

UNFCCC COP 27
Sharm El-Sheikh, Egypt

Tourism climate action plans in the Mediterranean: a vision for the future

By Interreg MED Sustainable Tourism Community

11 November 2022
15:00 – 16:00

Speakers



Jospe Rodríguez
Barcelona Provincial
Council

Responsible for International Relations, Tourism Department, Barcelona Provincial Council and Coordinator of the MED Sustainable Tourism Community.

Engineer, degree in Humanities and postgraduate degree in Tourism Destination Management. He has more than 25 years of experience in the management of European and international projects and, for the past six years, he has focused his work on the tourism sector. Coordinator of the MED Community for Sustainable Tourism, a project funded by the European program INTERREG MED, which integrates thirty projects and more than two hundred entities working in the field of tourism sustainability in the Mediterranean.



Virginia
Fernandez-Trapa
UNWTO

Programme Officer of the Sustainable Development of Tourism Department at the United Nations World Tourism Organization (UNWTO).

She is responsible for the implementation of initiatives addressing the global challenges of climate change, biodiversity loss and pollution, such as the One Planet Sustainable Tourism Programme on sustainable consumption and production, the Glasgow Declaration on Climate Action in Tourism, the Global Tourism Plastics Initiative and the Global Roadmap on Food Waste Reduction. Virginia joined UNWTO in 2007, she has a Law Degree from Universidad Complutense de Madrid and Masters on Sustainable Development of Tourism and Destination Policy and Strategy Management.



Elena Kountoura
European Parliament

[Elena Kountoura is Member of the European Parliament for Greece. She is appointed coordinator of the Left Group at the Transport and Tourism Committee, TRAN, and member of the Committees on Women's Rights and Gender Equality- FEMM, Industry Research & Energy - ITRE, and Artificial Intelligence - AIDA. She is also member of the Delegations of the Parliamentary Assembly of the Union for the Mediterranean Substitute - DMED, for relations with the Mashreq countries - DMAS and for relations with the Korean Peninsula -DKOR. Previously, she had served as Minister of Tourism of Greece \(2015 - 2019\), and was recipient of several prestigious awards, including "Tourism Minister of the Year 2019" in ITB Berlin, and "Global Champion 2019" for Destination Stewardship, by the World Travel & Tourism Council, WTTC. During her long-standing political career \(2004 -2019\) she was elected six times as Member of the Greek Parliament in the First District of Athens. She had also been appointed Secretary to the Standing Committee on Monitoring the Decisions of the European Court of Human Rights, and Member of the Greek Parliamentary Assembly at the Council of Europe, PACE.](#)



Jeremy Smith
Tourism Declares a
Climate Emergency

[Co-Founder, Tourism Declares a Climate Emergency Climate Specialist, Travel Foundation.](#)

Jeremy Smith is a writer and strategist for climate action in tourism. In 2020, he co-founded Tourism Declares a Climate Emergency, a global initiative calling on tourism destinations and businesses to work together on equitable science-based climate action. In 2021, he was a co-author of the UNWTO-led Glasgow Declaration for Climate Action in Tourism, which launched at COP26 in Glasgow. He is now working with the UNWTO to ensure the implementation of the declaration's commitments over the next decade and with the Travel Foundation developing their Climate Action Programme for destinations. He is the author of the books Transforming Travel – realising the potential of sustainable tourism and Clean Breaks – 500 New Ways to See the World; he advises destinations and businesses in sustainable tourism strategy; and he sits on the advisory boards of the Future of Tourism Coalition and Travalytst.



Cristina Núñez
NECSTouR

[Director of NECSTouR – Network of European Regions for a Sustainable and Competitive Tourism.](#)

Cristina is a passionate of promoting sustainability in tourism destinations by bringing them into European projects and knowledge sharing moments. Thanks to the network, she has built up valuable experience in the European tourism sector, project management and territorial cooperation.



Céline Dubreuil
Plan Bleu

Programme Director, Plan Bleu - Regional Activity Centre of UNEP/MAP

Céline Dubreuil has been working for 18 years in the sustainable development sector. After a PhD in Marine Environmental Sciences, she worked for 8 years at the World Water Council on different themes such as the right to water or capacity building of local authorities in the management of water and sanitation services. She then coordinated the local and regional authorities' political process for the World Water Fora in Istanbul (2009) and Marseille (2012). Since May 2012, she joined Plan Bleu as "Water and Climate Change Programme Officer" for five years and then as "Blue Economy Programme Officer" for three years. In this capacity, she was responsible for the development, implementation and monitoring of a portfolio of projects related to water demand management, to wetlands, climate change and blue economy in the Mediterranean. In 2021, she was appointed Programme Director of Plan Bleu.



Jaume Mata
Visit València
Foundation

Head of sustainable tourism at Visit València Foundation (DMO accredited as UNWTO-SBest and the UNWTO Ulysses Award).

Visit València assists the City Council in the implementation of the Sustainable Tourism Destination plan, including 36 projects to foster the green transition, energy efficiency, digital transition and competitiveness of the local visitors economy. He has more than 25 years of experience in tourism planning and marketing, as well as large events organization as MARCOM director and Chief of Staff of the Consortium Valencia2007 for the 32nd America's Cup. He holds a BSc degree in Business Administration and two MSc in Tourism Management (University of Surrey and Polytechnic University of Valencia)



Ermete Mariani
UNIMED

Senior project and communication manager, UNIMED

Since 2017 he works for UNIMED – Mediterranean Universities Union as senior project and communication manager for Sustainable Tourism and Urban Transports projects, funded in the framework of the Interreg MED Programme.