Mediterranean Day
28 November 2023
09.45 AM – 11.30 AM

DAY OF THE
MEDITERRANEAN
NOVEMBER 28

PROGRAMME

The Pyrenees-Mediterranean Euroregion is organising a **webinar** on **territorial cooperation and sustainable tourism**. The aim is, on the one hand, to promote territorial cooperation as a key tool in Europe for sustainable tourism. And on the other hand, to focus on the tourism and water sector by showing real examples of projects that are working today to reduce and/or save water. We are looking for alliances between the public and private sectors that will enable us to make lasting commitments to sustainable tourism.

The challenges of sustainable tourism in the Euroregion:

The circular economy in action

09.45 am -10.00 am   Check-in

10.00 am -10.05 am   Welcome

- Rôle Role as Presidency of the Euroregion, its priorities in tourism **Marta Domenèch Tomàs**, Director General of Tourism | Representative of Gencat

10.05 am -10.45 am Territorial cooperation as a key tool for sustainable tourism **(30')**

- **Marta Domenèch Tomàs**, General Director for Tourism | CAT

- **Aurélie Nicolas Faure**, Deputy Director | OCC

- **Pere Joan Planas**, Director of AETIB | IB

Le programme Intereg EuroMED et les défis du Tourisme dans la Méditerranée.

Generalitat de Catalunya   GOVERN ILLES BALEARS   La Région Occitanie Pyrénées - Méditerranée

Josep Rodriguez, Responsable de Relaciones Internacionales, Oficina Técnica de Turismo de la Diputación de Barcelona, and Project coordinator Community4Tourism

10.45 am - 11.25 am Exemples de réussites du projet WAT'SAVEREUSE

- Introduction WAT'SAVEREUSE by the Pyrenees-Mediterranean Euroregion
- **Laura Toso**, Manager of the **Girona Campsites** Association | Example of good CAT practice
- **Esteban Delgado,** director técnico de **Preverisk** | H2Otel: data management and improvement of the water footprint in hotels | Good practice example IB
- **Hassen Hichri**, (Abiofore) Developer of the electronic health record, and former director of **Biofaq** and **Jean-Michel Cle**rc, Head of Innovation Expert Eaux Géosciences Risques (AD'OCC) | Example of good practice OCC

11.25 am – 11.30 am Closure