ITB CSR Day

Date
March 6, 2020

Time:
10:45 - 14:45

Location
CityCube Berlin, Hall A1

Potential and best practice examples of sustainable tourism.

Hosted by:
Prof. Dr. Willy Legrand, Department of Hospitality, Tourism and Event Management, IUBH International University

10:45 - 11:00

Greeting

Speakers:
Rika Jean-François, CSR Commissioner, ITB Berlin
Prof. Dr. Willy Legrand, Department of Hospitality, Tourism and Event Management, IUBH International University

11:00 - 11:45

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

- A hot summer and concerning climate reports: To continue on will lead into the abyss.
- How can we still prevent the climate emergency?
- Which measures to contain global warming and climate change are effective?
- Which policy measures are unavoidable and to be expected?
- To what extent is the global tourism industry affected?
- Hans Joachim Schellnhuber, the world’s leading climate researcher, explains the status quo and the need for action.

Interviewer:
Prof. Dr. Willy Legrand, Department of Hospitality, Tourism and Event Management, IUBH International University

Speaker and Interview Guest:
Prof. Dr. Dr. h.c. Hans Joachim Schellnhuber, Director Emeritus, Potsdam Institute for Climate Impact Research (PIK)
12:00 - 12:45
The Hot Seat: Tourism Between Fridays for Future And Flight Shaming

- In the Hot Seat: Fridays for Future and tourism providers
- New: Fact check with climate experts
- Goals and objectives of the Fridays for Future movement.
- What should happen in tourism?
- Can we still travel as we are used to?
- What do tourism providers like hotels, airlines and cruise lines do and is that enough?
- The positions of Fridays for Future and tourism providers: Are they irreconcilable or can compromises be found?

Climate Experts:
Dr. Dietrich Brockhagen, Executive Director, atmosfair
Prof. Dr. Dr. h.c. Hans Joachim Schellnhuber, Director Emeritus, Potsdam Institute for Climate Impact Research (PIK)
Hermann-Josef Tenhagen, Editor-in-chief, Finanztip

Debaters:
Lucienne Damm, Senior Environmental Manager, TUI Cruises
Julia Massey, Vice President Global Sustainability, Kempinski
Matthias von Randow, Executive Director, German Aviation Association (BDL)
Clara Mayer, Fridays for Future
Quang Anh Paasch, Spokesman of the Berlin section, Fridays for Future

Moderated by:
Eike Otto, Consultant for Tourism and Regional Development, sustainable-tourism.com, Traumdestinationen.de

13:00 - 13:45
Studiosus Talk: Sustainable Tourism And Climate Change: It Makes Sense To Travel! But Does It Really?

- Sustainability in the triangle of ecology, economy and social responsibility
- Can we still continue to travel in the wake of climate change?
- What would be the consequences of not traveling?
- Is carbon offsetting the solution?
- Which SDGs (Sustainable Development Goals) can tourism contribute to?
- What responsibilities do tour operators have?
- Is greed really good when it comes to traveling?

Moderated by:
Martin U. Müller, Journalist, Der Spiegel

Panel guests:
Helena Marschall, Climate Activist, Fridays for Future
Anja Monshausen, Head of Tourism Watch, Bread for the World, Chairwoman, Roundtable Human Rights in Tourism e.V.
Peter Mario Kubsch, Managing Director, Studiosus
Lars Nielsen, Member of the Board, Vamos Eltern Kind Reisen
14:00 - 14:45

Business Case Sustainability: Fact Or Fiction?

- Is the business case of sustainability all about efficiency, and thus cost-savings?
- Where is the added value of sustainability in travel, tourism and hospitality and are consumers going for it?
- What are the best ways to move forward?
- To invest in initially more-expensive buildings and sustainable operations that eventually lead to dramatically-low costs and a higher yield?
- To reap the low-hanging fruits, creating substantial savings to fund advanced technologies down the road?
- Or to spread sustainability efforts across the value network, creating a new business model that is attractive to travelers?

Moderated by:
Eric Ricaurte, Founder, Greenview

Panel guests:
Randy Durband, CEO, GSTC
Karina O’Gorman, Head of CR EMEAA, InterContinental Hotels Group
Brian Young, Managing Director EMEA, G Adventures