



# FiturNext 2020 Programme

The FiturNext recipes that you can easily adopt in your destination or business to create value and contribute to local economic development.

Day 1

## Wednesday January 22

12:30	Official inauguration and welcome
12:35	<p>PRESENTATION</p> <p><b>FiturNext 2020 Report: adopt what is working, keys to tackle challenges and value creation in tourism</b></p> <p><i>Javier Creus, FiturNext Coordinator &amp; Dr. Mara Balestrini, CEO Ideas for Change</i></p>
13:00	<p>AWARDS CEREMONY</p> <p><b>Replicable initiatives FiturNext 2020.</b></p> <p><i>Review of the shortlisted initiatives and awards to the three winners. Furthermore, the Fitur 2021 Challenge will be announced.</i></p>
15:30	<p>DIALOGUE</p> <p><b>A more empowered traveller will change the rules of future tourism</b></p> <p><i>Fernando Gallardo, Hotel Reviewer at EL PAÍS &amp; Dr. Mara Balestrini, CEO Ideas for Change</i></p>
16:00	<p>PANEL</p> <p><b>Launch of the Global Tourism Plastic Initiative</b></p> <p><i>SDT / One Planet COMM</i></p>
17:30	<p>CLINIC</p> <p><b>How to promote decentralisation of tourism</b></p> <p><i>Personalised consultancy for companies and destinations with experts in the sector.</i></p>

Day 2

## Thursday January 23

11:25	Presentation of Day 2
11:30	<p>PRESENTATION <b>Bankia</b></p> <p><b>“2025: Las tendencias que cambiarán el modelo del negocio del turismo”</b></p> <p><i>Jesús Navarro, CEO de INNSAI</i></p>
12:00	<p>DIALOGUE</p> <p><b>From underutilized resource to tourist attraction: experience Apadrina un Olivo</b></p> <p><i>Alberto Alfonso Pordomingo, Founder of Apadrina un Olivo &amp; Fermín Serrano Sanz, Aragón Government - Commissioner for the 2030 Agenda</i></p>
12:30	<p>DIALOGUE</p> <p><b>When the starry sky is your greatest asset: Starlight Foundation experience</b></p> <p><i>Antonia M. Varela Pérez, General Director at Starlight Foundation &amp; Asier Morterero Franco, Starlight La Posada del Candil (Almería) Lodging</i></p>
13:00	<p>CLINIC</p> <p><b>How to generate value in your destination or business through inclusive work</b></p> <p><i>Personalised consultancy for companies and destinations with experts in the sector.</i></p>
16:00	Afternoon programme presentation
16:05	<p>DIALOGUE</p> <p><b>Smart destinations, future destinations</b></p> <p><i>Antonio López de Ávila, President &amp; CEO of Tourism Data Driven Solutions (TDDS) and President of Turisfera, Edurne Vidal, Head of the program Smart Destinations, Segittur, &amp; Francisco Rodríguez, FiturNext</i></p>
16:35	<p>DIALOGUE</p> <p><b>Tourism can also save lives: Experience Soap for Hope</b></p> <p><i>Tomás Franquet, Corporate Social Responsibility Director, Meliá Hotels International &amp; Pascal Jean-Michel, International Account Director, Diversey.</i></p>
17:05	<p>CLINIC</p> <p><b>How to develop tourism through local entrepreneurship</b></p> <p><i>Personalised consultancy for companies and destinations with experts in the sector.</i></p>

Day 3

## Friday January 24

11:25	Presentation Day 3
11:30	<p>PRESENTATION</p> <p><b>What's next? FiturNext 2021 Challenge</b></p> <p><i>Presentation of the FiturNext 2021 Challenge and its importance for the sector. Javier Creus, FiturNext Coordinator &amp; Dr. Mara Balestrini, CEO Ideas for Change</i></p>
12:30	<p>PRESENTATION</p> <p><b>“Tourism as a model of Global Sustainability: We connect destinations, companies, employees and clients with the 17 SDGs of the United Nations”</b></p> <p><i>Sr. Tomás Azcárate Bang, RTI President</i></p>
13:00	Cocktail & networking session

Day 4

## Saturday January 25

11:25	Presentation Day 4
11:30	<p>PRESENTATION</p> <p><b>Finalist initiatives FiturNext 2020 Challenge</b></p> <p><i>Vías Verdes, Totonal, Plan Wallata, and others.</i></p>
12:15	Round table with initiatives

## Where do we meet? Stand FiturNext 4G24

