

THURSDAY MAY 19

MORNING

FOCUS SESSION II

CINEMA HALL / 10:30-11:20

HOW TO IMPLEMENT CIRCULAR ECONOMY STRATEGIES IN TOURISTIC AREAS? COME RAFFORZARE LE STRATEGIE DI RILANCIO DELL'ECONOMIA CIRCOLARE NELLE AREE TURISTICHE

This session is in Italian language. A service of simultaneous translation into English will be provided

The pandemic slowed the process, but the growth in tourist flows represents an important environmental impact factor. How to govern it? How to allow a growth in benefits (psychophysical rebalancing, increase in environmental, artistic, human knowledge) and a decrease in costs (pollution, consumption of materials, greenhouse emissions)?

We need to build travel circuits and brands that guarantee the offer of tourism proposals with a low environmental impact and a high rate of renewability in the field of materials and energy. The options are varied.

They range from strengthening the exploration of neighboring territories by shortening the range of travel to the use of transport systems with low environmental impact. From farms that offer self-produced food to hospitality points that are committed to recycling and reusing objects. From the enhancement of ancient abandoned villages recovered using natural materials to structures that use clean energy.

La parentesi della pandemia ha rallentato il processo, ma la crescita dei flussi turistici rappresenta un importante fattore d'impatto ambientale. Come governarlo? Come permettere una crescita dei vantaggi (riequilibrio psicofisico, aumento delle conoscenze ambientali, artistiche, umane) e una decrescita dei costi (inquinamento, consumo di materiali, emissioni serra)?

Si tratta di costruire circuiti di viaggio e brand che garantiscano l'offerta di proposte turistiche a basso impatto ambientale e ad alto tasso di rinnovabilità nel campo dei materiali e dell'energia.

Le opzioni in campo sono varie. Si va dal rafforzare l'esplorazione dei territori vicini accorciando il raggio degli spostamenti all'uso di sistemi di trasporto a basso impatto ambientale. Dalle fattorie che offrono cibo autoprodotta ai punti di ospitalità che s'impegnano sul riciclo e sul riuso degli oggetti. Dalla valorizzazione di antichi borghi abbandonati e recuperati utilizzando materiali naturali a strutture che utilizzano energia pulita.



Moderator:

Dott. Antonio Cianciullo, *Huffington Post (IT)*

Journalist and writer, he has followed environmental issues for "la Repubblica" for over 30 years. He participates in major international events: from the great environmental disasters to the conferences of indigenous peoples, from the Earth Summit in Rio de Janeiro in 1992 to the conference in Paris on the climate of 2015.

He is currently in charge of "Terra", the Huffington Post's environmental channel. He graduated in philosophy.

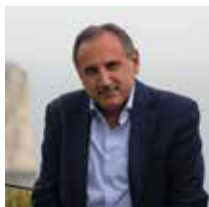


Panelists:

On. Mara Carfagna

Minister for Southern Italy and Territorial Cohesion

Presidency of the Council of Ministers (IT)



Marino Lembo

Mayor of Capri (IT)



Prof. Evangelos Gidarakos

Technical University of Crete (GR)



Prof. Giovanni De Feo

University of Salerno (IT)