



INVITATION

Science meets Regions event

COASTAL AND MARITIME TOURISM & SUSTAINABLE GROWTH

Thursday, 26 September 2019

9.00-16.30

Satakunta University of Applied Sciences, Satakunnankatu 23, Pori, Finland

The event, organised in the framework of the European Parliament 'Science meets Regions' project, is intended for finding ways to develop coastal and maritime tourism in a sustainable way. The objective of the event is to build closer links between various stakeholders, especially researchers and policy-makers, in order to promote a culture of evidence-informed policy-making in tourism.

The event will present sustainable tourism management models, best practices and relevant scientific research. The purpose is to discuss and formulate future steps and actions in sustainable coastal and maritime tourism development.

The event welcomes local, national and international stakeholders representing planning and management, research, education and policy-making in tourism, environmental protection and natural and cultural heritage.

The audience is also welcome to visit an exhibition of the European Commission, Joint Research Centre. The Science meets Parliament exhibition "What role for science in 21st century policy-making?" promotes the scientific work of the Joint Research Centre (JRC), the European Commission's in-house scientific service, to the outside world. It showcases concrete issues as well as the bigger challenges ahead for our society.

Programme

08:45 Registration and coffee

09:00 Welcome by **Asko Aro-Heinilä, the Regional Mayor, The Regional Council of Satakunta**

09:15 Keynote: Can sustainable tourism development save the world?

Sirpa Pietikäinen, Finnish Member of the European Parliament

09:45 Setting the scene: Opportunities and challenges for sustainable development in coastal and maritime tourism in Finland

Dr Sanna-Mari Renfors, Head of the Research Group, Satakunta University of Applied Sciences

10:15 Sustainable tourism management models and global best practices

Global Best Practices on coastal and maritime sustainable tourism

Dr Ioannis Pappas, Director, The Global Sustainable Tourism Council

DMOs for coastal and maritime sustainable tourism

Silvia Barbone, Managing Director, The Foundation for European Sustainable Tourism

Sustainable Finland – how destinations can adapt sustainable approach

Liisa Kokkarinen, Regional Partnership Manager, Visit Finland

Responsibility programme in Finnish marine national parks

Terhi Koipijärvi, Director of Communications, Metsähallitus

11:45 Networking lunch and coffee (10 €/person)

12:45 Keynote: Rethinking tourism - from vulnerability to resilience

Filipe Batista, Researcher, Joint Research Centre (JRC), European commission

13:15 Panel discussion: From policy formulation and implementation to actions

Moderator: The European Commission, Joint Research Centre

Sampsa Nissinen, Director of Unit, the Ministry of Economic Affairs and Employment

Dr Henna Konu, Research Scientist, Natural Resources Institute Finland

Katja Bonnevier, Coordinator, The UNESCO Archipelago Sea Area Biosphere Reserve

Henrik Jansson, Regional Director, Metsähallitus, Parks & Wildlife Finland

Dr Minna Tunkkari-Eskelinen, Principal Lecturer, Jyväskylä University of Applied Sciences

TBC, City of Helsinki

Asta Laaksonen, Product Development Coordinator, Visit Finland

Q&A

14:45 Workshop on the future steps in sustainable coastal and maritime tourism management

Designing a cooperation action plan with PM4SD methodology developed by the Foundation for European Sustainable Tourism

16:15 Concluding remarks by **Krista Tupala, Regional Advisor, The Regional Council of Satakunta**

The event is moderated by Rita Strömmer, the journalist and correspondent covering news events worldwide.

The event is free of charge, the lunch is at your own expense. Registration is required for all participants: <https://www.samk.fi/en/science-meets-regions/>

Limited number of seats.

The event is organised in close cooperation with The Regional Council of Satakunta, The European Commission (JRC) and The Foundation for European Sustainable Tourism.

The event will be filmed and photographed.