

# PM4SD<sup>®</sup> European Summer School

Project Management for Sustainable Development  
Leadership and Governance for Sustainable Tourism

5-9 October 2016 Akureyri, Iceland



## Daily Programme

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**Fest**  
Foundation for European Sustainable Tourism



Visit North Iceland  
THE ARCTIC NORTH

Leadership and Governance for Sustainable Tourism

## Daily Programme

Akureyri, Iceland, 5-9 October 2016

### About

**Leadership and Governance for Sustainable Tourism** is a high level **European Summer School** to address one of the most important themes in the tourism industry: **how to improve sustainable tourism projects success and monitor the benefits of funded initiatives.**

The Summer School is for tourism leaders and destinations, project management practitioners, funders, policy makers, academics, students and entrepreneurs. The event promotes PM4SD™ as the methodology to apply for planning and implementing transformative tourism projects.

The 2016 edition is organized by the **Foundation for European Sustainable Tourism (FEST)**, the **European Travel Commission (ETC)**, and the **Icelandic Touristic Board** in cooperation with **Visit North Iceland** and aims to be a **European based leading event in preparation of 2017 as the International Year of Sustainable Tourism for Development.**

The Summer School aims to be:

1. A **knowledge hub** to share and transfer successful practices on sustainable tourism
2. A **training event** for donors and implementers to plan and manage tourism funding with sustainability
3. A **funding marketplace** to develop joint funding proposals, developing concept notes and matching skill sets between professional project managers and organizations
4. A **networking event** to facilitate business alliances
5. A **leading event** to promote PM4SD™ as best management practice

The framework of the 2016 edition will be represented by United Nations (UN) decision to adopt 2017 as the International Year of Sustainable Tourism for Development.

Wednesday, October 5th 2016

Welcome Day: Arrival and Team Building activities

- Arriving in Akureyri via domestic flight from Reykjavík
- Check-in at Akureyri hotels for 4 nights.

20:00 Welcome Dinner in Akureyri

# Thursday, October 6th 2016

Venue: Siglo Hotel Blue House in Siglufjörður

## Leadership and Governance in Sustainable Tourism – Practical Sessions

8:30 Drive from Akureyri to Siglufjörður, Iceland's northernmost town, a historic fishing town which fate has been shaped by the ups and downs of the fishing industry.

9:30 Registration

### 10:00 Opening and Remarks

- **Ólöf Ýrr Atladóttir**, Director General Icelandic Tourist Board
- **Cláudia Monteiro De Aguiar**, Member of The European Parliament, Video-message
- **Claudia Tapardel**, Member of The European Parliament, Video-message

### 10:30-12:30 Best Practises Session

- **Moderator: Guðrún Þóra Gunnarsdóttir**, Director of the Icelandic Tourism Research Centre
- WTTTC Winner North Sailing, Iceland – Innovation Category finalist- **Árni Sigurbjarnarson**, North Sailing, Member of the Board
- **Jordi William Carnes**, Director of Turisme de Barcelona, "Barcelona Sustainable Tourism" Barcelona has been listed on the new Global Destination Sustainability Index (GDS Index), the first sustainability ranking for MICE destinations around the world
- **Julie Scott, Touch** TD, "DMOs as a framework for governance in community based tourism"
- **Cinzia De Marzo**, Council Europe Legal Expert Etis Task force, "The implementation of ETIS methodology within the transnational Cultural Routes"
- **Kelly Galasky**, Planeterra, Public Private Partnership for Sustainable Development, "Private Sector Partnerships for Sustainable Tourism Development"

12:30 Lunch – At Siglo Hotel Hannes Boy - Yellow House

13:30-14:30 **Capacity Building Workshop: Project Management and Sustainable Tourism tools: PM4SD, ETIS, GSTC criteria**

#### -Moderators:

- **Silvia Barbone**, director FEST, PM4SD Author and Lead Trainer
- **Susana Conde**, Board Member of the Global Sustainable Tourism Council

14:30 Coffee Break

14:45-17:00 **Moderator: Guðrún Þóra Gunnarsdóttir**, Director of the Icelandic Tourism Research Centre

#### Speakers selected from the call for papers submitted:

- **Bibiana Cala**, STM Global Consulting, Director  
"Assessment and evaluation of projects for rural tourism developm. from a sustainable tourism perspective"
- **Sigríður Ólöf Kristjánsdóttir**, Innovation Center Iceland, Project Manager  
"Tourism and Technology; Does digital capacity of tourism SMEs impact the sustainable of Icel. tourism?"
- **Eva Erdmenger**, Tyska Turistbyrån – Intern  
"One for all and all for one – Engaging Tourism Stakeholders for Collaborative Governance"
- **Holly Priervo**, Lighting Science Group, Research Assistant and **Sheena Carlisle**, Cardiff Metropolitan University, Senior Lecturer  
"Leading a progressive organization: Capacity building through PM4SD"

17:00 Conference ends, walk to the Herring Museum <http://www.sild.is/en/>

19:00 Dinner at Sigló Hotel Hannes Boy – the Yellow House 21:30 Drive back to Akureyri

# Friday, October 7th 2016

Venue: Akureyri Hof Cultural Center, [www.mak.is](http://www.mak.is)

## Leadership and Governance in Sustainable Tourism – Public Conference

8:30	Registration
9:00-9:45	<b>Welcome and Remarks</b> <ul style="list-style-type: none"><li>• <b>Ólöf Ýrr Atladóttir</b>, Director General, Icelandic Tourist Board</li><li>• <b>Ragnheiður Elín Árnadóttir</b>, Minister of Industry and Commerce</li><li>• <b>Silvia Barbone</b>, FEST Director</li><li>• <b>Eduardo Santander</b>, CEO European Travel Commission</li><li>• <b>István Ujhelyi</b>, Member of The European Parliament, Video-message</li></ul>
9:45-11:15	<b>KEYNOTE SPEAKERS AND DEBATE - MODERATOR: Hilda Jana Gísladóttir</b> <b>EU Institutions and International Organizations</b> <ul style="list-style-type: none"><li>• <b>Christopher Imbsen</b>, Deputy Regional Director for Europe UNWTO, “2017 as the International Year of Sustainable Tourism for Development”</li><li>• <b>Deirdre Shurland</b>, Senior Consultant, UNEP, “From commitment to action in Tourism: Meeting the challenges of the sustainable development agenda”</li><li>• <b>Shaun Mann</b>, World Bank, “Designing and delivering sustainable tourism projects for effective results. Example from Albania, Georgia, Macedonia”</li></ul>
11:15	Coffee Break
11:30-12:45	<b>KEYNOTE SPEAKERS</b> <ul style="list-style-type: none"><li>• <b>Seleni Matus</b>, Executive Director, International Institute of Tourism Studies The George Washington University School of Business, “Trends and innovation around sustainable destination management”</li><li>• <b>Dave Randle</b>, Director of the University of South Florida's Florida's Patel College of Global Sustainability, “The Future We Want”</li><li>• <b>Dr. John Hull</b>, Associate Professor of Tourism Management at Thompson Rivers University in British Columbia, Canada and Co-director of the Alliance for Mountain Environments (AME), “Preserving fragile environments for sustainable tourism: Best practice tools from Canada and Iceland”</li><li>• <b>Ingunn Sørnes</b>, Innovation Norway, Special Advisor Sustainable Tourism and Food, “DMOs Roles in building sustainability in destination”</li></ul>
12:45	Lunch
14:15-16:45	<b>KEYNOTE SPEAKERS</b> <ul style="list-style-type: none"><li>• <b>Brandon Presser</b>, Lonely Planet Writer, travel expert, tv host, writer, “Trending in Travel: how to catch the eye of the industry's top players”</li><li>• <b>Ragnhildur Sigurðardóttir</b>, General Manager, Snæfellsnes Regional Park “The Spirit of Snæfellsnes”</li><li>• <b>Rob Holmes</b>, GLP Films, Founder &amp; Chief Strategist, “Building brands through storytelling and content strategy, ROI Case Study: Keys to Successful Content Marketing Campaigns.”</li><li>• <b>Tim Williamson</b>, Marketing Specialist, Responsible Travel Director, “Marketing responsible travel”</li><li>• <b>Sören Stöber</b>, Travelife Director, “Certification as a Driver for Sustainable Development”</li></ul>
16:45-17:00	<b>Closing the Conference</b> <ul style="list-style-type: none"><li>• <b>Teodora Marinska</b>, European Travel Commission, “The EU Tourism Manifesto”</li><li>• <b>Ólöf Ýrr Atladóttir</b>, Icelandic Tourist Board, “Akureyri Call for Action”</li></ul>

17:00 Optional Art or history walk in Akureyri, Lonely Planet’ no 1 destination in Europe 2015.

19:00 Gala Dinner at Strikið Restaurant with view over Akureyri harbor

# Saturday , October 8th 2016

## Technical Study Visits

7:30	Departure from Akureyri.
8:10	Exploring Goðafoss, “Waterfall of the Gods” which played an important role in Icelandic history
8:30	Drive to Lake Mývatn area.
9:15	A visit to Mývatn Nature Baths for relaxing in a natural pool of geothermal water based in the middle of lava fields with a view over Lake Mývatn. <a href="http://www.myvatnnaturebaths.is">www.myvatnnaturebaths.is</a>
10:45	Departure from Mývatn – drive to Dettifoss, the most powerful waterfall in Europe.
11:30	Exploring Dettifoss which is with the greatest volume of any waterfall in Europe, 500 cubic meters of water per second plunges over the edge. Dettifoss is 45 m high and 100 m wide. A nice hiking trail, 34 km, goes along the canyon from Dettifoss to Asbyrgi.
13:00	Departure from Dettifoss – drive to Ásbyrgi (Vatnajökull National Park)
14:00	Arrival in Ásbyrgi – Introduction to Vatnajökull National Park and Birding Iceland.
14:45	Departure from Ásbyrgi – drive to the town of Húsavík.
16:00	Carbon free whale watching with North Sailing. North Sailing aims to become a leader in environmentally sound tourism along the coasts of Iceland and Eastern Greenland. They therefore consider their obligation to be twofold: the minimization of greenhouse gas emissions by their ships, as well as the enlightenment of their passengers with respect to environmental protection and sustainable resource usage.
19:00	Dinner at Gamli Baukur Restaurant <a href="http://www.gamlibaukur.is">www.gamlibaukur.is</a>
20:30	Drive to Akureyri

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