

2BParks Roadshow on Environmental Clusters

E-paper by RCDI – Network for Development and Innovation

On November 21, 2012, RCDI organized a Meeting on the “2BParks Environmental Clusters”. The meeting took place in Vila Nova de Santo André, at a local university, the Piaget Institute.

The first speaker was a biologist from the Nature Reserve of the Santo André and Sancha Lagoons, who highlighted the richness of the fauna and flora than can be found there. The Executive Director of the Regional Agency for Touristic Promotion followed and gave a detailed of the profile of the tourists that visit Alentejo region.



The opening session

There were around 40 participants from companies and local and regional public entities, mainly operating in the tourism sector. The local press was also among the audience.



The presentation of the Portuguese Institute for Nature Conservation



The Nature Reserve of Santo André and Sancha Lagoons

The programme was divided in two main sessions: the first was dedicated to the importance of local and regional natural resources and the resulting relevance of developing sustainable tourism activities in the region.



The Executive Director of the Regional Agency for Touristic Promotion

It was clear that the unspoilt nature is the motivation for the vast majority of them.

Finally, the Executive Director of the Casas Brancas association presented the strategy of this successful case of association of small high quality hotels and restaurants that now have over 60 members.



The Casas Brancas association

The second session addressed the concept of the 2BParks environmental clusters and offered examples of good environmental practices among local SME.



The Director of RCDI

RCDI presented the 2BParks project and gave special attention to the environmental clusters and the advantages of becoming a member. Then, the Portuguese Institute for Nature Conservation gave a second presentation this time on an initiative started in 2007 and called "Business and Biodiversity" that can easily be combined with the 2BParks environmental clusters. Two companies

followed and presented and shared their good environmental practices: Vila Park Hotel and Diverscape.



Vila Park Hotel Director

Vila Park Hotel Director explained the significant gains obtained from adopting a sustainable management strategy. The unit has obtained several international environmental labels and awards and has also carried out important environmental-awareness activities among its staff, guests and local community. The second company, Diverscape, organizes diving activities and also promotes an annual cleaning of the sea area where they operate. Amazingly, they collect around 1 ton of waste every year.

In the end, there was some time dedicated to address questions from the audience. RCDI will now promote closer contacts with the participants to create the 2BParks environmental clusters network in Portugal.

RCDI – Development and Innovation Network
Centro Empresarial de Grândola
Fracção E - Incubadora de Empresas
Estrada da Aldeia do Futuro - Quinta Velha
7570-272 Grândola Portugal
info@rcdi.pt
www.rcdi.pt