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## Silvia Barbone [1]

Managing Director, Jlag  
London, United Kingdom

Silvia Barbone is an international expert in sustainable tourism with an extensive knowledge of the European tourism, cultural and social policies and funding.

Silvia is the founder and the director of Jlag [2], as well as the founder and the director of FEST [3] (Foundation for European Sustainable Tourism), and the developer and main author of PM4SD® (Project Management for Sustainable Development), a new methodology for managing tourism projects with success and sustainability. She is also the Managing Editor of Tourism Around Europe, a blog and an e-newsletter for tourism professionals and policy makers (<http://blog.jlageurope.com/>).

Silvia has coordinated the consortium "Training 4 European Sustainable Tourism", which included Jlag, the International Centre for Responsible Tourism, the European Network NECSTour, and the Municipality of Frigento, working together to deliver PM4SD training courses and the first edition of the European Summer School in Leadership and Governance for Sustainable Tourism.

As a Prince2 practitioner and expert in planning institutional projects, managing long-term activities, establishing strategic working relationships, Silvia has worked in partnership with European and international key stakeholders, and prepared strategies for various destinations, including heritage towns such as Pompeii and national parks such as the Vesuvius National Park.

Silvia also serves as an evaluator and a short-term expert for the European Commission, and a Lobbyist at the European Parliament and the European Commission. As a specialist in project management, sustainable tourism, policy advice in tourism, culture, entrepreneurship, rural development, partnership development, and EU funding, Silvia is a regular speaker at conferences and international events.

Silvia Barbone profile unknown

Jlag [2]

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