

EUROSEN PROJECT A NEW FORM OF TOURISM FOR SENIORS

Milan, 2017 April, 3
Fondazione Enrico Mattei | Corso Magenta, 63

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 foster the social interaction and friendships between peers of different countries.

EuroSen is an European project, cofounded by European Union (COSME Program) - Grant Agreement 699435



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
- ◆ **Ilenia 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