

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.

Envisaged components for the Danube Floating Conference 2015:



MINISTRY OF REGIONAL DEVELOPMENT
AND PUBLIC ADMINISTRATION



Component 1: 15-17 June 2015

Section 1a: Ruse (BG) – Giurgiu (MD) - Tulcea (RO) – Giurgiu (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, Deutsche Zentrale für Tourismus (German Tourist Office, DZT)

Contact name(s) and details:

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Ministry of Regional Development and Public Administration – Romania

Teofil GHERCA

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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 Cosic, 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: **Plenary session**

Moderated by Prof. Dr. Eckart D. Stratenschulte, European Academy from Berlin

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

09.20-09.30 hrs

Presentation of the conference and contribution to PA3 targets

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

09.30-09.40 hrs

Mr. Gerhard Reiweger, Ambassador, Austrian Embassy in Bucharest (t.b.c.)

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 crossborder 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

12.10-12.50 hrs

Discussions

12.50-13.00 hrs

Conclusion

13:00 hrs.: **arrive at Giurgiuileste** (programme by Republic of Moldova State Agency for Tourism) incl. refreshments (meal) on board ship or on land (tbd)

15.00 hrs.: depart from Giurgiuileste

15.00-18.00: **Parallel workshops**

Workshop 1 – Natural protected areas along the Danube

Moderated by Prof. Dr. Eckart D. Stratenschulte, European Academy from Berlin

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

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

15.30-16.30 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

Ms. Mirela Caraman, Expert, 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

16.30-17.00 hrs: **Discussion**

17.00-17.30 hrs: **Coffee**

Workshop 2 – Cultural sites on the World Heritage list

Moderated by 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

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

15.30-16.30 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, Documenta e.V.

16.30-17.00 hrs: **Discussion**

17.00-17.30 hrs: **Coffee**

17.30-18.00 hrs: **Closure of the conference**

Carmen Podgorean, National EUSDR coordinator, Director General, Ministry of Foreign Affairs of Romania

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 PA3 Steering Committee (for the members only)

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)

BAICU	Rodica	Tourism Agency of the Republic of Moldova, Senior Consultant of External Relations, European Integration and Protocol Unit
BAICU	Mariana	CINAQ, Professional Association for Quality in Training for Public Administration
BAUMGARTNER	Christian	Response & Ability, CEO of response & ability; board member of DCC
Becker	Johannes	Becker Consult
BLUMER	Andrei Sabin	Association of Ecotourism in Romania (AER)
BLUTAUMÜLLER	Stephanie	DCC / Project Coordinator
Buchert	Eszter	Duna-Drava National Park / Danube Parks, Vice director / vice chairman
ČAMERNIK	Boris	DCC, General secretary

CARAMAN	Mirela	Association Integrated Territorial Investement Danube Delta
CHIRU	Sorina-Alexandra	SC DT Consult MM SRL, Assistant Manager
COSTEA	Gabriela	Representative of Lower Prut Floodplain Natural Park in the DANUBEPARKS network; Head of the Museum Department in the Natural Sciences Museum Complex Galati, Romania
Crețu	Gabriela	Danube Delta Biosphere Reserve Authority, Member in Danubeparks Association, Superior Counsellor, Department for Environmental Education, International Relations
Dascalita	Raluca	Raluca Dascalita Architecture Studio, Architect

DIONISIEVA	Stela	Ruse Chamber of Commerce and Industry, Expert Business relations and project management
DITTMAR	Birgit	Germany Travel, Head of Destination Mangement South-East Europe
DOBREV	Milen	Ruse Chamber of Commerce and Industry, Executive Director
DRAGICEVIC	Miroslav	HORWATH I HORWATH CONSULTING ZAGREB d.o.o./ SENIOR PARTNER/MANAGING DIRECTOR
DRAGOMAN	Sabin	Eastern Danube Convention Bureau
DZHEVADILOVA	Syuzan	Bulgarian Economic Forum
FEKETE	Zsuzsanna	International Cultural Heritage Advisor, Prime Minister's Office-HU
FODOR	Oliver	Ministry for National Economy-HU, Head of Unit

GANCHEVA	Petya	Russe Chamber of Trade and Industry; Expert Programmes and projects
GHERASIM	Cristian	Kataikos Magazine, Journalist
GHERCA	Teofil Oliver	PAC, Ministry of Regional Development and Public Administration-RO, Head of Unit
GIRALDO SALMON	Marco Antonio	TOURCERT, Head of Marketing and Sales
GOLEMANOVA	Svetlana	Ministry of Tourism-BG, Director Directorate "International cooperation and Tourism Investments"

GÖTTLER	Monika	World Heritage Centre Regensburg
GROSU	Alexandra-Maria	CGS Romania / Team Lead & Member of IGAR
HALMAGHI	Marius Paul	Association Regional Ecomuseum Sibiu/ president
HEDORFER	Petra	German National Tourist Board, CEO
HELLWIG-SCHMID	Regina	Donumenta Festival Bavaria; donumenta e.V. Regensburg; project manager and curator

HRISTOV	HRISTIMOR	FPDD
IGLESIAS-BLANCO	Lucia	National Parks Agency, Ministry of Agriculture, Food and Environment
IGNATOVA	Milena	Ecosystem Europe (Bulgarian environmental NGO working for protection of nature and sustainable development of ecotourism), Project Manager
ILIEVA	Lucia	Club Sustainable Development of Civil Society
IMBSEN	Christopher	UNWTO, Deputy Regional Director, Europe
IONEL	Oana Elena	Ministry of Culture, Romania, Counselor in the team of Mr Bogdan Stanoevici, Secretary of State,

Ivancenco	Liliane	Danube Delta Biosphere Reserve Authority
IVANOVA	Daniela	Rousse Regional Museum of History / Public relations
JILEK	Sonja	University of Vienna
KOTZ	Christiane Franziska	Nature Protection supervisor, Landkreis Passau
KOVÁČOVÁ	Martina	Ministry of Transport, Construction and Regional Development of the Slovak Republic, Tourism section, Chief State Counsellor
KULISHEVA	Radostina	Ruse Municipality, Chief expert "European Development"
LIMBERT	Wolfgang	CoDCR, Ulm, Expert CoDCR, Journalist Danube-Connect
MADAN	Irina	Tourism Agency of the Republic of Moldova, Advisor of the Director General
MARDALE	Alexandra	Steering Group Member
MARINESCU	Angelica-Helena	University of Journalism

Marinković	Elisabeth	Austrian Embassy in Bucharest/ Cultural Attaché - Austrian Embassy
MARINOV	Dimitar	Authentic Bulgaria Association, Chair of the board
MARTIN	Diana Adela	Co-founder LEAP, owner DA Martin Consulting
MIHAI	Daniela	National Institute for Heritage, Bucharest: Medieval Castle Cultural Route
MIHALACHE	Iolanda	Project Manager of important macro-project with European Funds in the field of tourism
MISHEVA	Elvira	sub-contractor
MLADENOV	Rosen	Municipality of Belogradchik, Deputy Mayor
MOTOC	Octavian	Romania Parliament - Senate, Tulcea County Senator
NEDELICU	ANA - LUCRETIA	collaborations with NGOs, Associations, schools, educational centres
PETRARU	Ioana	Ministry of Economy, Trade and Tourism-RO/ Counsellor for Tourism, Counsellor
PINDZO	Renata	
PLAMENAC	Gordana	Serbian Tourism Organisation, CEO

PLATON	Marcel Claudiu	Ministry of Culture-RO
PLATON	Nicolae	Tourism Agency of the Republic of Moldova, Director General
PODGOREAN	Carmen Liliana	National EUSDR coordinator, Ministry of Foreign Affairs-RO
RADEVA	Kameliya	Ruse Municipality
RADU	OANA DANIELA	UNIVERSITY OF BUCHAREST/ PHD Student
RASHKOVA	Kristina	FPDD
REIWEGER	Gerhard	Austrian Embassy in Bucharest/ Ambassador - Austrian Embassy
RIZOVA	Pepa	Club Sustainable Development of Civil Society Varna branch & Women Liberal Network-Varna

SALLAI	Christian	Germany Travel, Serbia
SANDUCRI	Cristina	Danube Sturgeon Task Force
SCHILY	Daniela	GIZ
STANO	Frantisek	Bratislava Tourist Board, Chairman of the Board of directors
SVETOSLAVOVA	Lidiya	Association for Tourism Development in Tutrakan
WEHRMANN	Ingrid	Ministry of Science and Research-AT, expert in international tourism relations
WERNER	Michael Ryan	Scientific Consultant for Roman Archaeology and History, Roman Emperors Route / Danube

YAKIMOV	Kristian	Fishing association Tutrakan, Vice-chairman
YORDANOVA	Ekaterina	Business Support Center for SMEs in Russe
ZAMFIRESCU	Sandu	EUROLINK-House of Europe, Secretary General
ZELENIUC	Silviu-Mihai	Ministry of Economy, Trade and Tourism-RO/ Counsellor directorate for Tourism