

Sustainable EU Tourism Webinar

Practical tools for sustainable and resilient tourism development through twinning and cooperation

[Link to the online meeting](#)

Agenda

30 June 2025

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| 11.00 – 11.05 | Welcome and project overview <i>Alessio Sidoti, Manager - Intellera (Part of Accenture Group)</i> |
| 11.05 – 11.25 | Developing Twinning and collaborative projects in tourism <i>Alessio Sidoti, Manager - Intellera (Part of Accenture Group)</i> Learn how to design effective twinning and collaboration projects using the methodological framework developed by the Sustainable EU Tourism project. This session offers practical guidance to help destinations build strategic partnerships for sustainable tourism development. |
| 11.25 – 11.35 | Question and Answer session |
| 11.35 – 11.45 | Twinning in action: presentation of a sustainable tourism Twinning fiche <i>Christiane Peeters – Luxembourg City Tourist Office</i> <i>Maria Vulcan – Visit Timisoara</i> Discover a project idea developed with this methodology and get inspired to create your own. Christiane and Maria will present the “Digital Compass for Sustainable Tourism Destinations/Compass 4 Tech Adoption” designed to guide destinations in the smart and informed adoption of digital solutions. |
| 11.45 – 11.55 | Question and Answer session |
| 11.55 – 12.15 | Connect & Collaborate: interactive matchmaking session <i>Beatrice Dorenti, Senior Associate - Intellera (Part of Accenture Group)</i> Join this interactive matchmaking session to connect, share ideas, and explore collaborations in sustainable tourism. A lively space to exchange skills, spark partnerships, and inspire new initiatives. |
| 12.15 – 12.25 | Discover the Communication Toolkit for sustainable tourism messaging <i>Myrsini Karamanli, PR Consulting - Scholz & Friends</i> Learn how to use ready-to-use content to engage audiences on responsible travel and key tourism solutions. The toolkit helps tourism stakeholders and DMOs amplify their outreach and align with the EU's vision for a more sustainable tourism future. |
| 12.25 – 12.30 | Wrap-up and closing <i>Alessio Sidoti, Manager - Intellera (Part of Accenture Group)</i> <i>Marlène Bartès, Policy Officer - European Commission, DG MOVE</i> |