

# Draft Programme Outline



## Greenfest - Global Green Destinations Event 2017

### Draft programme

Version 3.1, 30 August 2017

## 28 September

### *Morning*

#### **GREENFEST Opening Conference**

*Venue: Estoril Conference Centre (ECC), Cascais.*

### *Afternoon*

#### **Field trips offered by the City of Cascais**

- Field trip to **Quinta do Pisão**: recovery of abandoned agricultural lands and the creation of a Nature Park of high value for recreation and tourism.
- Field trip to the **Cresmina Dune** Interpretation Center and a 4 km walk: recovery of a sand dune area of high value for nature, recreation and tourism.
- **Adventure option**: high rope trail and abseiling activities.

Participation is limited, and registration is possible until 17 September, on a first-come first-served basis. More information will follow soon. Provisional time schedule:

14:00 Departure from Estoril Conference Centre (ECC)

17:30 Return at ECC.

### *Evening*

**2017 Sustainable Destinations Dinner**, offered by the city of Cascais.

**2017 Top 100 Sustainable Destinations Ceremony.**

**2017 QualityCoast Award Ceremony.**



# 29 September - Global Green Destinations Day 2017

## Greenfest Green Destinations Conference

*Venue: Estoril Conference Centre, Cascais.*

### **Morning: plenary sessions.**

#### **Opening Session**

- 9:00-9:10 Mr. Carlos Carreiras, Mayor of Cascais.  
Opening and Welcome on behalf of Cascais and Greenfest Cascais 2017.
- 9:10-9:30 Mr. Luís Almeida Capão, Administrator, Member of the Cascais Executive Board.  
Sustainable Tourism in the Green City of Cascais.
- 9:30-10:00 Albert Salman, President, Green Destinations.  
GREEN tourism as an alternative to disruptive tourism.
- 10:00-10:15 Marloes Van De Goor, Vice-President, Green Destinations.  
Miami: spotlight on sustainability.
- 10:15-10:45 Anya Niewierra, General Director, Tourist Board South Limburg, WTTC Tourism for Tomorrow Award Winner 2016. Ten principles of Sustainable Destination management.
- 10:45-11:15 Break.

#### **World Tour of Green Destinations**

- 11:15-12:15 Sustainable tourism success stories from destinations around the world: Australia, Botswana, Canada, and more.
- 12:15-12:30 Sustainable destination management in Torres Vedras, West region of Portugal. Introduction to the study trip of 30 September.

### **Lunch break and visit to the Greenfest expo.**

- 12:30-14:00 Lunch break and visit to the Greenfest expo grounds.

### **14:00-15:40h: Parallel thematic sessions.**

***Presentations by award-winning Top 100 Sustainable Destinations, either in Portuguese (Auditorium A) or in English (Auditorium B and C). The box in the next page provides a fair selection of accepted presentations.***

## Success stories by green destinations from around the world

### *Thematic sessions in English - first selection of presentations:*

#### **Destination management**

Cape Horn Biosphere Reserve, Chile: *Reduce negative impacts of tourism on the biological and cultural diversity.*

Ljubljana, Slovenia: *European Green Capital 2016.*

Podcetrtek, Slovenia.

Los Angeles, United States of America

Slovenia Green Destinations, Slovenia.

Torroella de Montgrí-L'Estartit, Spain: *Adapt a destination to changes in the preferences of the main tourist markets in Europe, based on sustainable development criteria.*

Pekka Alhojärvi, Green Destinations Ambassador, Finland: *Comprehensive planning recommended for investments and their funding.*

#### **Animals, nature and scenery**

Marloes Van De Goor (International Institute for Animal Ethics): *Lion hugging, camel riding, and dolphin selfies: how to deal with animals in responsible tourism?*

Azores, Portugal: *Sustainability, conservation and protection of natural and cultural Heritage.*

Chobe, Makgadikgadi and Okavango Delta Ramsar Site, Botswana: *Biodiversity, environment and natural resources of Chobe, Makgadikgadi and the Okavango Delta Ramsar Site.*

Quinta do Pisão, Nature Park, Portugal: *Re-activating landscape in peri urban areas, a landscape-scale conservation project that links wildlife and people.*

#### **Contribution on the business and hospitality sector**

Terres de l'Ebre, Catalunya, Spain: *Terres Catalunya Eco & Tourism Film Festival, an audiovisual Festival of productions from the tourism sector with a spotlight on sustainability.*

#### **Culture and tradition**

Ganvié - Lake Nokoué, Benin: *Green Tourism for the Nature Conservation and Promotion of Culture and Tradition.*

Lake Sebu, Philippines: *Community based eco-tourism in the Lake Sebu area.*

#### **Environment and climate**

Werfenweng, Austria: *Alpine Pearls, Eco-friendly, Sustainable Tourism across the Alps.*

## ***Thematic sessions in Portuguese - first selection of presentations:***

### **Destination management**

Peneda-Gerês National Park, Portugal: *Sustainable tourism as a way to reduce the negative impact of tourism*

### **Animals, nature and scenery**

Cascais, Portugal: *Área Marinha Protegida das Avencas- um caso de estudo*

## **A história de sucesso do turismo sustentável em Portugal**

**14:00-15:40**    **Large Auditorium (A)**

*Apresentação das boas práticas portuguesas de turismo sustentável e desafios futuros, por representantes de destino e Embaixadores GD.*

*Presentations and discussion (in Portuguese). The timetable will be available in due course.*

## **The ABC of improvement: Assessment, Benchmarking, Certification**

**14:00-15:40**    **Auditorium (B)**

14:05-14:25    Maja Pak, Slovenian Tourism Board; National Geographic Legacy Award Winner 2017  
A country-wide approach for sustainable destination management.

14:25-15:00    Destination management success stories of the Slovenia Green destinations.  
Special attention to Ljubljana and Podcetrtek.

15:00-15:20    Hugo de Jong, Green Destinations  
How to become Awarded and Certified?  
Introduction to DM focus group D1: GD Representatives and Auditor-Advisors.

15:20-15:40    Albert Salman, Green Destinations  
How to become global leader in green tourism?  
Introduction to DM focus group D2: Global Destination Leaders

## **Success stories by green destinations from around the world**

**14:00-15:40**    **Auditorium (C)**

*Presentation of sustainable tourism good practice and future challenges, by destination representatives and GD Ambassadors (in English). The timetable will be available in due course.*

## **Business Leaders focus groups**

**14:00-15:40**    **Board Room (D)**

*GSTC-based business certification (for hotels and tour operators) versus programmes based upon self-claims. Presentations and discussion.*

## **Break**

15:40-16:00 Break

## **16:00-18:00h: Parallel thematic sessions**

*Presentation of sustainable tourism good practice and future challenges, by destination representatives and GD Ambassadors (in English).*

### **Success stories by green destinations from around the world: three parallel sessions**

16:00-18:00 Auditoriums (A, B, C)

The presentation timetables will be available in due course.

### **Destination leaders focus groups**

16:00-17:30 Board Room (D)

16:00-16:30 The Green Destinations Certification & Awards programme

Moderator and intro: Hugo de Jong, Green Destinations

Introduction, questions and discussion with focus on:

- Opportunities for destinations
- Opportunities for online training workshops in destinations
- Opportunities for GD Country and Regional Representatives
- Opportunities for experts and consultants. Introduction to the GD Auditor-Advisor training of 30 September.

16:30-17:30 The Global Destination Leaders programme.

Moderator and intro: Albert Salman, Green Destinations.

## **Closing of the conference**

18:00-18:15 The eye-openers and take-aways of the Conference. Summary by Session moderators.

18:15-18:30 Closing of the conference.

Official closing of the Greenfest Green Destinations conference

Brief closing statements on behalf of the City of Cascais, Green Destinations and Greenfest.

## **Press briefing**

18:30-18:45 Press briefing by the City of Cascais, Green Destinations and Greenfest (in Portuguese).

## 30 September

### Sustainable tourism in Torres Vedras, Oeste region

Full-day study trip offered by the city of Torres Vedras.

09:30 Departure from Estoril Conference Centre (ECC)

10:30 Welcome in the Old Town Hall by Mr. Carlos Manuel Antunes Bernardes, Mayor of Torres Vedras

10:40 Meeting and inauguration of Green Destinations Ambassadors, chaired by Mr. Bernardes in his capacity of President of the European Green Destinations Community

11:30 Visit to the historic centre of Torres Vedras

13:00 Lunch

15:00 Visit to Santa Cruz

16:15 Departure from Torres Vedras

17:00 Arrival of the bus at Lisbon Airport (for participants having 30 Sep evening flights)

17:30 Arrival at Estoril Conference Centre (ECC).

More information will follow soon.

Participation is limited, and registration is possible until 17 September, on a first-come first-served basis.

### Green Destinations Auditor Advisor training

10:00-14:00 Board Room (D)

Introduction and moderation by Hugo de Jong, Green Destinations.

- Introduction to the Green Destinations Auditor-Advisor training course.
- The GSTC Recognised Green Destinations Standard.
- Assessment of the Standard on the Green Destinations online platform.
- Follow-up for interested participants.

### Presentations of responsible tourism destinations around the world

*Venue: Greenfest, Estoril Conference Centre, Cascais.*

12:00-14:00 Presentations by selected Top 100 Destinations, for the GREENFEST general audience.

Selected Top 100 delegations will present 5-8-minute sustainable tourism pitches and videos in the Greenfest expo grounds.

*The presentation timetable will be available in due course.*