



### ITB Tourism for Sustainable Development Day



Date	Time:	Location
March 9, 2017	13:15 - 17:45	Convention Hall 7.3a, Auditorium Berlin 2

- in cooperation with the German Federal Ministry for Economic Cooperation and Development -

#### Cooperative Efforts for Sustainable Tourism

In 2015 the global community committed itself to new, ambitious goals: the Agenda 2030 for sustainable development and the climate agreement from Paris. Only when politics and business cooperate can sustainable development and climate protection goals be reached.

**Hosted by:**

[Andreas Stopp](#), Journalist, Deutschlandradio

**13:15 – 14:00**

#### Opening

**Keynote Speakers:**

[Dr. Gerd Müller](#), German Federal Minister for Economic Cooperation and Development

[Dr. Taleb Rifai](#), Secretary General, UNWTO

**14:15 – 15:15**

#### “Safari To The Last Of Their Kind” - How Can The Tourism Industry Fight Poaching In A Sustainable Way?

No other business sector creates as many jobs in Africa as the tourism industry. But without big game species, like the elephant and rhinoceros, national parks are of little use to tourists. The latest poaching crisis is not only threatening the Africa's unique biodiversity but also the economic development of many countries.

The German development cooperation is active in the fight against poaching and promotes alternative sources of income for local populations. Together with experts from politics, business and nature conservation, we want to examine the role of the tourism industry in the fight against poaching, and how policy can provide support on the ground.

**Greeting and Introduction:**

[Ingrid-Gabriela Hoven](#), Director General for Global issues – sector policies and programmes, German Federal Ministry for Economic Cooperation and Development (BMZ)

**Moderated by:**

[Dagmar Dehmer](#), Political Editor, Tagesspiegel

**Panel guests:**

[Kai Collins](#), Group Conservation Manager, Wilderness Safaris, Botswana

[Patience Gandiwa](#), International Coordinator Greater Mapungubwe Transfrontier Conservation Area, Zimbabwe Parks and Wildlife Management Authority

[Christoph Heinrich](#), Executive Board, WWF Germany

[Hon. Tshekedi Khama](#), Minister of Environment, Natural Resources, Conservation and Tourism, Botswana

[Dr. Dilys Roe](#), Principal Researcher Biodiversity, Natural Resources, International Institute for Environment and Development UK



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15:30 – 16:30

### The Cruise Industry - Fair To The Environment And People? Cast Off For More Sustainability

Cruise tourism is booming. For destinations, this boom offers not only huge opportunities for economic development but also challenges in terms of ocean and coastal protection. In order to help developing countries cope with these challenges, the Federal Ministry for Economic Cooperation and Development (BMZ) adopted a 10-point action plan, "Marine Conservation and Sustainable Fisheries", which also calls for increasing cooperation with the tourism industry. Together with representatives from business, civil society and targeted regions, the BMZ would like to discuss the possibilities and potential and then set the cruise industry's course in the direction of long-term responsibility.

**Introductory presentation:**

[Martina von Münchhausen](#), Tourism Expert, WWF Germany, WWF International Center for Marine Protection

**Keynote:**

[Tania Rödiger-Vorwerk](#), Deputy Director Environment and Infrastructure, German Federal Ministry for Economic Cooperation and Development (BMZ)

**Moderated by:**

[Dagmar Dehmer](#), Political Editor, Tagesspiegel

**Panel guests:**

[Lucienne Damm](#), Senior Environmental Manager, TUI Cruises

[Javier Pizafía](#), Director, Local Government of the cruise destination Cozumel

[Tania Rödiger-Vorwerk](#), Deputy Director Environment and Infrastructure, German Federal Ministry for Economic Cooperation and Development (BMZ)

[Martina von Münchhausen](#), Tourism Expert, WWF Germany, WWF International Center for Marine Protection

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16:45 – 17:45

### Challenges In Developing And Emerging Countries - Joint Projects Between The Tourism Sector And Development Cooperation As An Opportunity For Sustainable Development

Against the background of Agenda 2030, the German development cooperation set the goal of promoting a socially responsible, ecologically viable and economically productive tourism industry, which strengthens both local business and sustainable development.

In order to reach this goal, cooperative efforts of the tourism sector and development policy will be of vital importance. Especially in developing and emerging countries, these cooperative efforts result in advantages across the board, e.g. qualification for local employees, the use of climate-friendly technologies and improved social standards of supplier companies.

Which cooperative approaches does the German development cooperation offer, and how well can they be combined with commercial interests? Decision-makers from the tourism industry and experts from development cooperation discuss opportunities, challenges and best practice examples.

**Keynote:**

[Dirk Schwenzfeier](#), Commissioner for the private sector and local authorities, German Federal Ministry for Economic Cooperation and Development (BMZ)

**Moderated by:**

[Hasso von Düring](#), Managing Director, Lufthansa City Center Reisebüropartner GmbH, Chairman, Futouris

**Panel guests:**

[Jane Ashton](#), Director of Sustainability, TUI Group

[Stefanie Berk](#), Chairman of the Board, Thomas Cook Germany, Managing Director Central/Eastern Europe, Thomas Cook

[Dr. Corinna Franke-Wöller](#), Managing Director, Agentur für Wirtschaft und Entwicklung (AWE)

[José Manuel Fröhling](#), Advisor, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

[Petra Thomas](#), Managing Director, forum anders reisen e.V.



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### ITB CSR Day



Date	Time:	Location
March 10, 2017	10:30 - 17:30	Convention Hall 7.1a, Auditorium New York 3

For the ITB, sustainability isn't just some hollow expression – it is a strategic element - and our mission. The ITB CSR Day takes up the latest sustainability issues and provides suggestions for dealing with the biggest challenges of our time. The main topic is sustainable food & beverages in the hotel industry and in tourism destinations. Climate change and effective, sustainable travel marketing measures are on the agenda as well. There are also valuable, practical recommendations for the implementation of sustainability targets in tourism destinations. The ITB CSR Day ends with a fierce debate in a "hot seat" format featuring a cutting-edge topic. All ITB CSR Day sessions will be available as a webcast via live-stream, selected sessions will be documented via Graphic Recording and shared on Social Media.

ITB fosters the **International Year of Sustainable Development in Tourism 2017**. It aims to support the [2030 Agenda for Sustainable Development](#) and the [Sustainable Development Goals](#) in a tourism context. Accordingly, ITB Berlin is featuring once again an essential number of seminars related to responsible & sustainable tourism.

**Hosted by:**

[Prof. Dr. Stefan Gössling](#), Sustainable Tourism Researcher, Linnaeus University Kalmar, Lund University Sweden

**10:30 – 10:35**

#### Opening Of The Convention

**Speakers:**

[Prof. Dr. Stefan Gössling](#), Sustainable Tourism Researcher, Linnaeus University Kalmar, Lund University Sweden

[Rika Jean-Francois](#), CSR Commissioner, ITB Berlin

**10:35 – 11:00**

#### ITB CEO Keynote: Acting Today For Tomorrow - Sustainability In Corporate Strategy

The rapidly growing world population makes the implementation of global sustainability goals an ever-increasing necessity and poses a critical question to the industry: How can companies create added value and simultaneously reduce any adverse effects? What will be the role of global retail groups like Metro? What will be the impact on the hotel industry and gastronomy and how can tourism providers and consumers benefit?

**Speaker:**

[Olaf Koch](#), Chairman of the Management Board, Metro AG

**11:15 – 12:15**

#### Sustainable Food And Beverage

Eating and drinking are a key area of life, as well as a lifestyle element and an important component of travel. Regional and sustainably produced foods are enjoying growing popularity. Innovative business models reduce food and packaging waste and use food with sell-by dates sustainably. What are the trends in F&B? What will "sustainable food and beverage" mean in the future? How can USPs and added-value for tourists be created? How should hotels handle this subject, and what obstacles need to be conquered?

**Moderated by:**

[Prof. Dr. Christine Demen Meier](#), Associate Professor & Head of the Entrepreneurship and Innovation Department, Ecole hôtelière de Lausanne,



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SAVIVA F&B Chair Holder & METRO Innovation Chair Holder

**Panel guests:**

[Thomas Goval](#), General Manager, Hotel Indigo Berlin Ku'damm

[Olaf Koch](#), Chairman of the Management Board, Metro AG

[Prof. Dr. Carlos Martin-Rios](#), Assistant Professor, Ecole hôtelière de Lausanne

[Jennifer Mulinde-Schmid](#), Owner/Manager, Schwarze Heidi, Berlin

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12:30 – 13:00

### Climate Change

**Moderated by:**

[Prof. Dr. Stefan Gössling](#), Sustainable Tourism Researcher, Linnaeus University Kalmar, Lund University Sweden

**Speakers:**

[Prof. Dr. Lučka Kajfež Bogataj](#), Climatologist, University of Ljubljana, Former Vice-Chair of the Intergovernmental Panel on Climate Change (IPCC)

[Matevž Lenarčič](#), Pilot, Biologist, Alpinist and Photographer

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13:15 – 14:15

### Climate - Customer - Communication: How Can Sustainable Travel Offers Be Marketed Successfully?

Sustainability has found its way into the mainstream in the most important tourism source markets. Many customers want ecologically friendly travel and are prepared to pay more to get it. However, preconceived notions, missing information and customer-unfriendly bookings are often obstacles on the path towards a sustainable travel decision-making process. How can unused potential be developed – at the point-of-sale (PoS) in travel agencies and in online travel agencies (OTAs)? What would optimal communication in travel sales look like? Which tools have proven successful? Do we need new algorithms to sort sustainable online offers? And last but not least: Which arguments will win over customers so that they book sustainable travel?

**Greetings:**

[Norbert Fiebig](#), President, German Travel Association (DRV), Patron Futouris

**Introduction & Moderation:**

[Matthias Beyer](#), Managing Director, mascontour GmbH

**Panel guests:**

[Dr. Dietrich Brockhagen](#), Managing Director, atmosfair gGmbH

[Norbert Fiebig](#), President, German Travel Association (DRV), Patron Futouris

[Prof. Dr. Edgar Kreilkamp](#), Leuphana University of Lueneburg

[Dr. Oliver Rengelshausen](#), General Manager, Traveltainment

[Brian Young](#), Managing Director EMEA, G Adventures

[Hasso von Düring](#), Managing Director, Lufthansa City Center Reisebüropartner GmbH, Chairman, Futouris

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14:30 – 15:30

### Sustainable Tourism Destinations: Status Quo And Lessons Learned

The best practice guide, introduced a year ago by the German Tourism Association (DTV) with support from the Federal Ministry for the Environment (BMUB) and the Federal Agency for Nature Conservation (BfN), supports successful positioning for sustainable tourism. What progress has been made so far? What have been the positive experiences, and which challenges still exist? To what extent could the defined goals be reached? The latest data from a survey among destinations reveal success stories and provide ideas for the optimization of business and political measures.

**Introductory presentation:**

[Martin Baláš](#), Consultant Sustainability / CSR, Tourism and Regional Consulting (BTE)

[Dirk Dunkelberg](#), Deputy Chief Executive, German Tourism Association (DTV)

[Prof. Dr. Hartmut Rein](#), Managing Partner, Tourism and Regional Consulting (BTE)

**Moderated by:**

[Andreas Wurm](#), Rundfunk Berlin-Brandenburg

**Panel guests:**



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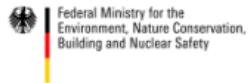
[Armin Dellnitz](#), Vice President, German Tourism Association DTV

[Barbara Kenner](#), Organic Hotel and Guesthouse Kenners LandLust

[Dr. Stefanie Pfahl](#), Federal Ministry for Environment, Nature Conservation, Building and Nuclear Safety, Germany

[Max Triphaus](#), Managing Director, Ostseefjord Schlei GmbH

[Dr. Andreas Zimmer](#), Head of Cluster Management Tourism, TMB Tourismus-Marketing Brandenburg GmbH



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15:45 – 16:30

### Luxury Tourism Of Tomorrow: Gazing At The Stars On The Doorplate Or Under The Open Sky

Desirable tourism offers are rarely sustainable. Luxury is often associated with abundance and opulence. The global avant-garde's understanding of luxury is becoming reconciled with the concept of sustainability, however. Modern, high-end offers are simultaneously desirable, physically spartan and authentic, as examples like the Long Run Initiative show. Will recipes for success expand to the rest of the market or are classical market laws in effect here for the long run?

**Moderated by:**

[Eike Otto](#), Consultant for Tourism and Regional Development, sustainable-tourism.com

**Panel guests:**

[Alejandro Castro Alfaro](#), Deputy CEO & Chief Marketing Officer, Costa Rica Tourism Board

[Hitesh Mehta](#), President, HM Design

[Sibylle Riedmiller](#), Chumbe Island Coral Park Ltd., Zanzibar

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16:45 – 17:30

### The Hot Seat: Climate Fanaticism vs. Losing Touch With Reality!? - The Cruise Industry

The ITB CSR Day ends with a new format, „the Hot Seat“: Climate protection and sustainability are contentiously debated all over the world. The spectrum ranges from pure economic dogma and the denial of climate change to sustainability paradigms taking on a life of their own. Each side fiercely blames the other: sustainability champions are losing sight of reality, policy-makers have no real interest in sustainability – at best, providers engage in greenwashing for economic reasons, NGOs are controlled by the industry, and finally, consumers are purely opportunistic. This debate will focus on the cruise industry. Two contentious opponents confront each other with truths, which are often uncomfortable. Can these contrasting positions be reconciled? Take all the relevant arguments from the ITB CSR Day home with you and decide for yourself.

**Moderated by:**

[Prof. Dr. Stefan Gössling](#), Sustainable Tourism Researcher, Linnaeus University Kalmar, Lund University Sweden

[Thomas P. Illes](#), Cruise Analyst, University Lecturer and Journalist

**Opponents:**

[Helge Grammerstorf](#), National Director, CLIA Deutschland

[Dietmar Oeliger](#), Head of Transport Policy, NABU (Nature And Biodiversity Conservation Union)



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