FAST-LAIN – International workshop 24-25 May in Paris *PROGRAMME – v3, hh, 24 April 2012*

International FAST-LAIN Workshop

**Knowledge Networking for raising the competitiveness and sustainability**

**of European tourism: from research to market place**

Date: 24th May 2012, 2 pm - 25 May 2012, 3:30 pm

Place: Fondation HELLENIQUE, 47 B Bd Jourdan, 75014 Paris *(between Cité Universitaire/ Place d’Orleans)*

Hotel: Room reservations made in [Hotel Terminus Orléans](http://www.paris-hotel-terminus-orleans.com/index.php?option=com_content&view=article&id=50&Itemid=57&lang=en) *(still needs to be updated with list of participants)*

**Purpose of the workshop:**

* Give the participants an update and complete picture of the project status and achievements so far
* Bring FAST-LAIN partners and experts together and 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

Moderator, Facilitator: Peter Zimmer, Gisela Martinez, Roxane Kaempf

Technical support: Powerpoint, Internet, wall paper, audio/video recording *(still to be fixed)*

Participants: ca. 20

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| **Time**  | **Topic** | **speaker** | **Ok?** |
| **24th May**14:00- 18:30 | **FAST-LAIN achievements so far** |  |  |
| **30 min** | **Introduction** |  |  |
| 10 | Welcome: who is who & programme  | Herbert Hamele/ Ecotrans | Ok |
| 10 | European policy for competitive & sustainable tourism  | Julia Adelsberger/ EC - DG ENTR | Ok |
| 10 | FAST-LAIN: Objectives & Achievements so far  | Gordon Sillence/ Ecotrans | Ok  |
| **60 min** | **DestiNet platform for sustainable & responsible tourism: overview** |  |  |
| 15 | Your role - Our Support: DestiNet services for all stakeholders  | Gordon Sillence, Herbert Hamele | Ok |
| 45 | Exemplary Users & Uses (Planned) | * Helena Rey/ UNEP
* Lorenzo Canova/Italian Ministry for Economic Development
* Antonio Pezzano/EDEN
* Vasilis Tsipidis/Prisma
* Valere Tjolle/Visions
 | tbc |
| **75 min** | **Topic areas for making European tourism more competitive and sustainable** | *Principles, key organisations and resources (examples)* |  |
| 8 | * Destination management
 | Richard Denman/ The Tourism Company | Ok |
| 8 | * Climate change
 | Ghislain Dubois/ TEC |  |
| 8 | * Natural heritage: biodiversity
 | Marion Hammerl/Bodensee Stiftung | Ok |
| 8 | * Cultural heritage
 | Francesca Conti/ ACTA |  |
| 8 | * Transport and travel
 | Karl Reiner/ ÖAR | Ok |
| 8 | * Supply chain
 | Naut Kusters/ ECEAT  |  |
| 8 | * (KN) training, education
 | Mikael Backman/ IIEEE | Ok |
| 8 | * Quality assessment, certification, marketing
 | Herbert Hamele/ Ecotrans | Ok |
| 8 | * SCP & tourism
 | Gordon Sillence/ Ecotrans |  |
| *17:00* | *BREAK* |  |  |

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| **90 min** | **Partner clusters: From Research to Market Place** | *Objectives, achievements, outlook*  |  |
| 12 | * La Palma Club
 | Isabel Rodriguez/ La Palma Biosfera | Ok |
| 12 | * Söderslätt Phototourism
 | Mikael Backman/ IIEEE | Ok |
| 12 | * Algarve Nature tourism
 | Adao Flores/University of Algarve |  |
| 12 | * Paris – Ile de France Green Map
 | Maria Gravari-Barbas, Amandine Chapuis/ IREST | Ok |
| 12 | * Saarland Carbon neutral travel
 | Teresa Müller/ TZ Saarland | Ok |
| 12 | * Croatia National Sustainable Tourism website
 | Blanka Belosevic/ Tourism Ministry Croatia |  |
| 12 | * Conservation & Tourism: global good practices network
 | Peter Prokosch/ GRID Arendal |  |
| *18:30* | **Summary day 1** |  |  |
| **09:00- 15:30** | **PART II: FAST-LAIN: knowledge networking & future** | **Facilitator: Peter Zimmer/ FUTOUR** | **Ok** |
| 90 | **Partner clusters: Ask Expert Forum** Helpful information found under each topic, key issues and questions to experts |  |  |
|  | Ideas for expanding the “Ask Expert Forum” (e.g. DestiNet check for target groups per topic, recommended resources and experts) |  |  |
| *10:30* | *Coffee BREAK* |  |  |
| 120 | **Future Workshop: International follow up projects**  |  |  |
|  | Ideas, discussion, priorities, next steps |  |  |
| *13:00* | *Lunch BREAK (Snacks)* |  |  |
| 60 | Expected status in August 2012 & Continuation:* partners portals
* experts topics
 |  |  |
| 30 | Final remarks on the workshop  |  |  |
| 15:30 | **Closure**  |  |  |
|  | **Excursion (optional)**  |  |  |