



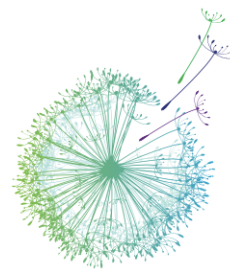
# Programme Outline



**Greenfest**

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**Global Green Destinations Event  
28-30 September 2017**



**2017  
INTERNATIONAL YEAR  
OF SUSTAINABLE TOURISM  
FOR DEVELOPMENT**

# 28 September 2017

## *Morning*

### **GREENFEST Opening Conference**

*Venue: Estoril Conference Centre (ECC), Av. Amaral, 2765-192 Estoril (Cascais)*

<http://www.estorilcc.com/en/>

Programme: see <http://greenfest.pt/home/schedule>

*This will be a very interesting session for all interested in sustainability.*

*There will be Portuguese-English translations.*

## *Lunch*

*Lunches are available in various places in the ECC*

## *Afternoon*

### **Field trips offered by the City of Cascais (for international participants)**

*A participation ticket is required, ask the Greenfest GD Registration Desk.*

- 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. For more information about this trip [click here](#)

Registration for the Adventure option is closed. Participation in the field trips is limited, 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.

**28 Sept, Evening**

## **2017 Sustainable Destinations Gala Dinner (for invited participants only)**

***Offered by the city of Cascais to the 2017 Sustainable Destinations Top 100 Award winners.***

***Venue: Palacio da Cidadela de Cascais (Museum of the Presidency of the Republic).  
www.museu.presidencia.pt.***

Entrance tickets are required, and cannot be obtained at the venue.

Ask at the Greenfest GD Registration Desk in ECC.

Dress code: business informal, or business semi-formal.

### ***Provisional time schedule:***

- |       |   |
|-------|---|
| 19:30 | Pick-up from ECC, bus transfer to the Palacio   |
| 19:45 | Walk from Cascais railway station (5-10 min.)   |
| 20:00 | Welcome speech and toast by Mr. Miguel Pinto Luz, Vice Mayor of Cascais<br>2017 Top 100 Sustainable Destinations Ceremony<br>Gala Dinner hosted by Mr. Carlos Carreiras, Mayor of Cascais<br>2017 QualityCoast Award Ceremony |
| 23:00 | Closing and return to Cascais railway station (walk) and ECC (by bus).  |

## **Greenfest – Green Destinations Event 2017 Organising Committee**

### **Green Destinations**

Albert Salman, Marloes Van de Goor, Bastien Ramelot, Maria Laura Gasparini,  
Elizaveta Ragozina, Léa Lambert.

### **Cascais (Cascais Ambiente)**

Luís Almeida Capão, Mafalda Cunha, João Cardoso de Melo.

### **Greenfest**

Pedro Norton de Matos, Leonor Guimaraes.

# 29 Sept - Global Green Destinations Day 2017

## Greenfest - Green Destinations Conference

*Venue: Estoril Conference Centre (ECC), Av. Amaral, 2765-192 Estoril (Cascais)*  
<http://www.estorilcc.com/en/>

### *Morning*

#### **9:00 Welcome and Opening session**

Mr. Carlos Carreiras, Mayor of Cascais.

*Opening and Welcome on behalf of Cascais and Greenfest Cascais 2017.*

Mr. Albert Salman, President, Green Destinations.

*GREEN tourism as an alternative to disruptive tourism.*

Mrs. Marloes Van De Goor, Vice-President, Green Destinations.

*Viami: spotlight on sustainability.*

Mrs. Anya Niewierra, General Director, Tourist Board South Limburg, WTTC Tourism for Tomorrow Award Winner 2016. *Ten principles of Sustainable Destination management.*

Mrs. Jana Apih, Goodplace. *Slovenia Green – A country-wide approach for sustainable destination management. National Geographic Legacy Award Winner 2017.*

**10:45 Break**

*Refreshments are available in various places in the ECC*

#### **World Tour - Success stories by green destinations (part 1)**

**11:15-12:45 Auditorium**

Mr. Rui Amen, Azores, *Azores, commitment with Sustainability*

Mrs. Magdalena Muir, IIELS - Green Destinations Canada. *Sustainable destination management considering Canada and Galapagos Islands.*

Mrs. Madeleine Brookes, The Red Centre, Australia.

Mr. Richard Malesu, Botswana: *Biodiversity, environment and natural resources of Chobe, Makgadikgadi Pans and Okavango Delta Ramsar Site.*

Mrs. Ana Diaz, Director, Natural Heritage of Galicia: *Atlantic Isles of Galicia Natural Park, Spain.*

Mr. Peter Prokosch, President LT&C: *Supporting the UN Sustainable Development Goals (SDGs) by Linking Tourism & Conservation (LT&C)*

Speaker to be confirmed.

## **29 Sept - Lunch break**

**12:45-14:00 Lunch break and visit to the Greenfest expo grounds.**

*Lunches are available in various places in the ECC*

## **World Tour - Success stories by green destinations (part 2)**

**14:00-15:45 Auditorium**

Mrs. Nava Castro, Director, Tourism Galicia, Spain. *Baiona, Galicia.*

Mrs. Esther Bajada and Mr. Daniel Borg, Gozo, Malta: *Promoting an Island Destination through Culture.*

Mr. Dylan Malloy, Los Angeles, California, USA: *Leading the United States in sustainable development.*

Mrs. Anya Niewierra, Zuid-Limburg, the Netherlands: *Parkstad Limburg, from Black to Green to Gold.*

Mrs. Polona Dolzan, Ljubljana, Slovenia: *European Green Capital 2016.*

Mr. Josep Capella, Torroella de Montgrí-L'Estartit, Spain: *Sustainable regeneration of seaside resorts. The case of Torroella de Montgrí-L'Estartit, in Costa Brava.*

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

Mrs. Marta Rodrigues, Torres Vedras, Portugal: *Sustainable destination management in Torres Vedras, West region of Portugal. Introduction to the study trip of 30 September.*

**15:45-16:15 Break**

*Refreshments are available in various places in the ECC*

## 29 Sept – Afternoon

### World Tour - Success stories by green destinations (part 3)

#### 16:15-18:30 Auditorium

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

Mrs. Ana Ferreira, Cascais, Portugal: *Área Marinha Protegida das Avencas- um caso de estudo.*

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

Mr. Boštjan Misja, Slovenia. *Podcetrtek, a Slovenia Green destination.*

Mr. Aldo Rozzi Marin, Cape Horn Biosphere Reserve, Chile: *Ecological narratives for sustainable tourism and biocultural conservation in the Cape Horn Biosphere Reserve.*

Mr. Pierre-André Kruger, Nomad Lodges (Latin America): *Tourism as a conservation tool.*

Mr. Peter Brandauer, Werfenweng, Austria: *Alpine Pearls, Soft Mobility – New paths to sustainable living and soft tourism.*

Mr. Albert Folch Giró, 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.*

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

Mrs. Geanina Fedeles, Bison land, Romania: *Bison Land. Living the legend*

Mrs. Monique Chen, Nanliao Village, Penghu, Taiwan.

Mrs. FangFang Shih, Northeast and Yilan Coast National Scenic Area, Taiwan.

Mr. Miltos Chatziannakis, mayor of municipality of Skyros, Sporades, Greece, *Skyros Island: A journey to a sustainable way of living*

**29 Sept – Afternoon**

## ***Destination leaders focus groups (parallel)***

### **The Green Destinations Certification & Awards programme**

**16:15-16:45 Room D**

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.

### **The Global Destination Leaders initiative**

***(invitation only)***

**16:45-17:45 Room D**

Moderator and intro: Albert Salman, Green Destinations.

Introduction to the Global Destination Leaders initiative, aimed at developing a strategic partnership between regional destinations that aim to strengthen global leadership and good practice in sustainable tourism and in developing their tourism potential as a way to advance the UN Sustainable Development Goals (SDGs).

This session is especially interesting for large, regional and country destinations that would like to play a leading role in contributing to the UN SDGs through the development of tourism.

Contributions by destinations interested to participate in the initiative.

Questions and discussion.

## ***Conclusions and closing of the conference***

**18:30-18:45 Auditorium**

Mr. Albert Salman, Green Destinations: Conclusions (in English)

Mr. Pedro Norton de Matos, Greenfest: Conclusions (in Portuguese).

Mr. Luís Almeida Capão, Cascais Ambiente: Closing of the Conference.

## ***Visit to the Greenfest expo***

## 30 September 2017: Torres Vedras

### Sustainable tourism in Torres Vedras, Oeste region (for registered participants only)

**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 of Green Destinations Ambassadors, chaired by Mr. Salman and Mr. Bernardes (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 (coast)
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).

**Registration for this trip is closed.**

For more information about the trip, [click here](#).

## 30 September 2017: ECC Estoril

### Presentations by responsible tourism destinations

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

11:00-13:00 **Presentations by selected Top 100 Destinations, for the GREENFEST general audience.**

Selected Top 100 delegations will present green tourism pitches (10 minutes) and videos in the Greenfest expo grounds. *The presentation timetable will be available soon.*

The **Green Destinations Auditor Advisor training** is cancelled. All interested participants are kindly invited to contact Hugo de Jong via [contact@greendestinations.org](mailto:contact@greendestinations.org)