

# Conference programme



## SPAIN'S SUSTAINABILITY DAY

*The Spanish Tourist Office in London*



Take part in **Spain's Sustainability Day** to address the new challenges of tourism, from climate change to over-tourism and health crises, and learn about Spain's latest sustainable initiatives.

### Details

Venue: The Conduit (6 Langley St, London WC 2H 9JA) in Covent Garden

Date: Wednesday 26 April 2023

Audience: UK and Spanish travel industry representatives, as well as relevant travel media.

Format: Afternoon conference, followed by evening media awards

Languages: English/ Spanish (simultaneous translation available)

### Sponsors

**Celebrating 30 years of UNESCO Biosphere World Heritage Status**

**Lanzarote**  
A UNIQUE ISLAND



#SpainSustainabilityDay  
@Spain\_inUK

# Agenda

Wednesday, 26 April 2023

#SpainSustainabilityDay

12:00 - 13:00 **Registration:** soft drinks & light buffet lunch available

13:00 - 13:05 **Welcome from Manuel Butler**, UK Director of the **Spanish Tourist Office in London**

13:00 - 13:20 **Foreword by Miguel Sanz Castedo**, General Director, **Turespaña**

## 13:20 **PANEL 1: DECARBONISATION - THE TRANSITION TO TRUE NET ZERO**

Moderator: **Richard Hammond**, Green Traveller

Panelists: **Susan Deer**, Director of Industry Relations, **ABTA**

**Natalia Bóveda**, Marketing Executive, **Costa del Sol**

**Graeme Jackson**, Head of Strategic Partnerships, **The Travel Foundation**

14:00 **Sponsor Welcome by Hector Fernández Manchado**, CEO **Turismo Lanzarote**

14:07 Keynote speaker: Thomas Power, Co-founder & CEO at Pura Aventura

## **WHY NOW IS THE TIME FOR ACTION**

## 14:20 **PANEL 2: SOCIAL CREATING BETTER PLACES TO LIVE IN, TO WORK IN, AS WELL AS TO VISIT**

Moderator: Richard Hammond, **Green Traveller**

Panelists: **José Guillermo Díaz Montañés**, Honorary Chairman **ITH** / President **Thinktur**

**Diego Otero**, Member of the Executive Council, **Galician Tourism Cluster / Galicia Destino Sostenible**

**Hazel McGuire**, UK General Manager, **Intrepid Travel**

**Matt Callaghan**, Director of Customer & Operations, **easyJet Holidays**

15:00 **Coffee break**

15:30 **Sponsor Welcome by Laura Ruiz**, director of tourism promotion for **Menorca Island Council**

15:37 Keynote speaker: Pedro Saura, President, Paradores

## **ACHIEVING A GREENER FUTURE FOR THE HOTEL SECTOR**

## 15:50 **PANEL 3: GOING GREEN - THE FUTURE OF SUSTAINABLE TRANSPORT**

Moderator: Richard Hammond, **Green Traveller**

Panelists: **Teresa Parejo**, Head of Sustainability of **Iberia**

**Cait Hewitt**, Policy director, **Aviation Environment Federation**

**David Martín**, MD Nuevos Productos y Trenes Turísticos, **Renfe**

**Jane Ashton**, Director of Sustainability - **easyJet**

16:30 **Closing remarks by Turespaña**

17:00 - 18:00 Closure of day summit: Conference guests are welcomed to the Conduit rooftop to network ahead of the Spain's Sustainable Media Awards and to enjoy interactive experiences offering a "taste of Spain".

# Evening programme

18:00 **Media registration:** welcome drinks & networking

18:45-19:30 **Spain Sustainable Media Awards** sponsored by Menorca & Lanzarote

*Special award Spanish Sustainability Personality in the UK & By Wanderlust*

19:30-21:00 Spanish style canapes & drinks bringing a taste of Lanzarote & Menorca. Event finishes.