

Sun&Blue Congress

Program 2025

Day 1 > Tuesday 18 November 2025

	ROOM ANDALUCÍA	ROOM ALMERÍA	ROOM ORANGE EMPRESAS	BLUE CHALLENGE
09:00				
10:00				
11:00				
12:00				
13:00				
14:00				
15:00				
16:00				
17:00			16:00 - 18:00 SE10 · Mediterranean High-Level Event: Exploring Opportunities and Challenges within the European Global Gateway Strategy	
18:00				
19:00				
20:00	20:30 - 22:30 WELCOME RECEPTION CITY HALL (By official invitation)			

Day 2 > Wednesday 19 November 2025

	ROOM ANDALUCÍA	ROOM ALMERÍA	ROOM ORANGE EMPRESAS	BLUE CHALLENGE
09:00	HELLO SUN & BLUE			
10:00	KEYNOTE (Tourism and The Blue Economy - From Sustainability to Transformation) Sponsored by:  Junta de Andalucía Consejería de Agricultura, Pesca, Agua y Desarrollo Rural			
	INSTITUTIONAL INAUGURATION			
11:00	Tourism Track Opening			11:00 - 14:00 Blue Challenge: Blue Innovation for Resilient Coastal Municipalities
12:00	T01 · Europe's Advances Towards Sustainability in Tourism	A01 · Tourism and Water Scarcity: how to operate in a world with less water	BC01 · Municipal Vision from the Coast	
13:00	T02 · Public Investment and the Transformation of Blue Tourism	A02 · Water for Life: alternative sources for water sustainability	BC02 · Living Resources, Invasive Algae, and Circular Solutions	
14:00	T03 · Circularity in Tourism Destinations	A03 · Port ecosystems and tourism sustainability	BC03 · Hotel Park Renovation and Destination Transformation	
15:00	NETWORKING LUNCH Sponsored by:  Andalucía  Junta de Andalucía Consejería de Agricultura, Pesca, Agua y Desarrollo Rural			
16:00	SE01 · Interreg projects in Blue Economy: present and future	SE02 · The European Water Resilience Strategy: A View from Andalusia	SE03 · Support for the internationalisation of the Andalusian economy	
17:00		SE04 · Management of autonomous regional ports in Andalusia: challenges and opportunities	SE05 · Designing the Blue Future Together: Circular and Inclusive Aquaculture in Coexistence with Tourism	
18:00				
19:00				
20:00	BLUE PARTY Sponsored by:  Barceló Cabo de Gata  FCC Medio Ambiente			

Day 3 > Thursday 20 November 2025

	ROOM ANDALUCÍA	ROOM ALMERÍA	ROOM ORANGE EMPRESAS	BLUE CHALLENGE	ROOM PREZERO
09:00	9:00 – 9:45 KEYNOTE (Measuring the carbon footprint of tourist flows and taking action) Sponsored by:  Empresas				
10:00	9:45 – 10:30 T04 · Management and decentralisation of tourism flows in maritime and Blue Destinations	9:45 – 10:30 E01 · Marinas in Transition: The Energy Sustainability of Sports Ports	9:45 – 10:30 BC04 · Local Intelligence for Coastal Territories: Technology, Data and Networks	9:45 – 12:45 Presentation of solutions	9:45 – 12:00 Sun&Blue Research Presentations
11:00	10:35 – 11:20 T05 · Regenerative Tourism: between Ambition and Reality	10:35 – 11:20 E02 · Blue Propulsion: Decarbonization and Energy Future of Recreational Boating	10:35 – 11:20 BC05 · Destination Tourism Sustainability Plans: Andalusia in Action		
	11:20 – 11:40 COFFEE BREAK Sponsored by:  Consejería de Agricultura, Pesca, Agua y Desarrollo Rural				
12:00	11:45 – 12:30 T06 · Towards Smarter Destinations: Use Case in Blue Tourism	11:45 – 12:30 E03 · Tourism Footprint: Measure to Transform	11:45 – 12:30 BC06 · Blue Tech and Digital Marine Governance		
13:00	12:35 – 13:20 T07 · Sharing data to empower sustainable maritime tourism	12:35 – 13:20 E04 · Major Ports: Blue Energy and Connection with the Territory	12:35 – 13:20 BC07 · Coasts for All: Accessibility as a Hallmark of Identity		
	13:25 – 13:55 KEYNOTE (Tourism: opportunity to develop a sustainable waste management strategy) Sponsored by: 				
14:00	14:00 – 15:25 NETWORKING LUNCH Sponsored by:   Consejería de Agricultura, Pesca, Agua y Desarrollo Rural				
15:00					
16:00	15:30 – 18:00 SE06 · Almería, a natural paradise for active tourism	15:30 – 16:30 SE07 · Blue Tourism Indicators: Sailing towards common approaches	15:30 – 16:30 SE08 · Development of the blue bioeconomy in Andalusia		
17:00		16:45 – 17:45 SE09 · Fishing as a driver of tourism: culture, territory, and future	16:45 – 18:00 SE11 · IA Gourmet and Blue Tourism Data Spaces		
18:00	18:00 – 18:30 SUN&BLUE AWARDS				
19:00	18:30 – 19:00 CLOSING CEREMONY				

Program
2025



Institutional

Day 2 and 3 > Room Andalucía


Institutional


Awards

Wednesday 19 November 2025

09:30 - 09:45

Hello Sun&Blue

Welcome to Sun&Blue!

Opening of the third edition of Sun&Blue Congress by its director, Tim Ott.

10:30 - 11:00

Institutional inauguration

Speakers

Apostolos Tzitzikostas
*Remote
Commissioner for Sustainable Transport and Tourism of the European Commission.

Juanma Moreno
*Remote
President of the Regional Government of Andalusia.

Sacramento Sánchez
Councillor responsible for Public Works, Maintenance, Accessibility and the Blue Economy at Almería City Council.

Antonio Mena
Regional Representative for Agriculture, Fisheries, Water and Rural Development in Almería for the Regional Government of Andalusia.

Yolanda de Aguilar
General Secretary for Tourism of the Regional Government of Andalusia.

Thursday 20 November 2025

18:00 - 18:30

Sun&Blue Awards

Space where the winners of the various competitions hosted by this edition of the congress will be announced. *The Sun&Blue 2025 Awards, the Blue Challenge, and the Research Sun&Blue.*

18:30 - 19:00

Closing Ceremony Sun&Blue 2025

The closing ceremony of the third edition of Sun&Blue Congress brings the Room Andalucía programme and the congress celebrations to an end.

Speakers

Sacramento Sánchez
Councillor responsible for Public Works, Maintenance, Accessibility and the Blue Economy at Almería City Council.

Juan José Alonso
Regional Representative for Tourism, Culture and Sport in Almería for the Regional Government of Andalusia.

Carlos Aldereguia
Director General of Fisheries, Aquaculture and the Blue Economy at the Regional Ministry of Agriculture, Fisheries, Water and Rural Development.

Tim Ott
Director of Sun&Blue Congress.

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2025



Tourism

Day 2 > Wednesday 19 November 2025 > Room Andalucía

Tourism

11:05 - 11:15

Tourism Track Opening

Speakers

Arturo Bernal

*Remote

Minister for Tourism and Andalusia Abroad of the Regional Government of Andalusia.

	Moderate Marta Pascual Spanish National Hub for WestMED Initiative.
	Speakers Vincent Ernoux Coordinator of the Interreg NEXT MED Programme Branch Office for the Western Mediterranean. Valeria Cibrario Senior Programme Manager at Interact Programme. Elena Kountoura *Remote Vice-Chair of the European Parliament's Committee on Transport and Tourism. Ana Moniche Head of European Projects and International Networks – Tourism of Andalusia. Christos Economou *Remote Head of Unit DG MARE at European Commission.

11:15 - 12:00

T01

Europe's Advances Towards Sustainability in Tourism

A political and strategic vision of sustainable European tourism

This panel will analyze Europe’s strategic role in transforming tourism towards more sustainable models, linked to the Green Deal, the Digital Agenda, and the Next Generation Funds. It will address multilevel governance, planning, and financing, with a focus on blue tourism as a key axis. Specific cases led from Brussels will also be presented, and the role of national and regional governments in this transition will be discussed.

Day 2 > Wednesday 19 November 2025 > Room Andalucía

Tourism

12:15 - 13:00

T02

Public Investment and the Transformation of Blue Tourism

From European funds to new opportunities for smart destinations

This roundtable will address the legacy of Next Generation funds in promoting blue tourism, particularly through Tourism Sustainability Plans in Destinations. Two replicable success stories will be presented, along with new financing opportunities such as the €7 million program from Red.es and the EDIL Strategy. The goal is to offer a practical roadmap for scaling sustainable and innovative solutions in tourist destinations.

Moderate

Elisabet González
Director of the Technical Office of Tourism of the Provincial Council of Barcelona.

Speakers

Francisco Javier García
Director of RedIRIS and Digital Public Services at Red.es.

María del Mar Martínez Director of Promotion at the Murcia Region Tourism Institute.

José Juan Lorenzo
Managing Director of Tourism for the Canary Islands.

Alicia Lillo
Deputy Assistant Director General for Tourism Development and Sustainability at the State Secretariat for Tourism of the Ministry of Industry and Tourism (MINTUR).

Gemma del Corral
General Director for the Promotion and Development of Tourism at the Regional Government of Andalusia.

13:15 - 14:00

T03

Circularity in Tourism Destinations

Circular tourism: reduce, reuse and regenerate for a more competitive and responsible model

This panel will address how coastal tourist destinations can apply circular economy principles to improve their sustainability and competitiveness. Through case studies, strategies such as waste reduction, energy and water efficiency, sustainable mobility, support for local businesses, and business innovation will be explored. The benefits of this approach and the challenges of achieving the ambitious European circularity targets for tourism by 2030 will also be discussed.

Sponsored by:



Moderate

Leo Gutson
Founder and Managing Director of RGN IMPACT.

Speakers

Carlos Alarcón
Head of the Smart Cities Section of the Provincial Council of Valencia.

José Guillermo Díaz
Ceo at Artiem Hotels.

Carmen Pita
Director of Tourism Promotion for Galicia.

Javier Mínguez
Southern Regional Manager for Public Concessions and Private Client Management at Acciona.

Day 3 > Thursday 20 November 2025 > Room Andalucía



Tourism

09:45 - 10:30

T04

Management and decentralisation of tourism flows in maritime and Blue Destinations

European coastal cities face growing pressure from mass tourism, climate change, and seasonal economies. This session will present innovative solutions from INTERREG Euro-MED projects—TOURISMO, PORT CREW, and ECOSEAROUTES—focusing on smart visitor management and sustainable coastal governance to boost resilience and regional balance.

Sponsored by:



Moderate

Josep Rodríguez
Coordinator of the Interreg Euro-MED Community for Sustainable Tourism. Head of Strategic Projects in the Tourism Services Department of the Barcelona Provincial Council.

Speakers

Sara Ferrari
Deputy Director of the Phoenicians' Route – Cultural Route of the Council of Europe.

Denis Grasso
Coordinator of the project PortCREW.

Ivo Benzon
Advisor of the Department for EU programmes and projects implementation at the Public Institution RERA S.D for the Coordination and Development of Split Dalmatia County.

Luis Ayala
Director of the Port Authority of Melilla.

10:35 - 11:20

T05

Regenerative Tourism: between Ambition and Reality

Which aspects of the transformation of destinations are feasible today, and which remain utopian?

This panel will critically address the true scope of regenerative tourism, analyzing its applicability in European coastal destinations. Success stories such as ecosystem restoration and community empowerment will be presented, along with the structural challenges that limit its implementation. The session will combine academic reflection, institutional vision, and practical experiences to propose a roadmap tailored to the Mediterranean

Sponsored by:



Moderate

Marta Gemma Nel·Lo
Director of the Chair of Innovation and Research in Tourism Salou-Costa Daurada at the Universitat Rovira i Virgili.

Speakers

Jordi Rom
Manager of Nàutic Parc-Estació Nàutica Costa Daurada i Terres de l'Ebre.

Llorenç Bauzá
5th Deputy Mayor. Councillor for the Environment, Healthy Environments, Markets and Innovation at Palma de Mallorca City Council.

Nuria Varela
Quality and Sustainability Director at Grupo Blaumar.

José Manuel Camarero
Regional Secretary for Tourism of the Regional Government of Valencia.

Day 3 > Thursday 20 November 2025 > Room Andalucía



Tourism

11:45 - 12:30

T06

Towards Smarter Destinations: Use Case in Blue Tourism

Challenges and Opportunities for the Smart Destination Platform (PID) on the Coast. BLUE TOURISM USE CASE

The PID, promoted by SEGITTUR and the Ministry of Industry and Tourism, has already been published and is being implemented in multiple Spanish destinations. This roundtable discussion will focus on the practical application of the PID to Blue Tourism and coastal municipalities, analysing the initial progress, case studies and lessons learned during its deployment.

Representatives from pioneering destinations and technology companies will demonstrate how the PID is facilitating better local-level tourism planning through data interoperability, systems integration, and evidence-based decision-making. Specific examples of smart beaches, coastal mobility and tourist flow monitoring will be presented, alongside a discussion of the main regulatory, technical and organisational challenges that have arisen during implementation.

Sponsored by:



Moderate

Daniel Marchuet
Smart Office Coordinator
for the Provincial Council
of Valencia.

Speakers

Cándido Seba
Head of RECI at Rota Town
Council. Ambassador
for CIVINET Iberia to the
European Commission.

Leire Bilbao
Managing Director of
VisitBenidorm.

Luz Goretti
5th Deputy Mayor.
Councillor for Urban
Planning, Tourism, Rural
Affairs, Water, Environment
and Sustainable Growth,
Coasts and Beaches for
the Santiago del Teide City
Council.

Moderate

Vincent Favrel
Head of Unit of the
Sustainable Blue Economy
Unit at the European
Climate, Infrastructure
and Environment Executive
Agency (CINEA).

Speakers

Adrián Gómez
Director of Innovation at the
Public Company for Tourism
and Sports Management of
Andalusia.

Alessandro Pititto
Director of COGEA at
the European Marine
Observation and Data
Network (EMODnet).

Lise Schröder
Project Coordinator Social-
Ecological Analysis and
Models for Digital Twin
Ocean (SEADITO project).

12:35 - 13:20

T07

Sharing data to empower sustainable maritime tourism

Shared data spaces for the competitiveness, sustainability and resilience of coastal and maritime tourism

Data is crucial for monitoring and measuring of the environmental and climate impacts of coastal and maritime tourism, including indirect and induced effects, to allow for wiser decision-making that finds balance between sector growth and preservation of our cultural and natural assets. In addition, data sharing can open opportunities for new collaboration and innovation.

Improved data sharing in coastal and maritime tourism features among the priorities of the EU Transition Pathway for Tourism, the European Data Strategy and the Sustainable Blue Economy and Sustainable Tourism Strategy, as part of the European Ocean Pact.

This session will raise awareness of data sharing initiatives relevant to coastal and maritime tourism. Speakers will explain available tools and platforms, their relevance, how to use them as both a data consumer and producer.

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Water

Day 2 > Wednesday 19 November 2025 > Room Almería



Water

11:15 - 12:00

A01

Tourism and Water Scarcity: how to operate in a world with less water

Climate Adaptation and Water Efficiency in Destinations Under Pressure

This panel will address how tourism is responding to increasing water stress, especially in coastal and island areas, through efficiency, digitalization, and resilience.

Cases from hotels, municipalities, and technological solutions linked to the Water PERTE (Strategic Project for Economic Recovery and Transformation) will be presented, aligned with European climate goals.

The main structural and regulatory challenges that hinder sustainable water management in tourist destinations will also be analyzed.

Sponsored by:



Moderate

Fernando Delgado
Associate Professor of Hydraulic Engineering at the University of Granada (UGR).

Speakers

Manuel Cardeña
President of the Association of Municipalities of the Costa del Sol.

Carme Farré
Director of Strategy for New Business at Veolia Water Solutions Spain.

Juan Marín
Director of Business Development at BIOTONOMY.

Moderate

Raquel Paiz
Head of Communication and Strategy at StepbyWater Alliance.

Speakers

Aécio Dantas
Sustainability Director at Silbon.

Juan Pablo Merino
Director of Communication, Brand and Public Affairs at Aqualia.

Sacramento Sánchez
Councillor responsible for Public Works, Maintenance, Accessibility and the Blue Economy at Almería City Council.

12:15 - 13:00

A02

Water for Life: alternative sources for water sustainability

Seasonal adjustment, regeneration, and sectoral co-responsibility

Water management today requires a paradigm shift: moving from managing scarcity to generating sustainable abundance. This panel discusses innovative approaches—such as regeneration and desalination—and cross-sector partnerships that pave the way for a more resilient water model.

Sponsored by:



Moderate

Marta Gómez
Head of Blue Growth Strategy at State Ports Authority.

Speakers

Ignacio Revilla
President of Bio - Ports.

Julio de la Rosa
Professor of Botany at the University of Granada (UGR). Director of Aula del Mar and coordinator of the CEIMAR Campus at the University of Granada (UGR).

José García
President of the Motril Port Authority.

Alicia Mateos
President of the General Foundation – ITM.

Fernando Rodríguez
Director at Gestema Sur.

13:15 - 14:00

A03

Port ecosystems and tourism sustainability

Marine conservation and environmental sustainability in port activities

This session will explore how ports can become key allies in protecting marine ecosystems and promoting sustainable tourism. It will feature cases of habitat regeneration, environmental governance, and international collaboration within the framework of the Mediterranean blue economy.

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Energy

Day 3 > Thursday 20 November 2025 > Room Almería

Energy

09:45 - 10:30

E01

Marinas in Transition: The Energy Sustainability of Sports Ports

Marinas as local platforms for energy innovation and coastal resilience

This panel will address the key role of marinas and ports in the energy transition of nautical tourism, through real-life examples of self-consumption, efficiency, and environmental management. Their potential to boost the local economy and become European benchmarks for sustainability, in line with initiatives such as LIFE, Interreg MED, and Blue Flag Marinas, will be discussed.

Moderate

Juan Manuel Revuelta
CEO at Finnova.

Speakers

Tomás Azcárate
President of Marinas de España.

Walter Vassallo
Founder of Blue Marina Awards.

Mar Recuna
Manager of the Andalusian Maritime-Marine Cluster (CMMA).

Manuel Raigón
President at Marinas de Andalucía.

10:35 - 11:20

E02

Blue Propulsion: Decarbonization and Energy Future of Recreational Boating

The Quiet Revolution Shaping Europe's Leisure Vessel Industry

This panel will explore the future of sustainable recreational boating, covering advancements in electrification, hydrogen, and renewable fuels, as well as the barriers hindering their adoption.

With participation from manufacturers, marinas, and researchers, the discussion will focus on how to accelerate the decarbonization of the sector in line with European targets for 2030 and 2050.

Moderate

Marilena Estarellas
General Manager of the National Association of Electric Boats (ANBE).

Speakers

Manel Cebrian
Consulting Engineer in Energy Transition and Blue Economy at Domini Ambiental.

David de Haro
Manager of Mundo Marino.

German Alcayde
Advisor at Hidrógeno Verde - HRV Energy.

Day 3 > Thursday 20 November 2025 > Room Almería

Energy

11:45 - 12:30

E03

Tourism Footprint: Measure to Transform

Do We Really Know the Energy and Environmental Impact of a Tourism Experience?

This panel will explore tools and methodologies for measuring the energy and carbon impact of tourism, including European standards such as PEF/OEF and digital solutions.

It will examine how this data is driving key decisions in certification, investment, promotion, and marketing—fostering a more transparent and sustainable tourism transition.

Moderate

Antonio Sánchez
Business Development
Manager at Anysolution.

Speakers

Robin Degron
Director of Plan Bleu.

Fernando Munive
Director General of the
Directorate-General for
Tourism Strategy at the
Ministry of Foreign Trade
and Tourism of Peru.

Concha Maza
Partner at Huella Social y
Empresa.

Freyja Pérez
CEO at SnailStep.

12:35 - 13:20

E04

Major Ports: Blue Energy and Connection with the Territory

Governance, sustainability, and infrastructure serving the coastline and its communities

Large ports of general interest are set to play a key role in the sustainable transformation of Europe's coastline. This round table will bring together port authorities, major shipping companies, and municipal representatives to discuss how to move toward a port model that is fully integrated into its environment, aligned with climate objectives, improving coastal livability, and meeting the new demands of international tourism.

From the electrification of docks (OPS) to the integration of renewable energies and smart grids, the role of cruise terminals as energy hubs and their direct impact on the quality of life in port cities will be analyzed. The challenges and opportunities of collaborative port-city governance, where economic, urban, and environmental interests converge in a single strategy, will also be addressed.

In addition, there will be a discussion on how these ports can become strategic allies in promoting cleaner, more connected blue tourism that is compatible with municipal objectives in terms of sustainability, urban planning, and social cohesion.

Moderate

Esther Molina
Managing Director of
Suncruise Andalucía.

Speakers

M^a Ángeles Guarnido
Director of the Port
Authority of Almería.

Sofía Basterra
Director of
Communications at
MSC Cruises Spain.

María Sennacheribbo
Operations & Itinerary
Planner en Lantimar
Group.

Sponsored by:



Program
2025



Blue Communities

Day 2 > Wednesday 19 November 2025 > Room Orange Empresas

Blue Communities

11:15 - 12:00

BC01

Municipal Vision from the Coast

Topics for discussion will include tourism, sustainability, water management, ports, energy and biodiversity, and how each territory is responding to current challenges with innovative solutions adapted to the European context. This high-level discussion is designed to highlight the diversity of approaches and commitment to a blue transformation.

Moderate

Adolfo Borrero
Senior Advisor
Sun&Blue.

Speakers

Cristina Pérez
Manager of
Cartagena Port of
Cultures.

María del Mar Plaza
Manager of E.M.
Almería 2030
at Almería City
Council.

Javier Noriega
President at the
Clúster Marítimo
Marino de
Andalucía.

María Isabel Sáez
Coordinator of
CEI-MAR at the
University of
Almería.

Moderate

Javier Noriega
President at the
Clúster Marítimo
Marino de
Andalucía.

Speakers

Elena Martínez
CTO and cofounder
of Grupo SOS -
SOS Biotech y SOS
Carbon.

Emma Cantos
Researcher at
IFAPA Rancho de la
Merced.

Juan Ramón Pérez
Director General of
Forest Policy and
Biodiversity at the
Regional Ministry
of Sustainability
and Environment
of the Regional
Government of
Andalusia.

Sofía Tristancho
Project Manager at
Futuralga.

12:15 - 13:00

BC02

Living Resources, Invasive Algae, and Circular Solutions

From natural hazard to economic opportunity

The proliferation of invasive algae such as *Rugulopteryx okamurae* on the Andalusian coast and other areas of the Mediterranean currently represents a major environmental, tourism, fishing, and economic challenge. Its impact is felt directly on beaches, artisanal fishing, and the quality of the landscape, affecting local development and the tourist experience in coastal municipalities.

This round table proposes to address this issue from a blue circular economy perspective, promoted by municipalities and aligned with the Andalusian Strategy for a Sustainable Blue Economy, which clearly envisages the valorization of marine biomass as an engine for development. Through dialogue between affected municipalities, start-ups, administrations, and European experts, innovative solutions will be presented to transform this threat into biofuels, natural fertilizers, regenerative materials, or new industries linked to the blue bioeconomy.

Sponsored by:



Moderate

Andrés Seijo
Head of Hotel
and Tourism
Analysis at
Grupo Cajamar.

Speakers

Fátima Marín
Manager of the
Moon Dreams
Portomagno
Hotel.

Estefanía López
Manager of the
Catedral Hotel.

Asiel Vargas
Sustainability
Department at
SENATOR Hotels
& Resorts.

13:15 - 14:00

BC03

Hotel Park Renovation and Destination Transformation

Competitiveness, sustainability and comfort as the cornerstones of the new tourism model

The renovation of the hotel sector is not just an energy issue: it is a structural necessity to ensure the competitiveness, attractiveness, and resilience of coastal tourist destinations. This round table, organized by Cajamar, will address the comprehensive transformation of tourist accommodation, from efficiency and comfort to digitization, accessibility, climate adaptation, and integration with the territory.

It will discuss public and private financing models, urban planning tools, quality standards, repositioning strategies for mature destinations, and above all, the need to align this transformation with municipal priorities in sustainability, planning, and livability.

Sponsored by:



Day 3 > Thursday 20 November 2025 > Room Orange Empresas



Blue Communities

09:45 - 10:30

BC04

Digitalization is no longer an option: it is an essential tool for coastal municipalities to advance in sustainability, efficiency, and foresight.

This roundtable will bring together leading mayors from the Alliance of Tourist Municipalities (AMT) and representatives from the main smart city networks in Spain and Latin America to analyze how digital transformation, applied at the local level, can address the major challenges facing the coastline.

Real-life success stories will be presented on the use of technology for water, energy, mobility, and tourism management, as well as the importance of interoperability, data analytics, and shared platforms. The goal is to build a common agenda for smart territorial cooperation, anchored in the blue economy and aligned with European funds and international missions.

Moderate

Cándido Seba
Head of RECI at Rota Town Council.
Ambassador for CIVINET Iberia to the European Commission.

Speakers

Federico de Arteaga
President of the Ibero-American Network of Smart Tourist Destinations.

Juan Antonio Amengual
Mayor of Calvià.

Pere Granados
Mayor of Salou.

Marta Huete
First Deputy Mayor and Councillor for the Department of Presidency and Tourism at the Torremolinos City Council.

Moderate

Gemma del Corral
Director General for the Promotion and Development of Tourism at the Regional Government of Andalusia.

Speakers

Felipe Puertas
Director of the Tourism Board of the Almuñécar City Council.

Adrián Moreno
Manager of the Huelva County Development Association.

María Antonia Fuentes
Manager of the Association of Municipalities of Levante Almeriense.

10:35 - 11:20

BC05

Destination Tourism Sustainability Plans: Andalusia in Action

From plans to the real transformation of coastal destinations

Andalusia is leading the way in Spain by implementing Destination Tourism Sustainability Plans (PSDTs), turning them into effective tools for territorial transformation. From Cádiz to Granada, Almería and Huelva, Andalusian municipalities are implementing projects that integrate the four pillars of the Andalusia 2030 Tourism Sustainability Strategy: green and digital transition, territorial cohesion, innovation and governance.

This roundtable discussion will bring together representatives from municipalities that are already developing PSDTs, including Bolonia (Tarifa, Cádiz), Almuñécar (Granada) and Huelva, as well as towns on the Almería coast. Also present will be representatives from the Regional Government of Andalusia and stakeholders from the regional tourism ecosystem. Through sharing their experiences, they will demonstrate tangible results such as urban regeneration of the coastline, reduction of environmental impact, modernisation of infrastructure, improvement of accessibility, and creation of jobs linked to the blue economy.

PSDTs have established themselves as an effective local development tool, strengthening the competitiveness of destinations and improving the well-being of citizens. They align municipal objectives with the European Green Deal, Next Generation EU funds, and the Andalusian Strategy for a Sustainable Blue Economy.

Sponsored by:



Day 3 > Thursday 20 November 2025 > Room Orange Empresas

Blue Communities

11:45 - 12:30

BC06

Blue Tech and Digital Marine Governance

To manage the sea effectively, we must first understand it. This roundtable will bring together coastal municipalities, technology companies, and international networks to discuss how innovation and cross-border cooperation are enabling us to map, model, and anticipate the behavior of the marine environment through advanced sensor technology, artificial intelligence, and maritime spatial planning (MSP).

In a context where the coastline is used for multiple purposes—tourism, fishing, maritime transport, environmental conservation—having real-time data, predictive models, and interoperable platforms has become key to making more accurate decisions at the local level, but with a global vision. This session will present international and national use cases, including smart buoys, digital twins, satellites, and coastal flow analysis systems, as well as examples of multilevel governance connecting municipalities, regions, states, and the European Union.

Sponsored by:



Moderate

Francisco Morcillo
CEO at MB3 Gestion.

Speakers

José Manuel Antón
Blue Economy project manager at the Marine Technology Center.

Alberto Céspedes
Public Administration Account Manager at Esri Spain.

Daniel Caro
Chief Digital Officer at Turismo Andalucía.

12:35 - 13:20

BC07

Accessibility on the coast is much more than a legal obligation: it is an opportunity to differentiate destinations, attract new audiences, and ensure that everyone can enjoy the coastal experience on equal terms

This round table will bring together municipalities that have been recognized for their good practices and awards in accessibility, along with international trendsetters, to share how inclusion can become a hallmark and competitive advantage.

Through real-life examples, we will analyze how to integrate universal accessibility into beaches, promenades, transportation, cultural offerings, and municipal services, as well as the role these projects play in promoting tourism and social cohesion.

Moderate

Pilar Guerra
Manager of DestinoVera.

Speakers

Antonio Pérez
Mayor of Benidorm.

Manel Alcaide
CEO and Cofounder of Visualfy.

Stephanie Sheehy
Member of the Board of Directors of the Costa Rican Tourism Institute (ICT).

Program
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Side Events

Day 1 > Tuesday 18 November 2025 > Room Orange Empresas

Side Events

Moderate

Gerardo Landaluce
Vicepresident of The European Sea Ports Organisation (ESPO). Chairman of the Port Authority of the Bay of Algeciras.

Speakers

Isabelle Ryckbost
Secretary-General of the The European Sea Ports Organisation (ESPO).

Prof. Peter de Langen
Ports & Logistics expert.

Santiago García-Milà
Deputy Director General of the Port of Barcelona. Former President of The European Sea Ports Organisation (ESPO).

Amal Louis
Director of Development and Intermodal Solutions at Port of Marseille.

Álvaro Rodríguez
Deputy Director of Strategy and Business Development at Puertos del Estado.

16:00 - 18:00

SE10

Mediterranean High-Level Event: Exploring Opportunities and Challenges within the European Global Gateway Strategy

ESPO + Port of Algeciras

The goal of this event is to explore opportunities and challenges in the Mediterranean region for Europe and its ports, and to discuss how the European Global Gateway strategy can help shaping the future of this area. We are already counting on the participation of several leading Mediterranean ports, ESPO members, and the European Commission. It would be an honor to enrich the panel with your experience and insights. The session will focus on:

- (i) port-led decarbonisation (OPS/shore power, alternative fuels and bunkering readiness).
- (ii) resilient and interoperable maritime logistics linking EU and Southern Neighbourhood value chains.
- (iii) blue-economy growth through innovation, skills and sustainable coastal development.



Day 2 > Wednesday 19 November 2025 > Room Andalucía



Side Events

15:30 - 17:00

SE01

Interreg projects in Blue Economy: present and future Mediterranean Multi-Programme Mechanism (MMM)

The Mediterranean Multi-Program Mechanism (MMM) brings together Interreg programs to collaborate more closely and make better use of resources in the Mediterranean region. Since its inception in 2022, eight programs covering 22 Mediterranean countries are already participating.

Given that the blue economy and sustainable tourism are intrinsically linked concepts, the Sun&Blue Congress represents an ideal opportunity to share good practices from the Mediterranean in the field of the blue economy and to promote meaningful dialogue on how to move forward in this sector. It also provides a platform to explore how Interreg programs and projects can contribute to the development of a healthy and sustainable blue economy in the Mediterranean, especially with a view to the post-2027 horizon.

The event will showcase good practices in the blue economy promoted by Interreg MMM, with high potential for scalability and/or replicability in the Mediterranean and other EU regions. It will be an opportunity for the public to discover new trends and innovative solutions in the blue economy and to exchange experiences with actors from the three shores of the Mediterranean.

Organized by:



Moderate

Vincent Ernoux
Coordinator of
the Interreg NEXT
MED Programme
Branch Office
for the Western
Mediterranean.

Keynote speaker

**José Manuel
Camarero**
Regional Secretary
for Tourism of
the Regional
Government of
Valencia.

Sustainable Tourism in Interreg Mediterranean Programmes: Overview and State of Play.

- **Valeria Cibrario.** Senior Programme Manager at Interact Programme.

ROUND TABLE: The present: blue economy good practices and solutions.

Speakers

GREENMEDPORTS: Carbon Footprint Platform and Green Label Port Certification System.

- **Beladjine Mohamed Boumediene.** Research at the University of Science and Technology of Oran Mohamed Boudiaf (USTO-MB), Algeria.

SHARE4MED: Coalition Action Plan of Local Authorities for ocean and water preservation and restoration.

- **Alessandra Azzola.** Project Manager at Deda Group, Italy.

THE COMMUNITY4TOURISM PLATFORM.

- **Josep Rodríguez:** Head of Strategic Projects in the Tourism Services Department of the Barcelona Provincial Council. Coordinator of the Interreg Euro-MED Community for Sustainable Tourism.

REGENERA4MED.

- **Paula di Lorio.** European Projects and International Relations Unit of the Catalan Tourism Agency, Spain.

WEST MED Blue Economy Initiative:

Inspiring Success stories in Blue Economy projects.

- **Marta Pascual:** Spanish National Hub for WestMED Initiative.

ROUND TABLE: The future: How do you see the place for Blue Economy in Interreg Projects especially considering the new Multiannual Financial Framework proposal launched by the EC in 2025?

Speakers

Axel Rodríguez
Project Officer. at Interreg NEX MED Programme.

Marta Pascual
Spanish National Hub for WestMED Initiative.

Conclusions

Emma Magistri
Fellowship researcher at University Ca'Foscari in Venice.

Day 2 > Wednesday 19 November 2025 > Room Almería

Side Events

15:30 - 16:30

SE02

The European Water Resilience Strategy: A View from Andalusia

The European Union is developing a Water Resilience Strategy that aims to prioritise water in policies on climate change adaptation, territorial cohesion, and ecological transition. This initiative, which forms part of the European Green Deal, has three main objectives: restoring and protecting the water cycle; promoting a water-efficient economy; and ensuring access to clean, affordable water for everyone.

The European Committee of the Regions has emphasised that water management must be considered not only from an environmental perspective, but also as an economic, social and territorial challenge affecting the competitiveness, security and well-being of citizens. The future strategy proposes collaborative governance, adequate funding and nature-based solutions as essential pillars for strengthening water resilience at all levels of government.

In collaboration with:



Moderate

José Enrique Millo
Secretary General
for Foreign Action,
European Union, and
Cooperation of the
Regional Government
of Andalusia.

Speakers

Ramiro Angulo
Secretary General
for Water at the
Department of
Agriculture, Fisheries,
Water and Rural
Development, Regional
Government of
Andalusia.

Loïc Charpentier
Head of Advocacy at
Water Europe.

Speakers

Ignacio Álvarez-Ossorio Ramos
Chief Executive
of the Andalusian
Public Ports
Agency.

16:45 - 17:45

SE04

Management of autonomous regional ports in Andalusia: challenges and opportunities

Andalusia Public Ports Agency

The management of regionally owned ports in Andalusia currently faces significant challenges related to sustainability, digitization, and competitiveness. We will discuss the challenges and opportunities for the business sector that are shaping the present and future of these key infrastructures for the region's economic, social, and tourism development.

Organized by:



Day 2 > Wednesday 19 November 2025 > Room Orange Empresas



Side Events

15:30 - 16:30

SE03

Support for the internationalisation of the Andalusian economy

Andalusian Agency for Agriculture and Fisheries Management (AGAPA)

Exclusive event co-organized with the Andalusian Agency for Agricultural and Fisheries Management to help strengthen support for agro-industry companies, generate new business opportunities, and boost trade relations and internationalization.

Sponsored by:



Moderate

Marcelino Bilbao
Deputy Director of Fisheries and Aquaculture at the Regional Ministry of Agriculture, Fisheries, Water and Rural Development of the Regional Government of Andalusia.

Speakers

B-Blue Project, Interreg MED
Jesús E. Argente (University of Murcia).

Bluefasma-AZA4ICE Project, Interreg MED
Verónica Santinelli (PhD. Researcher at the International Marine Centre Foundation).

BlueShuttle Project, Interreg Atlantic Area
Ana Suárez (CEEI Bahía de Cádiz).

Moderate

Manuel Manchado
PhD. Researcher in aquaculture and genetic resources at the Institute for Agricultural and Fisheries Research and Training (IFAPA).

Speakers

Verónica Santinelli
PhD. Researcher at International Marine Center Foundation.

Francisco P. Zurita
Project Coordinator at Fisheries Markets Department of the Andalusian Agency for Agricultural and Fisheries Management (AGAPA).

Margarita Laboisie
European Projects and International Networks at Andalusian Tourism.

Fabio Carella
Specialist in Marine Spatial Planning at the Department of Architecture and Arts of the IUAV University of Venice.

Johan Robbens
PhD. Head of Cell Blue Biotech and Food Integrity at the Instituut voor Flanders research institute for agriculture, fisheries and food (ILVO).

16:45 - 17:45

SE05

Designing the Blue Future Together: Circular and Inclusive Aquaculture in Coexistence with Tourism

AZA4ICE - IFAPA

Territorial dialogue for a fairer and more collaborative blue economy.

The coexistence of aquaculture and tourism in coastal environments is one of the great challenges —and opportunities— for moving towards a balanced, sustainable, and people-centered blue economy model. This side event, promoted within the framework of the European project AZA4ICE (Interreg EuroMED), will open a space for dialogue between key players in the fields of aquaculture, coastal management, tourism, and citizenship.

The aim will be to explore how to evolve towards more circular, inclusive, and sustainable aquaculture models that not only reduce their ecological footprint but can also coexist harmoniously with other uses of marine space, especially tourism. Through the exchange of good practices, lessons learned, and common challenges, real opportunities for cohabitation between both sectors will be identified, as well as co-creation and participatory governance strategies adapted to the unique characteristics of each territory.

This meeting will highlight innovative and collaborative approaches, aligned with the principles of the AZA4ICE project, and will seek to build a shared vision of a fairer, more resilient, and territorialized blue future.

Organized by:



AZA4ICE



Co-funded by the European Union



Junta de Andalucía

Consejería de Agricultura, Pesca, Agua y Desarrollo Rural

Instituto Andaluz de Investigación y Formación Agraria, Pesquera, Alimentaria y de la Producción Ecológica



Day 3 > Thursday 20 November 2025 > Room Andalucía



Side Events

15:30 - 18:00

SE06

Almería, a natural paradise for active tourism

AGENDA 2030. ALMERIA COUNCIL

Since its origins, Almería has grown with its sights set on the sea. Today, that vocation has been transformed into a comprehensive sustainable development strategy based on the blue economy. Almería has taken on a leadership role within the Mediterranean as a Blue Municipality, serving as a meeting point for local cooperation, territorial innovation and marine sustainability, in line with the European Green Deal and the Andalusian Strategy for a Sustainable Blue Economy (EA2).

Organized by:



15:30 - 16:00

INSTITUTIONAL EVENT: "ALMERÍA, A NATURAL PARADISE FOR ACTIVE TOURISM"

Speakers

Sacramento Sánchez

Councillor responsible for Public Works, Maintenance, Accessibility and the Blue Economy at Almería City Council.

Gemma del Corral

Director General for the Promotion and Development of Tourism at the Regional Government of Andalusia.

Antonio Jesús Casimiro

Councillor for Active City, Urban Mobility and Sport at Almería City Council.

José María Rossell

President at Almeria Sport Destination (ASD).

Tim Ott

Director of Sun&Blue Congress.

16:00 - 16:45

ROUND TABLE: A national perspective on active tourism.

Moderate

Kiko González

Director at Almería Sports Destination.

Speakers

Sofia Toro

Director of the Galician Sports and Wellness Industry Cluster.

Héctor Fernández

CEO of Lanzarote Foreign Promotion.

Diego Ramírez

Service, Product and Territory Technician at Turisme Comunitat Valenciana.

Antonio Jesús Casimiro

Councillor for Active City, Urban Mobility and Sport at Almería City Council.

17:00 - 17:45

ROUND TABLE: Almería, a natural paradise for active tourism.

Moderate

Antonio Jesús Casimiro

Councillor for Active City, Urban Mobility and Sport at Almería City Council.

Speakers

Javier Mackinlay

Colonel in charge of the 3rd Legion. President of La Desértica Sports Club.

Francisco Jesús García

President of the Association of Tourism Service Providers of the Cabo de Gata-Níjar Natural Park (ASEMPARNA).

José María Rosell

President of the Association of Tourism Service Providers of the Cabo de Gata-Níjar Natural Park (ASEMPARNA).

Francisco Javier Sorroche

Technical Director at Pita Aventura. President of the Almería Kayak Companies Association (AEKAL).

Day 3 > Thursday 20 November 2025 > Room Almería



Side Events

15:30 - 16:30

SE07

Blue Tourism Indicators: Sailing towards common approaches

WestMED Initiative

Participants are expected to gain knowledge and experience about the types of tourism indicators that currently exist, how they differ, and what they have in common. Participants will also be able to share these solutions/methodologies to collaborate on a common solution for all.

Organized by:



Welcome by the WestMED Assistance Mechanism

Marta Pascual
NH Spain WestMED Initiative.

WestMED Sustainable Tourism Working Group - Year of updates

Stephanie Vella
NH Malta WestMED Initiative.

Blue Economy Observatory

Alessandro Pititto
Director of COGEA at the European Marine Observation and Data Network (EMODnet).

Clousure of the side event

Marta Pascual
NH Spain WestMED Initiative.

16:45 - 17:45

SE09

Fishing as a driver of tourism: culture, territory, and future

General Secretariat for Fisheries. Ministry of Agriculture, Fisheries, and Food. Government of Spain (MAPA)

This session, organized by the General Secretariat for Fisheries of the Spanish Ministry of Agriculture, Fisheries, and Food, seeks to place fishing at the center of Spain's tourism, cultural, and territorial narrative. Through a multidisciplinary round table, fishing will be addressed not only as a productive activity, but also as living heritage, its role in shaping coastal towns, its gastronomic contribution, and its evolution towards sustainability. There will be a discussion on how to strengthen the link between the fishing and tourism sectors, with a special focus on sustainability, digitalization, and the promotion of fishing heritage as an experience, a history, and an identity.

Organized by:



INSTITUTIONAL OPENING:

Aurora de Blas
Director General of Fisheries and Aquaculture Management at the Ministry of Agriculture, Fisheries and Food (MAPA).

ROUND TABLE: Fishing as a driver of tourism: culture, territory, and future.

Moderate

Manuel Pablos
Deputy Director-General for Economic and Social Sustainability at the General Secretariat for Fisheries of the Ministry of Agriculture, Fisheries and Food.

Speakers

Fabián Ben
Project Director at the National Federation of Fishermen's Guilds (FNCP).

Ángels Segura
Head of the Seafood Products Sector at AECOC.

Juan Serrano
Director General of the Balfegó Group.

Pedro Sánchez-Fortún
President of the Provincial Association of Hospitality Entrepreneurs of Almería (ASHAL).

Rafael Piñar
Honorary President of Andalusia of the Spanish Association of Hotel Directors (AEDH).

Conclusions

Manuel Pablos
Deputy Director-General for Economic and Social Sustainability at the General Secretariat for Fisheries of the Ministry of Agriculture, Fisheries and Food.

Day 3 > Thursday 20 November 2025 > Room Orange Empresas



Side Events

15:30 - 16:30

SE08

Development of the blue bioeconomy in Andalusia

Ministry of Agriculture, Fisheries, Water and Local Development

Various experts will discuss actions/projects/ lines of work related to the use and valorisation of products for the blue economy, and R&D&I projects based on the blue economy in Andalusia.

Sponsored by:



Moderate

Manuel Manchado

PhD. Researcher in aquaculture and genetic resources at the Institute for Agricultural and Fisheries Research and Training (IFAPA).

Speakers

Mari Luz Segura

Senior researcher at the Institute for Agricultural and Fisheries Research and Training (IFAPA).

Gabriela Alessio

Andalusian Agency for Agricultural and Fisheries Management (AGAPA).

María Isabel Sáez

Coordinator of CEI-MAR at the University of Almería.

16:45 - 18:00

SE11

IA Gourmet and Blue Tourism Data Spaces

The SMLs of IA Gourmet applied to Blue Tourism in countries such as Spain, which stand out for their strong contribution to this sector, will lead to global leadership that will provide blue companies and destinations with a very powerful tool for competitiveness and economic growth.

Sponsored by:



Moderate

John Mora

Vice President of the Smart Cities Commission and Coordinator of the Smart Tourism Working Group at AMETIC.

Speakers

Víctor Badorrey

Public Administration Business Development Director at Libelium.

Daniel Caro

Chief Digital Officer at Turismo Andalucía.

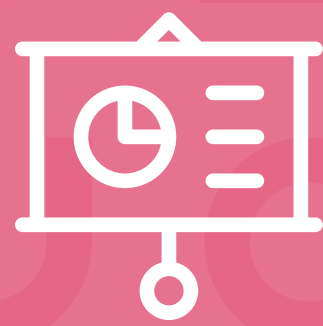
Alejandro Mullor

Global public sector advisor and head of tourism at Microsoft.

Rubén Rosales

Head of Smart City Product at Telefónica Spain.

Program
2025



Keynote

Day 2 and 3 > Room Andalucía

 **Keynote**

Wednesday 19 November 2025

09:45 - 10:25

Speakers

Costas Christ
 Founder and President of Beyond Green Travel. Senior Advisor for Sustainable Tourism at National Geographic. Pioneer in Sustainable Tourism.

Tourism and The Blue Economy - From Sustainability to Transformation

A leading expert on the global travel and tourism industry, Costas shares his own story and draws from his professional work in more than 100 countries over three decades, taking us on a journey from the origins of sustainable tourism to the current day. He highlights what this means for the blue economy, where more than 80 percent of all tourism in the world takes place. Cutting through industry and academic jargon, this presentation gets to the heart of the transformation of tourism underway, providing inspiring examples of blue economy tourism innovation in action and concludes with what every travel business and destination needs to know for success.

Sponsored by:



Thursday 20 November 2025

09:00 - 09:45

Speakers

Víctor Sánchez Pradas
 Director of Digital Services at MasOrange.
Imad Mejdoub
 Product Manager of Flux Vision at Orange Empresas.

Measuring the carbon footprint of tourist flows and taking action

Measuring the carbon footprint impact by taking into account big data studies through device mobility.

Sponsored by:



13:25 - 13:55

Speakers

Eduardo Azcona
 Public Sector Business Director for the Southeast Region at PreZero Spain.
Ignacio Ojeda
 Director of Eastern Andalusia at PreZero.

Tourism: opportunity to develop a sustainable waste management strategy

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