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# ITKAM TALK



## #SUSTAINABLE TOURISM: AN ENGINE FOR RECOVERY

After the great success of the first edition of ITKAM TALKs, the series of online events in cooperation with Villa Vigoni - German-Italian Centre for European Dialogue, ITKAM realizes a brand new edition!

The tourism sector is a fundamental pillar of the European economy and is at the center of attention for the economic recovery and the Next Generation EU plan.

During the ITKAM TALK - #sustainable tourism: an engine for recovery, we will have the opportunity to explore:

the highly digital and sustainable planning of the accommodation facilities in Cortina by eAmbiente for the Winter Olympics MilanoCortina 2026 and the activities at European level with the project EU ECO-TANDEM, with the presence of the European project manager at ITKAM Sonia Barani and the best practice of Klimapatenschaft Tourismus GmbH for social and environmental engagement in tourism.

27th SEPTEMBER 2021, 6 PM

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# PROGRAMME



## SUSTAINABLE TOURISM: AN ENGINE FOR RECOVERY

- 18.00h-18.05h Introduction  
Dr. Christiane Liermann Traniello, General Secretary of Villa Vigoni
- 18.05h-18.20h Best Practice: the ecolabel for accommodation facilities realised for the 2021 in Cortina (MilanoCortina2026) - Annamaria Gabrielli - Sales & Marketing Manager, eAmbiente Group
- 18.20h-18.30h Presentation of the European Project EU ECO-TANDEM Programme  
Sonia Barani - Project Manager, ITKAM
- 18.30h-18.40h Best Practice: Klimapatenschaft Tourismus GmbH - Max Brandt - Business Development, Klimapatenschaft Tourismus GmbH
- 18.40h-18.45h Q&A

*Moderation: Dr. Christiane Liermann Traniello*