

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**

13:00 - 13:05 **Foreword by Spain representative** (tbc)

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

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

Panelists: **ABTA** - to be announced

Natalia Bóveda, Marketing Executive, Costa del Sol

UK Tourism Board - to be announced

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**

Cesáreo González, President of Clúster Turismo de Galicia/
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 Menorca Tourism Board**

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 will be 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 close