



Blue Tourism Economy and Responsible Tourism

Capacity Building in Milan (Italy)

Friday 13 March in Montedoria building (near Central Railway station) address [viale A. Doria 9 Milan](#) the Conference hall is in on the ground floor

Saturday 14 March 2026 in Fa La Cosa Giusta Fair, pavilions 16 and 20 of the Fiera Milano Rho exhibition center, [Strada Statale Sempione 28, Rho – Milano](#)

[Bluedots project](#)

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 Fa 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

09:30 to 10:00	Arrival and registration Welcome, seating Speakers and notes All participants
10:00 to 10:15	Institutional opening Opening remarks, objectives of the day Speakers and notes <u>Michela Vogrig</u> , President Legacoop FVG <u>Attilio Dadda</u> , Presidente Legacoop Lombardia, member of the International Cooperative Alliance <u>Luca Pastorelli</u> , Executive President Diesis Network <u>Carlo Franzosini</u> , Project Coordinator <u>Francisco Martinez</u> , Senior Expert Diesis Network
10:15 to 10:40	Institutional session and sector voices on responsible tourism Short interventions in plenary, with online contributions Speakers and notes <u>Daniela Campora</u> , Vice President AITR , Towards a Mediterranean Model of Regenerative Tourism: the Regenera4MED Project, Capacity Building at the Service of Coastal Communities <u>Paolo Guerriero</u> , AMA (Associazione Mediterranea Acquaicoltori), The Italian Pescaturismo Model: Turning Fishermen into Sustainable Tourism Pioneers Moderation by Luca Pastorelli, Executive President Diesis Network
10:40 to 12:45	Best practices showcase Blue Tourism Economy Practical best practices on coastal tourism and digitalisation, from digital tools for cleaner maritime services and visitor impact monitoring, to community cooperative visitor experiences, inclusive surf therapy, climate action itineraries and regenerative coastal sports. Case studies also link biodiversity sightings to micropayments for local communities, marine biologist led ecotourism, and solutions that prevent marine pollution Speakers and notes <u>António Neto</u> , Ad Mare Solutions - integrated environmental solutions (Portugal) <u>John Gallagher</u> , SOLAS visitor attraction on the West Coast of Ireland (Ireland) <u>Finn van der Aar</u> ATU Sligo - on marine livelihood transitions (Ireland) <u>Tom Losey</u> www.liquidtherapy.ie (Ireland) <u>Jesús Martín</u> , Aethnic Cooperative , ReSea Sports project (Spain) <u>Natascha Wahlberg</u> , Social Climate Cooperative , Climate Route project (Spain) <u>Sari Tolvanen</u> , Ocean Eye , for conservation and community (Finland) <u>Lucia van Blanken</u> , Blutopia , A Leader in Ecotourism in the Southern Aegean (Greece) <u>Marek Grzybowski</u> BSSC Examples and practical takeaways on coastal tourism and digitalisation in the Baltic Sea Region. (Poland) <u>Christina Ruttimann</u> Sail La Vie CruisePilot – Eco-Digital Cruise Companion (Greece) <u>Vincent Marnitz</u> , Build Blue GmbH , Seaweed as a building material (Germany)

<p>12:45 to 13:00</p>	<p>Plenary questions and priorities from the room Open Q and A and collection of priorities Speakers and notes Moderation by Legacoop FVG</p>
<p>13:00 to 14:15</p>	<p>Lunch break and networking Informal networking Speakers and notes All participants</p>
<p>14:15 to 15:15</p>	<p>Interactive workshop Main challenges in tourism today Short plenary launch followed by group work at four colour coded tables. Participants choose the table theme at registration and select a matching colour sticker. The four table themes are</p> <ul style="list-style-type: none"> • Red Group 1 Visitor experiences and destination services • Green Group 2 Nature conservation and climate tourism • Blue Group 3 Digital tools and clean circular solutions • Yellow Group 4 Fisheries coastal communities governance and support. • Orange Group 5 Pescaturismo <p>Each table maps key challenges and opportunities and agrees one practical solution or pilot to test within the next three months. Groups then share their main points back in plenary. Facilitation by Bluedots partners</p>
<p>15:15 to 15:45</p>	<p>Coffee break Break Speakers and notes All participants</p>
<p>15:45 to 16:45</p>	<p>Business speed dating Short rounds to meet potential partners and exchange opportunities Speakers and notes All participants</p>
<p>16:45 to 17:00</p>	<p>Wrap up and next steps Key messages, follow up and day 2 instructions Speakers and notes Host Legacoop FVG and Diesis Network</p>

Agenda Day 2 Saturday 14 March 2026 morning

10:00 to 13:30	Visit inside the Fa La Cosa Giusta fair Free visit of the exhibition halls for all participants. The tickets have been sent to your email address. 12:30 Destinations regenerated through responsible tourism: who governs the change? Event in Italian organized by Fondazione AITR ETS. Here more info
-----------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

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

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them.



Co-funded by
the European Union