

# Cultural tourism is **green** tourism

// Matera, Italy  
// Užice, Serbia  
// Niš, Serbia

// **31st May 2021** from 3.00 pm

EU GREEN WEEK 2021 PARTNER EVENT

- 15:00 – 15:10** // **Opening session**  
*Director G. APT, ing. Antonio Nicoletti*
- 15:10 – 15:20** // **Welcome speech. The role of local administrations for the sustainable development of Tourism**  
*Mayor of the city of Matera, dott. Domenico Bennardi*
- 15:20 – 15:30** // **The environment as opportunity for the development of Basilicata SMEs**  
*President Chamber of Commerce of Basilicata, dott. Michele Somma*
- 15:30 - 15:45** // **A journey on two wheels: dialogue with the cyclists: Enrica Distefano and Alessandro Ballan**
- 15:50 – 16:00** // **Cultural tourism is Green Tourism: European Territorial Cooperation for environmentally friendly tourism**  
*THEMATIC Project Coordinator, prof. Biagio Perretti*
- 16:00 - 16:10** // **Environmental management for cultural heritage promotion**  
*Municipality Mediana, City of Niš, Serbia, Mr Pantic Svetislav*
- 16:10 – 16:20** // **Green Oasis in Urban Environment**  
*Zlatibor Regional Development Agency, City of Užice, Serbia, Mr Miroslav Ivanovic*
- 16:20 – 16:30** // **Closing session**  
*Regional Councillor for Environment, dott. Gianni Rosa*

f @ThematicAdrion  thematic.adrioninterreg.eu

The event is organised as part of the THEMATIC project funded by the ADRION transnational programme



**ZERO** #EuGreenWeek  
**POLLUTION**  
for healthier people and planet



European  
Commission