

PANEL DISCUSSION:

**ELIMINATE. INNOVATE. CIRCULATE.**

**STRATEGIES FROM THE GLOBAL TOURISM PLASTICS INITIATIVE**

ITB BERLIN NOW, EXPO STAGE 1, 9 March 2021, 13:00-13:30 CET

GOTO [ITB WEB](#)

REGISTER USING THIS VOUCHER: **ITBNOW-6MWNRQEHB5E52HWV**

WATCH [HERE](#)

## WELCOME



**DR. DIRK GLAESSER**

Director, Sustainable  
Development of Tourism,  
UNWTO

**Dr. Dirk Glaesser is Director of the Sustainable Development of Tourism Department at the United Nations World Tourism Organization (UNWTO).** Under his supervision, the programme addresses the challenges and opportunities of sustainable tourism development, including climate change, sustainable consumption and production, health emergencies, biodiversity and travel facilitation. It also promotes safe travel behavior and has closely monitored various health emergencies, from SARS, Pandemic Influenza A (H1N1) 2009 to the most recent COVID-19 outbreak, and their impact on travel and tourism. He joined the World Tourism Organization in 1997 and has held various positions in UNWTO, among them Chief of the Risk and Crisis Management Department and supervisor of UNWTO's Consulting Unit on Biodiversity and Tourism. Dr. Glaesser is a banker by profession and a Colonel of the Reserve.

## SPEAKERS



**CARL HUNTER**

Property Manager, Anse  
Chastanet & Jade Mountain  
Resorts St Lucia

**Carl Hunter is Property Manager at Anse Chastanet & Jade Mountain Resorts St Lucia** which won several Saint Lucia Business Awards for its sustainability initiatives. He has 24 years of managing the maintenance and development needs of Caribbean hotel and resort facilities. He has expertise for management of energy and leveraging environmental initiatives to drive down operation costs and enhance marketing ability. He was previously the general manager and the regional director of engineering at The Landings St. Lucia. He has degree in Engineering (Imperial Collage), Certified Engineering Operations Executive and has several publications in the field of hospitality and sustainability.



**JEFFERY SMITH**

Vice President Sustainability,  
Six Senses Hotels Resorts Spas

**Jeffery Smith is Vice President Sustainability at Six Senses Hotels Resorts Spas in Bangkok** since 2016. His responsibilities include managing operational impacts across 18 hotels and 32 spas, while supporting sustainable development for a pipeline of projects that grows the brand to touch on six continents. He holds a Master's degree in Environment and Sustainability, has a technical background in Environmental Engineering with consulting experience in USA. His wide experience also includes ecosystem risk management, municipal planning advisory, and elephant conservation. Jeff draws on a decade of experience launching community-based tourism programs on capacity building and facilitating connections between travelers, indigenous peoples, and the natural world.



**DR. MEGAN MORIKAWA**

Global Sustainability Office  
Director

**Dr. Megan Morikawa is the Global Sustainability Office Director at Iberostar** where she leads the Wave of Change movement, an initiative based on three action lines: circular economy, responsible seafood consumption and coastal health. The company plans to be waste free by 2025 and to be carbon neutral and to have all ecosystems that surround Iberostar properties are improving in ecological health alongside profitable tourism by 2030. Dr. Morikawa joined Iberostar in 2018 and leads the sustainability team with Gloria Fluxà, fourth generation leadership and ownership of Iberostar, in scientific-driven actions for a sustainable ocean economy and responsible tourism model.



**THOMAS LOUGHLIN**

Sustainable Supply Lead,  
Booking.com

**Thomas Loughlin is the Sustainable Supply Lead at Booking.com.** He has been working in the travel and hospitality industries for 15 years. Following the completion of his masters in tourism and business from Dublin Institute of Technology, Thomas moved to the USA to work for one of the USA's first LEED accredited hotels. At Booking.com, Thomas focuses on product innovation and partner education, working to help both partners and customers on their sustainability journeys.

## **MODERATOR**



**VIRGINIA FERNANDEZ-  
TRAPA**

Programme Officer,  
Sustainable Development of  
Tourism, UNWTO

**Virginia Fernandez-Trapa is Programme Officer of the Sustainable Development of Tourism Department at the United Nations World Tourism Organization (UNWTO).** She is responsible for the implementation of initiatives addressing environmental sustainability, such as the One Planet Sustainable Tourism Programme on sustainable consumption and production, the Global Tourism Plastics Initiative, which aims to build a circular economy for plastics, and workstreams on food loss and waste reduction, biodiversity protection and climate action. Virginia joined UNWTO in 2007, she has a Law Degree from Universidad Complutense de Madrid and Masters on Sustainable Development of Tourism and Destination Policy and Strategy Management.