



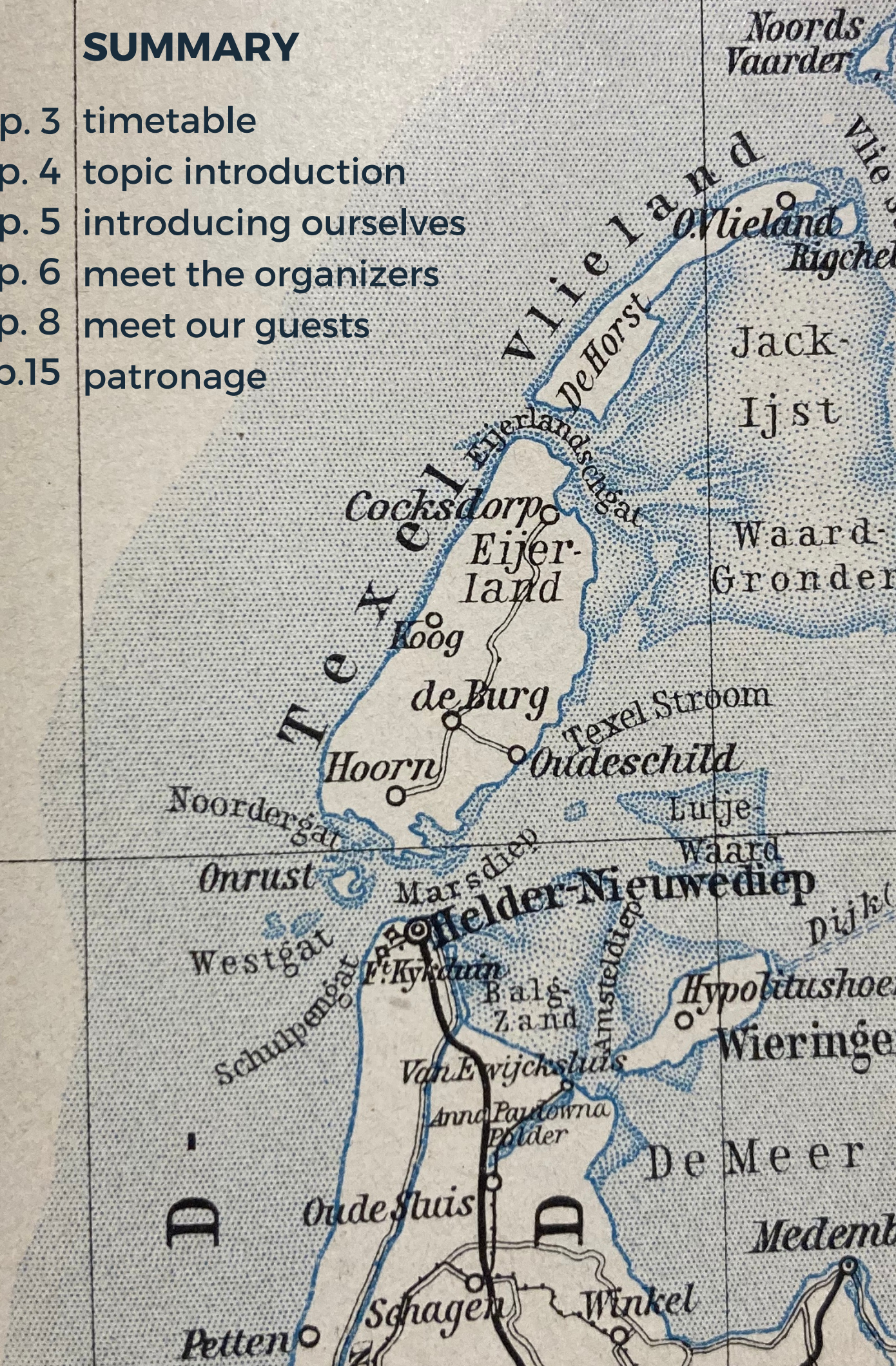
THE FUTURE OF TRAVEL IN EUROPE: HOW TO MAKE TRAVEL MORE SUSTAINABLE AFTER THE PANDEMIC?

under the patronage of



SUMMARY

- p. 3 timetable
- p. 4 topic introduction
- p. 5 introducing ourselves
- p. 6 meet the organizers
- p. 8 meet our guests
- p.15 patronage



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|---------------|---|
| 9:00 – 9:15 | Welcome by Valeria Peruzzi & Stephan Raab |
| 9:15 – 9:30 | Topic introduction by Marisa De Schepper & Isabella Mavellia |
| 9:30 – 10:00 | Panel Discussion: Sustainability in Air and Rail Travel (moderated by Marisa De Schepper & Valeria Peruzzi) |
| 10:00 – 10:15 | Break |
| 10:15 – 10:45 | Panel Discussion: Transformation and Culture in Tourism (moderated by Isabella Mavellia & Stephan Raab) |
| 10:45 – 11:00 | Summary of the discussion by Marisa De Schepper & Isabella Mavellia |
| 11:00 | End of the event |





BRUXELLES

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Mètres

Tramways

t o p p i c

During the Covid19 - pandemic, tourism in Europe has been drastically reduced. While the travel sector is one of the most affected sectors by the pandemic, it is also an important ally to create a more sustainable future for Europe. Especially transport has an important impact on climate change and other environmental and social issues. Now vaccinations have started, travel is expected to increase again in the coming months and years. We believe that with effective cooperation and the right resources, the sector can re-start in a more sustainable and eco-friendly way. Especially since the many projects on rail expansions on the European mainland which can offer a sustainable and competitive alternative to short-distance flights.

During this roundtable, we want to create an international discussion between the travel industry, tourism experts, and MEPs in order to discuss how the industry can re-start in a more sustainable way. In the first part of the discussion, we will focus on air and railroad travel. In the second part of the event, we will discuss the power of transformation through tourism of both people and places, through phenomenon like overtourism and staycations. We want to create a constructive discussion on how to make tourism more sustainable and how the European Union can help in this regard. In the end, we will aim to create a list of what can be done by the travel industry, experts and the European Union to re-start tourism in a sustainable way.



GreenerEU 2050 is a German social start-up founded by Isabella Mavellia. The start-up is focused on sustainability, culture and tourism in Europe. The work of GreenerEU 20150 is based on the UN Sustainable Development Goals, the European Green Deal and the Faro Convention. The start-up organises events and projects like the Virtual Sagra, cultural routes and micro-itineraries, and online language courses. In the collaboration with Bringing European Together Association (BETA) - Italia, GreenerEU 2050 is creating several roundtables on Sustainability and the Future of Europe. For more information on GreenerEU, please check their website:

<https://it.greenereu.com/>



Bringing Europeans Together Association (BETA) Italia is the Italian branch of the young, pan-European association Bringing Europeans Together Association (BETA Europe). The main and well-known project of BETA Europe and its branches is the Model European Union (MEU), a simulation of the ordinary and legislative process of the European Union. The project is based on the concept of learning by doing and counts a lot of supporters around Europe. BETA Italia in particular not only has its own MEU, but also runs other projects and collaborations (2Date2Debate, BETA in School, Editorial Board, Workshops). Right now, the Italian branch is collaborating with the German start-up GreenerEU 2050 on a slot of roundtables about Sustainability and the Future of Europe.

 <https://it.linkedin.com/company/beta-italia-bringing-europeans-together-association>

 <https://www.instagram.com/betaitalia/?hl=it>

 <https://www.facebook.com/betaitaly>

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Valeria Peruzzi

BETA - Italia

Valeria is an Italian master degreed student in European and International policies at Università Cattolica del Sacro Cuore of Milan. Right now, she collaborates with SDA Bocconi School of Management on 'Paperless', a project for the digitalization of all the school's materials (papers, cases, teaching notes, etc.). Passionate about Europe, education, big events and projects, she is the first female President of Bringing European Together Association (BETA) - Italia, which she has been running for two years.



Marisa De Schepper

GreenerEU 2050

Marisa is a Belgian master student in Tourism & Sustainability at the Linnaeus University in Sweden with a background in Health & Safety Management. At the moment, she is collaborating with GreenerEU 2050 on the organization of three roundtable events on Sustainability and the Future of Europe. Passionate about the environment from a young age, she is particularly interested in international policies and project development on sustainability, tourism and circular economy.

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Stephan Raab

GreenerEU 2050 & BETA - Italia

Stephan is a former German Schuman Trainee at the European Parliament and researcher in international adult education at the University of Bamberg. He also collaborates with GreenerEU 2050 and is member of BETA - Italia. His interests cover particularly lifelong learning and a common European Education area.



Isabella Mavellia

GreenerEU 2050

Isabella holds a B.Sc. in International Business Administration and Management (Touro College Berlin) and a M.Sc. in Comparative International Relations (Ca' Foscari University of Venice and the Venice International University). She specialized in the UN's Sustainable Development Goals and specifically in the development of sustainable tourism with special interest in the implementation of targets in the City of Venice, as well as European project management and international and cross-cultural relations such as intercultural communication. She founded the social start-up GreenerEU 2050 in December 2020 with the goal to use tourism as a vehicle for positive ecological, economic and socio-cultural impact.

GUEST



Ismail Ertug

MEP S&D (Germany)

Mr. Ismail Ertug, MEP and Vice-President of the Group of the Progressive Alliance of Socialists and Democrats (S&D), was born in Amberg, Germany, in 1975. After his studies, he held several different positions at the Health Insurance Scheme AOK. In 2009, he was elected to become a Member of the European Parliament for the first time, and he was re-elected in 2014, as well as in 2019.

Since then, MEP Ertug has been a Member of the Committee on Transport and Tourism (TRAN). During his second term, he acted as Coordinator of the S&D Group in the TRAN Committee, and in 2019, he was called to hold office as Vice-President of the S&D Group. Besides his full membership in the TRAN Committee, he is also a substitute for the Committee on Industry, Research and Energy (ITRE). He is also a full Member of the Delegation for relations with the People's Republic of China and a substitute for the Delegation for relations with the Arab Peninsula.

MEP Ertug is involved in topics such as the future of mobility, the reduction of CO2 Emissions, the introduction of alternative and cleaner means of propulsion, as well as the increase of automation and digitalization. Furthermore, he stands for the rights of rail passengers, aims for simplifying cross-border travel, as well as the regulation of guidelines for the development of the trans-European transport network.

G U E S T



Dr. Dorien Rookmaker
MEP Independent (Netherlands)

Dr. Dorien Rookmaker is a Dutch independent politician. Born in Petten, The Netherlands, in 1964. Dorien worked for different large financial institutions where she focused on good governance, corporate risk management and compliance. Afterwards she worked for 10 years at the Dutch railway organisation (ProRail) where she was responsible for the company-wide Risk management & Compliance policy. Dorien is political active since 2019. First as a member in the Dutch Senate (Eerste kamer) and currently as an independent member of the European Parliament. Dorien is part of the committee on Transport and Tourism (TRAN) and is promoting the further expansion of the European High Speed Rail network, which connects all major cities of Europe.

GUEST



Dr. Michael Hall

Professor in Marketing & Tourism at the University of Canterbury, New Zealand

Dr. C. Michael Hall is currently Professor in Marketing and Tourism in the Department of Management, Marketing & Entrepreneurship at the University of Canterbury, Christchurch, New Zealand, since 2007. He is also currently Docent in Geography, University of Oulu, Finland; a Visiting Professor in tourism, School of Business & Economics, Linneaus University, Kalmar, Sweden and a Guest Professor in the Department of Service Management at Lund Helsingborg campus, Sweden. He is also a frequent visitor to the geography department, Umeå University also in Sweden.

Prof. Hall received his doctorate in geography from the University of Western Australia, from which he also received an honours degree in politics. His masters is from the Faculty of Environmental Studies at the University of Waterloo, Canada, in geography/resource management.

According to Google Scholar analysis for the category of tourism he is currently the most cited scholar in the area and is also very highly cited in geography, regional development, sustainability and global environmental change. In 2009 he was named the Elsevier ScienceDirect 'For Great Thinking', Arts, Humanities & Social Sciences category winner. His current research focuses on degrowth, global environmental change, resilience, biodiversity, loss, social marketing, World Heritage, tourism and public transport, and much more.

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credit pic: Paul van Rijkevorsel

Prof. Dr. Ing. Paul Peeters

Professor Sustainable Transport & Tourism at the Breda University of Applied Sciences

Prof. Dr. Ing. Paul Peeters (1957) is Professor Sustainable Transport and Tourism at Breda University of applied sciences (BUas) since December 2002. He is responsible for the Centre for Sustainable Tourism and Transport of BUas and specialises in the environmental impacts of tourism and tourism transport in general and climate change mitigation in particular.

Paul has been educated as an aircraft engineer at the University for Professional Education Haarlem, the Netherlands. He worked four years as an aircraft preliminary design engineer, after which he did two years research at the Dutch Energy Research Agency (ECN) on wind turbines. After this a long period followed in which he did research on transport and environment, at the Friends of the Earth (Amsterdam), Werkgroep 2000, a Dutch Consultancy Group and between 1995 and 2008 from his own Consultancy (Peeters Advies). He has been a guest editor for several journals and edited a range of books. Also, he reviews for many journals and scientific book publishers.

His expertise lies in the tourism and travel industry on topics like environmental impacts of tourism, climate change mitigation, aviation, eco-efficiency, carbon footprint, transport technology, tourism transport, rail transport, and carbon management.

GUEST



Dr. Marianna Strzelecka

Professor Tourism & Sustainability at Linnaeus University

Dr. Marianna Strzelecka is an associate professor of tourism studies engaged in the Master Program on Tourism and Sustainability at the School of Business and Economics of the Linnaeus University (LNU) in Kalmar, Sweden. Besides her work with LNU, she is affiliated with Institute of Environmental Sciences at Jagiellonian University in Krakow, Poland. Her work is informed by the philosophy of empowerment and draws from the fields of political science, sociology, psychology and nature conservation to shed light on the socio-cultural aspects of the relationships between communities of place and local 'natures', and how tourism allows to re-negotiate these relationships. Between 2018 and 2019, she has worked on a study concerned Natura 2000 justice and the role of nature-based tourism in empowering rural residents. Currently she leads the project on river stewardship and outdoor leisure.

GUEST



Dr. Ingrid Molderez

Professor in Corporate Sustainability at the KU Leuven

Ingrid Molderez holds an MA in Social Theory and Organisation (Keele University, UK) and a PhD in Applied Economic Sciences (Hasselt University, Belgium). She defended her doctorate on 'Sustainability and Location. Elements of a travelling theory of praxis' in 1999. Her interest in sustainability has remained since then.

She is associated with KU Leuven, Faculty of Economics and Business, Centre for Economics and Corporate Sustainability (CEDON) as a professor in Corporate Social Responsibility, Service Learning and Social Entrepreneurship, and Macro-Economics. Her research focuses on sustainable and social entrepreneurship and on sustainable competencies. Her aim is to contribute to sustainability in higher education by focusing on alternative pedagogical and methodological approaches, inspired by different disciplines such as organization theory, philosophy, social theory, cultural studies, and art.

This multidisciplinary stance she takes becomes clear in the articles and book chapters she has published, including 'Organisation as body-in-contact' (2002), 'Spirits of ecological thinking' (2008), 'The horizon's embrace. A Faustian perspective on limits' (2010), 'Sustainable Fashion and Animal Welfare. Non-violence as a Business Strategy' (2015), 'The power of art to foster systems thinking' (2019), 'Unraveling the Role of Empathy and Critical Life Events as Triggers for Social Entrepreneurship' (2020), and 'How transformative learning nurtures ecological thinking' (2021).

GUEST



Dr. Marcella Morandini

Marcella Morandini currently works for the Aut. Province of Bolzano – South Tyrol. For 7 years (2014-2021) she has been the director of the UNESCO Dolomites Foundation. She developed a deep experience in managing territorial cooperation projects. Between 2008 and 2014, she served as international officer at the Secretariat of the Alpine Convention. 2015-2016 she was co-president of the Working Group “Sustainable Tourism” of the Alpine Convention. 2018 she attended TEDx Trento with a speech about marginal areas, asking whether it is possible to overturn the paradigm which says that marginal areas (like mountains, islands and rural areas) are only an extension of the outskirts of our large urban centres. What if the marginality of these places were actually the keystone to rethink all the territorial policies within Europe?

PATRONAGE OF "THE COUNCIL OF EUROPE'S CULTURAL ROUTE VIA ROMEA GERMANICA"



The **VIA ROMEA**, through its historical route from the 13th century (through four German federal states, the three European countries of Germany, Austria and Italy with its six crossed regions) from Stade to Rome, can open the eyes for a long shared common European history with its religious, local and cultural aspects. More than 20 regions, cities and associations are part of VIA ROMEA. As a way of encounters today, it wants to set elderly and young people, whether pilgrims, hikers or travellers, in ecumenical openness, today and for future generations, in motion to overcome all kinds of borders, to appreciate different cultures in their own particularities, but also to reconnect peoples through the recognition of common traditions and values, and to possibly find "oneself", that is, one's own spiritual or human identity

<https://www.coe.int/en/web/cultural-routes>

<https://www.viaromea.de/en/>



Contents by: Marisa De Schepper

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