





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 | Mallorca

8.30 **Registration**

9.00 Welcome

- Mr. Jaume Bauzà, 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

- Mrs. Elisa Monserrat, Deputy Mayor for Tourism, Beaches and Coastline of the Calvià City Council, Municipality of Calvià, Balearic Islands
- Mrs. Elizabeth Keegan, Director of Lloret Turisme, Municipality of Lloret de Mar, Catalonia
- Mrs. Maria Frontera, President of the Mallorca Hotel Federation, Balearic Islands
- 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, Occitanie























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

- Mr. Pere Joan Planas, Director, AETIB, and Mr. Joan Calafat Busquets, General Director of Water resources, Balearic Islands Government
- Mrs. Maria Mercè Escrichs Saez, Head of 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

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

Introductory words by Mr. Xavier Nadal, General Directorate for Research, Innovation and Digital Transformation, Balearic Islands
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 **Intervention by Mr. Juan Manuel Lafuente**, Minister for the Sea and Water Cycle, Balearic Islands Government
- 12.40 **Closing words by Mrs. Margalida Prohens**, President of the Balearic Islands Government















