

## ITB CSR Day



**Date**  
March 8, 2019

**Time:**  
10:45 - 14:45

**Location**  
City Cube, Auditorium A3

Potential and best practice examples of sustainable tourism.

For ITB, sustainability isn't just some hollow expression; it is a strategic element and mission. The ITB CSR Day takes up forward-looking sustainability topics and provides suggestions for dealing with the greatest challenge of our time: climate change is at the center of the ITB CSR Day 2019. In the keynote speech, world-renowned climate change researcher Prof. Dr. Schellnhuber explains the status quo and the necessity for action regarding climate change. One of the fundamental questions of our industry will be addressed in a panel discussion: In view of the 1.5 degree target, will we be able to travel the same way in the future as we do now, or is there a threat that travel industry growth will end? Maritime pollution from plastic waste is also highly topical. What countermeasures can we take? In addition, the World Bank will present new opportunities for sustainable tourism development through the Sharing Economy. Starting at 3pm, ITB CSR Day will continue in the Cube Club with selected deep-dive sessions. CLIA is Gold Sponsor of the ITB CSR Day.

**Hosted by:**

[Ariane Janér](#), Member of Transition Team, Global Ecotourism Network (GEN), Latin American Ecotourism Network (LACEN), Co-founder, Instituto EcoBrasil

**10:45 - 11:00**

**Greeting****Welcome:**

[Ariane Janér](#), Member of Transition Team, Global Ecotourism Network (GEN), Latin American Ecotourism Network (LACEN), Co-founder, Instituto EcoBrasil

[Rika Jean-Francois](#), CSR Commissioner, ITB Berlin

**11:00 - 11:45**

**Keynote: Climate Change, Global Warming, Weather Extremes: Status Quo And Constraints To Action**

The last hot summer in the northern hemisphere and the rousing report of the Intergovernmental Panel on Climate Change (IPCC) are unequivocal: "Business as usual" will lead into the abyss. Is it still possible to prevent the crash? Which measures for mitigating global warming and climate change are particularly effective? Which policy measures are to be expected, and which are truly unavoidable? The world's leading climate researcher, Prof. Dr. Hans Joachim Schellnhuber, explains the status quo and reveals the necessity for action.

**Keynote Speaker & Interview guest:**

[Prof. Dr. Dr. h.c. Hans Joachim Schellnhuber](#), Director Emeritus, Potsdam Institute for Climate Impact Research (PIK)

Official Partner Country ITB Berlin 2019



www.malaysia.travel

Co-Host ITB Berlin Convention 2019



EXPERTENWISSEN –  
IM ITB TICKET INBEGRIFFEN

Kurzfristige Änderungen vorbehalten.

12:00 - 12:45

### Tourism And The 1.5 Degree Target: How Long Can We Keep Traveling As We Do Today?

The new report of the Intergovernmental Panel on Climate Change is abundantly clear: we cannot go on as before. The structure of tourism offers will have to undergo fundamental change. Air transport and cruises, hotels and destinations – what structural changes are we facing? How are lawmakers and investors changing the current framework conditions for tourism? How open are customers to change? Are customers willing to spend more money, or are they even inclined to forgo travel? The results of an exclusive global study by Travelzoo and ITB show how willing the international tourist is to change and how much it is putting our industry under pressure.

**Keynote:**

[Hon. Maria Amalia Revelo Raventós](#), Minister of Tourism, Costa Rica

**Moderated by:**

[Matthias Beyer](#), Managing Director, mascontour GmbH

**Panel guests:**

[Bernhard Dietrich](#), Head of Environmental Issues, Lufthansa Group

[Moritz Hintze](#), CEO & Founder, bookitgreen

[Dr. Michael Kopatz](#), Project Manager for Energy, Transport and Climate Policy, Wuppertal Institute for Climate, Environment and Energy

[Hon. Maria Amalia Revelo Raventós](#), Minister of Tourism, Costa Rica

13:00 - 13:45

### Tourism And The Sharing Economy: Policy Recommendations And Potential

Demand for authentic and personal experiences through travel is increasing annually. The Sharing Economy can provide ways to link travelers to ordinary people for a local experience. In doing so, it has the potential to widen sphere of beneficiaries from travel. But this also brings a range of challenges to destinations trying to manage visitor safety, control crowding, and ensure quality products. What can destinations do to avoid some of the pitfalls and instead leverage the sharing economy for more competitive, sustainable and inclusive destinations? The World Bank's new report on the subject provides new insights and a way forward for destination managers.

**Interviewer:**

[Ariane Janér](#), Member of Transition Team, Global Ecotourism Network (GEN), Latin American Ecotourism Network (LACEN), Co-founder, Instituto EcoBrasil

**Speaker and Interview Guest:**

[Dr. Louise Twining-Ward](#), Senior Private Sector Specialist, The Worldbank

14:00 - 14:45

### A Tidal Wave Of Plastic - Ocean Pollution And The UN Sustainable Development Goals

Target 14.1 of the Sustainable Development Goals of the United Nations is the reduction of ocean pollution. So far, little attention has been paid to the dramatic increase in plastic ocean pollution. The tourism industry accounts for a considerable share of the 8 million tons of plastic waste which land in the oceans & seas each year. How can we prevent plastic waste from turning into maritime pollution? What are tourism companies' initial Best Practice examples? What regulatory measures are to be expected from politicians, and what are tourists willing to contribute?

**Moderated by:**

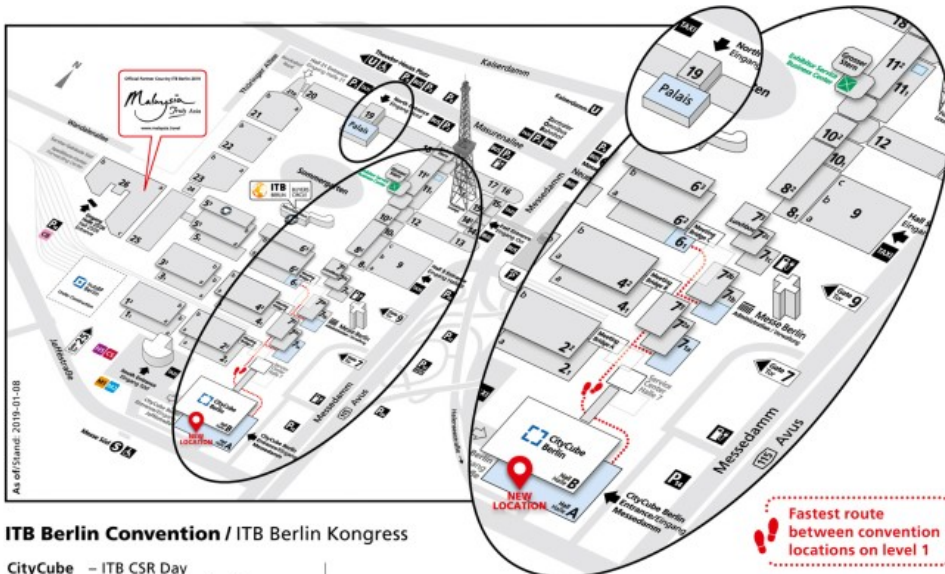
[Prof. Dr. Willy Legrand](#), Professor, Hospitality, Tourism and Event Management, International University Bad Honnef IUBH

**Panel guests:**

[Dr. Frauke Fischer](#), Founder, auf!, Author, Consultant & Expert for Sustainability

[Dr. Monika Griefahn](#), Senior Advisor Sustainability, Costa Group, Founding Member Greenpeace, Minister (ret.)

[Joanne Hendrickx](#), Former Global Sustainable Destinations Manager, Thomas Cook Group, Founder, Travel Without Plastic



**ITB Berlin Convention / ITB Berlin Kongress**

- CityCube Hall A**
- ITB CSR Day
  - ITB Deep Dive Sessions
  - ITB Destination Day 1
  - ITB Destination Day 2
  - ITB Experts Forum Wellness
  - ITB Future Day
  - ITB Marketing & Distribution Day
  - ITB Tourism for Sustainable Development Day

- 6.1** - eTravel World: eTravel Stage, eTravel Start-Up Day
- 7.1a**
- Home of Business Travel Forum by ITB & VDR
  - ITB Business Travel Forum
  - ITB MICE Forum
  - ITB MICE Hub

- 7.1b** - eTravel World: eTravel Lab, TTA Forum, ITB Hospitality Tech Forum
- 11.1** - ITB Young Professionals Day
- Palais** - ITB Convention Awards

**Fastest route between convention locations on level 1**

**Contact**

Please contact us for concerns or questions:

**Convention Organisation**

**ITB Berlin Convention Office**  
 c/o Multivisio GmbH  
 Hanauer Landstraße 287  
 60314 Frankfurt/M. Germany

**Alexandra Saless**  
 Freelance Convention Manager  
 Cell: +1 843 602-2720  
 alexandra.saless@multivisio.de

**Contact Person Messe Berlin**

**Lisa Klimke**  
 Product Manager  
 Messe Berlin  
 Messedamm 22  
 14055 Berlin Germany  
 Phone: +49 (0)30 / 3038 2167  
 Fax: +49 (0)30 / 3038 2113  
 klimke@messe-berlin.de

**Scientific Management ITB Berlin Convention**

**Prof. Dr. Roland Conrady**  
 Hochschule Worms  
 Erenburgerstr. 19  
 67549 Worms Germany  
 Phone: +49 (0)6241 / 509 126  
 conrady@hs-worms.de

Official Partner Country ITB Berlin 2019



Co-Host ITB Berlin Convention 2019



**EXPERTENWISSEN – IM ITB TICKET INBEGRIFFEN**

Kurzfristige Änderungen vorbehalten.