*DRAFT*

**In the framework of**

**Croatian Chairmanship of the Council of Europe**

**and**

**Presidency of the Central European Initiative**

INTERNATIONAL WORKSHOP

**The “Cultural Routes of the Olive Tree” as a model for Europe’s values, heritage and sustainable development**

14-16 November 2018

Mali Lošinj, Republic of Croatia

**Wednesday 14 NOVEMBER (18:00-22:00)**

***15:00 -17:00 Visit***

***Lošinj's Fragrant Garden***

***Museum of Apoxyomenos***

***18:00 Registration of participants***

***18:30*** ***Welcoming Reception with Welcoming Remarks,*** *Prefect of the County****,*** *Mayor of the Island of Mali Lošinj*

***18:30-19:30 Official Opening Session***

* ***Representative of the Croatian Chairmanship of the Committee of Ministers of the Council of Europe,*** *Representative of the Croatian Chairmanship of the Central European Initiative (CEI), Ministry of Foreign and European Affairs*
* ***Council of Europe,*** *Representative (tbc)*
* ***Central European Initiative****, High Representative*
* ***Gari CAPPELLI****, Minister, Ministry of Tourism, Republic of Croatia (tbc)*
* ***Ministry of Culture, Republic of Croatia****, High Representative (tbc)*

**thursday 15 NOVEMBER (10:00 – 17:30)**

***10:00–11:30 Introduction: The Cultural Routes of the Council of Europe: Innovative approaches promoting European cultural heritage, Sustainable tourism and local development***

*Keynote Speeches*

* ***Stefano DOMINIONI****, Executive Secretary, EPA on Cultural Routes of the Council of Europe*
* ***Institut of Tourism,*** *Republic of Croatia (tbc)*
* ***Blanka BELOŠEVIĆ****, EUSAIR Pillar Coordinator TSG4 - Sustainable tourism, Ministry of Tourism, Republic of Croatia*
* ***Sanja PUTICA****, Committee on Culture, Parliamentary Assembly of the Council of Europe*
* ***Tatjana HORVATIĆ****, Ministry of Culture of the Republic of Croatia*
* ***Barbara TOCE,*** *Congress of Local and Regional Authorities of the Council of Europe*

*11:30 – 11:45 Coffee break*

**11:45 – 12:15 Workshop 1¸ History, Heritage, and Networks: Activity overview and current developments**

Moderator: Mr Stefano Dominioni, Council of Europe

**Olga MEZERIDOU**, *Olive Tree Routes, Representative*

**Marinella KATSILIERI***, Manager of the Cultural Route of the Olive Tree*

**Edouard DE LAUBRIE,** Head of the “Agriculture & Food” pole, Museum of Civilizations of Europe and the Mediterranean – MUCEM (France)

**TOURISM ASSOCIATION OF THE ISLAND OF PAG*, Representative -*** *Lunjski maslinici*

**Enrico LUPI,** *Mediterranean Olive Oil Cities Association, President*

**Hana TURUDIĆ, DUNEA***, Project ''WELL-O-LIVE “, Representative (tbc)*

**Olive growing and oil production in Primorje Gorski Kotar County,***a presentation*

***Discussion***

*12:30 – 14:00 Lunch in the Hotel*

***14:00 – 15:00* Workshop 2: Integrated tools for local development and sustainable tourism**

Moderator: (Croatia Chairmanship CoE)

**Constanze METZGER**, *joint programme CoE and EC / priority for Adriatic and Ionian Region to “strengthen the Routes of the Olive Tree”*

**Fotios VLACHOS,** *Hellenic Ministry of Culture and national focal point EUSAIR-PA Tourism*

**Vlasta KLARIĆ**, *National Partnership for Cultural Tourism under Croatian Ministry of Tourism patronage*

**Eleonora TRAMANNONI,** *Forum of the Adriatic and Ionian Chambers of Commerce*

**Diane DODD**, *President and co-Founder of IGCAT (International Institute of Gastronomy, Culture, Arts and Tourism), European coordinator IFACCA (International Federation of Arts Councils and Cultural Agencies*)

**Renata PINDŽO**, *Deputy Minister of Trade, Tourism & Telecommunications of the Republic* *of Serbia*

**Olivera BRAJOVIĆ**, *General Director, Directorate for Competitiveness Development and Investments in Tourism, Ministry of Sustainable Development and Tourism, Montenegro*

**Denis IVOŠEVIĆ*,*** *Director of the Tourism Association of the County of Istria*

**Frankopan Paths,**  *a presentation*

***Discussion***

***15:15- 16:15* Workshop 3: Creative platforms for intercultural dialogue, citizenship and participation**

Moderator: Mr Hajrulla ÇEKU, Deputy Minister of Tourism and Environment of Albania, CEI

**Ivana VOLIĆ,** *PhD, Culturologist and tourismologist*

**Kostas ECONOMOPOULOS,** *Olive Tree Routes*

**Cultural Route of the Council of Europe**

**Jasna DAMJANOVIĆ,** *Center for Culture, Island of Brač*

**Tourist Board Cres,** *the Island of Cres (name tbc)*

**Roman Emperors and Danube Wine Cultural Route,** *Representative of the Croatian Chamber of Economy*

**Marco OREGGIA**, *Olive Oil Guide FLOS OLEI, Editor-in-chief*

***Discussion***

***16:30*** *Coffee break*

***17:00 - 17:30 CONCLUSIONS***

Three Moderators (Council of Europe, Croatia Chairmanship CoE, CEI Representative)

***20:00*** *Dinner in the Hotel*

**FRIDAY 16 NOVEMBER (10:00 – 14:00)**

***09:00- 13:00 Field Visits***

***13:00 - 14:00 Lunch***

***15:00 Departure of Participants***

* *Individual visits of the Museum of Apoxyomenos (free of charge) will be possible for those who cannot make it at the scheduled time*