



## AGENDA

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# CEnTOUR Circular Economy in Tourism

## Final Conference

14 June, 2023 - Corfu (Greece)

[Ariti Grand Hotel \(Corfu\)](#)

09:30 - 13:30 (EEST)

**Working languages: English**

It is a crucial phase for the Tourism Industry, with the possibility to recover from the pandemic emergency and a renewed attention to sustainable shared practices based on needs for authenticity. SMEs, in particular, are slowly approaching the challenges of moving from a linear to a circular economic model and, given the average size, do not normally have the resources and skills to face it with the appropriate tools and references. It is therefore important to assist SMEs in the development and implementation of circular businesses (in terms of knowledge transfer, skills, innovation, certifications) and to support them within an integrated system for their local development.

We live in a moment of great development and innovation, but with no simple way to circularity. It is fundamental to create a diffuse the capacity to think and act collectively, to experiment sharing objectives, especially for SMEs

CEnTOUR project has been supporting 65 Tourism SMEs from Italy, Spain, Greece, Moldova and North Macedonia in the transition to circular practices, considering fundamental to put SMEs in contact with one another, discuss and elaborate the pros and cons of different choices towards sustainable solutions, as the most effective way to develop common strategies, rethink the value chain decreasing the environmental impact create meaningful jobs, purchase locally and promote the sense of place where one belongs.

This event aims at questioning where the tourism sector is going in terms of sustainability and on what aspects it should focus in the future, by presenting the results of the Project, with a specific focus on Circular Economy Facilitators and companies strategies, identifying their future steps in light of what they have achieved within CEnTOUR.

An open Q&A session and open debate will be the opportunity to assess the benefits of sustainable practices in this particular time and to be inspired by/share good practices and ideas among Tourism SMEs.



*Coffee Station available for all the duration of the conference*

## **09:45 - 10:00 REGISTRATION OF PARTICIPANTS**

*Introduced and moderated by Elena Gentilini, Progetto Arcadia, CEnTOUR Project Partner*

## **10:00 - 10:15 WELCOME WORDS**

- **Lucia Masarova**, Project Adviser at European Innovation Council and Small and Medium-sized Enterprises Executive Agency (EISMEA)

## **10:15 - 11:00 CEnTOUR PROJECT: SKILLS, STRATEGIES and ADOPTION OF SUSTAINABLE SOLUTIONS. LESSONS LEARNED. WITH THE FOCUS ON WASTE IN THE FOOD SECTOR, PLASTIC MANAGEMENT**

- **Geneviève Halin**, Circular Economy Expert, Ecores, *“Building capacity and developing solutions in different tourism systems”*
- **Valentina Castellani**, Circular Economy Expert, Progetto Arcadia *“EU Ecolabel in the five project Countries”*
- **Anthi Panagiotou**, Project Manager, Xanti Chamber of Commerce, *“Cross–sectoral partnership for circular economy”*
- **Andrea Mosconi**, Project Officer at Marche Chamber of Commerce - CEnTOUR project Lead Partner *“Main challenges, achievements and opportunities”*

## **11:00 - 12:00 PANEL DISCUSSION “SMES OF THE TOURIST SECTOR TOWARD CIRCULAR ECONOMY: THE IMPACT OF CEnTOUR PROJECT. ENTERPRISES AND FACILITATORS SHARE THEIR EXPERIENCE”**

*Introduced and moderated by Erwan Mouazan, Circular Economy Expert at ECORES, CEnTOUR project Partner*

- **Tatiana Chiriac**, Green Economy Expert, ODA, CEnTOUR Facilitator (Republic of Moldova)
- **Gjorgji Rafajlovski**, Circular Economy Expert, Business and Innovation Center, CEnTOUR Facilitator (North Macedonia)
- **Silvio Cardinali and Anna Laura Eusebi**, Marche Polytechnic University (Italy) (online)
- **Maria Benzing**, Casa din Lunca, SME participating in CEnTOUR (Republic of Moldova)
- **Maja Naumceska**, Hotel Tai Group DOO Mavrovo, SME participating in CEnTOUR (North Macedonia)
- **Eleni Petropoulou**, Kokkymelon Hotel, SME participating in CEnTOUR (Greece)



## 12:00 - 13:00 THE FUTURE OF SUSTAINABLE TOURISM: IN WHICH DIRECTION TO PROCEED?

*Moderated by Elena Gentilini, Progetto Arcadia, CEnTOUR Project Partner*

- **Virginia Fernandez-Trapa**, Coordinator One Planet network UNWTO, “Advancing circularity in the tourism sector through commitment” (online)
- **Irina Cozma**, on behalf of Priority Area 3 “Culture, tourism and people to people contacts” - EU Strategy for the Danube Region (EUSDR) coordination team, Directorate General of Regional Development and Infrastructure, Ministry of Development, Public Works and Administration (Romania)
- **Joze Tomaš**, President of the Forum of the Adriatic and Ionian Chambers of Commerce (Forum AIC) - European Tourism Going Green Project (ETGG2030)
- **Lise Guennal**, Senior Project and Policy Officer at Islands Commission of the Conference of Peripheral Maritime Regions (CPMR)

### Q&A

## 13:15 CONCLUSION AND WRAP UP

### *Networking lunch*