



Building Sustainability in European Tourism

GSTC European Regional Meeting



23-24 November 2016 | ATHENS | ZAPPEION MEGARON

#GSTC2016Europe

Organizer: GLOBAL SUSTAINABLE TOURISM COUNCIL *travel forever*

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The Global Sustainable Tourism Council (GSTC) establishes and manages global sustainable standards with the aim of increasing sustainable tourism knowledge and practices among public and private stakeholders. The GSTC is independent and neutral, serving the important role of managing its global baseline standards for sustainability in travel and tourism. It is mostly a volunteer organization, consisting of experts in sustainable tourism and supported by organizations and individuals with a passion for ensuring that meaningful standards are available globally for sustainability in travel and tourism. Financial support from donations, sponsorship, and membership fees are critical to our own sustainability.

At the heart of this work are the Global Sustainable Tourism Council's Sustainability Criteria. There are two sets of GSTC Criteria: Destination Criteria (GSTC-D) and Hotel & Tour Operator Criteria (GSTC-H&TO). These are the guiding principles and minimum requirements that any tourism business or destination should aspire to reach in order to protect and sustain the world's natural and cultural resources, while ensuring tourism meets its potential as a tool for conservation and poverty alleviation. Sustainability is imperative for all tourism stakeholders and must translate from words to actions.

The GSTC is a USA-registered 501(c)3 non-profit organization that represents a diverse and global membership, including UN agencies, leading travel companies, hotels, country tourism boards, tour operators, individuals and communities – all striving to achieve best practices in sustainable tourism. We are a virtual organization with staff and volunteers working from all six populated continents.

Membership is open to all interested parties and does not by itself imply endorsement by the GSTC of the policies and practices of the member organization.

SCHEDULE

Wednesday, November 23rd

<u>Time</u>	<u>Activity</u>
14:00-14:10	Opening Session <ul style="list-style-type: none">• Mr. Luigi Cabrini, GSTC Chair Board of Directors
14:10-14:50	Current and Future Tourism in Greece <ul style="list-style-type: none">• Ministry of Tourism Representative• Bank of Greece• Central Union of Greek Municipalities• Greek Travel Agents Association
14:50-15:20	GSTC Overview and Updates <ul style="list-style-type: none">• Mr. Randy Durband, GSTC CEO
15:20-15:40	Coffee/Tea Break
15:40-17:40	Sustainability Standards and Programs for European Tourism Moderator: Mr. Andrés Fellenberg van der Molen, GSTC Technical Director <ul style="list-style-type: none">• Mr. Sören Stöber, Commercial Director, Travelife for Hotels• Mr. Albert Salman, Founder & Director, Green Destinations• Mr. Martin Balaš, General Manager, TourCert Berlin• Mr. Riza Epikmen, FEE Green Key• Mr. Nikos Bakaris, Lead Auditor, Control Union

17:50-18:00	Closing Remarks and Announcements
18:00-19:00	Welcome Cocktail

Thursday, November 24th

<u>Time</u>	<u>Activity</u>
8:30-10:15	<p>European Best Practices for Sustainable Management of Destinations and Enterprises</p> <p>Moderator: Ms. Mary Mulvey, CEO, Ecotourism Ireland</p> <ul style="list-style-type: none"> • Dr. Ioannis Spilanis, UNWTO Observatory Program, Aegean Islands • Mr. Tom Johnston, Senior Manager, Sustainability - Product & Purchasing, TUI Group • Mr. Naut Kusters, Manager, Travelife for Tour Operators • Mrs. Silvia Barbone, Founder and Director, Foundation for European Sustainable Tourism (FEST) • Mr. Fivos Tsaravopoulos, Manager, Paths of Greece
10:15-10:45	Coffee/Tea Break
10:45-13:00	<p>Marketing sustainable tourism in European destinations</p> <p>Moderator: Mr. Luigi Cabrini, Chair, GSTC Board of Directors</p>

	<ul style="list-style-type: none"> • Dr. Xavier Font, University of Surrey • Ms. Martina von Muenchhausen, Tourism Expert, WWF • Mr. Melvin Mak, Manager of Sustainability, TUI Benelux • Ms. Lonneke de Kort, CEO, BookDifferent.com • Mr. Olaf Schlieper, Sustainability & Innovations Manager, German National Tourist Board • Ms. Rika Jean-François, Corporate Social Responsibility Commissioner, ITB Berlin
13:00-13:30	Lunch
13:30-15:30	<p>The value of a global sustainability brand for the tourism industry in Greece</p> <p>Moderator: Mr. Panos Thomakos, English Site Editor, Tornos News</p> <ul style="list-style-type: none"> • Mr. Alexandros Angelopoulos, Member of the Board of Directors and Chairman of the Environmental Policy Committee, Hellenic Chamber of Hotels, and Vice President of Aldemar Resorts • Mr. George Drakopoulos, Special Advisor, UNWTO • Mr. Nikos Kelaiditis, General Secretary, Greek Travel Agents Association • Mr. Gerasimos Damoulakis, Mayor of Milos Island, President of Tourism Board of Central Union of Greek Municipalities • Mr. George Politis, Secretary of the Board, Hellenic Society for the Protection of Nature • Mr. Nikolaos Pavlos, Head of Hotels Unit, Kafkas SA

15:30-15:45	Coffee/Tea Break
15:45-17:15	<p>Apply Standards and Certifications to Destinations and Enterprises</p> <p>Moderator: Dr. Ioannis Pappas, Co-Founder & CEO, Green Evolution</p> <ul style="list-style-type: none"> • Mr. Fivos Tsaravopoulos, Manager, Paths of Greece • Mr. Martin Balaš, General Manager, TourCert Berlin • Mr. Vasilis Zisimopoulos, Founder & CEO, Costa Nostrum Ltd • Mr. Albert Salman, Founder & Director, Green Destinations
17:15-17:30	<p>Closing Remarks</p> <ul style="list-style-type: none"> • Mr. Randy Durband, GSTC CEO

SPEAKERS (A-Z)

Albert Salman

Alexandros Angelopoulos

Andrés Fellenberg v.d. Molen

Fivos Tsaravopoulos

George Drakopoulos

George Politis

Gerasimos Damoulakis

Dr. Ioannis Pappas

Dr. Ioannis Spilanis

Lonneke de Kort

Luigi Cabrini

Martin Balaš

Martina von Münchhausen

Mary Mulvey

Melvin Mak

Naut Kusters

Nikolaos Pavlos

Nikos Bakaris

Nikos Kelaiditis

Olaf Schlieper

Panos Thomakos

Randy Durband

Rika Jean-François

Riza Epikman

Silvia Barbone

Sören Stöber

Tom Johnston

Vasilis Zisimopoulos

Dr. Xavier Font



Albert Salman
**President, Green Destinations
Foundation**

Albert Salman, MSc in Biology, has long been dedicated to coastal zone management. Since 2007 Albert leads the development of innovative approaches to monitor sustainability performance in tourism destinations through the QualityCoast Awards programme.

Since 2010 he started the development of a destination assessment system making quality and sustainability transparent and measurable: the Global Sustainable Tourism Review, which developed into a database covering 60,000 destinations. In 2014 he founded Green Destinations, now a foundation with 40 partners around the world.

GD is a global leader in assisting tourism destinations, regions, and countries to enhance sustainability, quality and market visibility. Albert introduced and organised the Sustainable Destinations Top 100 competition.

He led the creation of the GSTC-Recognised Green Destinations Standard, with an online assessment and reporting platform, linked to the destinations database. At Global Green Destinations Day, he announced Green Destinations as a new destination certification system.



Alexandros Angelopoulos
**Member of the Board of Directors
and Chairman of the Environmental
Policy Committee, Hellenic Chamber
of Hotels, and Vice President of
Aldemar Resorts**

Alexandros N. Angelopoulos, was born in Athens in 1972. He studied Business Management (Boston University 1995) and successfully completed his post-graduate studies in International management at Boston College (1998). He is Graduate of the PDP program of New York Cornell University, (2008).

Currently holding the position of the Vice-President of the Aldemar Group, Alexandros Angelopoulos has been active in the family business, as Executive Director since 1995, working hard towards ideas and policies that open up new horizons in the Greek hotel business and place Tourism at the core of Greek economic activity.

Alexandros is also the Vice President of the Greek Eurasian Business Council, Secretary of the Board of Directors of Hellenic Entrepreneurs Association, Member of the Board of Directors of SETE (Association of Greek Tourism Enterprises), and an Honorary Consulate of Ukraine for Peloponnese.



Andrés Fellenberg Van der Molen GSTC Technical Director

Parallel to his function as GSTC Technical Director, Andrés is the Director & Lead Auditor of Green Partner. Green Partner advise hotels, travel agencies, tour operators and destinations in the process of obtaining a green certification recognized by the international tourism industry.

He has a long experience in the hotel industry, more than 18 years, working in several operational and managerial functions. He is known as a high-energy, creative problem-solver with an eagerness for improving efficiency within organizations and understanding of the critical value of inspiring people to high levels of performance.

Andrés works directly and extensively with several GSTC-Approved or -Recognized certifying bodies as: trainer, implementer and auditor, adding to this, his accreditation as Lead Auditor ISO14001 Environmental Management and ISO50001 Energy Management. Andrés holds a degree in Hotel Management and specializations on audit & control, finance, sustainability, environment and energy efficiency.



Fivos Tsaravopoulos **Manager, Paths of Greece**

Fivos Tsaravopoulos is a hiking destination developer. In 2010 he founded [Paths of Greece](#), aiming through it to create and promote high quality, sustainable hiking trail projects in Greece.

He believes that through the creation of trails, local communities could see their income increase, the environment protected and the quality of life enhanced. His aim, through Paths of Greece, is to make Greece one of the top 10 hiking destinations in the World.

He has developed trails all over the country, both on the islands and on the mainland, and has been invited as a trail consultant in the region of Kanas, in China. He has recently been elected as Treasurer at the [World Trails Network](#).



George Drakopoulos

**President & CEO, Tourism Generis,
and Special Advisor to the UNWTO**

George Drakopoulos is the President & CEO of **tourism generis**, a "supporting decision-makers" company. He is also Special Adviser to the Secretary General of the United Nations World Tourism Organization (UNWTO) and former Counselor in the European Economic and Social Committee (2010-2015)

He Served as Chairman of the Affiliate Members of the UNWTO (2012-2013) and as Director General SETE-Greek Tourism Confederation (1997-2014). He also specializes in lobbying for Tourism and Public Private Partnerships in Tourism Development.

George has delivered speeches and presentations in more than 300 national and international conferences, while he has produced 38 studies / publications and 650 articles about Tourism.

He holds a MSc in Tourism Studies from the University of Surrey, UK. He has also studied Tourism Management, TEI Athens, GR and trained in Hotel Management in Glion, CH.



George Politis
**Secretary of the Board, Hellenic
Society for the Protection of Nature**



Gerasimos Damoulakis

**Mayor of Milos Island, President of
Tourism Board of Central Union of
Greek Municipalities**



Dr. Ioannis Pappas

Co-Founder & CEO, Green Evolution

Dr. Ioannis Pappas, CEO of Green Evolution SA, is an experienced professional engineer, with over 25 years of work in several fields of science, focusing on sustainability and tourism, energy and environmental efficiency in infrastructure and buildings.

Dr. Pappas serves on the GSTC Board of Directors, and acts as the GSTC Representative to South East Europe, and a GSTC trainer.

He is also auditing and advising on standardization of companies and technological implementation of climate adaptation and mitigation methodologies. Dr. Pappas is Co-founder and a Board Member in a number of organizations (Sustainable Building Council of Greece, Hellenic Passive House Institute, Hellenic Start Up Association) as well as Co-founder of the Hellenic Ecotourism Society. He worked with the Joint Research Center-IE of European Commission and was a Greek representative as expert for ITL at UNFCCC.

He also has extensive experience on Project Management as Coordinator and/or Manager in more than 20 National & EU Research Projects.



Dr. Ioannis Spilanis

Associate Professor, Department of the Environment, University of the Aegean

Dr. Spilanis is economist, graduate of the University of Athens (1979). After postgraduate studies in "European and International Studies" at the University of Grenoble (France), he obtained a PhD at the same university on "Tourism and regional development."

He worked at the Ministry of the Aegean as an expert in regional development (1987-1990). He is an Associate Professor in the Department of Environment of the Aegean University and teaches in the Graduate Program "Planning, Management and Tourism Policy" in Chios. His research interests are in sustainable development issues focused on islands' development and tourism planning.

As a member of the Laboratory of Local and Insular Development, he has participated in many articles, research projects, and studies on these topics. In 2012 published two studies: "European Islands and Cohesion Policy" (EU/ESPON) and "Towards an Observatory and a Quality label of tourism sustainability in the Mediterranean" (UNEP/MAP/Plan Bleu).

Dr. Spilanis was the General Secretary of Aegean and Island Policy at the Ministry of Marine and Aegean during 2012-2013.



Lonneke de Kort
CEO, BookDifferent.com

After a long career in fashion in senior management positions, Lonneke followed her heart and decided to use her experience and capabilities to help transform travel towards a more sustainable sector. According to Lonneke integrating sustainability in a day to day activities in an easy and understandable way is the only way to push this transition forward. BookDifferent.com is an example of this integration.

This social enterprise, founded in 2012 is an organisation with a mission: making tourism more social and sustainable. By adding green indicators to accommodations and destinations, consumers and companies are able to choose easily for the greenest choice with less impact. Since the start of BookDifferent.com it has been an interesting journey with steep learning curves how to translate and market green accommodations and destinations in this market in transition. Step by step we are finding the right ways to bring the message forward.



Luigi Cabrini

Chair, GSTC Board of Directors

Luigi Cabrini, is the Chairman of the Board of Directors of the Global Sustainable Tourism Council (GSTC) and an Advisor to the Secretary-General of the World Tourism Organization (UNWTO).

Mr. Cabrini has been the Director of the UNWTO Sustainable Tourism Programme from 2007 until 2013, focusing its activities on tourism and climate change, tourism and biodiversity, observatories for sustainable tourism, tourism in the green economy, tourism and heritage and global partnerships. From 2002 to 2007 he was UNWTO Regional Representative for Europe and Secretary of the UNWTO General Assembly and Executive Council.

From 1982 to 2002 he was responsible of United Nations programmes for development and assistance and protection of refugees, including Representative's positions in Guatemala, Mexico, Somalia, Pakistan, Poland and Spain. Luigi Cabrini is fluent in Italian, English, French and Spanish and has basic knowledge of Russian and Polish. He is the author of various articles, speeches and papers.



Martin Balaš

General Manager, TourCert Berlin

Martin Balas is the General Manager of TourCert Berlin and responsible for the development of the certification system. He has a Master Degree in Sustainable

Tourism management.

Apart from TourCert he is working as a freelance tourism consultant for Federal Ministries, Tourism Associations and tourism destinations and as a lecturer for several German Universities. Since 2013 he is a freelance scientific researcher at the University of Sustainable Development in Eberswalde with focus on CSR in tourism, certification in tourism and sustainable destination management.



Martina von Münchhausen **Tourism Expert, WWF**

Martina von Münchhausen holds a diploma in Economics and Romance Studies. She is responsible for the tourism programme of [WWF Germany](#) based in Hamburg and coordinates the work of the global marine and coastal tourism programme.

Prior to this, she worked in the nature conservation department at WWF Germany headquarter in Frankfurt am Main, responsible for cooperation with state institutions and the administration of subsidies, along with controlling, monitoring and evaluation of the WWF nature conservation budget and programme.

In 2006 she moved to the tourism programme and worked on the strengthening of sustainable tourism, driving sustainable business practices in WWF's corporate partnerships and mobilizing consumer action. Other key focuses are the reduction of the touristic footprint and supporting credible certification schemes for sustainable tourism.

martina.vonmuenchhausen@wwf.de



Mary Mulvey
CEO, Ecotourism Ireland

Mary Mulvey has considerable senior management experience including the English Tourist Board, Bord Fáilte, Heritage Towns of Ireland and Irish Peatland Conservation Council, and the GSTC representative to Ireland.

Mary is passionate about raising the profile of ecotourism at national and international levels with relevant government agencies, tourism bodies and stakeholders to ensure that ecotourism is on Ireland's tourism agenda and ensuring a credible policy is developed and promoted. She is a tireless advocate on sustainability and finding a clear way to educate all on the subject and plan future tourism on these principles.

The Greenbox Project was Ireland's first Ecotourism Destination and was recognised by Tourism for Tomorrow Awards, Virgin Responsible Travel Awards and Green Apple awards. The Ecotourism Ireland Label was globally recognised by the GSTC in 2012. In 2010 Mary was commended in The Shine awards for Female Talent for her outstanding commitment to sustainability in Tourism. She has spoken at many international conferences.



Melvin Mak
**Manager of Sustainability, TUI
Benelux**

Melvin (30) is Manager of Sustainability at TUI Benelux. Melvin joined TUI in 2008 where he started working at one of TUI's travel agencies, after working at Accor Hotels and Sefapane Lodge, South Africa. His career at TUI's Sustainability team started in 2011.

Next to his full-time job he currently is about to graduate at Manchester Metropolitan University, where he does the Masters in Responsible Tourism with Prof. Harold Goodwin.

Melvin is dedicated to deliver good work for TUI and the tourism sector, and is dedicated to contribute to a better world for people to live in and to visit.



Naut Kusters

Manager, Travelife for Tour Operators

Naut Kusters has been a leader in promoting sustainability in tourism since 1993 when he founded the European Centre for Eco and Agro Tourism (ECEAT), a European not for profit organisation promoting and marketing sustainable tourism among small scale rural accommodations.

In 2004, Naut co-founded of the European VISIT association, uniting existing ecolabels in the accommodation sector. In 2007 Naut established in close co-operation with the European tour operator associations the Travelife Management and Certification programme for Tour operators and Travel agencies which he is still managing. Naut is also one of the founding members of the Global Sustainable Tourism Council (GSTC). Naut holds a masters degree in environmental science and social forestry from Wageningen University.



Nikolaos Pavlos

Head of Hotels Unit, Kafkas SA

Nikos Pavlos is a highly versatile and multi-skilled mechanical engineer with MSc in energy and many years of experience in the PV and building energy efficiency sectors. Having worked for over 5 years' in the PV market and materialized projects in 12 countries around the world, he has developed an expertise and passion for photovoltaic systems, which he has transferred and further developed in the Hotel sector.

Always keen for his teams to learn more, develop their skills, meet expectations of clients and present the verified results of our work, he has fully embraced the GSTC's approach towards sustainable tourism.

Nikos scope in his current company in which he has been through many positions regarding energy efficiency, is to deliver to hoteliers and their business a total solutions focused on energy efficiency and sustainability, utilizing best practices and international standards.



Nikos Bakaris

Lead Auditor, Control Union

As a Food Scientist fellow of the Royal Society for Public Health, Nikos has over 10 years of experience in consulting and auditing sustainability related protocols or schemes, of which 8 years are in consulting and auditing sustainability protocols specifically designed for the Tourism Industry.

Nikos is Control Union's Lead Auditor for GSTC, as well as an auditor for Travelife, Green Key, and Blue Flag. He is also an auditor in several Sustainability schemes targeted in the Agricultural Sector (Unilever SAC, Pepsico SFI, PMI ALP Code for Labor Practices).



Nikos Kelaiditis

**General Secretary, President of the
Greek Travel Agents Association**



Olaf Schlieper
**Innovations Manager, German
National Tourist Board**

With a degree in Economic Geography (majoring in tourism) at Ruhr-University of Bochum, Germany, Olaf has 20 years of experience of marketing tourism. He joined to the German National Tourist Board as an Online Marketing Manager, and in 2006 became its Director of Media Management.

Since 2013, Olaf has been the Innovations Manager at the German National Tourist Board, Responsible for sustainability strategy and the creation of sustainable and barrier-free products and services together with German travel experts. His focus is also the international promotion of Germany as a sustainable destination.

He is responsible for the organization of the “Barrier-free Tourism Day” at ITB, and acts as a jury member in several national and regional competitions, as well as a speaker and moderator to promote Germany as a travel destination.



Panos Thomakos
English Site Editor, Tornos News

Panos is the Editor of Tornos News international platform: tornosnews.com

He was educated at Athens College, Phillips Exeter Academy, New College of the University of South Florida and Athens University. He worked for 33 years as a reporter, editor, columnist and editor-in-chief at various Greek and English language national political, financial and tourism daily and periodical newspapers, magazines and portals including *Athens News*, *Mesimvrini*, *Status*, *Isotimia*, *Ependytis*, *Ethnos*, *Eleftheros Typos*, *Diners World Travel* and their websites.

He has also appeared as news anchorman and commentator for Mega Channel and Satellite Business Channel TV stations for 10 consecutive years and served as Press Office Director for the Ministry of Interior and the National Organization for Small and Middle Sized Enterprises (EOMMEX).

He has been a member of the Daily Athens Newspaper Journalists Union (ESIEA) since 1990.



Randy Durband
CEO, GSTC

Randy Durband has had two careers in travel and tourism – twenty-plus years in senior leadership positions at some of the finest U.S. tour operators, having served as President for Travcoa, INTRAV, and Clipper Cruise Lines, (brands within TUI Travel plc), plus Executive Vice President of Tauck World Discovery. Following that, in his second travel and tourism career, Randy advanced the work of Sustainable Tourism as an advisor, consultant, and speaker. He brings his knowledge of the business of travel, his global network of travel professionals, and a passion for sustainability to support the GSTC and the general sustainable tourism movement. He has held several board positions and committee memberships in travel and tourism organizations, and is a frequent speaker on sustainable tourism issues.



Rika Jean-François
Corporate Social Responsibility
Commissioner, ITB Berlin

With a Master's Degree in Social Anthropology and expertise on ethnic identities, sustainable development, and diversity issues, Rika has been passionately engaged in tourism since her early days as an historical guide in Greece.

She has been working for ITB Berlin since 2004, and is responsible for building ITB Berlin's Corporate Social Responsibility and sustainable tourism efforts, as well as coordinating, planning, and speaking at responsible tourism events internationally.

With an emphasis on diversity and human rights, she proactively helped develop the LGBT travel segment at ITB and serves on the Board of Directors of the IGLTA (International Gay & Lesbian Travel Association), the IGLTA Foundation, the Code International as well as the PATA (Pacific Asia Travel Association) and is member of its Sustainability Committee and the Roundtable of Human Rights in Tourism.



Riza Epikmen
FEE Green Key

Born in Istanbul, Turkey, Riza had graduated from Bosphorus University, Istanbul, Faculty of Arts & Sciences, Dept. of History in 1990.

He started his professional tourism career as a tourist guide in 1987, as a partner of Transorient Travel Agency, one of the oldest in Turkey.

Riza was a volunteer Lecturer on tourism at University of Istanbul between 1995 to 2006, and a past President of Skal International Istanbul, International Association of Travel and Tourism Professionals between 2003 to 2005. He has also been an Executive Board Member of TURSAB, Association of Turkish Travel Agencies from 1999 to 2007, and an Executive Board Member of FEE from 2012 to 2104.

Currently, he is a member of ISC Green Key since 2014 and the President of the Turkish Foundation for Environmental Education, TURCEV, FEE Turkey, since 2007.



Silvia Barbone

Founder and Director, Foundation for European Sustainable Tourism - FESTA

Silvia is an international expert in sustainable tourism and project management with an extensive knowledge of tourism policies and practices, and is the director of **FESTA** and **Jlag**.

As a certified Lead Trainer in Project Management for Sustainable Development, she developed the PM4SD™ “Project Management for Sustainable Development” certification.

She designs and manages small, medium and large scale projects, supporting destinations to define strategies and empower local communities, and she is one of the 10 EU experts selected by the European Commission to implement the European Tourism Indicator System (ETIS).

Silvia has been working with leading global organizations, including UNWTO, UNESCO, UNEP, European Travel Commission, European Commission, European Parliament, as well as local, regional and national public authorities.

She is the chief editor of the first blog regarding European tourism policies and practices “Tourism Around Europe”, which addresses 8000 tourism stakeholders, as well as the Chair of the Tourism Society Europa Network.



Sören Stöber

Commercial Director, Travelife for Hotels

Sören is the Commercial Director for the ABTA-owned sustainability certification scheme Travelife for Hotels and Accommodations and joined the organisation in 2011. He is a sustainability professional with work experience in Germany, France and the UK - both within and outside the travel industry.

He began his career in sustainability at the Wuppertal Institute for Climate, Energy and Environment followed by group communications and social affairs positions in Germany's retail/mail order group KarstadtQuelle AG. From there he moved into tourism and to the UK to join Thomas Cook Group PLC. His experience at Thomas Cook includes Group Sustainability Manager and Interim Head of Sustainability.

Sören holds a BA in Philosophy & Economics from Bayreuth University in Germany and MSt in Sustainability Leadership from the University of Cambridge. Sören is also a qualified Travelife auditor and a BSI / ISO principal expert for tourism services.



Tom Johnston

Senior Sustainability Manager (Product & Supply Chain), TUI Group

Tom Johnston is Senior Sustainability Manager (Product & Supply Chain) for TUI Group, the world's number one integrated tourism group created from the merger between TUI AG and TUI Travel PLC (December 2014). In this position, Tom leads TUI's approach on sustainable accommodations across European source markets, and is responsible for setting and maintaining sustainability standards across TUI's destination suppliers, predominantly working with accommodations and destination management companies.

Having joined TUI in 2010, Tom has carried out various roles within Purchasing and has worked on sustainability initiatives in TUI's commercial teams, before moving into the Sustainability team in 2015.

Tom has a degree in International Management & German from Bath University, and a Diploma from the Chartered Institute of Procurement & Supply (CIPS).



Vasilis Zisimopoulos

Founder & CEO, Costa Nostrum Ltd

Vasileios Zisimopoulos was born in Heraklion of Crete in 1976, where he is living and working as a Mechanical Engineering, owner of the Technical Office **AELIA Sustainable Engineering** and CEO & Founder of the startup company **Costa Nostrum Ltd**.

In 2000 he graduated from Coventry University with the title of BEng Mechanical Engineering, and in 2001 he received his first MSc in Energy and Sustainable Development at De Montfort University. In July 2014, he completed his second MSc in Environmental Conservation and Management at Open University of Cyprus and next summer will finish his third MSc in Sustainable Tourism Management at Polytechnic Institute of Leiria.

From January 2005 to January 2013, Vasileios was working as a Project Manager of Hellenic Recycling Recovery Corporation, HERRCO, in charge of the Recycling Program of Packing Materials in the Region of Crete.

He is a member of the permanent environmental committee of Technical Chamber of Greece, department of Eastern Crete. He is also member of the International Solid Waste Association (ISWA) from which he awarded at December 2012 the certification of International Waste Manager – Advanced Status.



Dr. Xavier Font

Professor, University of Surrey, UK

Dr. Xavier Font is professor of sustainability marketing at the University of Surrey. He develops methods of sustainable tourism production and consumption for the tourism and hospitality industries. He has conducted around 100 courses for more than 1500 businesses on how to market and communicate sustainability, see www.travindy.com. He is the most published academic in the world in sustainable tourism certification, having consulted on this subject for UNEP, UNCTAD, UNWTO, IFC, EC, VisitEngland, Fáilte Ireland, WWF and the Travel Foundation amongst others.



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