



EUROMEETING 2014 – 12th edition

Regional policies for sustainable and competitive tourism

***Sustainable tourism Challenges and opportunities
in the 2014 – 2020 planning period.***

Florence, 26th - 27th November 2014

Auditorium di Sant' Apollonia

Via San Gallo 25/a

The 12th edition of the International convention Eurommeeting is an important opportunity to further the debate on the implementing of regional policies for sustainable and competitive tourism. This year's edition is dedicated to comparing the European regions with respect to sustainable tourism projects and activities included in the 2014-2020 regional operational programmes.

The Tuscany Regional Authority, Eurommeeting sponsor and organizer since 2001, has decided to dedicate this edition to the themes and initiatives led by the NECSTOuR network with the work programme TESEO, which is dedicated to a targeted use of Structural Funds (ERDF, ESF, EAFRD).

Eurommeeting 2014 therefore continues the comparison and debate started in December 2013 with the previous edition held in Brussels at the Committee of the Regions.

The programme includes three sessions examination the European financial support instruments, especially the Structural Funds, which represent the most important funding opportunity for sustainable tourism development policies up to and after 2020. The first session will be dedicated to comparing the planning tools of the Regions; the other two will focus on specific themes: enhancing cultural heritage and promoting tourism for everyone .

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Programme
(provisional)

First day, Wednesday 26th November 2014

2 p.m. Participant registrations

2.30 p.m. Greetings and Introductory Speeches

European Parliament, representatives of the Committee on Transport and Tourism
Commission on Culture and Education.

European Commission, representatives of the relative Directorates General.

Tuscany regional authority: President Mr Enrico Rossi and Ms Sara Nocentini,
Councillor of tourism and culture.

Mr Dario Franceschini, Minister for cultural heritage and tourism, has been invited.

3 p.m. - **Session 1**

The instruments of the EU funds planning period supporting policies for the sustainable development of tourism.

This session, of a general and planning nature, will enable a comparison of the challenges and corresponding support measures that the different European regions have envisaged in their operational programmes, using the main European structural funds.

In particular, the European Regional Development Funds (ERDF), which is aimed to create more sustainable tourism models and enhance natural and cultural heritage.

The European Social Funds (ESF), funding projects to improve the productivity and quality of labour and services, through education and training, and for the start-up of micro-enterprises.

The European Agricultural Funds for Rural Development (EAFRD) to improve the quality of agricultural products and the rural environment, and to encourage tourism activities as a tool for diversification of the rural economy.

The panel of this session is made up of: representatives of European Commission, experts from European Regions belonging to the NECSTouR network and others networks sharing sustainable development principles, and trade association representatives.

6 p.m. End of the 1st session



Regione Toscana



Second day, Thursday 27th November 2014

9.00 a.m. **Session 2**

Enhancement and opportunities of cultural tourism.

This session focuses on the themes relating to the huge potential that cultural, environmental and landscape heritage can offer for the social and economic development of local communities, but also for increasing the overall competitiveness of Europe's supply of tourist services, in line with the objectives of European Communications 352/2010 "Europe, the world's n. number 1 tourist destination, a new political framework for tourism in Europe".

The panel of this session is made up of: representatives of the relevant Directorates – General of the European Commission, representatives of the Council of Europe, experts in cultural institutions from European regions.

11.15 a.m. - **Session 3**

European Tourism for All

This session is dedicated to pursuing the many themes, including those of a cross section nature, which may contribute to creating and reinforcing an accessible supply of tourist services, that can be enjoyed by everyone. Specifically, this session aims at promoting an in-depth discussion on the activities and the corresponding funds for qualifying the use and accessibility of tourist services. In other words the objective is to identify the effective opportunities for implementing the choice of social responsibility and business opportunity to boost competitiveness of tourism in Europe.

The panel of this session is made up of: representatives of the relevant Directorates General of the European Commission, representatives of the European Economic and Social Committee, of the main network of enterprises and institutions dedicated to the theme of accessibility and experts from the European regions and local organizations.

1.15 p.m. **Conclusions**

Ms Sara Nocentini, Councillor of tourism and culture for the Tuscany Regional Authority.

1.30 p.m. Lunch with "Vetrina Toscana"

Interpretation in English and French.

There will be some live musical interludes between the sessions.

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