



Co-funded by
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Blue Tourism Economy and Responsible Tourism

Capacity Building at “Fà la Cosa Giusta”, Milan (Italy)

[Bluedots project](#)

Friday 13 and Saturday 14 March 2026

Why join this event

Coastal tourism is changing fast. Destinations, cooperatives, enterprises and communities need practical solutions to protect natural and cultural heritage, keep local value in the territory, and improve visitor experiences without increasing pressure on residents and ecosystems.

This capacity building brings together institutional voices and practitioners to explore responsible tourism within the Blue Economy, including coastal and inland waters, with a focus on coastal and inland water destinations, including lakes and rivers, and the role of digitalisation. You will meet peers, see concrete examples, and leave with clear ideas for collaboration and next steps. In this event, Blue Economy refers to activities connected to the sea and to inland waters such as lakes, rivers and waterways.

By joining this event you will explore responsible coastal tourism in the right place: inside [Fà la Cosa Giusta](#) in Milan, one of Italy’s key fairs dedicated to the social economy in sustainability, local communities and practical solutions. Being part of the fair means more than attending sessions, it means stepping into a lively ecosystem of organisations, cooperatives and initiatives you can meet in person, learn from and connect with. Over two days you will link Blue Economy opportunities, digitalisation and coastal and inland water tourism with real examples, targeted networking and concrete next steps you can take back to your destination.

Key themes we will address

1. Blue Economy opportunities for tourism, with concrete examples of experiences and services linked to the sea, lakes, rivers and waterways
2. Blue Economy opportunities for tourism, with concrete examples of experiences and services linked to the sea
3. Digitalisation for the Blue Economy, including data and tools that support visitor management and transparency
4. Partnerships and replication, connecting organisations and turning ideas into pilots

Agenda Day 1 Friday 13 March 2026

Time	Session	Format and focus	Speakers and notes
09:30 to 10:00	Arrival and registration	Welcome, badges, seating	All participants
10:00 to 10:10	Institutional opening	Opening remarks, objectives of the day	Host Legacoop FVG and Diesis Network
10:10 to 11:10	Institutional session and sector voices on responsible tourism	Short interventions in plenary, with one online contribution	ITR, Legacoop, Michela Legacoop FVG, Luca Pastorelli Diesis Network, DGMove online
11:10 to 11:30	Plenary questions and priorities from the room	Open Q and A and collection of priorities	Moderation by Legacoop FVG
11:30 to 12:45	Best practices showcase Blue Tourism Economy	Attractive examples and practical takeaways on coastal tourism and digitalization: Digitalisation for responsible blue tourism: managing visitor flows and protecting fragile places; creating experiences that bring value to coastal and lake communities; developing tourism linked to fishing, the sea and inland waters, education and nature; reducing impacts on plastics, water, waste, and energy; ensuring accessibility and inclusion in coastal, river and lake experiences	SMEs and Enabling organizations, curated thematic showcases
12:45 to 14:00	Lunch break and networking	Informal networking	All participants
14:00 to 15:15	Interactive workshop Main challenges in tourism today	Plenary launch then group work to map challenges and propose solutions: Key issues include overtourism and the growing pressure on local residents, the protection of nature and biodiversity, mobility and access to coastal and inland water destinations, the quality of work and the strength of local supply chains, and the need for better data, digital tools, and transparent communication.	Facilitation by Diesis Network
15:15 to 15:30	Coffee break	Break	All participants
15:30 to 16:30	Business speed dating	Short rounds to meet potential partners and exchange opportunities	All participants
16:30 to 17:00	Wrap up and next steps	Key messages, follow up and day 2 instructions	Host Legacoop FVG and Diesis Network

Agenda Day 2 Saturday 14 March 2026 morning

Time	Session	Format and focus	Speakers and notes
10:00 to 12:30	Guided visit and networking routes inside the fair	Small groups, curated stops and contact exchange with exhibitors connected to responsible tourism	Focus on tourism, territories, sustainability and coastal and inland water experiences
Option B	Networking walk and field inspiration outside the fair	If preferred, a networking route in the Navigli area focused on responsible urban tourism and waterways, or a technical visit to a logistics mobility hub if confirmed	To be confirmed with partners and logistics

Note: times may be adjusted to align with the official fair programme and room availability.