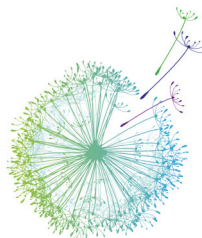




Ministry of Tourism  
REPUBLIC OF CROATIA



**Sustainable Tourism  
PROGRAMME**  
Committed to drive the change



2017  
INTERNATIONAL YEAR  
OF SUSTAINABLE TOURISM  
FOR DEVELOPMENT



EU Strategy for the  
Adriatic and Ionian Region  
**EUSAIR**

# The Present and the Future of Sustainable and Responsible Tourism

24-25 April 2017, Zagreb  
Hotel Palace

**Interreg**   
ADRION ADRIATIC-IONIAN  
European Regional Development Fund - Instrument for Pre-Accession II Fund

  
**Zagreb**

**CROATIA**  
*Full of life*

# Day 1, 24 April 2017

## 12:00-15:00 Registration

## 15:00-15:30 Welcoming addresses

Host- City of Zagreb

Ministry of Environmental protection and Energy (CRO)

Ministry of Tourism (CRO)

## 15:30-16:50 Key Note Presentations

- UNWTO - The International Year of Sustainable Tourism for Development  
*Mr Dirk Glaesser, Director, Sustainable Development of Tourism*
- UN Environment - Transforming Tourism Value Chains  
*Ms Helena Rey, Programme Officer, Consumption and Production Unit*
- European Commission-Actions for Sustainable and Responsible Tourism  
*Ms Iuliana Gabriela Aluas, Acting Head of Unit, Tourism, Emerging and Creative Industries, DG Internal Market, Industry, Entrepreneurship and SMEs (video message)*
- Ministry of Tourism, Croatia- Tourism Development Strategy by 2020 and the Green Tourism Action Plan  
*Ms Vesna Rajković (MINT) and dr.sc. Hrvoje Carić, Institute for Tourism*
- Institute for Tourism, Zagreb- Measuring and monitoring tourism sustainability in practice  
*Mr Ivan Kožić*

## 16:50-17:10 Coffee break

## 17:10-18:15 Panel 1

### Promoting and Integrating Sustainability and SCP into Tourism Policies

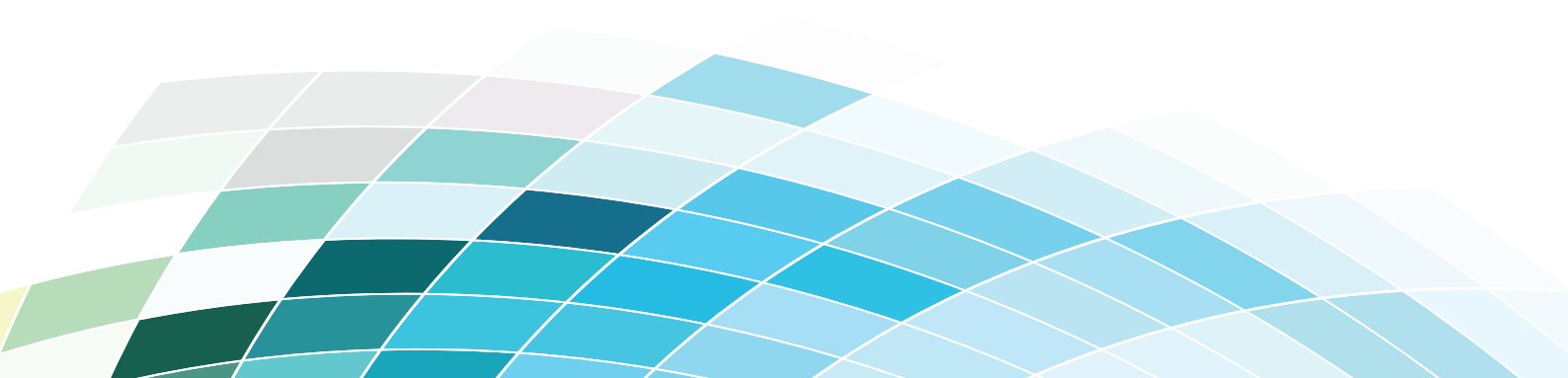
Introduction by moderator, *Jana Apih, GoodPlace, Ljubljana*

Cases:

- Ljubljana- Green Capital of Europe  
*Ms Petra Stušek, Ljubljana Tourism*
- Lošinj, the Island of Vitality towards sustainable development  
*Ms Katarina Golubović, TB Mali Lošinj*
- “FestambienteSud” sustainable festival  
*Mr Franco Salcuni*
- ICZM as a framework for the integration of environmental sustainability concerns into tourism policies  
*Ms Željka Škaričić, UNEP- PAP RAC*

Q & A

## 19:30 Dinner, Hotel “Palace”



# Day 2, 25 April 2017

## 9:00-10:00 Panel 2

### Technology and Innovation for Responsible Tourism

Introduction by moderator, *Antonio Pezzano, external expert in tourism at Italian Agency for Territorial Cohesion*

Cases:

- Ecobnb: a Challenge to Better the Way We Travel  
*Mr Simone Riccardi, Italy*
- Contemporary Architecture for Tourism in Croatia- Best Practices  
*Mr Maroje Mrduljaš, architect*
- Hotel “Villa Dvor” Omiš  
*Mr Petar Ćurlin, owner*
- Responsible Tourism- Innovative Solutions  
*Ms Milena Šijan, sustainable tourism consultant*

Q & A session

## 10:00-11:00 Panel 3

### Low Carbon, Resource Efficiency and Waste Management

Introduction by moderator, *Mr Stephanos Pallantzas, President of the Hellenic Passive House Institute*

Cases:

- The Near Zero Energy Hotels, Croatian neZEH experience  
*Mr Ilja Drmač, Energy Institute “Hrvoje Požar”*
- “Rural Tourism-Best Practices in Resource Efficiency in Serbia”  
*Ms Sophie Kekić, EcoDev*
- Resource and Waste Management on the Island of Krk  
*Mr Ivan Jurešić, Ponikve ltd*
- Zero Waste Programme  
*Ms Urška Zgojznik, Association Ecologists Without Borders*
- Energy and Water Management  
*Mr Miroslav Jerković*

Q & A

## 11:00-11:20 Coffee break

## 11:20-12:30 Panel 4

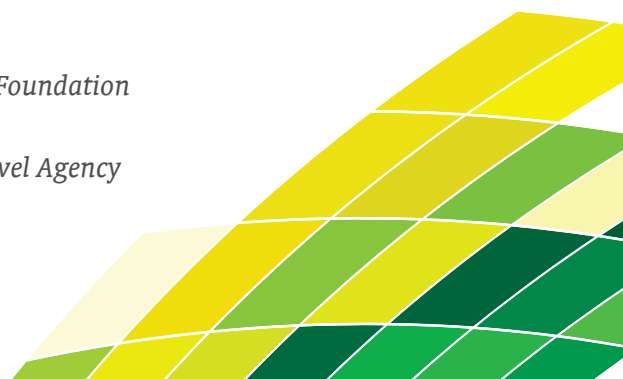
### Development of sustainable tourism initiatives

Introduction by moderator, *Ioannis Pappas, Green Evolution, Greece, member of GSTC Board*

Cases:

- Međimurje Gurman  
*Mr Rudi Grula, TB Međimurje*
- Upgrading Greece as Hiking Destination  
*Mr. Fivos Tsaravopoulos - “Paths of Greece”*
- Tourism Improvement District  
*Mr Arben Zibri, Albanian-American development Foundation*
- On Nature Based Tourism  
*Ms Slavica Vukčević, Montenegro Adventures, Travel Agency*
- Natural regional Park “Torre Guaceto”, Italy  
*Ms Lara Marchetta*

Q & A



## 12:30-14:00 Lunch

## 14:00-15:00 Panel 5

### Sustainable Finance and Investment in Tourism

Introduction by moderator *Ms Sandra de Puig, NECSTour*

Cases/possibilities:

- EBRD  
*Mr Zlatko Grgurić*
- EIB Zagreb Office  
*Anton Kovačev*
- EU funding  
*Ms Ioanna Mouliou, DG GROW*
- Ethical Development Bank-Cooperative for Ethical Financing (COF)  
*Mr Goran Juras and/or Ms Silvana Vujnović*

Q & A

## 15:00-16:00

### Round Table and Conclusions: (Why) does it pay to be sustainable?

Introduction by moderator (Mr Herbert Hamele, Ecotrans, president)

Good practice examples from the region- testimonies of private sector/destinations that see benefit in sustainable/responsible management.

Possible participants: SLO camp

- Etnoland  
*Mr Joško Lokas, Croatia*
- Ethno Village Herceg  
*Mr Branimir Penava, Međugorje, Bosnia and Herzegovina*
- Measuring and communicating sustainability achievements in hotels  
*Ms Nicole Sautter, Travelife*
- Tourism and Culture department of Apuglia  
*Mr Aldo Patrino*
- Green Corridors in Tourism  
*Mr Mitja Bricelj, Coordinator of EUSAIR TSG 3*

Importance of networking and visibility

## 16:00-16:15

Conclusions, by the rapporteur dr.sc Zoran Klarić, Institute for Tourism, Zagreb

### 16:15 Closing remark: Ministry of Tourism

The workshop is organized on the occasion of the International Year of Sustainable Tourism for Development 2017 with support from the Interreg V-B ADRION 2014-2020 (Strategic project Facility Point) and the Ministry of Tourism of the Republic of Croatia. It is an awareness raising and experience sharing initiative of the Portfolio of the 10YFP Sustainable Tourism Programme which builds on Pillar 4 on Sustainable Tourism, of the EU Macroregional Strategy for the Adriatic and Ionian Region (EUSAIR).