



In the framework of the ENI CbC Med GreenInMed Project



Organises:

GreenInMed

2nd Transnational workshop

Destination: South of France Region

'Energy and water sustainable management as assets to relaunch the regional tourist accommodation offer after the health crisis'

25 February 2022

10:00 – 16:30

IMREDD – Mediterranean Institute of environmental risk and sustainable development

9 rue Julien Lauprêtre,

06200 Nice (France)

(hybrid format: on-site and via Zoom)

Project partners :



Capenergies



Agenda

MORNING SESSION (ON-SITE AND REMOTE)

09:00-10:00 Registration and welcome coffee

10:00-10:10 Introduction and objectives of the workshop: Enrico MAZZON, European project manager, Capenergies (*On-site*)

10:10 – 10:30 Setting the framework: How natural and artificial risks can affect the building sector and the tourist offer, IMREDD, Paulo MOURA, Head of innovation (*On-site*)

10:30-10:50 Actions taken at national level to relaunch the hospitality sector (focus on tourist accommodations) – Aline FRESIER, Relaunch Plan coordinator ADEME Regional Direction Région Sud Provence Alpes Côte d’Azur (*On-site*)

10:50-11:10 European hospitality industry’s most recent performances and recovery trends after the Covid-19 crisis, Michelle FAWCETT, Tourism, culture and hospitality manager, In Extenso (*On-site*)

11:10-11:30 A case study: The strategy of the City of Marseille to make its hospitality offering more sustainable - Marc THEPOT, President of the Office Métropolitain du Tourisme et des Congrès of Marseille (*via Zoom*)

11:30-12:00 Best practices from 2 hotels awarded by the 2021 green leaf (for sustainable water and energy management in Marseille) – Intercontinental and Hotel 96 (*via Zoom*)

AFTERNOON SESSION

14:00 – 14h10 Presentation of the new Institute for Tourism Côte d’Azur – Vincent TRICARD, Operational Director (*on-site*)

14:10-16:00 10 Pitches from solution providers – water and energy management (from FR, SP, ISR – on-site and remote) – questions from the public and free B2B meetings (*on-site*)

Wit – Paul RAAD, Sales Director (*on-site*)

Hocosto – Rico DEN HOUDEN, President (*via Zoom*)

Hydrao – Eric BURKEL, Co-founder & Head of International development (*via Zoom*)

FGWRS – Pierre MAGNES, Head of Development (*on-site*)

16:00 Conclusion of the works and next steps - Enrico MAZZON, European project manager, Capenergies

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