

## FiturNext 2022 Programme

FiturNext recipes that you can easily adopt in your destination or company to generate value and contribute to a more accessible society.

### Day 1: Wednesday 19 January

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| 12:30 | <p><b>Official inauguration and welcoming</b><br/>Cristina Figueroa, Member of the FiturNext Advisory Board<br/>Javier Creus, Founder of Ideas for Change</p>   |
| 12:35 | <p><b>PRESENTATION</b><br/><b>FiturNext 2022 Report:</b> adopting what already works, keys to address challenges and generate value in tourism and achieve a more accessible society.<br/>Francisco Rodríguez, Ideas for Change</p>   |
| 13:00 | <p><b>AWARDS CEREMONY</b><br/><b>FiturNext 2022 Replicable initiatives</b><br/>Review of the shortlisted initiatives and presentation of awards to the three winners.</p>   |
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| 16:00 | <p><b>DIALOGUE</b><br/><b>Public policies and accessibility in tourist destinations</b><br/>Tania Iglesias, Segittur<br/>Miriam Díaz Herrera, Councillor for Tourism, Trade, Markets and Institutional Relations, Santander City Council.<br/>Maider Etxebarria García, Councillor Delegate of the Department of Economic Promotion, Employment, Trade and Tourism, Vitoria-Gasteiz City Council.</p> |
| 16:45 | <p><b>DIALOGUE</b><br/><b>Technology at the service of accessibility</b><br/>Miguel Carrasco, Technical Director of the Area of Universal Accessibility, Tourism and Inclusive Culture, Predif<br/>Myriam Arnaiz Caballero, Dr. Area of Personal Autonomy and Independent Living, Predif<br/>Winning initiative FiturNext 2022</p>  |
| 17:10 | <p><b>DIALOGUE</b><br/><b>Accessible tourism services</b><br/>Irene Civera, Cabin Crew Training Manager Albastar<br/>Sagrario de la Azuela, Dra. Manager Hospital Nacional de Parapléjicos Castilla - La Mancha<br/>Rafel Oliver, General Manager of Albastar<br/>Winning initiative FiturNext 2022</p>   |
| 17:35 | <p><b>DIALOGUE</b><br/><b>Management and promotion of accessibility</b><br/>Moderator: Jorge Donaire, Head of the Accessibility and Independent Living Area of COCEMFE<br/>Anxo Queiruga Vila, president of COCEMFE<br/>Rebeca León González, user of the Vacation Programme<br/>Raúl Ortiz de Galisteo Ariza, user of the Holiday Programme</p>  |

### Day 2: Thursday 20 January

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| 11:30 | <p><b>DIALOGUE</b><br/><b>When accessibility is synonymous with quality</b><br/>Moderator: Francisco Rodríguez, Ideas for Change<br/>Rosa M<sup>a</sup> Ivars Llopis, Deputy Director General of Tourism of the Valencia Region<br/>Carme Rubió, Deputy Director General of Territorial Tourism Development of the Directorate General of Tourism of Catalonia</p>  |
| 12:15 | <p><b>MASTERCARD AREA</b><br/><b>Sustainability and Tourism. An opportunity to redesign the industry</b><br/>Moderator: Alberto Iglesias, journalist and deputy director of "Disruptors &amp; Innovators" of El Español<br/>Daniel Nieto, VP, Government Engagement Mastercard<br/>Àlex Villeyra, COO of Mabrian Technologies<br/>Hector Fernández Manchado, CEO of Tourism Lanzarote<br/>Macarena Rodríguez, Head of Projects at ético</p> |
| 13:00 | <p><b>MASTERCARD AREA</b><br/><b>Health and Wellness Tourism: the new tourism boundaries</b><br/>Alessandra Priante, Head of Europe of UNWTO<br/>Iñigo Valenzuela, CEO of Smartvel<br/>Nayra González, Managing Director of BLESS Hotel Madrid<br/>Fabián González, Founder and CEO of Forward Madrid</p>   |
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| 16:00 | <p><b>DIALOGUE</b><br/><b>Challenges of accessibility in the 21st century</b><br/>Moderator: Isabel Benítez, journalist<br/>Mercè Luz Arqué, Head of the Department of Culture and Leisure of the ONCE Foundation<br/>Luigi Leporiere, accessibility expert<br/>Igor Stefanovic, Technical Coordinator for Accessibility Department of Ethics Culture and Social Responsibility, UNWTO</p>  |
| 16:50 | <p><b>DIALOGUE</b><br/><b>Overcoming gender barriers for accessible and inclusive tourism</b></p>   |

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### Day 3: Friday 21 January

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| 11:30 | CONVERSATION<br><b>What's next? Let's talk about the FiturNext Challenge 2023</b><br><i>Ideas for Change</i>   |
| 12:15 | PRESENTATION<br><b>What is a #destinationthatrocks? Reflections on fair tourism</b><br><i>Javier Creus, Ideas for Change</i>   |
| 16:00 | PRESENTATION<br><b>With the backpack on the wheelchair</b><br><i>Miguel Nonay, Viajeros sin límite</i><br><i>FiturNext 2022 Finalist Initiative</i>  |
| 16:25 | PRESENTATION<br><b>Sentir el Alto Tajo. Guiding senses</b><br><i>Gemma Rosselló, Sentir el Alto Tajo</i><br><i>FiturNext 2022 Finalist Initiative</i>  |
| 16:45 | DIALOGUE<br><b>The paths of gender tourism</b><br><i>Lucia Errandonea, Ideas for Change</i><br><i>Rafael Díez, Project Manager for Peru in Fundación Codespa</i><br><i>Winning initiative Fiturnext 2021</i> |

### Day 4: Saturday 22 January

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| 12:00 | PRESENTATION<br><b>FiturNext 2022 Challenge Finalist Initiatives</b><br><i>Eduardo Arilla, Borja, con todos los sentidos</i><br><i>Adis Ozuna, Dominican Access</i><br><i>Robin Julien, OnWheelsapp</i><br><i>Jordi Reixachs, Can Morei</i><br><i>Izaskun Benito, Equalitas Vitae</i> |
| 12:45 | DIALOGUE<br><b>Round table with initiatives</b><br><i>Moderator: Beatriz López, Member of Travindy and CEO and co-founder of Inspirience</i>  |

