

## AGENDA

15 December 2020

Webinar organised by the WestMED Initiative in collaboration with the BlueMed Initiative and the projects BluRoSES (EMFF) and Mistral (Interreg-MED)

# Building the Resilience of the Tourism Sector

## Strengthening Ties and Opportunities with Southern Partners

- 13:50 – 14:00 **Opening of the Event**  
*Time allocated for participants to connect.*
- 14:00 – 14:05 **Welcome and Introduction**  
*WestMED National Hubs (Malta and Mauritania), Chairs of the webinar*
- 14:05 – 14:15 **Boosting sustainable tourism in the southern Mediterranean**  
Introductory remarks by:
- 14:05 – 14:10 **BlueMed CSA Margherita Cappelletto**
- 14:10 – 14:15 **BluRoSES / Mistral Massimo Caccia** (A wrap-up of the online workshop on ICT services for blue tourism in post Covid-19)

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

*Moderation: Malta NH*

- 14:20 – 14:50 Conservation, climate adaptation and destination management**
- CLINOMICS<sup>1</sup>: 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*
- DESTIMED PLUS<sup>2</sup>: Mediterranean Ecotourism Destination: main components for a governance system in Mediterranean protected areas.  
*Luca Santarossa, WWF Med*
- MEET<sup>3</sup>: Mediterranean experience of ecotourism.  
*Carla Danelutti, International Union for Conservation of Nature*
- MISTRAL<sup>4</sup>: Building an innovative and resilient tourism sector.  
*Marko Jović, Croatian Chamber of Economy*

<sup>1</sup> <http://lifeclinomics.eu/ca/>

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

<sup>3</sup> <http://www.medecotourism.org>

- 14:50 – 15:00 Q&A with Southern partners and broader public
- 15:00 – 15:20 Diversification, digitalisation and green tourism**
- BluRoSES<sup>5</sup>: New maritime technologies and sustainable tourism.  
*Massimo Caccia, National Research Council*
- MEDUSA<sup>6</sup>: Development and promotion of Mediterranean sustainable adventure tourism.  
*Albert Rodríguez de Gea, Cambra Barcelona*
- GREEN & BLUE ROUTES<sup>7</sup>: Sustainable yachting in Marine Protected Areas.  
*Pietro Angelini, Navigo Toscana*
- 15:20 – 15:35 Q&A with Southern partners and broader public
- 15:35 – 15:45 BREAK**

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

*Moderation: Mauritania National Hub*

**15:45 – 16:25 ‘Tour de table’ and discussion on southern opportunities**

A discussion with Southern stakeholders, aiming to address a set of pre-defined questions:

- *What is the relevance of the presented practices for the southern Med?*
- *Do you foresee specific capitalisation projects to be generated?*
- *What other areas are critical for project development in the south Med?*

Conference of Peripheral Maritime Regions (CPMR)

*Claudia Guzzon (overview of activities relevant for the South)*

Algeria

*Abdelhamid Terghini, Ministry of Tourism*

Mauritania

*Mariem Nevisse Abdel Aziz, National Federation of Tourism*

*Sidi Khairy, National Office of Tourism*

Morocco

*Tayeb Mesbahi, Oriental Region*

Tunisia

*Narjess Bouasker, Tourism Federation*

*Mehdi Belhadj Ali, Ministry of Tourism*

Interreg MED

*Lydwine Lafontaine*

**16:25 – 16:30 Wrap-up and Conclusion**

*WestMED National Hubs (Malta and Mauritania)*

<sup>4</sup> <https://mistral.interreg-med.eu/>

<sup>5</sup> <https://ec.europa.eu/easme/en/section/horizon-2020-environment-and-resources/blue-roses>

<sup>6</sup> <http://www.enicbcmmed.eu/projects/medusa>

<sup>7</sup> [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](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)