



## TO3-TO6 Online Thematic Workshop

### Strategies for a competitive and sustainable tourism sector

Tuesday 21 September 2021 – 14.00-17.00 (CET)

Draft Agenda	
14:00 - 14:45	<p>Short introduction, workshop agenda and moderation by TO3 and TO6 Thematic Experts on the Interreg Europe Policy Learning Platform (5 minutes)</p> <p><b>Keynote discussion on strategies for a competitive and sustainable tourism sector</b></p> <p><u>Keynote speakers</u></p> <p><b>Speaker 1 (by TO3)</b></p> <ul style="list-style-type: none"> <li>▪ <b>Lienite Priedaja-Klepere</b>, Vidzeme Planning region (Latvia) on 'Tourism development strategy of Valmiera city and surrounding area (Valmiera+)' (<a href="#">Destination SMEs</a>). Also relevant is the <a href="#">Gauja National Park Tourism Cluster</a> in Vidzeme. (10 min.)</li> </ul> <p><b>Testimonial of a policy change (by TO6)</b></p> <ul style="list-style-type: none"> <li>▪ <b>Björn Ohlen</b>, Region Västra Götaland (Sweden) &amp; <b>Trinidad Manrique de Lara</b>, Diputación de Granada (Spain) on 'Public-private cooperation platforms for cultural heritage based tourism' (<a href="#">CHRISTA</a>) (10 min.)</li> </ul> <p>Q&amp;As: moderated discussion by TO3 and TO6 Thematic Experts (20 min.)</p>
14:45 – 15:00	<p><b>Break</b> - with opportunities for participants to get to know each other</p>
15:00 – 15:45	<p><b>Targeted parallel discussions around good practices</b></p> <p><b>Working Group I – Cooperation for success: joint branding and multistakeholder involvement programmes (TO3)</b></p> <p><u>Selected speakers</u></p> <ul style="list-style-type: none"> <li>▪ <b>Tiina Hyvärinen</b>, Regional Council of North Karelia (Finland) on 'From guesthouse to guesthouse cooperation' (<a href="#">Destination SMEs</a>) – flash presentation (4 min.)</li> <li>▪ <b>Ramon Sentmartí Castañé</b>, PRODECA - Promoting Catalan food, Ministry of Climate Action, Food and Rural Agenda of the Regional Government of Catalonia (Spain) on 'Benvinguts a Pagès (BaP) - Welcome to the Farm' (<a href="#">EUREGA</a>). – flash presentation (4 min.)</li> <li>▪ <b>Daniela Burrini</b>, project manager of Tuscany Tourism Board (Italy), on 'VALDICHIANA LIVING' (<a href="#">BRANDTour</a>) – flash presentation (4 min.)</li> </ul> <p><u>Discussant</u></p>

	<ul style="list-style-type: none"> <li>▪ <b>Teresa Caldarola</b>, Tuscany Region – Economic and Tourism Promotion Department (Italy) and lead partner from BRANDTour project – reflection on the flash presentations (8 min.)</li> </ul> <p>Discussion with WG participants moderated by TO3 Thematic Experts (25 min.)</p> <p><b>Working Group II – Off the beaten track: Developing new geographically distributed and off-season tourism offers (TO6)</b></p> <p><u>Selected speakers</u></p> <ul style="list-style-type: none"> <li>▪ <b>Alberto Ferri</b>, Municipality of Vittorio Veneto (Italy) on ‘The Visit Prosecco Hills’: a network of tourism-oriented enterprises’ (<a href="#">Local Flavours</a>) – flash presentation (4 min.)</li> <li>▪ <b>Laura Gascón Herrero</b>, Province of Teruel (Spain) on ‘Local strategies for the promoting the recovery in less known tourism destinations: the case of Teruel’ (<a href="#">RAMSAT</a>) – flash presentation (4 min.)</li> <li>▪ <b>Alexandra Varzan</b>, Mehedinti County (Romania) on ‘Via Transilvania: public-private partnership for safeguarding and promoting a natural heritage trail’ (<a href="#">MOMAr</a>) – flash presentation (4 min.)</li> </ul> <p><u>Discussant</u></p> <ul style="list-style-type: none"> <li>▪ <b>Thomas Guillot</b>, Communication Officer at European Regions for Competitive and Sustainable Tourism (<a href="#">NECSTouR</a>) – reflection on the flash presentations (8 min.)</li> </ul> <p>Discussion with WG participants moderated by TO6 Thematic Experts (25 min.)</p>
15:45 – 16:00	<b>Break</b> - with opportunities for participants to get to know each other
16:00– 16:45	<p><b>Plenary Session</b></p> <ul style="list-style-type: none"> <li>▪ Report back from Working Groups I by <b>Discussant</b> (5 min.)</li> <li>▪ Report back from Working Group II by <b>Discussant</b> (5 min.)</li> </ul> <p><u>Closing keynote speaker</u></p> <p><b>Financial support for sustainable and competitive tourism under European Structural and Investment Funds</b></p> <ul style="list-style-type: none"> <li>▪ <b>Ramune Genzbigelyte-Venturi</b>, Policy officer, European Commission (DG GROW, ‘Tourism, textiles’ Unit) – (15 min.)</li> </ul> <p>Q&amp;A session on EU financial support (10 min.)</p> <p>Wrap up and conclusions by TO3 and TO 6Thematic Experts (5 min.)</p>
16:45-17:00	<b>Break</b> - with opportunities for participants to get to know each other
17:00	<b>End of online event</b>
17:00-17:45	<b>Online Expert Helpdesk</b> – possibility to book in advance an individual meeting (10 minutes slot) with Thematic Experts (and the PLP core team if needed) <b>to discuss specific needs and policy challenges.</b>