



Vabljeni k prijavi na Global Green Destinations Day

Konec meseca v Slovenijo prihajajo vodilni strokovnjaki za trajnostni turizem. Med 27. in 28. septembrom 2016 bo v Grand hotelu Union v Ljubljani potekal osrednji zeleni destinacijski dogodek na globalni ravni Global Green Destinations Day.

Dogodek v okviru Zelene prestolnice Evrope 2016 ponuja zanimiv in pester program, kjer bodo obravnavani vsi ključni vidiki trajnostnega razvoja v turizmu, pametnega razvoja mest in lokalnih skupnosti, zelenih prevozov za danes in jutri, družbenih sprememb, trajnostnega upravljanja hotelov in izobraževanja o zelenem turizmu.

Predstavniki občin bodo lahko na konferenci spoznali dobre prakse trajnostnih ukrepov v urbanem okolju Slovenije in tujine. Predavatelji bodo predstavili standarde in trende v razvoju trajnostnih posegov v okolje. Številne atraktivne destinacije na svetu pa bodo z nami delile svoje najuspešnejše trajnostne rešitve.

Trajnostni turizem zadeva delovanje in spremembe na več področjih, ki vključujejo tako politični okvir planiranja in zaposlovanja kot tudi transporta in regionalnega razvoja. Za uspeh politike trajnostnega turizma je potrebna njena integracija skozi vsa ta področja ter sodelovanje in koordinacija med akterji različnih sektorjev (javni, zasebni, civilni).

Dvodnevni mednarodni dogodek Global Green Destinations Day ponuja **več kot 30 predavanj** in **delavnic** na temo trajnostnega razvoja v turizmu, predstavitev **100 najuspešnejših trajnostno naravnanih turističnih destinacij sveta** in svečano podelitev priznanj ponudnikom zelenih rešitev v turizmu za odgovorno okoljsko in družbeno delovanje.



Konferenca bo potekala v angleščini

PROGRAM

DAY 1: 27.9.2016

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

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

FROM STANDARDS TO GREEN EXPERIENCE

11:00	Olivia Ruggles-Brise, Policy and Communication Director, World Travel & Tourism Council WTTC: Tourism as a Driver of Peace
11:15	Herbert Hamele, President, ECOTRANS: Green Travel Maps, a new way to show the green offer of destinations to the consumer
11:30	Chris Doyle, ATTA Executive Director – Europe: Adventure Means Business
11:45	Paloma Zapata, Senior Director, Sustainable Travel International: Working together for sustainable travel and attractive destinations
12.00	Launch of the Green Destinations Ambassadors Network
12:15	Slovenian lunch
13:00-14:00	NETWORKING IN THE GREEN LAB

Parallel sessions: value of sustainability standards for destinations and industry

14:00 – 15:00	THE ROLE OF STANDARDS FOR SUSTAINABILITY & MARKETING Parallel sessions on the value of sustainability standards for destinations and industry	
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).

GREEN TOURISM LAB:

9:00 – 15:00 Presentations of green solutions

GREEN SOLUTIONS: THE LJUBLJANA OUTDOOR CLASSROOM

15:00 – 18:00 **Workshop presenting green solutions of Ljubljana.** Presenting solutions through the green eyes of the city. Participants are split in groups.

GREEN DESTINATIONS AWARD CEREMONY

19:30 – 24:00 **Gala dinner with Destination Awards 2016 Ceremony**
Venue: Ljubljana Castle
Program: presentation of Slovenia Green, QualityCoast, and QualityDestination Awards. Story telling by Award winning destinations.

DAY 2: 28.9.2016**SUSTAINABLE APPROACHES: SECRETS TO SUCCESS**

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:** Innovative ways to present green tourism offer of destinations to consumers

09:50 **Cinzia De Marzo, ETIS expert and legal advisor:** The experience of ETIS implementation in pilot transnational cultural routes

10:05 **Jonathan B. Tourtellot, Destination Stewardship Center:** Telling the Green Travel Story for the Media

10:20 **Ana Roš, Hiša Franko:** From the garden to the plate, from the mouth to the heart: there is no Top Destination without a Top Chef

10:40 **Coffee Break**

GREEN SOLUTIONS WORKSHOPS**TOP 100 Sustainable destinations / TOP business solutions / TOP hospitality cases**

11.00 – 12.00	TOURISM AND ENVIRONMENT , hosted by Umanotera Slovenian Foundation for Sustainable Development	GREEN HOSPITALITY , hosted and introduced by Travelife	ETIS Sustainability Leaders Focus Group Discussion: planning future steps , coordinated by Patrizia Modica and Cinzia de Marzo
12.00 – 13.00	ATTA AdventureConnect EVENT: networking among outdoor and adventure-focused brands, retailers, media, travel providers, destinations and more	MARKETING OF "GREEN" DESTINATIONS , introduced and moderated by Lonneke de Kort (BookDifferent)	

13:00 – 14:00	Lunch
14:00 – 15:00	NETWORKING IN THE GREEN LAB
TOP SUSTAINABILITY TODAY AND TOMORROW	
15:00 – 17:00	Presentations and celebration: The 2016 Sustainable Destinations Top 100 The 2016 Green Solutions Top 10
JOINING FORCES FOR 2017 - International year of sustainable tourism	
17:00 – 18:00	Panel discussion
GREEN TOURISM LAB:	
9:00 – 15:00	Presentations of green solutions

ZA UDELEŽBO NA DOGODKU JE POTREBNA PRIJAVA:

Skupnost občin Slovenije je partner dogodka Global Green Destinations Day, zaradi česa so njene članice upravičene do posebne partnerske kotizacije. Cena enodnevne udeležbe na konferenci Global Green Destinations Day je 70 €, cena dvodnevne udeležbe pa 138 € na osebo. Na dogodek se lahko prijavite prek spleta ali prek priložene prijavnice do 20. septembra 2016.

Več informacij o dogodku je na voljo na spletni strani
www.greendestinationsday.com.

Dodatna vprašanja, prosimo, naslovite na
info@greendestinationsday.com.

Vabljeni k prijavi!



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