

**PROGRAM
IV FORUM SAVE POSIDONIA
PROJECT 2021**

SMART SUSTAINABILITY
“Smart Sustainability for the Recovery of Tourism and the
Preservation of the Territory”
Formentera, 23-26 of september, 2021



IV FORUM SAVE POSIDONIA PROJECT 2021 – Formentera 24th of September

“Smart Sustainability for the Recovery of Tourism and the Preservation of the Territory”

Since 2017 Formentera evidences its commitment to the sustainability of the island in all actions led and promoted by the Consell Insular and in particular from the area of tourism.

In 2018 a local edition was published to update and make contact with the business community and publicise the projects developed as a result of the posidonia sponsorship actions.

And in 2019 the island was once again the setting for the Save Posidonia Project initiative led by the Consell Insular de Formentera. The main objective of this project is to protect the natural resources of the island of Formentera and, specifically, to contribute to the conservation of Posidonia oceanica.

The celebration of the 2019 Forum was mainly marked by innovation, both in approach and content (water, waste and plastics, energy transition, terrestrial mobility and maritime mobility, sea and posidonia). In addition, a workshop was organised with representatives of the sector, using design thinking methodology and thematic tables, to define the roadmap that Formentera should follow in the coming years.

The forum was attended by delegates from Formentera’s business community, NGOs, technology and data companies, universities and the public sector.

Save Posidonia Project continues to be an example of tourism management based on sustainability and public-private collaboration. The success achieved in previous editions, makes us envision a fourth edition with international professionals who will undoubtedly continue to accompany Formentera on its path towards sustainability.

IV FORO SAVE POSIDONIA PROJECT 2021

Formentera 24th of September

Sala de Cultura de Formentera
Pius Tur Mayans, 14, 07860, San Francesc Xavier

OPENING BLOCK

9.00h Door opening

9.30h Opening and Welcome

- Alejandra Ferrer, President of the Island Council of Formentera
- Antonio Sanz, Councillor for the Environment of the Consell Insular de Formentera

Inaugural Speech

10:00h Declaration of Formentera and Roadmap 2023 (working tables)
(Video)

- Alejandra Ferrer, President of the Consell Insular of Formentera

10:10h Conclusions Fieldwork in Formentera
Posidonia Mediterranean Network

- Frédéric Villers, French Biodiversity Agency
- Phénia Marras, French Biodiversity Agency
- Marcial Bardolet, Balearic Islands Government
- Daisee Aguilera, Whitesand Solutions

Block 1: "Intelligent Sustainability: Preserving Posidonia"

10:20h Conversation: A Look at Sustainable Tourism in 2030

- Antonio López de Ávila, President & CEO, Tourism Data Driven Solutions
- Alessandra Priante, Director - Regional Department for Europe, World Tourism Organization (online connection)
- Maribel Rodríguez, Senior Vice President, World Travel and Tourism Council (online connection)

10:50h Impacto de los Medios Internacionales

- Liam Aldous, Creative Director – ColourFeel / Monocle Magazine Correspondent

11:00h Coffee Break

11:15h Keynote. New innovative models of sustainability for a better future

- Iker Marcaide, Founder and CEO, Zubi Labs



11:30h Panel. Smart Management: Seeking Zero Impact

Moderator:

- Manolo Molina, Editor, Hosteltur

Panel:

- Daniel Lozano, Head of Transformation and Sustainability, IBERIA Express
- María Segovia, Quality department, INSOTEL HOTEL GROUP
- Juan Luis Barahona, CEO, FENEVAL
- Alejandro Marí, Commercial Director, TRASMAPI

12:15h Keynote: Circular Seas

- Gabriel Mulet, PACS Manager Balears, Coca-Cola Europacific Partners

12:30h Panel: Blue Economy

Moderator:

- Ainhoa Raso, VP Innovation, Tourism Data Driven Solutions

Panel:

- Oscar Esparza, Marine Areas Coordinator, WWF Spain
- Sergio Ruiz Halpern, Marine Biologist, Save The Med

13:15h: Standards for more sustainable island destinations

- Luigi Cabrini, Chairman, Global Sustainable Tourism Council

Success Stories: Technology applied to Sustainability

13:30h: Technology at the Service of Reforestation

- Juan Carlos Sesma, Founder, CO2 Revolution

13:45h: Artificial Intelligence to Save the Oceans

- Gloria Guerrero, Founder, Plastic CleanUp

14:00h Lunch

Bloque 2: "Carbon Neutral Islands"

16:00h Compensating Locally: Creating Island Emissions Markets

- Antonio López de Ávila, President & CEO, Tourism Data Driven Solutions

16:15h Panel. Emissions Markets: From Theory to Practice

Moderator:

- Jordi Cañas, Consultant, CANDO Bioenergy

Panel:

- Alejandra Ferrer, President, Consell Insular de Formentera
- Federico de Arteaga, Director of Planning, Grupo JB-Mundo Cuervo (online connection)



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formentera

- Joan Carles Cambrils, Deputy General Manager, Fundació. Somos: Fundació Visit València
- Vicente Ros, Head of Climate Change and Circular Economy, Control Union

17:00h Panel: Shaping the Leaders of the Future of Sustainable Tourism

Moderator:

- Antonio López de Ávila, President & CEO, Tourism Data Driven Solutions

Panel:

- Conchita García, Vice Chancellor of Entrepreneurship and Employability, Complutense University of Madrid
- Carlos Díez de la Lastra, General Manager, Les Roches Marbella, International School of Hotel Management
- Mar Vila, Senior Lecturer, Department of Economics, Finance and Accounting, ESADE
- Megan Epler Wood, Managing Director, Sustainable Tourism Asset Management Program (STAMP), Cornell University, SC Johnson College of Business, Center for Sustainable Global Enterprise (online connection)

17:45h Official closing

- Alejandra Ferrer, President, Island Council of Formentera

18:00h Closing of the day

* *The Forum will have the collaboration of: Elena Urizar, Co-founder, VISUALEA*

Saturday 25: "Save Posidonia Day"- Volunteer Activities

9.30 h Cleaning of the cove in Baster i des Carnatge.

Departure at 9.00 h by bus from Sant Francesc Xavier. Meeting point at the parking lot of sa Senieta (Eroski).

12.00 h Departure from Baster cove in La Savina.

13:30 h Lunch.

15:00h - 17:00h Visit PRADERAS DE POSIDONIA: Departure by boat (boat Mediterranée, courtesy of the shipping company Trasmapi), explanation of the Posidonia ecosystem and diving activity accompanied by a guide. Departure from the port of La Savina (next to the "Nueva Formentera" marina tower).

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Official partners of the event

