

## WAT'SAVEREUSE Final conference & Workshops

World Water Day | 21 March, 2024

### AGENDA

#### High level conference | **Thursday, March 21, 2024**

**Arxiu del Regne de Mallorca, Carrer de Ramon Llull 3, Palma de Mallorca**

8.30 **Registration**

9.00 **Welcome**

- Mr. Jaume Bauzá, Minister of Tourism, Balearic Islands Government
- Mrs. Maria Mercè Escrichs Saez, Head of the Tourism Knowledge, Quality and Competitiveness Area – Generalitat of Catalonia
- Mr. Eric Cadore, Regional Councillor and President of the Water and Risk Prevention Commission, Region Occitanie

9.20 **Setting the scene: EU Transition pathway for tourism**

Mrs. Ramune Genzbigelyte-Venturi, Policy officer for Tourism, DG Growth, European Commission

9.30 **Presentation of Life Wat'SaveReuse project and main results**

Mr. Xavier Bernard-Sans, General Secretary, Euroregion Pyrenees Mediterranean

9.40 **Screening of Life Wat'SaveReuse video**

### WAT'SAVEREUSE WORKSHOP

09.45 **Round table 1 - Good practices for local public authorities**

Moderator: Dr. Celso García, GLOWATER research group, University of the Balearic Islands

BALEARIC ISLANDS: Mrs. Elisa Monserrat, Deputy Mayor for tourism, beaches and coastline of the City Council of the City of Ayto, Municipality of Calvià

CATALONIA: Mrs. Elizabeth Keegan, Director of Lloret Turisme, Municipality of Lloret de Mar

OCCITANIE: Mrs. Elisabeth Viola, Vice-President of the Federation of Municipalities of Pont du Gard and Vice-President of the Tourism Office of Pays d'Uzès, Pont du Gard

10.20 **Coffee break**

10.40 **Round table 2 – Policy recommendations for water management**

Moderator: Mr. Xavier Bernard-Sans, General Secretary, Euroregion  
Recommendations Highlights: Mrs. Lorena Abelenda Castro, Project Manager, Euroregion

*Impacts of the project for the regional authorities*

BALEARIC ISLANDS GOVERNMENT: Mr. Pere Joan Planas, Director, AETIB, and Mr. Joan Calafat Busquets, General Director of Water resources, Balearic Islands Government

GENERALITAT OF CATALONIA: Mrs. Maria Mercè Escrichs Saez, Head of Tourism Knowledge, Quality and Competitiveness Area – Generalitat of Catalonia

REGION OF OCCITANIE: Mr. Eric Cadore, Regional Councillor and President of the Water and Risk Prevention Commission, Region Occitanie

11.30 **Innovation & Water Workshop | Mediterranean: industrial and intellectual property facing the challenges of drought**

Introductory words by Omar BEIDAS, General Directorate for Research, Innovation and Digital Transformation

Mr. Joan Sansaloni, Industrial and Intellectual Property team leader – Transfer and Technology Unit of the Generalitat de Catalunya

- *Importance of industrial and intellectual property*

- *We manage water. Where do we come from?*

Patented water treatment technologies

Patented technologies to guarantee and manage water quality

Patented technologies used by the primary sector

ACCIÓ's programme to promote industrial and intellectual property as a key element of competitiveness – Debate

12.30 **Closing words by Mrs. Margalida Prohens**, President of the Balearic Islands Government