Discover the common values of the European identity by sharing stories and understanding each other.

EuroSen intends to promote a new form of relational and experiential tourism for senior citizens characterized by:

◊ a diversified itineraries offer to match famous destination with less known places where tourists may discover the soul of the country;
◊ a community-based tourism, promoted by local community and seniors.

The EuroSen model fosters the social interaction and friendships between peers of different countries.

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**Program**

8.45-9.00 _Registration

9.00 **Welcome Address**
- Emanuele Plata, PLEF President
- Alan Vella, European Commission Project Officer
- Gerardo Mario Oliverio*, Regione Calabria President
- Sabina Ratti, Fondazione Enrico Mattei Director
- Tarcisio Lattuada, ANCeSCAO Milano President

9.40 **EuroSen Vision**
- Domenico Bearzatto, EuroSen Project Coordinator (PLEF)

10.00 **Seniors, Behaviours and Preferences**
- Marjan Sedmak, AGE Platform Europe President
- Ilena Gheno, AGE Platform Europe

10.20 **The EuroSen Travels**
- Monica Rossi, Viaggi Erbacci

10.30 **EuroSen Best Practices Across Europe #1**
- Silvio Bonfiglio (ANCeSCAO) Castanese, Italy
- Rodica Stefanescu (INCDT) Horezu Region, Romania
- Martina Majcen (Lill) Ilirska Bistrica, Slovenia

10.50 _Coffee break_

11.10 **EuroSen Best Practices Across Europe #2**
- Karmen Mentil (Werfenweng) Werfenweng, Austria
- Consolata Loddo (Regione Calabria) Pollino, Italy

11.30 **KeyNote Speech _ Reflections on EuroSen Concept and Expected Outcomes**
- Rossana Bonadei, University of Bergamo

12.00 **Panel_Senior Tourism, An Asset for Cultural, Social and Economic Growth of Local Communities**
- Mayors from Castanese area
- Filippo Barberis*, Milano Metropolitan City
Moderate: Silvio Bonfiglio, ANCeSCAO Milano

12.45 **Conclusion**

13.00 _Light lunch_

Info: www.eurosen.eu *to be confirmed