

Interreg
Alpine Space



HEALPS²

European Regional Development Fund



This project is co-funded by the European Union through the Interreg Alpine Space programme

Organized by



UNIVERLECCO

(Moxoff S.P.A. subcontractor)

HEALPS2 Final Conference

*"Nature-based health-promoting tourism:
an economic and future-proof boost for the Alps"*

Lecco (IT)

May 18 - 19 - 20, 2022

FREE ATTENDANCE



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Provincia di Lecco

Preliminary
AGENDA
Healps2 Final Conference
May 18 - 19, Lecco (IT)

Wed, 18 May

Auditorium Casa dell'Economia (Chamber of Commerce Como-Lecco)
Via Tonale 28/30, Lecco

14:00 **Registration**

14:15 **Welcome**

Virginio Brivio, Univerlecco Vice-President

Laura Magoni, Councillor for Tourism, Territorial Marketing and Fashion

Mauro Gattinoni, Lecco City Mayor

Marco Galimberti, Como-Lecco Chamber of Commerce President

Alessandra Hoffman, Province of Lecco President

15:00 **Session 1: Policy makers & territories perspectives on Health Tourism**

Antonio Rossi, Lombardy Region Undersecretary with responsibility for Sport,
2026 Olympics and Major events *(TO BE CONFIRMED)*

Luisa Pedrazzini, Co-President of Alpine Space

Sylvain Guetaz, Head of EUSALP - Action Group 2

Jean-François Jobert, Managing Director of Auvergne-Rhône-Alpes Tourisme

Jacopo Chiara, Deputy Director Sustainable development, biodiversity and
natural areas - Piedmont region

16:30 *Coffe break*

17:00 **Debate with Territories and HEALPS2 Project Experience**

18.00 *End of Day 1*

19.00 **Networking Dinner**

Il Griso Restaurant, SP51 Malgrate (LC), 23864

Thu, 19 May

9.00 **Registration**

9.15 **Session 1: Health and Wellness tourism within Parks and Protected Areas**

Teresa Pastor, Project Development and ECST Manager, Europark Federation

Gabriella Squarra, Business economist, health educator, resilience coach former Managing Director of the Kur-GmbH Bad Reichenhall

Klemen Langus, Director of Tourist Board Bohinj and Coordinator of Destination Julian Alps

Dominik Černjak, CEO and founder of Jasna Resort, co-developer of Alpine Forrest Air Spa Destination

11.15 *Coffe break*

11.30 **Session 2: Mountain professionals & huts: key players in health and wellness tourism offer**

Fabio Palma, former President Ragni di Lecco, Climbing trainer

Alfred Ringler, Mountain hut specialist of Verein zum Schutz der Bergwelt

Margherita Testa, Communication and Fundraising Manager at Paraloup Social Enterprise

Giulia Cerrato, Cofounder of the Association "NATworking"

Roberto Viganò, Veterinary surgeon, scientific coordinator of Eco-filiera initiative

Ugo Facciola, Hotel owner and restaurateur supporting of Eco-filiera initiative

13.00 *Lunch*

14.45 **Session 3: HEALPS2 Project results**

Paracelsus Medical University, Research questions and evidence-based health tourism

CNR-STIIMA & Moxoff, Digital Health Tourism Assessment and Benchmarking tool

Scientific Research Centre Bistra Ptuj, Alpine Health Tourism Action Plan and Innovation techniques

Ossola Protected Areas, Adventure therapy as new Health Tourism product: Ossola experience

16.30 *End of the Day 2*