



PM4SD European Summer School | TENTATIVE PROGRAMME

Leadership and Governance for Sustainable Tourism

Vitoria-Gasteiz, Spain, 30 June - 3 July 2015

Leadership and Governance in Sustainable Tourism is a High Level **European Summer School** to address one of the most important themes in the tourism industry: **how to improve sustainable tourism project success and monitor the benefits of funded initiatives.**

The Summer School is for project management practitioners, funders, policy makers, academics and entrepreneurs. The event promotes PM4SD™ as the methodology to apply in tourism projects and to discuss the professionalization of project management in sustainable tourism.

The 2015 edition is organised by the **Foundation for European Sustainable Tourism, the European Travel Commission**, and **Basquetour**; in partnership with **Vitoria-Gasteiz Council**.

The Summer School aims to be:

1. A **knowledge hub** to share practices on how to plan and manage tourism funding with sustainability
2. A **knowledge hub** to improve project management and effectiveness in the tourism sector
3. A **funding marketplace** to develop joint funding proposals, developing concept notes and matching skill sets between professional project managers and organisations
4. A **networking event** to disseminate best practices and papers related to the theme “Project Management and Sustainable Tourism”
5. A **leading event** to promote PM4SD™ as best management practice for donors and implementers

Summer School Programme

Tuesday, June 30th 2015

Welcome Day: Arrival and Team Building activities

- 17:00** Welcome visit to the museum [Guggenheim Bilbao](#)
- 20:00** Welcome Dinner ("Pintxo" Tour) at [Vitoria-Gasteiz](#)

Wednesday, July 1st 2015

Leadership and Governance in Sustainable Tourism – Practical Sessions

Venue Europa Congress Centre
Avenida Gasteiz, s/n, 01009 Vitoria-Gasteiz

8:30-9:00 Registration

9:00-9:15 Official Opening and Welcome
Silvia Barbone, FEST
Arantza Madariaga, BASQUETOUR - Basque Tourism Agency

Part I. Learning from Best Practices

Presentations of 4 Case Studies

09:45-10:30 Presentations and lessons learnt from implementing Sustainable Tourism Best Practices

1. Zero Carbon Resorts (ZCR) towards Sustainable Development of the Tourism Sector in the Philippines and Thailand (funded by the Switch Asia Programme)
Robert Wimmer, *Chairman GrAT - Center for Appropriate Technology*
2. Digging for gold: how tourism is used in Folkestone's creatively led regeneration
Alastair Upton, *Director of the Creative Foundation in Folkestone*

10:30-11:00 Coffee Break

11:00-11:45 Presentations and lessons learnt from implementing Sustainable tourism Best Practices

3. PMG4SERTO: Project management of GIZ project for sustainable establishment of Regional Tourism Organizations – Lessons Learnt
Knut Gerber, *Adviser GIZ*
4. Tourism for Tomorrow Tourism Destination Award Winner; **Ljubljana**, Slovenia, **Petra Stušek**, *General Managing, Ljubljana Tourism*

5.

11:45 – 12:45 Generating successful project ideas with **PM4SD™**
Moderated by Alejandro González Domingo

12:45 – 14:00 Networking Lunch

Part II. Presentations based on Call for papers

14:00 – 16:00 Presenters selected for the papers submitted will present their case study (5 presenters TBC)

18:00 – 10:00 Visit to a Sustainable winery and dinner in [Rioja Alavesa](#)

Thursday, July 2nd 2015

Leadership and Governance for Sustainable Tourism – Public Conference

Venue Europa Congress Centre
Avenida Gasteiz, s/n, 01009 Vitoria-Gasteiz

8.30 - 9.00 Registration

9:00 - 9:30 Opening speeches
Silvia Barbone, *FEST*
Arantza Madariaga, *BASQUETOUR*
Mayor of Vitoria-Gasteiz

Global and European Perspectives

9:30 - 10:00 Windhoek Guideline - for Implementing the Sustainable Tourism Policy
Recommendations
Deirdre Shurland, *UNEP*

10:00 - 10:30 Sustainable Tourism Criteria
Luigi Cabrini, *GSTC Chair/ Advisor UNWTO*

10:30 – 11:00 Key international markets for Europe
Eduardo Santander, *Director European Travel Commission*

11:00 – 11:30 Networking and Coffee Break

11:30 - 12:45 Euskadi-Basque Country: A model of the future (TBC: BASQUETOUR)
Vitoria-Gasteiz, *European Green Capital 2012*
Bilbao as a model for urban renewal, *World Mayor Prize 2014/UNESCO Creative city 2014*
San Sebastian, *European Capital of Culture 2016*

12:45 - 13:15 The PM4SD Certification
Shruti Deshpande, *APMG International*

13:30 – 15:00 Networking Lunch

15:00 - 16:00 Round Table

Moderated by Jordi Treserras (TBC: **BASQUETOIR**)

1. The evolution of Sustainable Tourism – Scaling Up Programmes
Salli Felton, *The Travel Foundation*
2. The management model of the UNWTO Silk Road programme
Alla Peressolova, *UNWTO*
3. Cultural Projects for sustainable tourism, someone from UNESCO or how to involve tour operators in community based projects someone from a leading tour operator

16:00 - 16:30 European Sustainable Tourism Indicators, ETIS Tool Kit - Final Results and Next Steps
Cinzia De Marzo, *DG-GROW, EU Commission*

16:30 – 17:00 EU Funding Opportunities for cooperation
Claus Schultze, *DG EU International Cooperation And Development (TBC)* /
Somebody from WORLD BANK (TBC: FEST)

17:00 – 17:30 Closing the Conference - The Declaration of Vitoria-Gasteiz
Anne Maria Mäkelä, *FEST*

20:30 - 22:30 Guided Tour and Gala Dinner at [Escoriaza – Esquivel Palace](#)

Thursday, July 3rd 2015
Technical Study Visit

8:30- 15.30 Technical Study Visit at:
[Ataria](#), Interpretation Centre of the Salburua wetlands (Vitoria-Gasteiz)
[Añana Salt Valley](#), (Salinas de Añana)