

TOURISME - BOOSTING SUSTAINABLE TOURISM DEVELOPMENT IN EUROPE

WORKSHOP ORGANISED BY THE AUTONOMOUS REGION OF SARDINIA

ECOMONDO EXPO – RIMINI 08 NOVEMBER 2022

9:00-9:10 | WELCOME AND OPENING

Roberto Doneddu, Autonomous Region of Sardinia, DG Directorate General Labour, Vocational Education and Training, Co-operation and Social Security, ESF+ RP Managing Authority (ON LINE)

Beatrice Avagnina, Consulta Europa projects and innovation, lead partner “TourISME project - *Improving sustainability of tourism SMEs through knowledge transfer, international cooperation and multistakeholder engagement - COSME Programme – Competitiveness of Enterprises and Small and Medium-sized Enterprises (2014-2020)*”

9:10-10:30 | FIRST SESSION: CONTEXT AND OPPORTUNITIES FOR TOURISM SMEs

*Moderators: **Barbara Cauli** and **Giorgia Farina**, Autonomous Region of Sardinia*

9:10-9:20 "Genially", a web application to help implement sustainable tourism practices, **Maxime Kayadjanian**, l'Institut Paris Region

9:20-9:40 Inspiring stories: i) the train expert travel agency “Discovery Trains”, **Tatiana Shpakova**, **Romane Gaudré** and ii) the “Canarian Hospitality” sustainable management, **Francisco Fernández**

9:40-09:55 SMEs in the new EU Single Market Programme 2021-2027: opportunities for European tourism SMEs, **Misa Labarile**, European Commission, Directorate General Internal Market, Industries, Entrepreneurship and SMEs, Unit G1: Tourism & Textiles (ON LINE)

09:55-10:10 Instruments to support European Tourisme SMEs – the key role of Enterprise Europe Network (EEN) - **Stefano Lenzi**, Unioncamere Emilia Romagna, Sector Group EEN Tourism

10:10 -10:30 Questions and contributions from participants

10:30-10:45 | COFFEE BREAK

10:45 -12:50 | LIVING LAB SHARING GOOD PRACTICES - SMEs ENGAGEMENT FOR SUSTAINABILITY IN TOURISM: SETTLEMENT AND ASSESSMENT

*Facilitators: **Emanuela Manca** and **Luisa Mulas**, Autonomous Region of Sardinia*

- How to settle and measure sustainability in tourism: the experience of the [MEET Network](#) and DestiMED PLUS Projects for the SMEs engagement and the Ecotourism Package Footprint Calculator
- Interactive mutual learning session (Participants will be guided through a participative work to discuss key challenges and solutions for a low tourism footprint, testing living the MEET Ecotourism Footprint Calculator)

12:50-13:00 | PRACTICAL INFO ON B2B ACTIVITIES DEDICATED TO TOURISME SMEs AT ECOMONDO EXPO

TOURISME

www.tourisme-roject.eu - info@tourisme-project.eu



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