pappas, Green Evolution, Greece, member of GSTC Board*

Cases:

- Međimurje Gurman
Mr Rudi Gula, TB Međimurje
- Upgrading Greece as Hiking Destination
Mr. Fivos Tsaravopoulos - “Paths of Greece”
- Tourism Improvement District
Mr Arben Zibri, Albanian - American development Foundation
- On Nature Based Tourism
Ms Sabina Ramović, Rams Travel Agency
- Natural regional Park “Torre Guaceto”, Italy
Ms Lara Marchetta

Q & A



12:30-14:00 Lunch

14:00-15:00 Panel 5

Sustainable Finance and Investment in Tourism

Introduction by moderator *Ms Sandra de Puig, NECSTouR*

Cases/possibilities:

- EBRD
Mr Zlatko Gregurić
- EIB Zagreb Office
Anton Kovačev
- EU funding
Ms Joanna Mouliou, DG GROW
- Ethical Development Bank - Cooperative for Ethical Financing (COF)
Mr Zlatko Jeras and/or Ms Silvana Vujnović

Q & A

15:00-16:00

Round Table and Conclusions: (Why) does it pay to be sustainable?

Introduction by moderator (Mr Herbert Hamele, Ecotrans, president))

Good practice examples from the region - testimonies of private sector/destinations that see benefit in sustainable/responsible management.

Possible participants: SLO camp

- Etnoland
Mr Joško Lokas, Croatia
- Ethno Village Herceg
Mr Branimir Penava, Međugorje, Bosnia and Herzegovina
- Measuring and communicating sustainability achievements in hotels
Ms Nicole Sautter, Travelife
- Tourism and Culture department of Apulia
Ms Carmen Antonino, Regional Agency for Tourism

Importance of networking and visibility

16:00-16:15

Conclusions, by the rapporteur dr.sc Zoran Klarić, Institute for Tourism, Zagreb

16:15 Closing remark: Ministry of Tourism

The workshop is organized on the occasion of the International Year of Sustainable Tourism for Development 2017 with support from the Interreg V-B ADRION 2014-2020 (Strategic project Facility Point) and the Ministry of Tourism of the Republic of Croatia. It is an awareness raising and experience sharing initiative of the Portfolio of the 10YFP Sustainable Tourism Programme which builds on Pillar 4 on Sustainable Tourism, of the EU Macroeconomic Strategy for the Adriatic and Ionian Region (EUSAIR).

