



## PROGRAM

Konferenca bo potekala v angleščini

### DAY 1: 27.9.2016

#### OPENING OF GLOBAL GREEN DESTINATIONS DAY AND CELEBRATION OF WORLD TOURISM DAY

<b>09:00</b>	<b>Welcome by Mrs Eva Štravs Podlogar, State Secretary at the Ministry of Economic Development and Technology</b>
<b>09:15</b>	<b>Albert Salman, President Green Destinations: Working together for attractive destinations</b>
<b>09:30</b>	<b>Video message of Taleb Rifai, Secretary of UNWTO</b>
<b>09:35</b>	<b>Luigi Cabrini, Chair Global Sustainable Tourism Council GSTC, Advisor for World Tourism Organization UNWTO</b>
<b>09:50</b>	<b>Maja Pak, Director, Slovenian Tourist Board: The Slovenia Green program</b>
<b>10:00</b>	<b>Petra Stušek, Managing Director at Ljubljana Tourism: Ljubljana, An Awarded Destination for Sustainable Tourism</b>
<b>10:10</b>	<b>Jana Apih, Director, Goodplace: The Slovenia Green program</b>
<b>10:20</b>	<b>Coffee Break</b>

#### FROM STANDARDS TO GREEN EXPERIENCE

<b>11:00</b>	<b>Olivia Ruggles-Brise, Policy and Communication Director, World Travel &amp; Tourism Council WTTC: Tourism as a Driver of Peace</b>
<b>11:15</b>	<b>Herbert Hamele, President, ECOTRANS: Green Travel Maps, a new way to show the green offer of destinations to the consumer</b>
<b>11:30</b>	<b>Chris Doyle, ATTA Executive Director – Europe: Adventure Means Business</b>
<b>11:45</b>	<b>Paloma Zapata, Senior Director, Sustainable Travel International: Working together for sustainable travel and attractive destinations</b>
<b>12:00</b>	<b>Launch of the Green Destinations Ambassadors Network</b>
<b>12:15</b>	<b>Lunch</b>
<b>13:00-14:00</b>	<b>Desserts, coffee and networking in the Green Lab</b>

## PARALLEL SESSIONS: VALUE OF SUSTAINABILITY STANDARDS FOR DESTINATIONS AND INDUSTRY

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**14:00 – 15:00**

### **THE ROLE OF STANDARDS FOR SUSTAINABILITY & MARKETING**

Parallel sessions on the value of sustainability standards for destinations and industry

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#### **STANDARDS FOR DESTINATIONS,**

moderated by Paloma Zapata, STI

#### **SUSTAINABILITY STANDARDS FOR THE TOURISM**

**INDUSTRY,** moderated by Richard Denman

#### **GREEN TRAVEL MAPS: SHOW YOUR “GREEN OFFER” TO THE**

**CONSUMER,** moderated by Herbert Hamele (ECOTRANS) and Albert Salman (Green Destinations).

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## **GREEN TOURISM LAB:**

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**9:00 – 15:00**

Presentations of green solutions

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## **GREEN SOLUTIONS: THE LJUBLJANA OUTDOOR CLASSROOM**

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**15:00 – 18:00**

**Workshop presenting green solutions of Ljubljana.** Presenting solutions through the green eyes of the city. Participants are split in groups.

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## **STUDENT FORUM:**

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**15:30 – 18:00**

Student Forum, hosted by Faculty of Economics, University of Ljubljana, in cooperation with Faculty of Tourism Studies - Turistica (University of Primorska) and Faculty of Tourism (University of Maribor)

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## **GREEN DESTINATIONS AWARD CEREMONY**

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**19:30 – 24:00**

**Gala dinner with Destination Awards 2016 Ceremony**

Venue: Ljubljana Castle

Program: Presentation of Slovenia Green, QualityCoast and Green Destinations Awards

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## **DAY 2: 28.9.2016**

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### **SUSTAINABLE APPROACHES: SECRETS TO SUCCESS**

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**09:00** Welcome and presentation of the program

**09:05** Salli Felton, CEO, The Travel Foundation: Assessing the impact of tourism on destinations

**09:20** Sören Stöber, ABTA – The Travel Association: Why and how should destinations work on sustainability?

**09:35** Marloes van de Goor, Earth Travel: Data going Green: Innovative ways to present your destinations

**09:50** Cinzia De Marzo, ETIS expert and legal advisor: The experience of ETIS

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	implementation in pilot transnational cultural routes
<b>10:05</b>	<b>Jonathan B. Tourtellot, Destination Stewardship Center:</b> Telling the Green Travel Story for the Media
<b>10:20</b>	<b>Ana Roš, Hiša Franko:</b> From the garden to the plate, from the mouth to the heart: there is no Top Destination without a Top Chef
<b>10:40</b>	<b>Coffee Break</b>

### GREEN SOLUTIONS WORKSHOPS

#### TOP 100 Sustainable destinations / TOP business solutions / TOP hospitality cases

<b>11:00 – 12:00</b>	<b>TOURISM AND ENVIRONMENT,</b> moderated by Renata Kraba, Umanotera	<b>GREEN HOSPITALITY,</b> moderated by Nicole Sauter , Travelife	<b>ETIS Sustainability Leaders Focus Group Discussion: planning future steps,</b> coordinated by Patrizia Modica and Cinzia de Marzo
<b>12:00 – 13:00</b>	<b>ATTA AdventureConnect EVENT:</b> networking among outdoor and adventure-focused brands, retailers, media, travel providers, destinations and more	<b>MARKETING OF “GREEN” DESTINATIONS,</b> introduced and moderated by Lonneke de Kort (BookDifferent)	
<b>13:00 – 14:00</b>	<b>Lunch</b>		
<b>14:00 – 15:00</b>	<b>Desserts, coffee and networking in the Green Lab</b>		

### TOP SUSTAINABILITY TODAY AND TOMORROW

<b>15:00 – 17:00</b>	<b>Presentations and celebration:</b> The 2016 Sustainable Destinations Top 100 The 2016 Green Solutions Top 10
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### JOINING FORCES FOR 2017 - International year of sustainable tourism

<b>17:00 – 18:00</b>	<b>Panel discussion</b>
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### GREEN TOURISM LAB:

<b>9:00 – 15:00</b>	<b>Presentations of green solutions</b>
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