



# Transition pathway for EU tourism



## Environmental Sustainability as a Competitiveness Strategy and Economic Lever for Tourism

### WEBINAR

29 April 2026 | 10.30 - 12.10 CET

### AGENDA

#### 10.30 - 10.40 – Opening & Strategic Framing

- *Ralf Pastleitner*, Director Public Policy Markets & Airline, TUI Group / Chair of the T4T Green subgroup
- *Christina Russe*, Deputy Secretary General, ECTAA and Co-Chair of the T4T Green subgroup
- *Ramune Genzbigelyte-Venturi*, Policy officer - Tourism, DG MOVE - Tourism Unit.

#### 10.40 - 10.50 – Scene Setter: Why the Green Transition Is an Economic Imperative

- *Giovanni Finocchiaro*, Head of Environmental Statistics Section, ISPRA and Co-Chair of IGET of the EPA Network

#### 10.50 - 11.05 – ROI from Environmental Actions & Certifications

- *Dr Anna K. Zinn and Dr Sarah MacInnes*, Postdoctoral Research Fellows, The University of Queensland
- *Marion Phillips*, Head of Sustainability, Evaneos

#### 11.05 - 11.20 – Operational Savings Through Circular Economy Practices

- *Tjaša Rejc*, General Services Manager, EPIDOS d.o.o., Ribno Alpine Resort

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## **11.20 - 11.30 – Nature-Based Solutions and Climate Adaptation as Economic Investments**

- *Rui Botelho*, Head of SPEA Açores Department - Terrestrial Conservation

## **11.30 - 11.45 – Practitioner Panel: Competitiveness Through Sustainability**

- *Maura Murphy*, Tourism Officer, Mayo County Council, Great Western Greenway
- *Henna Kokko*, Sustainability Manager, Safety & Security, Scandic Hotels Finland
- *Ian Corbett*, Head of Sustainability, TUI Group

## **11.45 - 12.05 – Q&A with Audience**

## **12.05 - 12.10 – Closing and next steps by moderators**

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