



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA

PRESS CONFERENCE

TO LAUNCH THE PROJECT

IMPROVED AWARENESS OF THE CROSS-BORDER TOURISM CLUSTER ON ENVIRONMENTAL MANAGEMENT AND PROTECTION



Common borders. Common solutions.

WELCOME BY

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**Head of EIIC Enterprise Europe Network
Camber of Commerce and Industry (CCI)
Dobrich**

THE ROMANIA-BULGARIA CROSS BORDER COOPERATION (CBC) PROGRAMME 2007-2013 OVERVIEW

- ❑ **STRATEGIC GOAL:** To bring together the people, communities and economies of the border area to participate in the joint development of a cooperative area, using its human, natural and environmental resources and advantages
- ❑ **SOURCE OF FINANCING:** European Regional Development Fund
- ❑ **PROGRAMME TOTAL BUDGET:** 262 Million Euro

ELIGIBLE AREAS

- ❑ **7 ROMANIAN COUNTIES:** Mehedinti, Dolj, Olt, Teleorman, Giurgiu, Calarasi, Constanta;
- ❑ **9 DISTRICTS OF BULGARIA:** Vidin, Vratsa, Montana, Pleven, Veliko Tarnovo, Ruse, Silistra, Dobrich and Razgrad



CBC PROGRAMME PRIORITY AXIS



PRIORITY AXIS 1: ACCESSIBILITY

Improved mobility and access to transport, information and communication infrastructure.



PRIORITY AXIS 2: ENVIRONMENT

Sustainable use and protection of natural resources and environment and promotion of efficient risk management in the cross-border area.



PRIORITY AXIS 3: ECONOMIC & SOCIAL DEVELOPMENT

Economic and Social Development by joint identification and enhancement of the area's comparative advantages.



PRIORITY AXIS 4: TECHNICAL ASSISTANCE

ABOUT THE PROJECT

PROJECT NAME

- IMPROVED AWARENESS OF THE CROSS-BORDER TOURISM CLUSTER ON ENVIRONMENTAL MANAGEMENT AND PROTECTION

PARTNERS

- LEAD PARTNER: CCI DOBRICH (BULGARIA)
- PARTNER 2: EICT EUREKA (BULGARIA)
- PARTNER 3: MARE NOSTRUM (ROMANIA)

PROJECT DURATION

- 18 MONTHS
- PROJECT START: 21.04.2012
- PROJECT END: 20.10.2013

TOTAL VALUE

- 455 653,82 €

PROJECT TEAM

NAME	ROLE	ORGANIZATION
Mrs. Tatyana Gicheva	Project manager	CCI DOBRICH
Mr. Svetlozar Stoyanov	Administrative responsible	CCI DOBRICH
Mr. George Kolev	Technical assistance	CCI DOBRICH
Mrs. Bojanka Dobрева	Technical project coordinator	EICT EUREKA
Miroslava Slavova	Administrative assistant	EICT EUREKA
Pavlina Gandeва	Financial assistant	EICT EUREKA
Andreea Ionascu	Project coordinator	MARE NOSTRUM
Mihaela Candea	Local project responsible	MARE NOSTRUM

PROJECT OBJECTIVES

- 1 PROMOTE** SUSTAINABLE EXPLOITATION OF THE NATURAL RESOURCES OF THE CROSS BORDER REGION CONSTANTA – DOBRICH.
- 2 EDUCATE** THE TOURISM CLUSTER AND THE CONSUMER OF TOURIST SERVICES IN THE REGIONS OF DOBRICH AND CONSTANTA ABOUT THE NEED FOR SUSTAINABLE EXPLOITATION OF THE NATURAL RESOURCES.
- 3 INTRODUCE** TO THE TOURISM CLUSTER METHODS AND SYSTEMS FOR ENVIRONMENTAL MANAGEMENT AND PROTECTION (EMAS AND ECO LABEL).

CURRENT REALITY

- ❑ **Natural resources:** Dobrich - Constanta cross border region has one of the richest biodiversity in Europe.
- ❑ **Beaches and coastline:** The region is a magnet for international and domestic visitors because of its long beaches and attractive coastline.
- ❑ **Heritage:** Unique archaeological discoveries; evidence for the oldest stone settlements in Europe before more than 7000 years.
- ❑ **Rapid development of tourism cluster:** Strong increase of anthropogenic pressure on the marine and coastal areas as a result of development of tourism infrastructure in the last couple of years.
- ❑ **Irresponsible exploitation of the natural resources:** Hotels with uncontrolled disposal of waste and wastewater, over-consumption of resources (electricity, drinking water and use of energy intensive consumables).
- ❑ **THE RESULT:** Negative image and reputation of the region as underdeveloped and with low awareness of the environmental management and protection.

CHALLENGES AND BLOCKERS

- Lack of information on the rate of the damage to the environment from the tourism business in the cross border region.
- Lack of information on models of environment friendly behaviour in the businesses, eco-innovative technologies and equipment.
- No professionals and experts in cross-border region to consult the tourism business about EMAS and the European Eco label.
- Lack of vision and strategy for sustainable development and environmental protection through incorporated actions of state and municipal institutions, the tourism cluster and NGOs.

KEY PROJECT OUTCOMES AND BENEFITS

- 1 **Increased awareness** of the tourism cluster and consumers of tourism services for the protection of the environment and combat climate change, protected areas and natural landmarks in the cross-border area
- 2 Created conditions for **incorporated actions for sustainable development** of the cross-border region
- 3 **Increased capacity of SMEs** in the tourism cluster for sustainable development, environmental protection and combat climate change.
- 4 Increased awareness of the tourism cluster on the **methods and systems for managing the impact on the environment**
- 5 Created conditions for **certification** of companies from the tourism cluster with the European eco-label and EMAS.
- 6 Created conditions for **development of eco-tourism**
- 7 **Increased interest in eco-tourism and hotels, applying green practices**₁

EUROPEAN UNION



EUROPEAN REGIONAL DEVELOPMENT FUND



WHO IS INVOLVED?



CCI DOBRICH



EUREKA



MARE NOSTRUM



TOURISM CLUSTER

BENEFICIARIES



PROJECT COMPONENTS

**PUBLICITY
AND
PROMOTION
OF PROJECT
GOALS,
OBJECTIVES
AND RESULTS**



**STRATEGY FOR
SUSTAINABLE
DEVELOPMENT
OF THE CBC
AREA**



**INCREASING THE
CAPACITY OF
SMEs FROM THE
TOURISM
CLUSTER FOR
SUSTAINABLE
DEVELOPMENT,
ENVIRONMENT
PROTECTION AND
COMBAT CLIMATE
CHANGE**



**AWARENESS
RAISING
CAMPAIGNE FOR
ENVIRONMENTA
L PROTECTION
AND
SUSTAINABLE
DEVELOPMENT**



**AWARENESS
RAISING
CAMPAIGNE OF
THE TOURISM
CLUSTER FOR
CERTIFICATION
OF EMAS AND
ECO LABELING**



PROJECT COMPONENTS AND DELIVERABLES

**PUBLICITY AND
PROMOTION OF
PROJECT GOALS,
OBJECTIVES AND
RESULTS**



- 2 PRESS CONFERENCES**
- MULTIMEDIA PRESENTATIONS**
- PROMOTIONAL MATERIALS AND EVENTS**
- MEDIA PUBLICATIONS AND BROADCAST REPORTAGES**
- ROUND TABLE ON ENVIRONMENTAL ISSUES AND SUSTAINABLE DEVELOPMENT OF THE CROSS BORDER REGION**

PROJECT COMPONENTS AND DELIVERABLES

**STRATEGY FOR
SUSTAINABLE
DEVELOPMENT OF
THE CBC AREA**

- ANALYSIS AND ASSESSMENT OF THE ACTUAL STATE OF THE ENVIRONMENT ALONG THE BLACK SEA REGION OF DOBRICH AND CONSTANTA**
- ENVIRONMENTAL SURVEY**
- STRATEGY FOR SUSTAINABLE DEVELOPMENT OF THE CBC AREA**



PROJECT COMPONENTS AND DELIVERABLES

**AWARENESS
RAISING
CAMPAIGNE FOR
ENVIRONMENTAL
PROTECTION AND
SUSTAINABLE
DEVELOPMENT**



- CROSS BORDER “GREEN WEB PORTAL”**
- 40 MINUTES LONG FILM FOR ENVIRONMENT PROTECTION AND COMBAT CLIMATE CHANGE**
- PROMOTIONAL MATERIALS**

PROJECT COMPONENTS AND DELIVERABLES

INCREASING THE CAPACITY OF SMEs FROM THE TOURISM CLUSTER FOR SUSTAINABLE DEVELOPMENT, ENVIRONMENT PROTECTION AND COMBAT CLIMATE CHANGE



- CURRICULUM FOR SUSTAINABLE DEVELOPMENT OF THE CROSS BORDER REGION FOR THE TOURISM CLUSTER
- TEACHING TOOL AND CD ON SUSTAINABLE DEVELOPMENT
- SYSTEM FOR ONLINE DISTANCE TRAINING
- TWO DAY SEMINAR ON SUSTAINABLE DEVELOPMENT
- CROSS BORDER CLUSTER ECO NETWORK
- EXCHANGE OF GOOD PRACTICES
- SYSTEM FOR ONLINE CONSULTING

PROJECT COMPONENTS AND DELIVERABLES

**AWARENESS
RAISING
CAMPAIGNE OF
THE TOURISM
CLUSTER FOR
CERTIFICATION
OF EMAS AND
ECO LABELING**

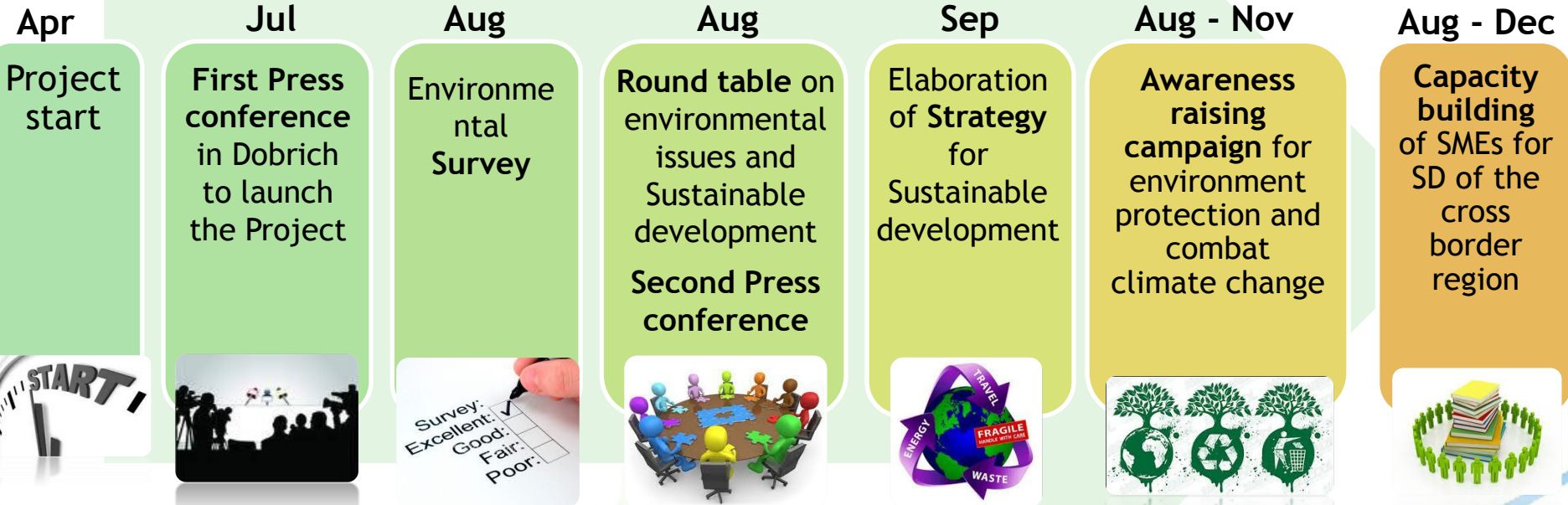
- CURRICULUM FOR EXPERTS ON ECO LABEL AND EMAS**
- FIVE DAYS TRAINING FOR EXPERTS ON ECO LABEL AND EMAS**
- TWO DAY SEMINAR FOR THE TOURISM CLUSTER ON AWARENESS RAISING ON ECO LABEL AND EMAS**
- HANDBOOK FOR CERTIFICATION WITH ECO LABEL AND EMAS FOR EXPERTS AND THE TOURISM CLUSTER**



18 MONTH ROADMAP



2012



18 MONTH ROADMAP



2013

Jan - Apr

Curriculum and Handbook for certification with EMAS and eco labeling for cross border experts



Jun

5 days training for experts in eco labeling and EMAS
2 day training seminar with representatives of the tourism cluster for awareness raising on European Eco-label and EMAS



Jun - Jul

Exchange of good practices



Jul - Oct

Online consulting of the tourism cluster



Oct

Closing press conference in Dobrich for promotion of results.



EMAS



EMAS Performance, Credibility, Transparency

THE EU ECO- MANAGEMENT AND AUDIT SCHEME (EMAS)

OVERVIEW

SUSTAINABLE FUTURE STARTS TODAY...

www.cbcrromaniabulgaria.eu

Investing in your future!

Romania-Bulgaria Cross Border Cooperation Programme 2007-2013 is co-financed by the
European Union through the European Regional Development Fund

THANK YOU FOR YOUR ATTENTION

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