

GREEN WEEK AGENDA 2025

FU-TOURISM: Shaping the future of tourism with green & digital innovation

Date: Wednesday, June 11th 2025

Time: 10:00-11:30 h CET

Location: Online event

Language: English

Moderator: Aleix Castells, Finnovaregio Foundation

Time	Duration	Content
10:00 - 10:15	15 min	Welcome and introduction - Presentation of the event and objectives. Brief explanation of the FU-TOURISM Programme . TBC: Aleix Castells (EU Communications Office Assistant in Finnovaregio Foundation)
10:15 - 10:25	10 min	Results of the FU-TOURISM acceleration programme - Summary of the work carried out and experience of the mentoring process. Key case studies. TBC: Laia Mani (Jr. EU project officer in Finnovaregio Foundation)
10:25 - 10:35	10 min	Second call: Opportunities and next steps - Explanation of the FU-TOURISM scaling-up programme, participating countries, and application process. TBC: Adrian Noheda (European Project Manager in Finnovaregio Foundation)

10:35 - 10:50	15 min	Keynote: Innovation and sustainability in European tourism - An expert will discuss current challenges and trends in tourism sustainability and innovation.
10:50 - 11:10	20 min	Debate: Accelerating the green and digital transition in tourism - Discussion between two experts on the sector's challenges and opportunities. Possible audience participation.
11:10 - 11:30	20 min	Closing and Q&A - Final reflections, Q&A session, and next steps for those interested in the second call.