



FLOATING CONFERENCE 2015

Background

In the context of the EU Danube region strategy (EUSDR), which came into force in 2011, 14 partner countries in the Danube region are cooperating - within four topic areas and eleven priority topics - working jointly and improving cooperation in order to create a competitive macro region in Europe

In the words of the Commissioner for Regional Policy (until 2014), Johannes Hahn, the intention is that "by 2020, ... the Danube region will provide for the people living there a higher quality of life, more economic opportunities, more innovative enterprises with the potential for employment, a better environment and more opportunities for cultural exchange. Success in the Danube region will contribute towards affluence in Europe as a whole. "

One important element towards achieving these objectives consists of interaction between the topic areas and interconnection of the various Danube countries and actors amongst one another. The geographic expanse, the immense needs and some overlapping or clashes between the varying interests mean that it is not easy to bring about in sustainable fashion logistic and inherent synergy effects.

A new concept in EUSDR – Floating Conferences

The Danube Competence Center (DCC) with the support of the GIZ regional project to further cross-border tourism in the middle and lower stretches of the Danube region had initiated in 2011 and 2013 a new type of meeting or conference design. In the form of 'floating' conferences and workshops, countries, people and topics were brought together on the River Danube, the opportunity was thus given to present outcomes immediately on the site, to discuss and arrive at consensus with the players.

In 2015 as well, the DCC will arrange for the provision of a motorised passenger vessel licensed to ply on the Danube to act as a conference platform and in conjunction with its partners to prepare a rich and diverse programme. Synergetic effects are to be consolidated and interwoven at political, economic and civil society levels, so that also preparatory activities for the 4th Annual EUSDR Forum in Ulm may be assisted.

In this context, the proposed thematic and logistic sequence of events is as follows:

The ship route will proceed from Ruse (Bulgaria) via Tulcea (Romania) to Vienna (Austria). The ship will be chartered for the period from 15 to 25 June 2015.



Component 1: 15-18 June 2015

Section 1a: Ruse (BG) – Giurgiuleste (MD) - Tulcea (RO) – Giurghiu (RO)

(boarding 15 June, 09.00 hrs. (organisers), by 18.30 hrs. (passengers))

Partners:

EUSDR PA3 coordinators:

Ministry of Regional Development and Public Administration – Romania

Ministry of Tourism - Bulgaria,

in cooperation with Club Alpbach, German National Tourist Board (DZT)

Contact name(s) and details:

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Duration: 2 days

Priority topics:

- branding
- sustainable touristic destination management
- cross-border cooperation
- Danube macro-regional strategies (for river deltas) and their implementation

Planned sequence of programme items:

Club Alpbach will organise an event in Bucharest in the morning on 15 June, to which some of the ship passengers are invited. These and additional passengers will be taken to Ruse by coach (GIZ, Elizabeta Krstic, elizabeta.krstic@giz.de) in the afternoon.

In the afternoon, in Ruse there will be an event in the Ruse City Port, organised by DCC (Danko Ćosić, cosic@danubecc.org) in cooperation with the City of Ruse and Focal Point Destination Danube (Knut Gerber, knut.gerber@giz.de) as a side event. Passengers may check in at any time during the day, but must have done so by 18.30 hrs. The ship will cast off at 20.00 hrs.

Programme on board ship

15 June 2015

20.00 hrs.: ship casts off

From 20.00 hrs onwards: evening meal, social gathering

16 June

07.00 - 8.30 hrs: breakfast

Conference Sustainable management of touristic destinations within the Danube region

09.00-13.00 hrs: Plenary session

09.00-09.20 hrs

Presentation of Danube Floating Conference concept

Ms. Daniela Schily, Project Leader, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH Regional programme to strengthen the cross border tourism at the Middle and Lower Danube through the Danube Competence Center

09.20-09.40 hrs

Presentation of the conference and contribution to PA3 targets

Mr. Teofil Gherca, Coordinator of PA3-EUDR, Ministry of Regional Development and Public Administration

09.40-10.00 hrs

The role of sustainable tourism in the country branding

Ms. Petra Hedorfer, Chief Executive Officer, German National Tourist Board

10.00-10.20 hrs

UNWTO and the sustainability agenda

Mr. Christopher Imbsen, Deputy Regional Director, Europe, United Nations World Tourism Organisation

10.20-10.40 hrs

The role/importance of the Danube in the national TO's promotional plans (example Serbia)

Ms. Gordana Plamenac, Chairperson, Board of Directors of the Danube Competence Center CEO, National Tourism Organization of Serbia

10.40-11.10 hrs: Coffee

11.10-11.30 hrs

Challenges to a sustainable tourism in the Danube region

Mr. Christian Baumgartner, Board member of the Danube Competence Centre

11.30-11.50 hrs

Destination Marketing Organisation in the Danube region: state of the play and perspectives. Convention bureau of Eastern Danube Region (Romania-Bulgaria cross-border area)

Mr. Sabin Dragoman, Consultant, Détente Consultants SRL

11.50-12.10 hrs

Message from Youth connecting the Danube region. Think tank - breaking the gap between theory and practice (event held on 15 June 2015 in Bucharest)

Ms. Alexandra Grosu, CGS Romania

12.10-12.30 hrs

Overview on 2014-2020 territorial cooperation programmes – financial support for concrete projects linking culture and nature for a better touristic promotion of the Danube region

Joint Secretariat for Transnational Danube Programme

Managing Authority of the Cross-Border programme Romania-Bulgaria

12.30-13.00 hrs: Conclusion

13.00 hrs: Arrival at Giurgiuleste

Programme by Republic of Moldova State Agency for Tourism incl. meal and refreshments on board ship

15.00 hrs: Departure from Giurgiuleste

15.00-18.00 hrs: Parallel workshops

Workshop 1 – Natural protected areas along the Danube

15.00-15.30 hrs: Keynote speech - Role of sustainable tourism in management of protected areas (best practice example)

Ms. Lucía Iglesias Blanco, Chief of Section. Public Use Department, National Parks Autonomous Agency

15.30-16.00 hrs - Interventions -

-Presentation on the Danubeparks association and relevant projects and initiatives

Ms. Eszter Buchert, Vice Director, Duna-Drava National Park / Danube Parks

-Identifying, qualifying and promoting sustainable tourism products in the Danube region

Mr. Marco Giraldo, Head of Marketing and Sales, TourCert

-Integrated Territorial Investment in Danube Delta 2014-2020

Mr. Sorin Zaharcu, Executive Director, Association for Integrated Territorial Investment in Danube Delta

-Assessing the Ecosystem Services provided by the Danube River and Floodplains

Ms. Gabriela Costea, Museum Department Chief, Natural Sciences Complex Museum Galati

-Projects on eco-tourism along the Danube

Mr. Andrei Blumer, President, Association Eco Tourism Romania

-Presentation on the Sturgeon 2020 strategy

Ms. Cristina Sandu, Coordinator Danube Sturgeon Task Force

16.00-16.30 hrs: Coffee

16.30-17.30 hrs: Discussion

Workshop 2 – Cultural sites on the World Heritage list

15.00-15.30 hrs: Keynote speech - UNESCO World Heritage sites as a means of attracting cultural tourists to Germany

Ms. Petra Hedorfer, Chief Executive Officer, German National Tourist Board

15.30-16.00 hrs - Interventions -

-Awareness raising and knowledge transfer – main tasks of Cultural World Heritage Management

Ms. Monika Göttler, Project Manager, Planning and Building Division, World Heritage Coordination, Regensburg

-Best practices in enhancing the presentation of a UNESCO-listed site in the context of thematically related sites: Romuliana

Prof. Michael R. Werner, Ph.D., Department of Art and Art History, The University at Albany

-TRANSDANUBE Project “Sustainable Tourism Packages in Ruse region for visiting the Cultural Heritage Sites”

Prof. Lucia Ilieva, General Manager, Club Sustainable Development of Civil Society

-Danube Limes UNESCO World Heritage

Ms. Dana Mihai, Director, Romania National Institute for Heritage

Ms. Sonja Jilek, University of Vienna

-Sustainable Urban Mobility Plans – Creating a Network of Danube Cities having sumps

Mr. Pepa Rizova, Manager of Varna branch, Club Sustainable Development of Civil Society

-14x14 – Survey of the Danube Region. Positions in Contemporary Art

Ms. Regina Hellwig-Schmid, Project Manager and Curator, Donumenta e.V.

16.00-16.30 hrs: Coffee

16.30-17.30 hrs: Discussion

17.30-18.00 hrs: Closure of the conference

Conclusions and action plan to be proposed to the stakeholders

A follow-up of the conference will be ensured at the Ulm Annual EUSDR forum, within the 3 workshops proposed to be organised by PA3

18.15 hrs: evening meal

20.00 hrs: Arrival at Tulcea

Overnight stay on board in Tulcea inland port

17 June

Approx. 06.00 hrs: passengers leave ship for the Danube Delta excursion programme, with the possibility to join back the boat until 13.00.

For those that don't participate at the excursion we will organise a workshop in order to discuss project proposal ideas in order to prepare for submitting for financing on the EU programmes on subjects related to the cultural and natural tourism

14:00 hrs: ship casts off

14.00-18.00 hrs:

PA3 Steering Committee

18.00 hrs: dinner

Overnight stay on board ship

18 June

07.00 – 08.00 hrs: breakfast

09.00 – 10.00 hrs: preparatory meeting for Club Alpbach organisers

12.00 – 13.00 hrs: lunch

13.30 hrs: arrival at Giurgiu (for leaving passengers bus transfer to Bucharest Airport / Bucharest at approx. 14.00hrs)