

# GREENWAYS, A MUST TO SUSTAINABLE TOURISM

## FINAL CONFERENCE OUR WAY PROJECT

● 28th September 2022 ●

 **European Committee of the Regions (Brussels)**

Rue Belliard 99-101  
1040 Brussels  
JDE 51 /5th floor

**9:00-9:15 ARRIVAL OF PARTICIPANTS**

**9:15-9:30 INSTITUTIONAL WELCOME AND OUR WAY PROJECT PRESENTATION**

Mr. Adrián Zittelli, General Director of European Union Affairs of the Region de Murcia

**9.30 - 9:45 INTERREG EUROPE 2021-2027: NEW OPPORTUNITIES AHEAD**

Mr. Erwin Siweris, Programme director Interreg Europe

**9:50 - 11:00 ROUND TABLE: GREENWAYS AT THE HEART OF THE EUROPEAN  
AGENDA FOR TOURISM**

**Moderation**

Mr. Giulio Senes, European Greenways association - President

**European Commission: Setting the scene: EU Transition pathway for tourism**

Mrs. Marie-Hélène Pradine, DG Grow Head of Unit

**NecsTour: Sustainable mobility as a way forward for the Tourism Governance Inspiration  
by the Regions of Europe**

Mr. Tomaso Comazzi, Communication and Membership Manager

**Girona Greenways and Pirinexus: Greenways as a tool of territorial development**

Mrs. Noemí Piris Hernandez, Promotion Officer of the Consorci de les Vies Verdes de Girona

**Eurochambres: The role of private sector in the development of European greenways**

Mr. Florian Schmalz, Policy Advisor for Sustainability

**European Greenways Association (EGWA): Promotion of European greenways as a  
touristic destination. Case study of Ireland**

Mr. Michael Fitzsimons, Manager Product Development Activities, Fáilte Ireland

**11:00-11:30 COFFEE BREAK**

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## 11:30-12:30 OUR WAY, A CONTRIBUTION IN THE TRANSFORMATION OF TERRITORIES

### **Moderation**

Mrs. Cristina Durán, Head of Service of European Union Affairs of the Region de Murcia

### **Speaker**

One representative of each OUR WAY region

- Regional Ministry of Enterprise, Employment, Universities and Spokenperson-Region of Murcia (ES)
- Northern and Western Regional Assembly (IE)
- Podkarpackie Region (PL)
- Departmental Council of Hérault (FR)
- Hajdú-Bihar County Government (HU)
- Chamber of Commerce and Industry-Vratsa (BG)
- European Greenways Association – EGWA (BE)

## 12:30-12:45 EVENT CLOSING

Mr. Adrián Zittelli, General Director of European Union Affairs of the Region de Murcia

Mrs. Mercedes Muñoz, Director of the European Greenways Association

Mrs. Dorota Tomalak, Deputy Head of Unit NAT Commission – Committee of the Regions

## 12:45-14:15 LUNCH

COR Atrium 5 – 5th floor

