

**Preserving the Past —
— Securing the Future.**

www.ppsf-project.eu

OPENING CONFERENCE

BERLIN, 13.06.2025

**Lessons from the Past:
Advancing Sustainability
in WWII Heritage Tourism**

Lessons from the Past: Advancing Sustainability in World War Two Heritage Tourism

*Draft programme, exact timings & panel compositions may vary slightly
MC & moderation by Annabelle Türkis*

- 9.30 **Registration & coffee (icebreaker activity)**
- 10.00 **Welcome & introduction**
- 10.20 **Keynote Speech**
Luigi Cabrini, Chair, Global Sustainable Tourism Council
- 10.35 **Shaping Sustainable Destinations: Strategies for Managing & Marketing with Purpose**
Franziska Lienert, Project Lead Sustainable Berlin, visitBerlin
Luigi Cabrini, Chair, Global Sustainable Tourism Council
Matthias Beyer, Managing Director, Mascontour
- 11.35 *Coffee break*
- 12.05 **[Juno Beach Centre](#) - A case study in France**
by Nathalie Worthington, Director, Juno Beach Centre
- 12.35 *Lunch*
- 13.35 **[Paraloup](#) - A case study in Italy**
by Beatrice Verri, Director, Nuto Revelli Foundation
- 14.10 **Memory, Meaning, and Motivation: Engaging Visitors for a Sustainable Future**
Ludivine Destrée, Senior Marketing Manager, European Travel Commission
Matthew Menneke, Founder & Guide, On the Front Tours
Simon Reuter, Senior Research Partnership Manager, Outdooractive
- 15.15 **Preserving the Past, Securing the Future: training opportunities**
by Emme Johnson, Project Manager, LRE Foundation
- 15.30 **Closing remarks**
*Join us after for a free walking tour of the Berlin Wall,
organised by On the Front Tours!*

Partners & Initiators

LRE Foundation



FONDAZIONE CAMPUS



mas|contour
Sustainable Tourism
Consulting & Communication

CENTRE JUNO BEACH
Engagé pour la mémoire et le développement durable
Committed to memory and sustainable development

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Co-funded by
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