



## ITB CSR Day

Date	Time:	Location
March 6, 2020	10:45 - 14:45	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-Francois](#), 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?

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Kurzfristige Änderungen vorbehalten.



#### 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

[Antje 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

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**ITB**  
BERLIN

The Leading  
Travel Industry  
Think Tank  
**CONVENTION**



[Karina O’Gorman](#), Head of CR EMEAA, InterContinental Hotels Group  
[Brian Young](#), Managing Director EMEA, G Adventures

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