



Freie und Hansestadt Hamburg

Land-Sea
Interreg Europe



PGI01975 LAND-SEA

Sustainability of the land-sea system for eco-tourism strategies

1° Local Stakeholders Group meeting

SEMESTER 2 (July 2017 – December 2017)

Partner name	Senate chancellery Hamburg	
N° of LSG workshop	1	
Date and Place of LSG workshop	06.12.2017 Senate chancellery Hamburg – conference room	
List of LSG members participating	Organisation	Name of participant
	Wälderhaus	Barbara Makowka
	Hamburg Tourism GmbH, Strategy	Dr. Larissa Wolf
	HafenCity University Hamburg	Prof. Dr.-Ing. Kerstin Lesny
	Port of Hamburg Marketing, Deputy Head of Project Department	Adina Cailliaux
	Environmental Scientist, Helmholtz Center Geesthacht, Institute for Coastal Research	Sina Bold
	Hamburg University of Applied Sciences, Faculty of Life Sciences, Head of the Research and Transfer Centre „Sustainable Development and Climate Change Management“	Prof. Dr. Walter Leal
	Senate chancellery Hamburg	Thomas Jacob
	Senate chancellery Hamburg	Dr. Sara Jötten
	Senate chancellery Hamburg	Merle Herrmann



1. MINUTES of the LSG Workshop

a) Project ideas: open discussion and examples emerging from the local level

The first Stakeholder meeting in the frame of the LAND-SEA project was held on the 6th of December 2017 at 2 p.m. in the conference room of the Senate chancellery Hamburg. The meeting was attended by representatives from: Hamburg Tourism GmbH, Walderhaus, Hafencity University Hamburg, Port of Hamburg Marketing, Helmholtz Center Geesthacht Institute for Coastal Research, Hamburg University of Applied Sciences, Faculty of Life Sciences, as well as from the members of the senate chancellery.

Invitations were also extended to the EFRE administration within the Ministry for economy, traffic and innovation of the city of Hamburg and to the Ministry for environment and energy. However, representatives were not able to attend this first LSG meeting. The agency of roads, bridges and water of the City of Hamburg (LSBG) was also invited but could not attend. Jan Salzwedel, the project manager within the Senate chancellery, was also not able to attend.

The meeting was opened by a short introduction of every stakeholder present.

After that Mr. Thomas Jacob explained how the participation in the project would work and what the aims of the project are. He also introduced to Interreg Europe in general. He explained the advantage a stakeholder could gain from participating in the project and that the main challenge would be to combine the topics of coastal protection and tourism management. While explaining the project Mr. Jacob also introduced the project partners from the other countries and explained how each partner had their own stakeholder group. The stakeholders were also introduced to the timeline for the next years. It was also mentioned that the aim the senate chancellery has set for Hamburg is to reform the "Klimaschutzplan" (climate protection plan) in Hamburg. During the introduction the representative from the Hamburg Tourism GmbH Mrs. Wolf pointed out that it was highly important to her to focus on combining the topics of tourism and coastal protection as they already have a lot of projects concerning one or the other topic. She also asked whether there would be any room for pilot projects. The stakeholders seemed very eager to exchange information on a much wider range as the project goes. Mr. Leal pointed out that many organizations are interested in European exchange. He offered Mrs. Wolf to exchange further on sustainability issues.





Mrs. Jötten then presented the agenda of the partners meeting in Varna to give the stakeholders information on what would be discussed there. It was shortly mentioned that two stakeholders from Hamburg would participate in this meeting already and give presentations there. Mrs. Jötten's presentation was followed by a short discussion especially focusing on the topic of de-seasonalisation, with Mrs. Wolf pointing out that contrary to the believe of the senate chancellery this was also a topic concerning Hamburg.

Mr. Jacob then started the content discussion with the stakeholders focusing on the question of how the topics of coastal protection and tourism could be combined, what the first steps could be, how to work together and what the final aim should be. First it was pointed out that a combination of those two topics has not really been attempted yet, that tourism in Hamburg focuses a lot on the different water areas and that the most important point would be to find a way of coastal protection without blocking access for the tourists to the water areas. Mrs. Wolf stressed that tourism in Hamburg depends highly on the water – enjoying the harbor, the Elb or the Alster and the many channels is central to a visit to Hamburg. The discussion then focused on the question of what sustainability really means. Soon it became clear that one of the first steps of the project would be to define what sustainability really meant within this project. Mrs. Lesny from the Hafencity University pointed out that the topic of coastal protection is much more scientific at least concerning its aim. However, there are various possibilities regarding the design and structure of coastal protection in which aspects of tourist management could be implemented. Mr. Leal and Mr. Jacob added that tourists usually don't care about the coastal protection but that constructions, whose use is mainly in storing and protecting water may attract tourists.

Another aspect which could be implemented by the participation of Ms. Bold would be the protection of the environment and the focus on material cycles in the water, which are also influenced by tourism. Mr. Leal offered his assistance to Ms. Bold and invited her to a seminar on micro-plastic in June 2018. Including Ms. Cailliaux the discussion shifted to another aspect, which concerned the issue of the harbor in Hamburg. When looking at the topics of environmental and coastal protection the interests of the economical branch in Hamburg that is the harbor should not be overseen. Ms. Cailliaux explained that the combined use of the harbor for cruise liners and container ships is already a big logistical problem, which has to be considered when adding environmental aspects. It was concluded that the two new aspects brought into the discussion by Ms. Bold and Ms. Cailliaux could also be approaches for the project.





The last topic concerning the content of the project was the main goal the stakeholders in Hamburg would set. The senate chancellery suggested that the main aim should be to reform the “Klimaschutzplan” (climate protection plan) in terms of sustainable tourism. Mrs. Wolf expressed concern whether this plan was the right political instrument to tackle. Mr. Jacob explained that the senate chancellery chose this aim because it is an overarching plan that concerns many topics and that this would make it easier to implement sustainable tourism and coastal protection into many areas. The stakeholders agreed that this was a topic that could be left open for now and could be renegotiated over the course of the project. Each stakeholder agreed to look out for policy instruments in their special field, which could be influenced by the project’s results. The possibility to include urban planning was also introduced by Mrs. Lesny.

b) Other topics

After the discussion concerning the content of the project Mrs. Jötten and Mr. Jacob raised the issue of hiring an expert. They explained that each partner could hire an expert for scientific advice and how much money could be spent on that expert. The ideas varied from students to consulting companies. It was suggested that each stakeholder may look out for people in their field of specialty, who could be interested in applying for the job after the call for tender was made. The University of Eberswalde which features the study of sustainable tourism was also mentioned.

c) Local work plan

The next focus lies on the interregional meeting in Varna from the 13-15 of December 2018. New input will be gained by the conference.

Also, each representative of a stakeholder will take the ideas and information gathered in the meeting back to his or her working place. Ideas will be spread and developed at each stakeholders working place so that a wider strategy can be discussed at the next meeting. Each stakeholder will search for policy instruments in their specific field and is welcome to look for new approaches concerning the project. Everybody will keep their eyes open for new stakeholders so that the group can develop into a much bigger think pool. Mrs. Makowka and Ms. Cailliaux will stay in close contact with the senate chancellery for the next week to prepare for the visit to Varna. The present stakeholders and especially the senate chancellery will report any information, ideas and approaches gained at the



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partners meeting in Varna so that each stakeholder can work with this information. As agreed each stakeholder will keep an eye open for suitable persons or companies to be hired as the scientific expert. The next stakeholder meeting shall take place in the first quarter of 2018.

Stakeholders list:

Hamburg Tourismus GmbH, Walderhaus, Hafencity Universitat Hamburg, Port of Hamburg Marketing, Helmholtz Center Geesthacht Institute for Coastal Research, Hamburg University of Applied Sciences

