

Sustainable EU Tourism Workshop

Shaping Destinations: Collaborative Approaches for Sustainable Tourism

[Link to the online meeting](#)

Agenda

8 April 2025

Time	Activity
17.00 – 17.10	Introduction and Presentation of the Sustainable EU Tourism Project <i>Giovanna Galasso, Partner - Intellera (Part of Accenture Group)</i>
17.10 – 17.20	EU support for the tourism ecosystem <i>Andreea Staicu, Head of Sector - European Commission, Directorate-General for Mobility and Transport</i>
17.20 – 17.30	EU initiatives and tools for tourism development <i>Marlène Bartes, Policy Officer - European Commission, Directorate-General for Mobility and Transport</i>
17.30 – 18.00	Sustainable EU Tourism Talk. The road ahead: collaborative approaches for a sustainable tourism <i>Moderator: Dolores Ordóñez, Director General - ANYSOLUTION</i> <ul style="list-style-type: none"> <i>Eduardo Santander, CEO/Executive Director - The European Travel Commission (ETC)</i> <i>Jane Stacey, Head of Tourism Policy and Analysis - Organisation for Economic Co-operation and Development (OECD)</i>
18.00 – 18.30	Panel Session. Best Practices unpacked: challenges, achievements and main barriers <i>Moderator: Dagmar Lund-Durlacher, Professor - Centre for Sustainable Tourism</i> <ul style="list-style-type: none"> <i>Alessandra Tormena - Turismo Torino e Provincia (Italy)</i> <i>Nicole Nell - Wagrain-Kleinarl Tourism (Austria)</i> <i>Carolina Mendonça - Azores DMO (Portugal)</i>
18.30 – 18.45	Closing remarks <i>Giovanna Galasso, Partner - Intellera (Part of Accenture Group)</i> <i>Marlène Bartes, Policy Officer - European Commission, Directorate-General for Mobility and Transport</i>