



**Olivera Brajovic – General Director, Ministry of Sustainable Development and Tourism, Montenegro**

The Directorate for Tourism Development under her leadership is in charge of tourism policy, preparation of national strategic documents for tourism, measures for encouraging investment activities through tourism development and strengthening its economic benefits, as well as promotion and improvement of technical and other quality standards in accordance with the internationally recognized norms. All of these activities are aimed at creating a unique tourism offer through the introduction of the tourist product of the country, composed by a wide range of facilities and tourist attractions which Montenegro boasts.



**Giulio Moreno – Head of Mission of EBRD in Montenegro.**

Giulio Moreno is a Senior Banker/Head of Mission of the European Bank for Reconstruction and Development Resident in Montenegro from November 1, 2011. He joined EBRD in January 2007, first in Bosnia and Herzegovina as Head of Mission, later within the Financial Institutions Group based at the HQ in London, supervising the activities in the Western Balkans and prior to that as the Head of Mission in Albania, overseeing activities in Kosovo area. He holds Master of Science Degree in Foreign Affairs and B.S. in Political Science from the LUISS, Rome, Italy. In addition to that he has completed the College of Petroleum and Energy Studies at Oxford, United Kingdom. Giulio is a member of AIEE, Italian Chapter of IAEE and the International Association of Energy Economist.



**Romano Pehar – Principal Manager in Energy Efficiency and Climate Change team at EBRD.**

Romano is responsible for development and implementation of sustainable energy investments in built environment. Prior to joining EBRD he worked as Principal Consultant for leading building and environmental consultancies in the UK, with particular emphasis on energy efficiency and low carbon infrastructure.



**Zarko Radulovic – Co-owner, „Hotel Group Montenegro Stars“.**

Founder of the company "Hotel Group Montenegro Stars". He spent 15 years running travel agencies „Montenegro Express“ and „Meridian“ which was his own property. With partner from Croatia he founded Employment agency „Globe marine“ and embarked on a career as Captain of an ocean cruise ship. Mr. Radulovic is also the President of ISTA and the President of the Montenegrin Tourist Association, Member of the Council of Employers of Montenegro, founder and a member of the Montenegrin Foreign Investment Council.



**Matija Vajdic – Senior Researcher for the Energy Institute Hrvoje Požar, Croatia.**

He manages technical and financial analyses of different types of energy efficiency projects. During his carrier he has consulted clients ranging from governments, ministries, governmental institutions and agencies, international development organizations (i.e. UNDP, UNECE), international financial institutions (i.e. GGF) and commercial financial institutions. Before his current job he had worked for five years with the UNDP Programme on a GEF funded project "Removing Barriers to Energy Efficiency in Croatia.



**Robin Hamman – Social Media and Digital Engagement Consultant**

Robin has over 15 years professional experience devising and implementing strategic digital and social media communications programmes. After spending the first half of his career at the BBC where he was responsible for building audience engagement across a wide variety of programmes and services, Robin moved into consultancy. He's worked for a broad range of commercial and non-commercial organisations including several global hotel groups, mobile phone brands, commercial property developers, the Polish Ministry of Foreign Affairs and the European Parliament.



**Emil Kukalj – Manager, National Tourism Organisation of Montenegro**

An expert in liaison with Montenegrin travel offices abroad, investigation of the source markets; participating in planning and implementation of promotional activities in the source markets; organization of communication and cooperation with foreign tour operators, donors and potential investors, international institutions in the field of tourism (WTTC, UNWTO, ETC, etc.). Emil is in charge of implementation and monitoring of joint projects with international and regional institutions and partners in the field of tourism.



**Dr. Tom SELÄNNIEMI – Director, the Finnish Nature Centre Haltia.**

Has over 25 years of experience in tourism research and business. Before entering the business sector Dr. Selänniemi made a 10-year academic career in the anthropology and sociology of tourism. He was chair of the Tour Operators' Initiative for Sustainable Tourism Development (TOI) for 7 years, and worked for 10 years for the largest tour operator in Finland, Aurinkomatkat-Suntours, of which he was deputy managing director for 3 years. Before becoming the director of Haltia, Selänniemi worked as a consultant for investments in sustainable tourism and as the director for corporate relations at UNICEF Finland.



**Ulf Sonntag – Head of market research and associate director, NIT/NECSTour**

Head of market research and associate director at NIT, Institute of Tourism Research in Northern Europe. The general focus of Ulf's work is understanding the dynamics of tourism on regional, national and international levels. Ulf is project manager of the German Reiseanalyse and in this position provider and advisor for European destinations and tour operators concerning tourism demand data. Sustainable tourism development and low carbon strategies in tourism have been a core of NIT's research and development projects for more than 20 years.



**Danilo Kalezic – PR Manager in Porto Montenegro**

He brings a wealth of experience in PR consulting, media buying, social media, CSR, line management and a strong knowledge across multimedia channels. He is currently Public Relations Manager of the superyacht marina and nautical village Porto Montenegro in Tivat. He has over 8 years of professional practice in Public Relations, Marketing, Media and Events Management and over 4 years of experience in international luxury industry including residential, marina and destination marketing and PR.



**Aleksandra Kikovic – UNDP Programme Manager**

Aleksandra has extensive experience in international organizations on managing positions in various fields such as socio-economic development, spatial planning, cross-border cooperation, tourism infrastructure development and social inclusion. Prior to UNDP, she worked for the German Technical Cooperation – GIZ, Louis Berger S.A., International Relief Development – IRD, Danish Refugee Council – DRC. Currently, focused on the 'Towards Carbon Neutral Tourism in Montenegro' project designed to facilitate GHG emissions reductions from the Montenegrin tourism sector and to lower its environmental impact.



**Luigi Cabrini – Chairman, Global Sustainable Tourism Council (GSTC), Advisor of the UNWTO Secretary-General**

The Global Sustainable Tourism Council (GSTC) is an international partnership with the aim of fostering increased knowledge and understanding of sustainable tourism practices, promoting the adoption of universal sustainable tourism principles and building demand for sustainable travel. Mr Cabrini has been the Director of the UNWTO Sustainable Tourism Programme, focusing its activities on tourism and climate change, tourism and biodiversity, observatories for sustainable tourism, the green economy, tourism and heritage and global partnerships. Previously he held the positions of the UNWTO Regional Representative for Europe and Secretary of the General Assembly and Executive Council. Before joining the UNWTO he has been engaged during 20 years in United Nations programmes for development and for protection of refugees, in Guatemala, Mexico, Somalia, Pakistan, Poland and Spain.



**Nigel Claridge – Senior EU Advisor, Sustainable Innovation**

Consultant in the IT industry in the areas of telecommunication, computer software and Internet. He is currently working in the field of energy efficiency and on a European project for intelligent Energy (neZEH). He is a senior experience advisor at Advince AB in Stockholm, associate senior usability consultant at Usability Partners AB and senior EU adviser to Sustainable Innovations AB (Sust).



**Ljubisa Boskovic – director, Sistem MNE**

Ljubisa is an experienced mechanical engineer in Montenegrin Company SISTEM d.o.o., a leading company in the field of innovative energy solutions and energy management, licensed for project design development, measurements, implementation and supervision of construction projects. He was awarded "The engineer of the year" in 2012 as a recognition of the Montenegrin Chamber of Engineers for achievements in mechanical engineering field.

## PANELISTS



**Cláudia Lisboa – Project Manager at the World Tourism Organization**

The project manager of Hotel Energy Solutions - co-financed by Intelligent Energy Europe - at the World Tourism Organization (UNWTO). She is also responsible for running, upgrading and adapting the HES project to other geographical regions, as well as the nearly Zero Energy Hotels - neZEH project. Furthermore, she has managed the EU-UNWTO joint initiative "Enhancing Capacities for Sustainable Tourism for Development in Developing Countries" which produced the guidebook "Sustainable Tourism for Development".



**Ljiljana Krgovic – Teaching Associate at the Faculty of Business and Tourism in Budva and Lecturer at the Algonquin College, Milocer, Budva**

Ljiljana is a frontrunner in the field of introducing innovative techniques and technologies in catering and tourism industry in Montenegro. She is a graduated chemist and licenced homeopath, with a colourful living and professional lifestyle, bringing an added value in the area of renewable energy sources utilization and implementation of energy efficiency measures.



**Diego Fernández de Velasco – Certified Expert in Climate & Renewable Energy Finance**

With over 18 years of experience in business development and project implementation in the environment and energy sectors, with a focus in the area of climate change policy and climate finance, Diego has helped a broad range of clients understand the implications of climate change impacts and costs as well as the opportunities it represents for their organizations. He has been fully dedicated to international development projects in sustainable energy and climate change, having recently worked for the World Bank, IFC, USAID and UNDP, with field experience in Asia, Africa, Europe and the LAC region.



**Peter HUG - eu.ESCO, European association of Energy Service Companies**

European expert in building efficiency, sustainability, finance, cleaning technologies and maintenance. He promotes building automation and controls as a key technology for smart buildings. He is an expert regarding widely used building sustainability certificates as well as financing models for energy efficiency investments. Furthermore he is in charge of various projects for the cleaning systems industry all over the Europe, expanding his activities to markets in China.



**Jernej Stritih – Chairman of the Board of Umanotera, Slovenian foundation for sustainable development.**

A forester and an expert in environmental and sustainability policies including climate change and nature conservation, strategic planning and institution building. His positions included: Researcher at the Forestry Department of the University of Ljubljana (1988-1990); Advisor to Deputy Prime Minister in the Government of Slovenia (1990-1991) and Director of the Government Office for Climate Change in Slovenia (2009 -2012). He led the establishment of the Slovenian Eco Fund and also prepared the draft Slovenian Low Carbon Strategy.



**Peter Burns – Director of the Institute for Tourism Research (INTOUR) at the University of Bedfordshire.**

Professor Burns specializes in researching sustainable tourism in its broadest sense including climate change. He investigates poverty reduction and socio-cultural impact mitigation and adaptation. As a consultant, Peter works with private, public and third sector organizations. Peter is co-editor of the scientific journal Tourism Planning & Development, a panel member of UNWTO's Global Tourism Barometer, a judge of the World Travel and Tourism Council's 'Tourism for Tomorrow' awards, and an ambassador for the World Tourism Forum.



**Helen Marano – Vice President of Government & Industry Affairs World Travel & Tourism Council**

Helen Marano is Vice-President of Government & Industry Affairs of WTTC, serving, since 2012, as a conduit for the advocacy efforts of WTTC in representing the industry perspective to government leaders. Previously, Helen was Head of the National Travel & Tourism Office of the United States for 12 years following her role as head of research and policy. During her leadership she helped set up the national tourism marketing organization, Brand USA. Her continued leadership at WTTC and engagement in intergovernmental organizations ensures government and industry efforts that improve and protect the sustainability of the industry.



**Réka Csepei – Head of Sustainable Department, Regional Tourism Committee of Ile-de-France**

Head of Sustainable Department at the Paris Region Tourist Board (Comité Régional du Tourisme Paris Ile-de-France) since 2010. Since 2008, she has been teaching environmental and social responsibility in tourism in several universities, she also participated in several international conferences as an inventor on tourism and sustainability issues and has written various articles in academic journals on these subjects. The carbon footprint of tourism of the Paris Region as the world's top destination was recently carried out under her responsibility.



**Fiona Humphries – Relationship Manager, Travelife**

Relationships Manager at Travelife for hotels and accommodations, she commercializes the internationally recognized sustainability certification for hotels and accommodations. She has worked for organizations like the British Standards Institution and the London Development Agency and Action sustainability. Fiona is also an Associate of the Institute of Environmental Management and Assessment.



**Anya Niewierra – General Director, Tourist Board of South Limburg**

Anya Niewierra is the General Director of the Tourist Board of South Limburg since 1993, has 32 years' experience in tourism. Furthermore she holds various supervisory board roles with organizations related to tourism, culture or landscape development. Between 2010 and 2012 she was par example chairwomen of EDEN and the first president of the EDEN Association. She was recently placed on the list of 400 most influential Dutch citizens regarding sustainability.



**Sahba Sobhani – Acting Programme Manager, BCTA**

Sahba Sobhani is the Officer in Charge of the Business Call to Action and Global Programme Advisor at the Private Sector, Bureau for Policy and Programme Support (BPPS), UN Development Programme (UNDP). He also serves as the manager of UNDP's Growing Inclusive Markets Initiative (GIM), which is a research and advocacy initiative with a forthcoming 2013 Africa regional report on the role of enabling organizations in supporting inclusive businesses. He is the lead author of the first GIM report, Creating Value for All: Strategies for Doing Business with the Poor, and the 2010 report titled The MDGs: Everyone's Business.



**Yanni Papapanagiotou – Managing Director of SYSTEMA – Transport Planning and Engineering Consultants Ltd (Greece).**

An experienced international consultant and project manager, with considerable experience in managing large projects, advising governments and managing multinational teams. He has 20 years of continuous professional experience within the Transport Sector, gained throughout Europe, Asia and the Middle East. During the past few years, his position as the Key Expert/Transport for the "Infrastructure Projects Facility in the Western Balkans" project has provided him with significant in-depth understanding of the Western Balkans region, and experience of the International Financing Institutions and their perspective on infrastructure investment.