

Plenary 3: Changing Gears towards a Greener Economy and Sustainable Tourism

The UN environmental programme defines a green economy as low carbon, resource efficient and socially inclusive. In a green economy, growth in employment and income are driven by investment into economic activities that allow reduced carbon emissions and pollution and are more energy and resource efficient. How does cycling contribute to the economy and job creation? Cycle Tourism is rising again – what is needed to push and sustain this trend? In this high-level session we will hear how to position cycling as a key for the transition towards a greener economy and more sustainable tourism.

When:

Tuesday 07/09/2021, 09.00 – 10.30 (GMT +1)

Format (90 min): Introduction (25 min) & panel discussion (60 min)

09.05 – 09.25 Introduction by Philippe Crist, Advisor Innovation and Foresight, International Transport Forum, on the decisions that policy makers will need to take to ensure a transition to sustainable mobility from the ITF Transport Outlook 2021. (ONLINE Live)

09.30 – 10.30: Panel Discussion: Changing Gears towards a Greener Economy and Sustainable Tourism

Moderator: Catarina Carvalho, Founder and editor, A Mensagem

Speakers:

- **Alessandra Priante**, Director, Regional Department for Europe, UNWTO
- **Matthew Baldwin**, Deputy Director General, DG Move, European Commission
- **Gil Nadais**, Secretary General, ABIMOTA, Portugal
- **José Luis Soro**, Minister of Territorial Development, Mobility and Housing, Government of Aragon, Spain
- **Luis Araujo**, President, Tourism of Portugal
- **Dr. Sandra Wolf**, CEO, Riese & Mueller, Germany – Video message





Philippe Crist

Advisor Innovation and Foresight at International Transport Forum

His work focuses on disruptive urban mobility scenarios, including automated driving, and examines how car-based and active mobility, micromobility and public transport must account for these. He leads ITF work on data science how to leverage new and rapidly growing data sources to improve transport decision-making and is investigating how policy and regulation might adapt to an increasingly algorithmically-driven world. His work also encompasses helping public authorities think about how public space allocation, including curb management, will change under new travel practices and business models.

He is also a recognized world expert on cycling safety and policy, and in 2016, he won the Danish Cycling Embassy's Leadership Award for Cycling Promotion.

A French-American dual national, he is an ex-competitive cyclist and avid mushroom hunter. He also does much of his best thinking on a bicycle.

📍 France



Alessandra Priante

Director, Regional Department Europe at UNWTO - United Nations World Tourism Organization

Alessandra Priante is the Director for Europe at UNWTO, the UN agency that promotes sustainable, responsible and universally accessible tourism. She was previously the Chief of multilateral relations and tourism policy in Italy for the Ministries where tourism was positioned (Ministry of Culture and subsequently the Ministry of Agricultural, Food, Forestry policies).

She is a first-degree business graduate at Bocconi University, and holds an Executive MBA at Luiss Guido Carli University. She merged her experience in corporate finance and M&A operations with her cultural expertise, joining since 2002 the Ministry of Culture, with the task of restructuring public finances for the culture sector.

As an expert of the Middle East area, she was appointed from 2010 to 2015 the Diplomatic Cultural Representative for the Gulf Area.

Alessandra knows 6 languages and is an author of numerous sector publications. She is also an adjoint Professor at Luiss Business School and teaches culture and tourism management at other major universities in Italy and abroad.

📍 Italy





Matthew Baldwin

Deputy Director General, European Coordinator for Road Safety and Sustainable Mobility, DG Move at European Commission

Matthew Baldwin is Deputy Director-General of DG MOVE and was appointed on 2 October 2018 as European Coordinator for road safety and sustainable mobility. He is also managing the Commission's network of COVID-19 transport contact points with a particular focus on helping find a coordinated, safe and sustainable way out of the crisis. Most recently he was also named as Manager of the Mission aiming to help 100 cities in the EU become climate neutral by 2030.

He is of Italian and British nationality, has two sons, and lives in Brussels. He is an avid, some would say obsessive, daily cyclist and passionate about safe active mobility.



José Luis Soro

Minister of Territorial Development, Mobility and Housing at Government of Aragon

Aragonese Cycling Strategy

José Luis Soro graduated in Law from the University of Zaragoza in 1996. He is a lawyer from the Zaragoza Lawyer Professional Association.

He has been legal advisor to the Chunta Aragonesista parliamentary group in the VI and VII Legislatures to the Aragonese Parliament. Author of different articles on Aragonese Foral Law, historical rights, and the "Decretos de Nueva Planta", and co-author of the book "Estatuto Jurídico de las lenguas propias de Aragón, la Ley 10/2009 de 22 de diciembre".

He has been a deputy in the Aragonese Parliament in the VIII, IX and X Legislature. Since 2015, he has been Ministry of Territorial Development, Mobility and Housing of the Government of Aragon, from where, among other issues, he has been promoting policies aimed at tackling depopulation, housing and rehabilitation policies, and mobility policies, emphasizing two key issues for the development of Aragón, the recovery of Canfranc and the railway connection with France and sustainable mobility, an important issue in which is framed, among other actions, the "Aragonese Bike Strategy".

José Luis Soro defines himself as an "aragonesista" and a leftist since childhood. In fact, when he was a child, he already liked to read and study the history of Aragon, that's the reason why he "break his back" in order to contribute to make Aragon the best place to live.





Catarina Carvalho

Editor Mensagem de Lisboa at Mensagem de Lisboa

Catarina Carvalho is a journalist and the founder of Mensagem de Lisboa, an hyperlocal new media focused in Lisboa, cities and urban matters. She has been the executive director of Diário de Notícias where she led the digital transition of a traditional centenary newspaper. Before that she was the publisher of Global Media magazine department and she held newsroom positions at Expresso, Sábado, Diário Económico and Visão. She is on the board of World Editors Forum (Wan-lfra), is a PHD student and was a visiting fellow at the Reuters Institute in Oxford.

📍 Portugal



Gil Nadais

Secretary General at ABIMOTA

Gil Nadais has a degree in Psychology from the University of Coimbra and a Master, also in Psychology, from the University of Aveiro. He was a technician at the Institute of Employment and Vocational Training. He also served for 12 years as Mayor of Águeda, where he developed remarkable work in different areas, including Administrative Modernization, Energy, Sustainability, Citizen Participation and Governance.

He is currently the Secretary General of ABIMOTA, the Portuguese National Association of the Industry of 2 Wheels, Hardware, Furniture and Related.

📍 Portugal





Luís Araújo

President at Turismo de Portugal

Luis Araújo is President of Turismo de Portugal, I.P. (National Tourism Authority) since February 2016.

He is also President of the ETC - European Travel Commission since September 2020 inPresident of NEST - Centre for Tourism Innovation in Portugal.

He has a degree in Law from the Faculty of Law of the University of Lisbon (1994).

He was a member of the Board of Directors of the Pestana Group, responsible for hotel operations in Hispanic America, with hotels in Argentina, Venezuela, Colombia, Cuba and Uruguay, and for the development of the Group on the same continent.

From 2005 to 2007, Chef de Cabinet to the Secretary of State for Tourism in the XVII Constitutional Government; From 2001 to 2005, member of the Board of Directors and Vice-President in South America, responsible for development and operations at the Pestana Group's branch in Brazil.

📍 Portugal

