

CURRICULUM VITAE

SILVIA BARBONE

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Silvia Barbone is an international expert in sustainable tourism and project management with an extensive knowledge of tourism policies and practices. She is a senior tourism researcher, an experienced project manager and a certified Lead Trainer in Project Management for Sustainable Development. She designs and manages small, medium and large scale projects, she supports destinations to define strategies and empower local communities, she is one of the EU experts selected by the European Commission to implement the European Tourism Indicator System. She is also the developer and the main author of the PM4SD™ “Project Management for Sustainable Development” certification. She works with leading global organizations, including UNWTO, UNESCO, UNEP, European Travel Commission, European Commission, European Parliament, as well as local, regional and national public authorities. She is the chief editor of the first blog regarding European tourism policies and practices “Tourism Around Europe”, which addresses 8000 tourism stakeholders. She has recently been appointed as the Chair of the Tourism Society Europa network, she is the board director of FEST (Foundation for European Sustainable Tourism), which runs the annual Summer School, Leadership and Governance for Sustainable Tourism with the support of the European Commission, the European Travel Commission, the European Parliament.

Achievements

Selected as one of the 10 European Expert for ETIS - EU Tourism Indicator system at EU DG Enterprise & Industry - Tourism Unit

Designing successful project proposals for EU funding (grants and tenders topics covered: culture, tourism, heritage, local development, climate change, education).

Developer of the PM4SD® Project Management for Sustainable Development certification

Founder and Director of the European Summer School Leadership and Governance for Sustainable Tourism

Summary Work History

2013 – To date

European Commission

Duties and Responsibilities:

- Member of the European Commission DG Growth Pool of Experts “ETIS”, European Indicators for Sustainable Tourism
- Appointed to the evaluation committee and assessor for the European Executive Agency for Small and Medium-Sized Enterprises (EASME), the EU agency in charge of managing tourism funding

2012 – To date

Director, FEST (Foundation for European Sustainable Tourism), London, Brussels, www.festfoundation.com

Duties and Responsibilities:

- Director of the [Summer School “Leadership and Governance for Sustainable Tourism](#)
- Responsible for the definition of the fundraising strategy
- Responsible for the preparation of project proposals and EU bids (grants and tenders)
- PM4SD™ (Project Management for Sustainable Development) product developer
- Manage and develop relationships with key stakeholders and donors (e.g. European Commission, European Travel Commission, UNWTO, UNESCO, World Bank, UNEP)

2007 – To date

Director, Jlag, London, Brussels, www.jlageurope.com

Duties and Responsibilities:

- Programme and Project Manager
- Responsible for the preparation of EU project proposals and bids
- Manage and develop relationships with donors
- Lead Trainer in PM4SD™, Project Management for Sustainable Development
- Trainer in European Funding
- European Funding Strategist
- Facilitator at international capacity building workshops
- Designing, planning and managing tourism and cultural projects
- Designing the exit strategy for several tourism and cultural projects such as the once funded within the Euromed Heritage Programmes
- Designing cultural itineraries
- Designing and implementing the business models for destinations
- Assistance to organizations to the implementation of an internal office dedicated to Eu programs
- Stakeholder management
- Lobbyist at the European Parliament

20 Nov 2014 – 31 Dec 2014

Themis Foundation - UNWTO

Trainer and Facilitator for the **UNWTO Regional Capacity Building Course on Sustainable Tourism Project Development**, sponsored and hosted by Qatar Tourism Authority, and organized by Themis Foundation, the UNWTO training organization

2012-2013

Lead Coordinator for the consortium “Training 4 European Sustainable Tourism”, which included Jlag, the International Centre for Responsible Tourism (ICRT at the Leeds Metropolitan University), and the European Network NECSTour. The consortium has been established to test and certify the training courses in PM4SD (www.pm4esd.eu)

2003 - 2007

Project Executive, Enco, Napoli, www.enco-consulting.it

Duties and Responsibilities:

- Responsible for development funding and maximizing potential income from European/worldwide funding sources to support diverse business services
- Responsible for management successful European programmes: Equal, Interreg, FP7, Leonardo, Cultura 2000
- Proposal writing
- Coordinating and managing tourist programmes and initiatives
- Developing new initiatives and project managing local and national initiatives financed with FSE and FESR
- Coordinating and delivering training programmes in European funding, management, tourism and culture

2005 - 2007

Consultant, Fondazione Napoli Novantanove, Napoli www.napolinovantanove.org

Duties and Responsibilities:

- Coordinator of a Special Social and Educational Project: Schools adopts Monuments. The project has received a special mention from the Italian Government;

- Project manager and training coordinator of a Master Degree in Cultural Heritage and Tourism Management for postgraduates;

2001 - 2002

Project manager and Training Coordinator, SDOA, Business School, Salerno, www.sdoa.it

Duties and Responsibilities:

- Coordinating the Master of Business Administration, accredited by association of MBAs (ASFOR);
- Project manager on training projects for local governments;
- Proposal writing for European regional funding opportunities

2000 - 2001

Researcher, Touring Club Italiano, Milano, Italy www.touringclubitaliano.it

Duties and Responsibilities:

- Screening tourism and cultural business plans and evaluating funding opportunities
- Performing research for Touring Club Italiano institutional projects
- Writing business plans for tourism development
- Writing articles for magazines and newspapers (Rivista del Turismo, Dove, and il Sole 24 Ore)

1996 - 1999

Tutor and Researcher; University Suor Orsola Benincasa Napoli, Naples, Italy <http://www.unisob.na.it/>

Specialist Skills

- Project management;
- Training for sustainable change;
- Destination development and planning;
- Sustainability Certification;
- European Funding;
- Proposal writing;
- Public-Private-Partnerships (PPP) & Multi-Stakeholder Dialogues;
- Designing and implementation of training courses;
- Capacity building and skills transfer;
- Fluency in English;
- Computer literacy (Windows, Mac);

Other relevant skills

- Excellent organisation, communication, diplomacy and interpersonal skills;
- Sense of initiative; ability to anticipate, propose and implement solutions;
- Open-mindedness; independence, but good team working abilities;
- Capacity to work in an international environment.

Education, Qualifications

- **2014** - PM4SD Practitioner Qualification and Lead Trainer accredited by APMG International
- **2008** - Prince2 Practitioner Qualification, Carnegie Enterprise, Edinburgh, Scotland
- **2000** - Master in Tourism and Destination Management with mention, SDOA Business School, Salerno, Italy
- **1996** - Post-graduate Course in Project and Evaluation of Training Programmes, University of Napoli, Italy, 1996
- **1995** - Degree in Foreign Languages and Literature cum laude, Istituto Universitario Orientale di Napoli, Italy

Publications

- *European Funding for the tourism industry*, published by Federturismo, IT, Sept 2014
- *PM4SD, Project Management for Sustainable Development*, 2013, published by TSO, UK
- *From Sustainable Tourism to Social Responsibility of the Touristic Business*, Università Suor Orsola Benincasa, IT, July 2013