

GREENinMED webinar – 16th November 2020

*A new boost for tourist accommodation in the Mediterranean:
innovative solutions and financing opportunities for water and energy
management in the hospitality industry*

Webinar to be held in Hebrew

Program

- 17:00-17:30 Greetings (English)
- Raanan Adin, President, Israel Water Association
- Chrystelle Lucas, Head of Operations Section, Delegation of the European Union to Israel
- Carmen Ayllon, Project leader, Spanish Chamber of Commerce
- Khaled ElSaadany, Senior Expert 'Education, Research and Innovation', Joint Technical Secretariat, ENI CBC Med Programme
- Enrico Mazzon, European and International Project Manager, Capenergies (France)
- 17:30-17:40 Avraham Israeli, Israel Water Association
- Project overview: what are the objectives, what has been achieved so far?*
- 17:40-17:55 Dr. Clive Lipchin, Arava Institute
- Next steps of the project: innovation voucher presentation, and sub-grants*

17:55-18:20

Prof. Ram Shpiner, Kinneret College-Water

Kobi Plaschkas, Kinneret College-Energy

Presentation of the GREENinMED benchmark on best available technologies for water and energy management in Mediterranean tourist accommodations

18:20-18:40

Keynote speaker: Prof. Aliza Fleischer- Dep. of Economics, Faculty of Agriculture, Hebrew University

What is ecological tourism and what is its relevance for hotels?

18:40-18:50

Lior Gabbay, CEO-Guy Beach Hotel

Case study 1

18:50-19:00

Kobi Plaschkas, Consultant

Case study 2