



## AGENDA

### UfM Webinar on COVID-19 and the Tourism Sector:

#### **“Inclusive response to vulnerable groups in the Euro-Mediterranean Region”**

Friday, 2 October 2020, 12h30 – 14h30

**12h30 – 12h40: Opening Remarks**

**Ambassador Marisa Farrugia**, Deputy Secretary General, Social and Civil Affairs Division of the Secretariat of the Union for the Mediterranean (UfM).

**12h40 – 13h30: Session 1: “Inclusive Tourism in framework of the COVID-19 Pandemic”**

The COVID-19 implications have shown that the most vulnerable groups are being hit the hardest. Bearing in mind SDG 10 this session will explore, share knowledge and showcase what exactly regional and national tourism institutions have been doing and plan to do, in order to assure safe mechanisms for an inclusive tourism while travelling.

**12h40 – 12h45: Setting the scene and Moderation:**

**Mr. Paudie Healy**, Member of the Board of Directors of the European Network for Accessible Tourism (ENAT) & CEO and Owner of Universal Access.

**12h45 – 13h20: Round table:**

- **Mr. Igor Stefanovic**, Technical Coordinator, Programme for Ethics, Culture and Social Responsibility of the World Tourism Organization (UNWTO).
- **Mr. Javier Güemes**, Director of International Relations of the ONCE Social Group, Spain.
- **Mr. Roberto Castiglioni**, Director of Reduced Mobility Rights Limited, UK & Member of Access to Air Travel Advisory Group at the UK Civil Aviation Authority, **accompanied by Mr. Martyn Sibley**, Founder of Disability Horizons.
- **H.E. Dr. Muhannad Alazzeah**, Secretary General of the Higher Council for the Rights of Person with Disabilities, Jordan.

**13h20 – 13h30: Q & A**



**13h30 – 14h30: Session 2: “Success Stories of the Travel and Hospitality sector in response to the pandemic”**

In several Euro-Mediterranean countries the tourism sector succeeded to demonstrate their flexibility through tangible measures taken in response to the crisis by offering housing, hospital infrastructure, food donations and educational training to vulnerable groups. This session will underline in which way the travel and hospitality sector has succeeded in playing an important role in alleviating hardships and repairing lives within local communities, as well as how it is adapting to the new reality taking into account the existential crisis they are facing.

**13h30 – 13h35: Setting the scene and Moderation:**

**Dr. Julian Zarb**, International Tourism Expert, Malta.

**13h35 – 14h20: Round table:**

- **Mr. Andrew Funk**, President of Homeless Entrepreneur, Spain.
- **Ms. Maribel Esparcia Pérez**, Chapter Leader of Barcelona of Women in Hospitality and Travel - Tech (WHTT) & Founding Partner at European Sustainable Hospitality Club (ESHC), Spain.
- **Ms. Sonia Gil-Gibernau**, General Manager NOVOTEL Barcelona City & Spokesperson of the Board of Directors of the Barcelona Forum District, Spain.
- **Ms. Beatriz Rubio**, Responsible for Accessibly of Ilunion Hotels, Spain.
- **Mr. Samir Kheldouni**, Founder and Director General of the Cabinet Chorus Consulting and Former Director General of the Moroccan National Tourist Office, Morocco.

**14h20 – 14h30: Q & A**

**Closing Remarks by Mr. Julian Zarb**