



Expert Meeting on Tourism and the SDGs: Case Studies by the UNWTO Affiliate Members

Sala Colón,
2nd Floor Centro de Convenciones Norte
11:00-13:00, 23 January 2020
IFEMA, Madrid, Spain

Speakers Biography

Cristina Ortega Nuere
Chief Operating Officer
World Leisure Organization



Cristina Ortega Nuere is Chief Operating Officer of World Leisure Organization since January 2016.

Doctor in Leisure and Human Development, with a Master degree in Leisure Management, she graduated from the Faculty of Arts and Philosophy from the University of Deusto, Spain.

She combines her principal professional activity with teaching at master level at the Universitat Oberta de Catalunya and as invited professor in different universities such as the University of New York, USA, and the University of Zhejiang, China.

She has also been the ENCATC President, the Leading European Network of Cultural Policies and Management Education and Research. She is member of the Basque Council of Culture of the Basque Government since 10 years ago.

Marta Martín
Vice President of Corporate Responsibility
and Internal Communications
NH Hotel Group



Marta Martín has extensive Experience in Consultancy and Human Resources, having developed various management roles in those areas during the last 10 years at NH Hotel Group.

She has a degree in Business Administration by the Universidad Autónoma of Madrid, a bachelor of law by the UNED and an MBA from IESE Business School. She also has a Corporate Responsibility postgraduate from the IE Business School.

She was responsible for the creation of the Company's CSR Department in 2006, incorporating then ethical, social and environmental criteria to hotel operation.

It is common to see her participating in specialized panels and she is a member of the Executive Board of the International Tourism Partnership where she collaborates closely with other leading hotels chains.

Emilio Ferrero Lopez
Tourism & Spanish Hotel Chains Coordinator
IUF-UITA-IUL



Emilio Ferrero is Staff member of IUF-UITA-IUL since 2014, working on activities and projects related to the hospitality, catering and tourism sector.

He has worked in hospitality since 1976. From 1987 to 2011 combining his work with different labour union and worker representative positions. He started in UGT labour union as provincial Secretary General and held several positions in municipal and national level dealing with international relations and the commerce, hospitality, tourism and gambling section.

He has also contributed to strategic reports on the tourism sector, working groups on tourism innovation & technology and tourism for seniors as well as being a member of CONESTUR, consultative body of the Spanish government while working on the Horizon 2020 Plan on Spanish Tourism.

Jens Thraenhart
Chief Executive Officer
Chameleon Strategies



Jens Thraenhart has over 25 years of international travel, tourism, and hospitality experience. In 1999, he founded Chameleon Strategies.

Educated at Cornell University with an MBA-accredited Masters of Management in Hospitality.

Previously, he co-founded leading China travel marketing agency Dragon Trail, and headed up marketing strategy and digital departments at Fairmont Hotels & Resorts, Canadian Tourism Commission, and Dusit International.

Appointed by the tourism ministries of Thailand, Vietnam, Cambodia, Laos, Myanmar, and China to head the Mekong Tourism Coordinating Office (MTCO) as its Executive Director in 2014 he has since spearheaded various award-winning initiatives and actively contributes to numerous industry organizations, such as UNWTO, PATA, and HSMIAI.

Isabel Lissner – International Coordinator,
Green Key
Foundation for the Environmental Education



Isabel Lissner is the International Coordinator of Green Key, a leading international tourism eco-label run by the Foundation for Environmental Education (FEE).

Isabel Lissner joined FEE in 2014 as part of a Master's study project in which she was involved in developing a new tourism eco-label for boating tourism operators under the Blue Flag programme. Her Master Thesis was awarded the 2017 DGT Young Talent Award in the category of "Sustainability" at the ITB.

Specialized in tourism eco-labeling and sustainable practices in the tourism accommodation sector, Isabel currently coordinates the work of 43 national Green Key operators and manages the award process of over 70 tourism establishments in 23 countries without national offices.

**Yue Huang – Manager, Aviation Environment
International Air Transport Association (IATA)**



Yue Huang works in IATA as a Manager of Aviation Environment. Yue was nominated as an expert to the Global Market-based Measure Task Force (GMTF) of ICAO in 2013.

She is a lawyer and holds two LL.M degrees, from University of Glasgow and McGill University, respectively.

She is responsible for aviation environmental policies and also provides capacity building and outreach airlines, supporting the implementation of the Carbon Offsetting and Reduction Scheme for International Aviation (CORSIA).

Before joining IATA, Yue worked with the legal department of Civil Aviation Administration of China and the Environment Team of U.S. State Department, Mission China. In addition, Yue engages in advocacy campaigns for galvanizing support and removing barriers to commercialization of sustainable aviation fuel project.

**Brianda Lopez - Head of Programmes,
Standards and Sustainability
Hosteling International**



Brianda is the Head of Programmes, Standards and Sustainability at Hostelling International (HI), the non-for-profit founder organization of the hostelling movement.

Brianda holds a BA in Business Administration and Management and a MSc in Sustainable Development and Environmental Management.

She is responsible for HI's sustainability strategy and its implementation into the organization's activities and decision-making processes. She is also heading the Quality and Sustainability Management System as well as global programmes such as Sleep for Peace, HI Sustainability Fund or HI-Connect.

Prior to joining HI, she worked on senior positions in a variety of business units.

She is an active member of Global Sustainable Tourism Council (GSTC) and recognized as Sustainability Internal Auditor. She currently leads the UNWTO SDGs Support Working Group.

**Mara Balestrini – Project Manager
FiturNext**



Mara is the CEO of Ideas for Change, an innovation agency advising cities, businesses and institutions and project manager at FiturNext.

Mara earned a PhD in Computer Science from the Intel Collaborative Research Institute on Sustainable Connected Cities at University College London. She also holds a BA in Audiovisual Communications and a MSc in Cognitive Systems and Interactive Media.

A Human Computer Interaction researcher and a technology strategist, Mara's work sits at the intersection of civic technology, data, co-creation and Action Research. She has authored over 30 publications on these subjects..

She is Senior Faculty at the IAAC and a visiting lecturer at the Royal College of Art. Her work has received various awards and featured in international media. Mara is also a co-founder of SalusCoop, the first Spanish cooperative for citizens' health data.

Moderator

Roxana Ashtari – Project Specialist UNWTO



Roxana Ashtari is a Project Specialist at the World Tourism Organization (UNWTO).

She holds a MS in Tourism Regional Planning and has experiences in projects contributing to the sustainable tourism practices and empowering local communities. She has expertise in the area of the Sustainable Development Goals (SDGs) and Climate Change.

At the UNWTO, as the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism, she works with different stakeholders ranging from the private sector, universities and civil societies on the promotion of sustainable and responsible tourism as a driver of economic growth, inclusive development and environmental sustainability.

She acts also as the coordinator of the UNWTO Affiliate Members Working Group on the SDGs Support to lead and coordinate all the necessary actions from conducting surveys to formulating specific projects to support the members to incorporate the SDGs into their tourism practices and policies.