



Towards zero-pollution tourism

07 June 2021 | 14.30-16.30

Online

EU GREEN WEEK 2021 PARTNER EVENT

14:30 Introduction

- ERRIN Cultural Heritage & Tourism Working Group co-leaders

14:40 Green and innovative practices in destination management

- Aivar Ruukel, *Soomaa, European Destinations of Excellence Network BoA Member*

14:55 Regional Practices

- A digital and green approach to tourism
 - Janie Neumann, *Sustainable Tourism Manager, VisitScotland*
- Sustainable mobility practices in tourism
 - Ward Segers, *Project Coordinator, VisitLimburg*
- Natural heritage preservation and tourism
 - Ramón Lasasosa, *Councillor for Culture and Festivities, Huesca City Council*

15:20 Short break

15:30 Innovative approaches to circular cultural tourism

- Antonia Gravagnuolo – *CNR-IRISS / Be.CulTour Project Coordinator*

15:45 Breakout sessions

- **Room 1** - A digital and green approach to tourism
 - Vanessa Glindmeier - *Business Support Officer, Historic Environment Scotland*
 - Claire Munro - *Communications Workstream Lead, Zero Waste Scotland*
- **Room 2** - Sustainable mobility practices in tourism
 - Ward Segers, *Project Coordinator, VisitLimburg*
- **Room 3** - Natural heritage preservation and tourism
 - Ramón Lasasosa, *Councillor for Culture and Festivities, Huesca City Council*

16:15 Report from the breakout sessions

16:30 End of the meeting

**ZERO #EUGreenWeek
POLLUTION**
for healthier people and planet



European
Commission