IT.A.CÀ RIMINI 2017 – GREEN DESTINATIONS DAY ITALY

FRIDAY SEPTEMBER 22nd; Rimini Campus - University of Bologna

9.00 – 13.00

International event part of the initiative Global Green Destinations Days, (http://greendestinations.org/) to be held in several destinations that are part of the Green Destinations community. Rimini will be the host city in Italy.

It will be an opportunity to involve all Italians and international students of the degrees in Tourism, Environmental Sustainability and Service Management, as well as the tourism sector, public authorities and residents of Rimini. This event will include the presentation of the Green Destinations’ organization and some of the initiatives that they currently carry on. International experts and best practices from national and international destinations will be presented.

The program includes:

- Green Destinations: Sustainability Criteria, Top 100 Competition 2017 Launch, Ambassadors Community, Green Travel Map project. Albert Salman, President Green Destinations.
- **EARTH/ ISTO:** When social and responsible tourism join forces. Merger between the European Alliance for Responsible Tourism and the International Social Tourism Organization. José Maria de Juan, Coordinator International Cooperation, Director KOAN Consulting

- **Ecobnb:** Community of sustainable tourism. Awarded by UNWTO for the “Innovation in Enterprises” category. Simone Riccardi, Founder Ecobnb.

- **Danish Cycling Tourism** (to be confirmed)

- **Good practices from abroad:** Slovenia Case: Using ETIS and the GSTC criteria to create the “Slovenia Green Certification”. Jana Apih, Managing Director Good Place Factory of Sustainable Tourism and Tina H. Zakonjšek, General Manager New Tourism Institute.

- **Good Practices from Italy:** Members of the network Green Destinations: Montepisano in Toscana – Raffaella Nocchi; Cogne (Valle d’Aosta)

- **Good practices from Rimini:** PUMS and sustainable mobility plan. Project “Parco del Mare”.

- **Presentation of the map of the sustainable offer in Rimini and the future proposals** (collected during the first 2 days of the festival)

Conclusion with light networking lunch.

**15.00 – 18.00**

After lunch, Rimini Cultural laboratories in the urban context, directed especially to those who are not from Rimini and want to discover the city in a different way. As well as the Student Forum and the Green Destinations Networking Meeting.

- **Green Destinations in Italy - Networking meeting:** Green Destinations would like to contribute to sustainable tourism destinations in Italy, in cooperation with key Italian players and by involving interested individuals. GD offers: a global platform for destination initiatives; a globally recognised framework for destination certification & awards, complementary to Italian initiatives; a Green Destinations Ambassadors Community that is open to Italian members; and a global framework to highlight responsible travel offer. Tourism & sustainability networks in Italy will be invited to participate and present their ideas for cooperation and synergy, especially in this International Year of Sustainable Tourism 2017. The session will be closed with a networking aperitif.

- **Student Forum:** Discussion panel with international experts and professors. Presentation of the results of the Euro Enviro event (to be held in Rimini in May) and Student Projects from T EaM (Tourism Economics and Management) and RESD (Resource Economics and Sustainable Development)

- **Urban green itinerary**

**20.00 – 22.00**

- **Informal meeting at the Sunflower Hostel:** The different forms of travel (workaway, help exchange, couchsurfing) and how to communicate experiences through a travel blog. Stories and advice on different ways of traveling, spending little, travelling slow and living the experience in contact with the local culture and respecting the environment.

The full programme of the event and the entire Festival IT.A.CA’ of Responsible Tourism will be available by the end of May in the official website [http://www.festivalitaca.net/](http://www.festivalitaca.net/) and the Center for Advanced Studies in Tourism (CAST), organizer of the event.

For any enquiries, please write to: cast.info@unibo.it