



# FiturNext 2021 Programme

The FiturNext recipes that you can easily adopt in your destination or business to generate value and contribute to gender equality.

Day 1

## Wednesday 19 May

12:30	Official inauguration and welcome <b>Santiago Quiroga</b> , Quality Director and CSR at Ifema, member of FiturNext's Advisory Council <b>Ana Ramírez</b> , Communication Manager at Ideas for Change
12:35	PRESENTATION FiturNext 2021 Report: adopting what already works, key to achieving gender equality <b>Francisco Rodríguez</b> , Consultant specialised in tourism at Ideas for Change
13:00	AWARDS CEREMONY The replicable initiatives FiturNext 2021 <b>Review of the finalist initiatives and awards ceremony for the three winners.</b>
16:00	MASTERCARD SPACE Women, tourism and competitive social transformation <b>Begoña Gómez</b> , Director of the Extraordinary Chair of Competitive Social Transformation – Universidad Complutense de Madrid; Director at Africa Centre, IE. <b>Nicola Villa</b> , Executive Vice President, Strategic Growth at Mastercard.
16:45	MASTERCARD SPACE Technology and women in tourism Moderator: <b>Raquel Villacéjia</b> , journalist at El Mundo <b>Natalia Bayona</b> , Director of Innovation, Education and Investment at the World Tourism Organization <b>Chiara Quaia</b> , Vice President, Tourism Business Development, Mastercard International Markets. <b>Jussara Pellicano Botelho</b> , CEO and Founder of Sisterwave <b>Esther Rodríguez</b> , CEO and Founder of MyStreetBook
17:30	UNWTO: Meeting of experts in accessible tourism Good practices of accessible tourism in natural spaces <b>Ion Vilcu</b> , Director of the UNWTO Affiliate Members Department, <b>Diego González</b> , President of the Accessible Tourism Working Group; <b>Michele Pitta</b> , UNWTO Affiliate Members Department, and Coordinator of the Accessible Tourism Working Group, <b>Jan Fibla Reixachs</b> , Member of the Proprietary Can Morei Group, <b>Xavier Llimiñana Sabate</b> , Public Use Unit Technician of the Aigüestortes National Park and the lake of Sant Maurici, <b>Virginia Yuste Abad</b> , National Blue Flag Operator in Spain, <b>Andrés Caballero Quintana</b> , Head of the Mobility Government Area Unit, Economic Promotion and City of the Sea, City Hall of Las Palmas de Gran Canaria, <b>Stephanie Sheehy</b> , Executive Director of the Costa Rican Accessible Tourism Network
19:00	<b>CLOSING OF DAY</b>

Day 2

## Thursday 20 May

11:25	<b>PRESENTATION OF DAY 2</b>
11:30	PRESENTATION What is a #DestinationThatRocks? Reflections on replicability, equality, and local economic development <b>Javi Creus</b> , Founder of Ideas for Change
12:00	DIALOGUE Solidarity Holidays, experiences that change lives Session with Afrikable, Winning Initiative FiturNext 2021 <b>Mercedes Cascajero</b> , Vice President and Co-Founder Afrikable <b>Ana Carlavilla</b> , Former solidarity vacation programme Coordinator
12:30	DIALOGUE Equality training Session with Women in Travel ( <i>virtually</i> ), Winning Initiative FiturNext 2021 <b>Alessandra Alonso</b> , Founder of Women in Travel <b>Francisco Rodríguez</b> , Consultant specialised in tourism at Ideas for Change
13:00	MASTERCARD SPACE Technology as a driver of the new inclusive tourism <b>Paloma Real</b> , Managing Director of Mastercard Spain <b>Albert Medrán López</b> , director general de Alto Comisionado de España, Nación Emprendedora
16:00	<b>AFTERNOON PRESENTATION</b>
16:05	DIALOGUE Towards a tourism with a gender perspective Moderator: <b>Ángela Rodríguez</b> , Director at Travindy <b>Dra. Cristina Figueroa</b> , Professor at the Rey Juan Carlos University and author of the book Woman and Senior Management in The Tourism Sector <b>Dra. Daniela Moreno Alarcón</b> , Researcher specialized in gender, tourism and sustainability
16:50	DIALOGUE Rural community tourism in a feminine key Session with Codespa Foundation, FiturNext 2021 winning initiative <b>Marcello Gandolfi</b> , Project Director at the Codespa Foundation <b>Lucía Errandonea</b> , Community expert at Ideas for Change
17:20	DIALOGUE Leaders of the tourism sector Moderator: <b>Isabel Benítez</b> , Communication Director at Adigital <b>Susana Fernández</b> , President of ASEET <b>Rebeca Ávila</b> , VP Communication & CSR Southern Europe at Accor <b>Maribel Rodríguez</b> , Senior Vice President of Membership, Commercial & Events, WTTC.
18:05	CONVERSATIONS WITH THE PUBLIC How to generate value in your destination or company through gender equality
18:30	<b>CLOSING OF DAY 2</b>

Day 3

## Friday 21 May

11:30	<b>PRESENTATION OF DAY 3</b>
11:35	CONVERSATIONS WITH THE PUBLIC <i>What's next? Let's talk about the FiturNext 2022 Challenge</i> <b>Ideas for Change</b>
12:00	DIALOGUE Starlight as a means of female empowerment <b>Antonia Varela</b> Director at the Starlight Foundation <b>Francisco Rodríguez</b> , Consultant specialised in tourism at Ideas for Change
13:00	<b>NETWORKING &amp; CLOSING OF DAY 3</b>