

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

## Keynote and panel speaker



### **Luigi Cabrini, Chair, Global Sustainable Tourism Council**

Chair of the GSTC since 2014, Mr. Cabrini leads initiatives in sustainable tourism related to climate change, the green economy, and heritage, among many others. He served as Director of the UNWTO Sustainable Tourism Programme, Director for Europe, and Secretary of the General Assembly and Executive Council. He has also been an Advisor to the Secretary-General of the UNWTO and spent 20 years working with the UN.

## Panel speakers



### **Franziska Lienert, Project Lead Sustainable Berlin, visitBerlin**

Franziska supports tourism and events companies in achieving sustainability certification, helping to position the city as a sustainable destination. Previously, she guided businesses toward sustainability at the Bundesverband Nachhaltige Wirtschaft. With a background in strategic communication, PR, and partnerships, she bridges messaging and sustainability to drive meaningful change.



### **Ludivine Destrée, Senior Marketing Manager, European Travel Commission**

Marketing professional with over a decade of experience bridging Europe and Asia through travel and tourism. After studying translation and international affairs, she worked in Beijing for the Wallonia Tourism Board and the EU Chamber of Commerce. Since 2022, she has been part of the European Travel Commission, where she is now Senior Marketing Manager and leads campaigns across Asia-Pacific.

## Panel speakers



### **Matthew Menneke, Founder & guide, On The Front Tours**

Military historian, educator, and founder of On the Front Tours, a Berlin based company specialising in World War II and Cold War history. Matthew offers engaging, research-driven tours that connect visitors to Berlin's layered past through storytelling and on-site interpretation. His work prioritises historical accuracy, respect, and sustainable tourism practices that promote thoughtful reflection.



### **Matthias Beyer, Managing Director, Mascontour**

Matthias has worked for over 20 years as an international consultant, trainer and coach on sustainable and resilient solutions for the tourism industry. Under his leadership, Mascontour has successfully implemented over 200 projects on five continents in around 70 countries. He is also a lecturer at Bremen University of Applied Sciences for sustainable tourism development in emerging countries.



### **Simon Reuter, Senior Research Partnership Manager, Outdooractive**

With a background in sustainable tourism management and cultural studies, Simon has worked at the intersections of tourism, development cooperation, and environmental conservation for several years. At Outdooractive he manages research and innovation partnerships with a focus on sustainable regional development, visitor management, biodiversity protection, and heritage interpretation.

## Case study speakers



### **Beatrice Verri, Director, Nuto Revelli Foundation**

Beatrice coordinated the cultural-based alpine regeneration project of the Borgata Paraloup. She has carried out research and writings on the subject of women's historical memory, and contributed to the Museo dei Racconti di Paraloup. She is Vice-President of the Fondazione della Comunità Chierese and a member of the board of directors of the Associazione nazionale Paesaggi della Memoria.

## Case study speakers



### **Nathalie Worthington, Director, Juno Beach Centre**

Following twelve years at Caen Memorial, Nathalie has been Director of Canadian-owned Juno Beach Centre in Normandy since its creation in 2003. Since 2019, she has led the site's sustainable development strategy, coordinating stakeholders across sectors to implement an action plan for responsible tourism. She is currently overseeing a project to expand the museum and renature the site by 2028.

## Project manager



### **Emerald Johnson, Project Manager, LRE Foundation**

Having worked at the LRE Foundation since 2022, Emme works on projects connecting World War II history with sustainable tourism. A key initiative is the Liberation Route Europe hiking and cycling trails, a certified Cultural Route of the Council of Europe. She also manages the Foundation's project Preserving the Past, Securing the Future: A Sustainable Approach to Cultural and Remembrance Heritage. Emme holds a Master in Responsible Tourism Management.

## Moderator



### **Annabelle Türkis, Cultural Consultant & Conference Curator**

As a freelancer, Annabelle focuses on the social and ecological transformation of culture. Within this framework, she places particular emphasis on social innovation at the intersection of culture and health. Since 2022, she has curated and moderated the conference programme of Museum Connections. Previously, she held leadership roles in museum development and communication.

## Partners & Initiators

**LRE Foundation**



FONDAZIONE CAMPUS



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

**Co-funder**



**Co-funded by  
the European Union**