

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**

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*

Menekse Wenzler, *Deputy Director, Foundation German Museum of Technology Berlin & Board Member, German Museum Association*

Luigi Cabrini, *Chair, Global Sustainable Tourism Council*

Matthias Beyer, *Managing Director, Mascontour*

11.50 *Coffee break*

12.20 **[Juno Beach Centre](#) - A case study in France**

Nathalie Worthington, *Director, Juno Beach Centre*

12.50 *Lunch*

13.50 **[Paraloup](#) - A case study in Italy**

Beatrice Verri, *Director, Nuto Revelli Foundation*

14.25 **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*

15.30 **Preserving the Past, Securing the Future: training opportunities**

Emme Johnson, *Project Manager, LRE Foundation*

15.45 **Closing**

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

Co-funder



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