

TRANSDANUBENews 02/2013

Welcome to TRANSDANUBE!



The second half of the successful

TRANSDANUBE – Sustainable Transport and Tourism along the Danube river project is about to commence.

We are looking forward

to hosting the TRANSDANUBE Mid-Term-Conference on 17 September 2013 in Bratislava. The aim of the conference is to exchange experiences among the partners and to present the outcomes of the project to the general public. Giving preference to public transportation is one of the priorities of our region. One example of this is the successful implementation of an integrated public transportation system in the wider surroundings of Bratislava, which we launched in June this year. The Danube has a great potential for the further development of tourism in the regions it flows through. Under the broader concept of fulfilling the Danube strategy, together we help preserve the cultural and natural values which the land offers us and future generations.

Pavol Frešo, Chairman of the Bratislava Self-Governing Region

A region with a great potential

With its vast natural and cultural heritage, the Danube region is one of the most promising tourist destinations in Europe. In order to create an added value from the increasing demand for eco-touristic and cultural touristic products as well as the increasing awareness of sustainable transport, adequate sustainable tourism products including sustainable mobility offers have to be provided. At the moment significant differences and challenges exist between the regions along the Danube. A strong commitment to the concept of sustainable mobility in tourism and intense cooperation between stakeholders of the transport and the tourism sectors on the regional, national and transnational level is crucial for further sustainable development.

These are the results of the **regional state-of-the-art analyses** which the partners finalized in the first year of project implementation. The results provide the starting point for the development of regional action plans and the development of concrete sustainable transport offers and packages in the participating regions.

Sustainable Mobility in Tourism – a common vision for the Danube Region

On the basis of the experiences gained from the TRANSDANUBE project, the project partners – coordinated by the Danube Competence Center – elaborated a common vision for sustainable mobility in tourism. The vision includes principles and recommendations for the implementation of sustainable mobility within the Danube region. The document will not only guide the project partners through the project. It will also be a guideline for authorities, tourism and transport businesses and umbrella organizations, destination management and regional development organizations, NGOs and academia to implement sustainable mobility in tourism in the whole Danube region.



During the Mid-Term-Conference in Bratislava on 17 September 2013, the legal representatives of the project partners will be the first stakeholders to sign the common vision. In the months to come we will actively look for other interested stakeholders willing to sign the document and thus commit themselves to the principles and recommendations included in the vision.

The common vision and aim...

... is to develop a Danube region which provides socially fair, economically viable, environmentally friendly and health-promoting mobility and tourism for citizens and guests of the region by developing climate-friendly, low-carbon and low-emission, multimodal and efficient transport services based on renewable energy sources, saving energy and resources, preserving the natural and cultural heritage and taking care of the sensitive Danube eco-systems and landscapes while at the same time ensuring sustainable regional development and offering new opportunities for green economy and green jobs in the region.

To this end we will step up our efforts, dedicate resources and increase our collaboration to promote the practical implementation of our common vision.

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Learning from Good Practice

How to implement sustainable mobility in tourism? The Danube Competence Center (IPA PP1) collected good practice examples, which have been implemented in the Danube region - and beyond - over the last years. An **analysis of these good practice examples** clearly shows the complexity of such projects which require complex solutions and good coordination at intersectoral level, especially of the transport and tourism players, the need to integrate sustainability on strategic levels such as tourism or regional development plans, awareness raising for both the public and the guests and the importance of funding schemes for initiating and implementing sustainable mobility in the regions.



Direct changing from a train to a bus in Neusiedl am See, Austria

On 11 and 12 June 2013, the Danube Tourist Commission (PP1) organised a **study visit** to the Wachau valley (A), the Neusiedler See region (A) and to Bratislava (SK) to show good practice examples in transport and tourism. Insights were gained into issues such as combined tickets, regional/local sustainable ways of transport and bike transport on trains. 23 participants from 9 Transdanube partners and observers joined the trip.

TRANSDANUBE welcomes new project partner from Moldova



The TRANSDANUBE partnership has been expanded with the addition of a new partner from Moldova, the **Association of Tourism Development in Moldova (ADTM)**.

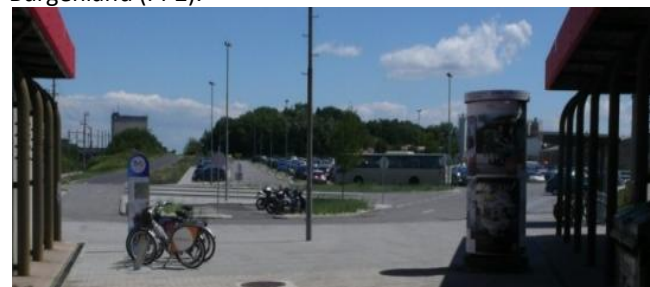
ADTM is an NGO participating in the preparation and promotion of the Moldavian offer of tourist services. ADTM develops projects to improve capacity and develop national and local tourist destinations, tourist objects, including the provision of feasibility studies, market studies, business plans, research projects, specialized expertise regarding strategies and policies for tourism. ADTM will contribute its competences for the development of tourist packages, which will allow tourists to visit the touristic attractions in the Moldavian Danube region by using sustainable means of transport.

Project cooperation

A partnership with the SEE-project **Danubeparks Step 2.0** was launched in May 2013. The cooperation consists of the inclusion of questions on public transport and cycling paths into Danubeparks' assessment tour in June 2013, and the interlinkage of the projects' networks.



An exchange of information with the bike trail project **Iron Curtain Trail** was initiated at the first national workshop organized by West-Pannon Nonprofit Ltd. (PP4) as the Lead Partner of the ICT project, the National Institute for Research and Development in Tourism (PP8) and Burgenland (PP2).



"Cooperating at a transnational level to achieve sustainable accessibility along the Danube both for tourists and for citizens is a key objective of the SEE Programme, as it improves the attractiveness and social and economic opportunities, as well as the environmental quality of the region, from which all SEE territories will benefit."

Roberta Calcina, Project manager of the ETC-program South-East-Europe

During the Mid-Term-Conference in Bratislava in September 2013, TRANSDANUBE will meet the participants of the First Danube Strategy Conference organized by the SEE-project **DANUBE LIMES BRAND** which will allow for an exchange of both project ideas.

All reports can be downloaded from the project website: www.transdanube.eu

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Upcoming events

- February 2014 4th partner meeting in Hungary
- May/June 2014 5th partner meeting in Romania / Danube Delta
- September 2014 Final conference and 6th partner meeting in Beograd

Please find all events on www.transdanube.eu

Past meetings and events

On April 16 – 17 2013, PP6 – the Regional Administration of Vidin hosted the **second partner meeting** of TRANSDANUBE. Representatives of all 14 project partners attended the meeting as well as observers from Bulgaria, Hungary and the Slovak Republic. During the 2.5 days of the meeting the partners learned a lot about the great touristic potential but also about the challenges of sustainable mobility in the host country Bulgaria. The extraordinary hospitality of the hosting partner enabled a fruitful discussion of the first findings of the state-of-the-art analysis, the different possibilities of cooperation, of the drafts of the good practice examples and the common vision as well as of the framework of the regional action plans.



Most partners have already organised their **first regional/national project workshops**, which focused on the dissemination of information on the project to relevant stakeholders and the discussion of their state-of-the-art analyses, good practice examples and ideas for future actions.

TRANSDANUBE was represented by the Danube Competence Center Belgrade at the **Beograd Velograd Festival**, and Danube Office Ulm represented TRANSDANUBE at the **3rd meeting of the strategy group "Tourism in the EUSDR"** in May 2013.

Next steps

Based on the findings of the regional and transnational state-of-the-art analysis and the objectives defined in the common vision, the project partners started to prepare their **regional action plans**. These plans will provide a guideline for the implementation of concrete sustainable mobility offers and tourist packages in the partner regions. While some activities included in the action plans will be implemented during the lifetime of the TRANSDANUBE project, others will be realized in the course of the coming years.

There is only little information about existing mobility offers and packages in the regions along the Danube. The Danube Office Ulm seeks to overcome this barrier/obstacle by developing a **tourism and mobility information system**. Linking existing sources of information with necessary additional information provided by the project partners, this system will allow easier access to information on how to get to/away/around the touristic attractions in the regions along the Danube using sustainable means of transport.



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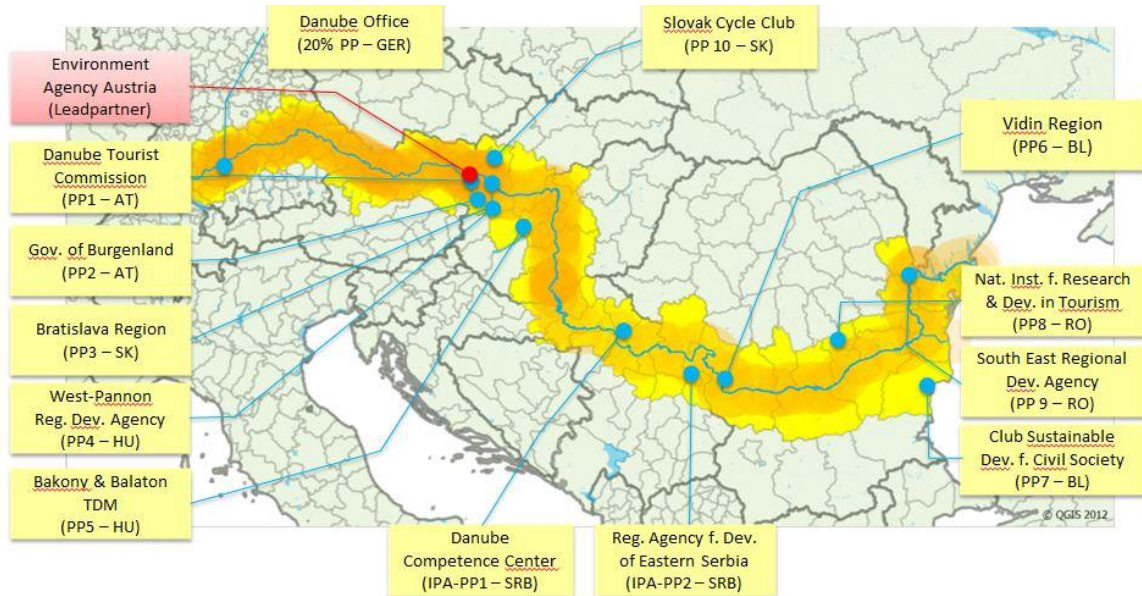
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Partnership



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|-------------|---|
| LP | Environment Agency Austria, AT |
| ERDF PP1 | Danube Tourist Commission, AT |
| ERDF PP2 | Regional Government of Burgenland, AT |
| ERDF PP3 | Bratislava Self-Governing Region, SK |
| ERDF PP4 | West Pannon Regional & Economic Development Nonprofit Ltd, HU |
| ERDF PP5 | Bakony & Balaton Regional Tourism Nonprofit Lt, HU |
| ERDF PP6 | Regional Administration of Vidin Region, BG |
| ERDF PP7 | Club Sustainable Development of Civil Society, BG |
| ERDF PP8 | National Institute for Research & Development in Tourism, RO |
| ERDF PP9 | South-East Regional Development Agency, RO |
| ERDF PP10 | Slovak Cycle Club, SK |
| ERDF 20%PP1 | Danube Office Ltd, DE |
| IPA PP1 | Danube Competence Center, RS |
| IPA PP2 | Regional Development Agency Eastern Serbia, RS |

