FAST-LAIN - preparation of the European FAST-LAIN workshop/conference

**DRAFT PROGRAMME – v1, Herbert Hamele, 23 mar 2012**

 (draft title)

**Knowledge Networking for raising**

**the competitiveness and sustainability of European tourism:**

**from research to market place**

**Date, place: 24-25 May 2012 in Paris**

**Purpose:**

* Give the participants an update and complete picture of the project status and achievements so far (platform, content, uses, benefits)
* Recognize the potential of using DestiNet for own activities and for promoting DestiNet to potential users
* Fix the strategy and steps for continuation and expanding knowledge networking from research to market place world wide

Moderator: Peter Zimmer

Reporter: Richard Denman

Visualization: all on DestiNet + live online presentations

Technical support: IREST

Participants: ca. 40 (ca 20 speakers, ca 20 other (e.g. institutions, stakeholders in Paris, European initiatives,networks)

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| **Time**  | **Topic** | **speaker** | **remarks** |
| **14:00– 18:30** | **PART I: FAST-LAIN achievements**  |  |  |
| **30** | **Introduction** | Moderator: interview with |  |
| 10 | Welcome & **who is who** & programme  | Herbert Hamele |  |
| 10 | European policy for competitive & sustainable tourism  | N.N./DG ENTR |  |
| 10 | FAST-LAIN: Objectives & partners & roles | Gordon Sillence |  |
| **60** | **Topic areas for making European tourism more competitive and sustainable** | online presentations: expert group  |  |
| 5 | * Destination management
 | Richard Denman |  |
| 5 | * Climate change
 | Ghislain Dubois |  |
| 5 | * Natural heritage: biodiversity
 | Marion Hammerl |  |
| 5 | * Cultural heritage
 | Francesca Conti |  |
| 5 | * Transport and travel
 | Karl Reiner |  |
| 5 | * Supply chain
 | Hugo de Jong, Naut Kusters  |  |
| 5 | * (KN) training, education
 | Mikael Backman |  |
| 5 | * Quality assessment, certification, marketing
 | Herbert Hamele |  |
| 5 | * SCP & tourism
 | Gordon Sillence |  |
| **60** | **Knowledge networking from local to global level**  | Online presentations: partners: cluster objectives + achievements so far + outlook |  |
| 8 | * La Palma Club
 | Isabel Rodriguez |  |
| 8 | * Söderslätt Phototourism
 | Niels Arvid, Mikael Backman (?) |  |
| 8 | * Algarve Nature tourism
 | Adao Flores |  |
| 8 | * Paris Green Map
 | Maria Gravari-Barbas |  |
| 8 | * Saarland Carbon neutral travel
 | Teresa Müller |  |
| 8 | * Croatia National Sustainable Tourism platform
 | Blanka Belosevic |  |
| 8 | * Conservation & Tourism: global good practices network
 | Peter Prokosch |  |
| **30** | BREAK |  |  |
| **90** | **DestiNet platform for sustainable & responsible tourism** |  |  |
| 15 | Your role - Our Support | Gordon Sillence, Herbert Hamele |  |
| 45 | Users & Uses | Moderator: interviews with e.g.* Destinations: EDEN
* Networks: EEN
* Certificates for Tour operators and travel agents: TourCert
* for services: Austrian Ecolabel/ EU Ecolabel
* Marketing services: GTB
* NTOs: Turespana
* Media: Visions on Sustainable Tourism
* xxx
 |  |
| 30 | Using DestiNet now for own initiatives  | * EEA, UNEP, UNWTO, ETC, DTV, Italy
 |  |
| **15** | **Summary of part I** | Richard Denman |  |
| **09:30- 13:00** | **PART II: FAST-LAIN next steps & future** |  |  |
| 90 | * Suggestions for improvement and priorities
* Suggestions for common initiatives beyond 2012
 | All |  |
| 30 | BREAK |  |  |
| 60 | Results and next steps  | * FAST-LAIN: rest of work program until August 2012
* Continuation with DestiNet, preparation of common initiative/ project
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| 12:30 | CLOSURE |  |  |
|  | LUNCH |  |  |
| Afternoon  | EXCURSION: GREEN PARIS EXPERIENCE (OPTION) | IREST |  |
|  |  |  |  |