

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

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