



Freie und Hansestadt Hamburg



PGI01975 LAND-SEA

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

2° Local Stakeholders Group meeting

<b>SEMESTER 3 (January 2018 – June 2018)</b>		
<b>Partner name</b>	Senate chancellery Hamburg	
<b>N° of LSG workshop</b>	2	
<b>Date and Place of LSG workshop</b>	15.03.2018 Senate chancellery Hamburg – conference room	
<b>List of LSG members participating</b>	<b>Organisation</b>	<b>Name of participant</b>
	Hamburg Tourism GmbH, Strategy	Dr. Larissa Wolf
	Port of Hamburg Marketing, Deputy Head of Project Department	Adina Cailliaux
	Hamburg University of Applied Sciences, Faculty of Life Sciences, Department of Health Sciences, Research + Transfer Centre “Sustainability & Climate Change Management, Project Manager Digital Learning and Sustainability	Jennifer Pohlmann
	Senate chancellery Hamburg	Thomas Jacob
	Senate chancellery Hamburg	Jan Salzwedel
	Senate chancellery Hamburg	Simon Kopischke





## 1. MINUTES of the LSG Workshop

### ***a) Review Partner Meeting in Varna on 13th-15th of December 2017***

The second Stakeholder meeting in the frame of the LAND-SEA project was held on the 14th of March 2018 at 2 p.m. in the conference room of the Senate chancellery Hamburg. The meeting was attended by representatives from: Hamburg Tourismus GmbH, Port of Hamburg Marketing, Hamburg University of Applied Sciences and from three members of the senate chancellery.

Invitations were also sent to Walderhaus, Hafencity University Hamburg, Helmholtz Center Geesthacht Institute for Coastal Research, 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 second LSG meeting. The agency of roads, bridges and water of the City of Hamburg (LSBG) was also invited but could not attend.

The first input was given by Mr. Jacob, reporting on the partner meeting that had taken place in Varna from 13th to 15th of December 2017. About forty partner representatives had participated at the partner meeting. Mr. Jacob stressed the diversity and the wide range of challenges that the partner cities had emphasized in their presentations and during discussions with him. Whereas in Hamburg, the focal points are the city coastline as natural space as well as the consequences of tourism via cruise liners, colleagues from Barcelona have their focus on the best possibilities to combine the enhancement of opportunities for tourism and simultaneously raise the level of environmental protection concerning the restoration of local biotopes. In Varna, the top priority is the safety of the steep coastline as regards residents and their houses as this is a major challenge the partner city of Varna has to face. Mr. Jacob made clear that supporting financial means from the Land-Sea project are crucial especially for the development of adequate coastal protection measures in Varna.

### ***b) Ongoing activities***

The first point which was put forward by Mr. Salzwedel referred to the issue of hiring an expert that had already been addresses briefly during the first stakeholder meeting. He announced that a budget of about 8,000 Euro would be available for an engagement until the end of the year. It was agreed that an expert could be useful;





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however no adequate person could immediately be found. Therefore, all stakeholders may continuously look out for people in their field of profession who could be interested in applying for the job.

***c) Partner Meeting Barcelona on 11th to 13th of April 2018***

Currently, two people from the stakeholder group, Mr. Salzwedel and Mrs. Makowka will participate at the meeting in April. One more person could join the group. As concerns the contents of the presentation the representatives from Hamburg are supposed to give, it was suggested that the development of the city coastline could be an interesting subject for the audience.

***d) Exchange and upcoming development***

Mr. Jacob reported on another project in the course of Interreg (Star City) that Hamburg will join together with the cities of Rome and Paris. This project is about tourism and the question of how best to address visitors coming to one of the cities for a second or third time and how to integrate the outer districts of such cities better in order to raise their number of visitors. The inaugural event will take place during the months of July and September this year. Mr. Jacob put forward a potential overlap with the Land-Sea project regarding the subject matter and the possible gains that could result from this.

***Stakeholders list:***

Hamburg Tourismus GmbH, Port of Hamburg Marketing, Hamburg University of Applied Sciences

