

WEBINAR AGENDA:

POST INTERREG ATLANTIC PILOT RESULTS

27 of October 2026

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POST



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Date & Time: 27 of October 2026, 11:00 am CET

Duration: 1 hour and 30 minutes

Session moderator: Ana Belén fernandez, INORDE Expert

11:00 am Welcome & opening remarks

Opening words: Emma González, Manager of INORDE.

11:05 am Session 1: Ireland & France

► Dublin Pilot results & insights

Project: *“Dún Laoghaire-Rathdown Coastal Food Trail: A polycentric gastronomy route connecting five coastal villages”.*

The pilot develops a sustainable food trail connecting five coastal villages through shared gastronomy, heritage, and green mobility routes, turning each village into an active node to disperse coastal tourist flows.

Speaker: David Lawless, economic and tourism development officer at Dún Laoghaire-Rathdown County Council.

► Cognac Pilot results & insights

Project 1: *“Development of safe swimming areas in Cognac”*

The pilot creates a practical, step-by-step guide to help local authorities establish formal, secured river bathing areas along the Charente, boosting inland attraction and offering climate adaptation solutions.

Speakers: Eliane Vera Paz, European Affairs Officer at Atlantic Cities (co-financing the pilot action) and Saber Laïche, territorial digital & project management for Grand Cognac agglomeration.

Project 2: *“Microadventures”*

(In partnership with entente Val de Charente Océan, GrandAngoulême, Grand Cognac, Royan Atlantique & Saintes Grandes Rives)

The pilot structures micro-adventure short stays (1-3 days) combining train lines and shared bikes to encourage mobility between the coast and hinterland while increasing inland overnight stay.

Speaker: Saber Laïche, territorial digital & project management for Grand Cognac agglomeration.

11:35 am Interactive break: didactic activity / audience engagement

11:40 am Session 2: Portugal & Spain

► **Braga Pilot results & insights**

Project: ***“Follow the flow: go beyond Braga”***

The pilot guides visitors beyond the city of Braga into neighboring Cávado municipalities through curated routes, leveraging intermunicipal cooperation and data to balance visitor density and economic impact.

Speaker: PhD. Carla Pinto Rebelo, external expert advisor from Braga.

► **Ourense Pilot results & insights**

Project: ***“Sensory wine Tour: a unique destination experience” Sil Wine Xperience.***

The pilot connects the Ribeira Sacra and Valdeorras regions into an integrated wine-tourism package that blends nature, wellness, and heritage to extend visitor stays and reduce seasonality.

Speakers: Emma González, Manager of INORDE and PhD. Montserrat Cruz, external expert advisor from Deputación de Ourense.

Interactive Break: Consolidated results

Participant involvement and key takeaway synthesis.

12:15 am Closing & wrap-up

Closing words: Xoán Vázquez Mao, Secretary General of Eixo Atlántico

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