



World Tourism Organization



05-08 Nov 2012 ExCeL London



“GREEN INNOVATION IN TOURISM: ENHANCING COMPETITIVENESS AND REDUCING COSTS”

WORLD TRAVEL MARKET 2012

8 November, 2012 - Time: 14h00 – 15h00

Venue: South Gallery, Room 21 & 22

With One billion International visitors expected in 2012, how can tourism sustain its responsible growth through innovative practices aiming at reducing its negative impact?

The World Tourism Organization is responding to the challenge. It has created an innovative application available online - the Hotel Energy Solutions e-Toolkit – in cooperation with, UNEP, IHRA, EREC, ADEME and with the financing of Intelligent Energy - Europe programme managed by Executive Agency for Competitiveness and Innovation. This e-toolkit aims at assisting hotels in their energy management, reducing costs in energy, within the spirit of energy for all.

On the occasion of the World Responsible Tourism Day and the activities taking place at the World Travel Market 2012 (London, 5-8 November 2012), UNWTO would like to invite you to join in an event on “Green Innovation in Tourism: enhancing competitiveness and reducing costs” (8 November, 2012).

Key objective: to discuss to what extent tourism can sustain its responsible growth through innovative practices aiming at reducing its negative impact.

Provisional programme:

- **Introductory remarks.** Mr. Márcio Favilla, Executive Director for Competitiveness, External Relations and Partnerships (UNWTO)
- **Intelligent Energy - Europe programme.** Mr. Timothée Noël, Project Officer – Energy Services, Executive Agency for Competitiveness and Innovation (EACI), European Commission
- **Hotel Energy Solutions** – Mrs. Zoritsa Urosevic, Head of Institutional and Corporate Relations Department (UNWTO)
- **Smart Destinations, EU Eco-Management and Audit Scheme (EMAS).** Dr. David Styles, Lecturer in Life Cycle Assessment at Bangor University, UK.
- **Innovative public policies for tourism to strengthening the attractiveness and competitiveness of rural areas,** Mr. Victor Alonso Monge, Deputy Delegate - Economy, Tourism and Personal, Valladolid Council
- **Q&A**
- **Conclusions** (UNWTO)

Event format:

The speakers will provide a short introduction into the subject (5 minutes presentations of what your institution is doing in the field). The remaining part of the event (30 minutes) will consist of an interactive exchange, between the speakers and the audience, to be summarized in concluding remarks by UNWTO.

Reference Links: [Hotel Energy Solutions \(HES\) Official Website](#)
[HES on EuroNews “Go green, get growing”](#)
[Rio+20 Side Event “Green Innovation in Tourism”](#)
[Rio+20 Outcome](#)

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