

## TouriSME Training event in Paris – October 13 - Program

- **Morning: B2B meetings**
  - 9:00-9:30 Welcome coffee
  - 9:30am-10:15am
- **Introduction of the day** (Maxime Kayadjanian, L'Institut Paris Region)
- **Communicating as a TouriSME beneficiary** (Solene Padeletti, ACR+)
- **Funding of certification through TouriSME:** Information point (Beatrice Avagnina, Consulta Europa)
  - 10:15-11:30 am
- **Presentation of the participating SMEs:** Each company presents in 5 min maximum its activity and its approach or its projects in the field of sustainable tourism
  - 11h30-11h45 Coffee break
  - 11h45-13h00 : B2B meetings

*13h00 - 14h00 on-site buffet*

- **Afternoon: Labeling and eco-certification workshops in the tourism sector**
- Choose 1 to 3 workshops among the 5 following ones:
  - 14h00-14h30 / 14h30-15h00 / 15h00-15h30 : **European ECO LABEL workshop**
  - 2:00 pm - 2:30 pm / 2:30 pm - 3:00 pm / 3:00 pm - 3:30 pm : **TRAVEL LIFE accommodation workshop**
  - 2:00-2:30 pm / 2:30-3:00 pm / 3:00-3:30 pm: **Green Key workshop**. Feedback from MOB HOTEL, Sarah Bertrand, Mob Hotel Paris
  - 2:00-2:30 pm / 2:30-3:00 pm / 3:00-3:30 pm: **ECO Construction workshop**. Madeleine NOEUVEGLISE, urban architect at the Paris Region Institute
  - 2:00 pm - 2:30 pm / 2:30 pm - 3:00 pm / 3:00 pm - 3:30 pm : **Travel and solidarity compensation workshop**, Noelia Almeida, La Route des Voyages
  - 2:00-2:30 pm / 2:30-3:00 pm : **workshop on Greenhouse Gas rating of trips**, Romane Rolland, Le Yogascope
- Evening at the MOB Hotel Paris : 6 rue Gambetta (at the corner of 50 rue des rosiers) 93400 St Ouen
  - 17h30-18h30 : Visit of the MOB HOTEL Paris <https://www.mobhotel.com/paris>
  - From 6:30 pm: aperitif and dinner at the MOB HOTEL Paris

The Paris Region Institute Paris

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