



Global Leaders Network Conference

25-26 September 2018

25 September | House of the Province of Gelderland (Statenzaal)

Markt 11, Arnhem (NL)

Program



08:15	Registration and coffee
09:00	<p>Opening and Welcome - Leadership in sustainable tourism <i>Mrs. Bea Schouten, Vice Governor, Province of Gelderland.</i> <i>Mr. Albert Salman, President, Green Destinations, founder of the Global Leaders initiative.</i> <i>Mr. Brian Mullis, Director, Guyana Tourism Authority. Co-founder, Global Destination Leaders.</i> <i>Mr. Roel Welsing, Director Apenheul, Apeldoorn, Gelderland.</i></p>
09:30	<p>The Global Leaders Network Objectives and Programs. Opportunities for thematic and bilateral cooperation. <i>Mr. Albert Salman.</i> Viami: a first pilot. <i>Ms. Marloes van de Goor, vice-president, Viami, Green Destinations BV.</i></p>
The Global Experience: strategies and success stories in sustainable tourism	
09:40	<p>The Portuguese Experience. A new Sustainable Tourism Strategy for Portugal <i>Mr. Sergio Guerreiro, Senior Director, Knowledge Management and Innovation, Turismo de Portugal.</i></p>
10:00	<p>The Slovenian Experience <i>Mrs. Maja Pak, Director General, Slovenian Tourism Board.</i> How to make a whole country green? Spreading and extending tourism in space and time.</p>
10:30	Break
11:00	<p>The Japanese experience. <i>Mr. Masaru Takayama, Asian Ecotourism Network, Thailand - Japan.</i> The Australian experience. <i>Mrs. Claire Ellis, Ecotourism Australia.</i> The African Experience: linking tourism & conservation. <i>Mr. Greg Bakunzi, Rwanda.</i> The Dutch Experience: Presentation of the HollandCity program. <i>Max Schreuder, NBTC Holland Marketing (Holland.com)</i> The Limburg Experience: Christmas City Valkenburg. <i>Mrs. Anya Niewierra, VVV Zuid-Limburg.</i> The Amsterdam Experience: a new tourism policy for the city. <i>Speaker tbc.</i> The Ljubljana Experience in sustainable city tourism. <i>Mrs. Alenka Soršak Ljubljana Tourism, Slovenia.</i> <i>(continuation in afternoon session, Statenzaal)</i></p>
12:15	<p>Declaration on the creation of the Global Leaders Network Global Leaders Signing Ceremony by Founding Members. Group picture.</p>
12:30	Lunch

Afternoon Sessions: Action Planning

	<i>Room: Statenzaal</i>	<i>Room: Wijsmanzaal</i>
13:30	<p>Spreading and extending tourism in space and time. <i>Moderation: Albert Salman (GD).</i></p> <p>13:30 Opportunities for Portugal. <i>Questions on the new Portuguese Strategy. Discussion: what can be learned from the global experience?</i></p> <p>14:00 Opportunities for Gelderland. <i>Introduction by Mrs. Bea Schouten. Discussion: what can be learned from the global experience?</i></p> <p>14:45 Interest in a potential European project <i>(to be continued at 16:45 in the Wijsmanzaal).</i></p>	<p>13:45 Recognition of sustainability efforts: <i>Tourism Impact Assessment vs. Baseline Assessment. Awards & Certification, Top 100 and the UN Sustainable Development Goals. Introduction and moderation: Hugo de Jong (Green Destinations).</i></p> <p>14:30 Viami: <i>identify and promote responsible and sustainable destination or business services. Introduction and moderation: Marloes van de Goor (Viami, Green Destinations BV). Optional continuation in a work planning group (breakout room).</i></p>
15.00	Break	
15:30	<p>How to tackle the Carbon & Climate challenge? <i>Dr. Paul Peeters, Associate Professor, Centre for Sustainability, Tourism and Transport (CSTT), University of Applied Sciences, Breda.</i></p>	
15:45	<p>Be greener and show it! How to benefit from your sustainability achievements? <i>Valere Tjolle, TravelMole Vision on Sustainable Tourism</i></p>	
	<i>Room: Statenzaal</i>	<i>Room: Wijsmanzaal</i>
16:00	<p>The Carbon & Climate challenge. <i>Moderation: Dr. Paul Peeters.</i></p> <p>The island of Tilos (Cyclades, Greece). <i>Mayor of Tilos, tbc.</i></p> <p>Schouwen-Duiveland (Zeeland, the Netherlands). <i>Eric Caspers, Municipality of Schouwen-Duiveland.</i></p> <p>CARMACAL: <i>how to measure your carbon footprint? Options for further exchanges, learning and cooperation. Optional continuation in a work planning group (breakout room).</i></p>	<p>Country framework programs: how to make a country green? <i>Moderation: Jana Apih (GoodPlace), Maja Pak, Albert Salman.</i></p> <p>Reviewing the benefits of the Slovenian model, incl. questions on the plenary presentation.</p> <p>Opportunities for regional, country and international approaches.</p> <p>Discussion. <i>Optional continuation in a work planning group (breakout room).</i></p>
16:45	<p>How to benefit from your sustainability achievements? <i>Working session on how to improve a green destination's promotion and marketing strategy. Moderation: Valere Tjolle.</i></p>	<p>Opportunities for a European project <i>to develop and deliver new principles, guidance and good practice for sustainable tourism, on Spreading and extending tourism in space and time. Points of attention: City tourism vs the Greater City. Moderation: Albert Salman (GD).</i></p>
17:15	<p>The Global Leaders Network Conference in 2019 and 2020. Important topics to address. Input from delegates. Options for the hosting and organization of the 2019 and 2020 Conference. Call for expressions of interest from potential Host Organisers.</p>	
17:30	Concluding remarks from delegates	
17:45	Closing of the conference - Short walk outside	
18.30	Dinner	

26 September | Field visits Program

Morning Field Visits	
08.30	<p>Visit to meet destination managers in the most famous National Park in Gelderland: <u>De Hoge Veluwe National Park.</u></p> <p>08:30 Registration at the tour bus near the House of the Province of Gelderland, Markt 11. <i>Participants can bring their luggage for hotel transfer from Arnhem to Nijmegen.</i></p> <p>08:50 Departure from Markt 11, Arnhem.</p> <p>09:30 Arrival at De Hoge Veluwe National Park, welcome by Mr. Seger Baron Voorst tot Voorst, director.</p> <p>10:00 Guided bicycle tour or guided walk, offered by De Hoge Veluwe.</p> <p>11:30 End of guided tour, departure to Wageningen.</p>
	<p>12:00 Arrival and welcome at building 103 Orion, <u>Wageningen University & Research (WUR)</u></p> <p>12:15 Food transitions 2030. <i>Dr. ir. Frans Kampers (WUR).</i></p> <p>12:30 Presentation on Tourism @ WUR. <i>Dr. Ir. Martijn Duineveld (WUR).</i></p>
12:45	Future Lunch at Wageningen University & Research - WUR (building 115)
13:45	<p>13.45 The innovative potential of shoarma sustainability. <i>Dr. Ir. Martijn Duineveld (WUR).</i></p> <p>14.05 Climate Change and Tourism. <i>Dr. Bas Amelung (WUR).</i></p> <p>14.30 End of WUR-presentations session, departure from WUR</p> <p>14.55 Welcome at Renswoude - The Netherlands' smallest Global Goals Municipality</p> <p>15.15 Guided walk in Renswoude. Signing Global Leaders statement and Group photo.</p> <p>16.30 Departure from Renswoude by tour bus to Arnhem Central Station and Nijmegen Central Station.</p>
End of Global Leaders Network Event 2018	

Information and Registration: www.greendestinationsday.org/global-leaders-conference | events@greendestinations.org.

Conference management and contacts

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