



LIVE, PLAY, LEARN Mid-term Conference:

Sustainable tourism ideas to connect travellers and communities in the Mediterranean

Tunisia | Spain | Italy | Jordan | Lebanon | Palestine | Egypt | Greece

Wednesday, 1st of December 2021 (Online)

9h00-9h10 | Registration & Orientation

- Moderator: Paolo Martinez, Partner, FUTOUR & IAF Certified Professional Facilitator
- Technical aspects: Diana Truyol, Project Manager, ASCAME

9h10-9h30 | Welcome words

- Valeria Cibrario, Senior Expert, Joint Technical Secretariat, ENI CBC Med Programme
- Patrick Torrent, Executive Director, Catalan Tourist Board
- Albert Sorrosal, Senior Expert, TESIM

9h30-10h00 | Round Table “Mediterranean Tourism: Digitalisation & Sustainability”

Open discussion: How technology can help reaching a more sustainable tourism? Challenges and strengths of sustainable tourism in the Mediterranean; 10 years’ outlook & recap: todos & achievements.

- Dr. Ahmed Freewan, JUST University
- Daniel Asmar, Professor, American University of Beirut
- Silvia Casellas, Director, Iternatura
- Josep Rodriguez, Lead Beneficiary, Interreg MED Sustainable Tourism

10h00-10h30 | Project Briefing: CROSSDEV, MEDGAIMS, MEDPEARLS, MEDUSA

Elevator pitch about the 4 ENI CBC MED projects working on sustainable tourism: mission, vision and solutions, main achievements and next steps.

- [CROSSDEV] Deborah Rezzoagli, Project Coordinator, CISP
- [MED GAIMS] Daniel Asmar, Professor, American University of Beirut
- [Med Pearls] Sofia Pla, Project Manager Lead Beneficiary Med Pearls
- [MEDUSA] Diana Truyol, Project Manager, ASCAME

10h30-10h45 | Break

10h45-11h30 | Project Opportunities & Best Practices

Get inspired by the best practices on sustainable tourism in the Mediterranean region and experience the solutions developed and benefit from the projects opportunities.

- [CROSSDEV] The revival of Adonis: how a cultural route connects heritage to development in Jabal Moussa (Lebanon) - Joelle Barakat, Project Manager Association



for the Protection of Jabal Moussa

- [MED GAIMS] Game demo: Come and try gamification on the Mediterranean – Daniel Asmar, Professor, American University of Beirut
- [Med Pearls] Upcoming opportunity: Call for Proposals for ICT solutions applied to tourism products – Sofia Pla, Project Manager Lead Beneficiary Med Pearls
- [MEDUSA] Adventure Treasures Competition, Marketing Alliances & Reports– Rawan Atallah, Tourism Development Expert, JITOA

11h30-11h40 | Looking for + Impact: RESTART Med! Project

- Gianluca Falcitelli, Project Manager, CISP Lead Beneficiary, RESTART Med!

11h45-12h30 | Networking Session

This network session aims at creating synergies, finding partners, materialising business opportunities and ask project leaders.

The session will be conducted by a Paolo Martinez, a certified facilitator that will breakout the audience in small groups that will be changing to ensure effective interaction among participants.

Come meet other professionals working on sustainable tourism in: Tunisia, Spain, Italy, Jordan, Lebanon, Palestine, Egypt and Greece, among others.

Register

