

## DestiMED Plus Project Final Event

Rome, Cavour Congress Centre, V. Cavour 50/a  
21<sup>st</sup> of June 2022

In the open-to-the-public “Final event” the DestiMED Plus project will showcase the main outputs and achievements as carried out and reached in almost three years of work, in such hard times.

Presentation of main activities and outcomes will be implemented in a “participatory” way, involving the main actor of such a project, i.e. the pilot destinations that worked hard to test the whole approach. A specific attention will be paid to the upscale – to the Regional Administrations level – the project started to do, and its first results.

Finally the event will focus on development of DestiMED Plus-driven ecotourism in the Mediterranean region and on concrete new ideas to ease such a “good infection”.

### FINAL AGENDA From 15:00 to 17:30 CEST

Interpretation available in EN, FR, IT, ES, EL

<b>1. Opening Speeches</b>	
<ul style="list-style-type: none"> <li>• <b>J. Rodriguez</b> (Barcelona regional council and Sustainable Tourism Community of Interreg Med representative)</li> <li>• <b>I. Sinibaldi</b> (Lazio Region)</li> </ul>	<b>10 min</b>
<b>2. The MEET/DestiMED Approach: Rationale, Main Features and Achievements</b>	
<ul style="list-style-type: none"> <li>• <b>C. Danelutti</b> (IUCN Med/MEET)</li> <li>• <b>A. Teixidor</b> (IUCN Med/MEET)</li> </ul>	<b>10 min</b>
<b>3. How to Assure a “Truly Sustainable” Ecotourism: MEET Standard and Assessment Tools</b>	
<ul style="list-style-type: none"> <li>• <b>A. Galli</b> (Global Footprint Network)</li> <li>• <b>C. Casals</b> (BETA Technological Centre, UVIC-UCC)</li> </ul>	<b>20 min</b>

#### 4. The DestiMED Plus “Testimonials”: Key Messages from the Pilot Actions on the Lessons Learnt

- Coordinated by **L. Santarossa** (WWF Med) **25 min**

#### 5. Tools for Ecotourism Products Development: Training & Monitoring Online Platforms

- **A. Teixidor** (IUCN Med/MEET) **10 min**
- **M. Randone** (WWF Med)

#### 6. Marketing and Promotion: from Communication to Future Promotion Opportunities

- **L. Prieto** (IUCN Med/MEET) **10 min**
- **A. Teixidor** (IUCN Med/MEET)

#### 7. Policy and Governance: the “Mediterranean Ecotourism Consortium” and the Mediterranean Ecotourism Policy RoadMap

- **P. Le Guillou** (AnySolution) **10 min**
- **F. Leroy** (CPMR)

#### 8. Round Table Session

*Key Note: Ecotourism in the Mediterranean region: main facts and trends*

- **A. Mandic** (University of Split, Croatia) **10 min**

*Discussion: Challenges and opportunities of ecotourism development in the Mediterranean region*

- **T. Guillot** (Network of European Regions for Sustainable and Competitive Tourism - Necstour Network) **40 min**
- **I. Marković Vukadin** (Institute for Tourism)
- **E. Dens** (The Travel Foundation)
- **K. Svazinger** (Intrepid Travel Tour Operator)
- **M. Zovko** (Ministry of Tourism and Sport - Croatia)
- **J. Rodriguez** (Barcelona Regional Council)