

BALTIC SEA TOURISM FORUM 2023

Towards a greener and more sustainable tourism in the Baltic Sea Region

PROGRAM (draft 20.06.2023)

- 09.30 **Opening**
Welcoming words: Vice chancellor responsible for tourism, Ministry of Economic Affairs and Communications Estonia
Introducing EUSBSR PA Tourism organisations: Wiesław Byczkowski, Vice-Marshall from Pomorskie Region & Jussi Rämetsä, Region Mayor of Oulu Region
- 10.00 **Keynotes:**
- **Latest trends in green&sustainable BSR tourism** / Prof. Anna Dziadkiewicz, University of Gdańsk & Pomeranian Development Agency (PL)
 - **Regenerative tourism introduction from Skåne Region** / Niklas Fjellström, Skåne Region Global Coordinator of the Culinary Heritage network TBC (SE)
- 10.30 **Macro-regional introduction and best cases from each region about green tourism** / Blagovestka Riiser / DG Regio TBC
- 11.00 Coffee break & networking
- 11.30 **Keynote: Title TBC** / Ulf Sonntag, Managing Director at NIT Institute for Tourism Research in Northern Europe (DE)
- 12.00 **Green tourism development in the Baltic Sea Region countries - best case scenarios**
Helina Andruskevitsus Visit Saaremaa (EE), Liisa Kokkarinen Visit Finland (FI), Agnė Jasinavičiūtė, the Director of the State Service for Protected areas under the Ministry of Environment (LT), Latvian representative (LV)
10 min/each panelist, 20 min. panel discussion including Q&A
- 13.00 Lunch & networking
- 14.00 **Green and sustainable Boating 45 min.**
➤ CBSS session: BaltSusBoating2030-project More detailed content will be confirmed soon
Green and sustainable Cruise Tourism 60 min.
Representative from the Baltic Ports Organisation (PL) 15 min. and Q&A

Piret Mürk-Dubout, Management Board Member Tallink Group (EE) 15 min. and Q&A

Klaus Bondam, CEO Cruise Baltic 15 min. and Q&A TBC (DK)

16.00 Coffee (in between)

16.00 **Final session**

Summary of the day and setting the scene for the future

- Grzegorz Poznański, Director General, Council of the Baltic Sea States
- Lucille Ehrhardt, Executive Secretary of the Baltic Sea Commission
- Welcome to BSTF 2024 / Jussi Rämet, Region Mayor of Oulu Region

17.00 **End of the forum**