



BIENNALE HABITAT

BIENNALE HABITAT 2020-2022

MEDAWEEK BARCELONA
Mediterranean Week of Economic Leaders



“THE MEDITERRANEAN: THE VOYAGES OF CIVILISATIONS THE HERITAGE OF HUMANITY THE FUTURE HORIZONS”

MEDA WEEK 2020 - HYBRID EVENT 19th NOVEMBER 2020

Live Connection with: Barcelona - SPAIN; Washington DC - USA; Rome, Rocca San Giovanni and Island of Elba - ITALY; La Marsa - Tunis, TUNISIA; Bruxelles - BELGIUM; Crete - GREECE

• 19th NOVEMBER 2020 > 5.00 pm (CET, Barcelona, Cairo, Rome)

The Mediterranean and Coastal Tourism - Current Scenarios and Shaping Future Tourism

International Participants:

ASCAME - OCTO - MEGARA CHALLENGE - UfM - EU DG MARE - WISTA - COSTA NOSTRUM

INTRODUCTION 5.00 pm (CET, Barcelona, Cairo, Rome) from Cantina Frentana, Comune di Rocca San Giovanni (CH) - Italy

Annika Patregiani - Habitat World President - Executive Director Biennale Habitat

Giovanni Enzo Di Rito - Mayor of ROCCA SAN GIOVANNI Municipality (Abruzzo)

Marco Marsilio - President of the Region of Abruzzo, Italy

WITH THE PARTICIPATION OF:

Daniele D'Amario - Region of Abruzzo, REGIONAL MINISTER FOR PRODUCTIVE ACTIVITIES, INDUSTRY, TOURISM AND CULTURE Nicola Campitelli - Region of Abruzzo, REGIONAL MINISTER FOR URBANISATION, TERRITORY AND LANDSCAPE, COASTAL MANAGEMENT, ENERGY AND WASTE MANAGEMENT

Fabrizio Montepara MEMBER of the REGIONAL COUNCIL, Abruzzo

EXPERTS' PANEL 5.30 pm (CET, Barcelona, Cairo, Rome) - digital conference

Introduction by Sarah D. Carr, Ph. D OCTO GROUP USA

Coordinator, Coastal-Marine Ecosystems-Based Management Tools Network

Editor, The Skimmer on Marine Ecosystems and Management Website: www.ebmtools.org

Chairpersons:
Massimo Castellano and Paolo Giraud
Habitat World Communications Team www.habitatworld.net

Speaker
Isidro Gonzalez
Deputy Secretary General of the Union for the Mediterranean: Water, Environment & Blue Economy Division
Transport & Urban Development Division, UfM - www.ufm.org

Speaker
Eleni Hatziyanni - EU DG MARE
European Commission - Directorate General for Maritime Affairs and Fisheries
Sea Basin Strategies, Maritime Regional Cooperation and Maritime Security

Speaker
Vasileios Zissimopoulos
Founder CEO COSTA NOSTRUM Programme (www.costonostrum.org)
Crete - GREECE

Speaker
Patrizia Lupi
Member of the board of WISTA Italy (Women International Shipping and Trading Association)
www.wistaitalymembers.com
Director in Chief of Enjoy Etna & the Tuscany Archipelago Magazine.

Speaker
Josep-Francesc Valls
Professor in Marketing at Esade and Expert in digitalization of tourism - expert of ASCAME SPAIN BARCELONA
www.ascame.org MEGA WEEK 2020

Speaker
Mohamed Mastouri
Teaching tourism in IHEIT (High Institute of Tourism Tunisi)
Expert of Réseau MEGARA des Villes Durables TUNISIA
www.megara-challenges.org

Speaker
Armando Montanari
Professor and President at the Sapienza University of Rome, School of Tourism
President at the Sora Enimco Srl
La Sapienza University innovative StartUp



International Webinar: The Mediterranean and Coastal Tourism - Current Scenarios and Shaping Future Tourism

Presented by: Isidro Gonzalez of the Union for the Mediterranean - UfM, Eleni Hatziyanni of the European Commission - EU DG MARE, Vasileios Zissimopoulos of the COSTA NOSTRUM project, Patrizia Lupi of WISTA Italy (Women International Shipping and Trading Association), Armando Montanari of the SARA Embio start up of La Sapienza University (Rome School of Tourism), Josep Valls Giménez of the Esade - ASCAME (Association of the Mediterranean Chambers of Commerce and Industry), and Mohamed Mastouri of Réseau des Villes Durables, Tunisia.

Date/Time: Thursday, November 19, 11:30 am US EST/8:30 am US PST/4:30 pm UTC/5:30 pm CET

Description: The COVID-19 pandemic has triggered an unprecedented crisis in the tourism economy. Estimates of the impact suggest a 75-90% decrease in international tourism in 2020. This puts as many as 120 million jobs globally at risk. Domestic tourism was expected to recover more quickly than international tourism and offer some relief to the sector, particularly in Mediterranean countries and islands, but figures indicate that this has not occurred. Coastal communities have been hardest hit, with an estimated €7 billion decrease in GDP across Small Island Developing States due to the decrease in tourism. Governments and industry are focusing their efforts on applying new health protocols for safe travel; diversifying markets; stimulating demand with new safe and clean labels, information apps, and domestic tourism promotion campaigns; and preparing comprehensive tourism recovery plans. The measures put in place today will shape the tourism of tomorrow, and governments need to support the transition to low carbon and promote the structural transformation needed to build more ecologically and economically sustainable and resilient tourism economies. This webinar offers a panel discussion of high-level decisionmakers across the Mediterranean as they rethink tourism for the future - with an eye on the UN Sustainable Development Goals and the “New Normal” for coastal tourism.

Co-sponsors: HABITAT WORLD, ASCAME, and OCTO (EBM Tools Network, The Skimmer, OpenChannels, MPA News, MarineDebris.info)

