

**Cámara**  
de Comercio de España



**ENI**  
**CBCMED**  
Cooperating across borders  
in the Mediterranean



Project funded by the  
**EUROPEAN UNION**



REGIONE AUTÓNOMA DE SARDIGNA  
REGIONE AUTONOMA DELLA SARDEGNA



**GREENinMED**



## Virtual EVENT in Israel

A new boost for tourist accommodation in the  
Mediterranean:

Innovative solutions and financing for water and energy  
management in the hospitality industry

## GREENinMED webinar – 16<sup>th</sup> November 2020

Webinar will be held in Hebrew.

### Program

17:00-17:15

Greetings (English)

Raanan Adin-President, IsWA

Carmen Ayllon-Project leader, Spain Chamber of Commerce

Lucas Chrystelle EU Embassy in Tel Aviv

Khaled ElSaadany-JTC, Senior Expert Education, Research  
and Innovation

Enrico Mazzon, Capenergies

- 17:15-17:25 Avraham Israeli, IsWA  
Project overview: what are the objectives, what has been achieved so far.
- 17:25-17:40 Dr. Clive Lipchin, Arava Institute  
Next steps of the project: Innovation voucher presentation, and Sub grants.
- 17:40-18:10 Prof. Ram Shpiner, Kinneret College- Water  
Mr. Kobi Plaschkes, Kinneret College- Energy  
Presentation of the GrEENinMed benchmark on best available technologies for water and energy management in Mediterranean tourist accommodations
- 18:10-18:30 *Keynote speaker:* Prof. Aliza Fleischer- Dep. of Economics, Faculty of Agriculture, Hebrew University  
What is ecological tourism and what is its relevance for hotels
- 18:30-18:40 Mr. Lior Gabbay, CEO- Guy Beach Hotel  
Case study 1
- 18:40-18:50 Mr. Nechemia Ben Porat, hotel management consultant, Lot Hotel, Dead Sea  
Case study 2