

Minutes – Hamburg Stakeholder Meeting Land-Sea

- Date:** Thursday, 25th October 2018; 2:05 p.m. to 3:30 p.m.
- Location:** Senate Chancellery, Hermannstraße 15, Hamburg, Germany
- Moderation:** Jan von Haefen, Hamburg Senate Chancellery
- Attendance:** Jan von Haefen, Hamburg Senate Chancellery
Dr. rer. nat. Heike Markus-Michalczyk, biologist/ ecologist, expert
Adina Cailliaux, Hafen Hamburg Marketing e.V.
Katharina Klanck, Hamburg Tourism GmbH
Dr.-Ing. Natasa Manojlovic, Hamburg University of Technology
Annika Rix, Hamburg Senate Chancellery

Agenda:

1. Review of Partner Meeting in Hamburg
2. Current developments in Project
3. New Project Member: Dr. rer. nat. Heike Markus-Michalcyk as an Expert
4. Exchange/ Future developments in Project

1. Review of Partner Meeting in Hamburg

- The Partner Meeting took place on 17th-19th September with 30-35 participants from Barcelona, Catalonia, Hamburg, Varna and Italy at Hamburg.
- Day 1: Seminar at the town hall: Lectures and presentations from Hamburg and the partners about sustainable tourism; lunch at “Gasthaus Heimathafen” with regional food.
 - The participants were out to find prude-solutions while considering ecological and economical aspects.
- Day 2: Study Visit: An Excursion to the island Neuwerk was organised in order to present the Wadden Sea.
 - For some participants the physical/ active part of the guidance was too long. For the others it was a good combination of the bus ride, the carriage ride and the hiking.
- Day 3: Planning and strategy
 - Experts from several regions gathered to discuss the previous developments of the project.

- They compiled the experiences from the different visits and tried to establish action schedules including the stakeholders with the help of a paper.
- The communication between the partners was difficult sometimes because no interpreters were planned.
- Access to the presentations will be assured soon.
- Overall the feedback to the program was good. Especially the carriage ride with the locals who could tell a lot about their situation on the island and the regional food pleased most of the people.

2. Current developments in Project

- As of 01st November 2018 Jan von Haefen is going to change his position into the ministry of economics, traffic and Innovation.
- Thomas Jacob will replace him and take over the leadership of the Project until the new successor comes.
- In 2019, two more Partner Meetings are planned, which will take place in Barcelona and Campobasso.
 - The budget allows three interested stakeholders to join the meetings.
 - The program and the participants are still unknown.
 - City beach and “The last mile” mobility concept might be aspects on the program.
 - How do other cities make places of interest out of town more attractive and how can we learn from them? How do the people get there?
 - How does Barcelona link the port with the beach?
 - Time for an interexchange between the partners and stakeholders will be guaranteed.
- The several regions and project partners have different focuses and approaches which could be used for Hamburg.
 - The Bulgarians stabilized their cliff line through giant sustainable beach nourishments and tee-shaped buns. The rework was not necessary so that this method has potential in Hamburg too.
 - The jetty-front is not a wonder of nature, because they look artificial, grey and go deep inside of the sea.
 - In Hamburg exists both: At the “Hafencity” there is a combination of tourism and flooding protection. At the other side there is Neuwerk and the national park.
- On 19th November the public symposium of the forum Tide Elbe will take place. The contact person is Mr. Manfred Meine. It is about the goal of a sustainable

development of the Tide Elbe in connection with tourism and through the security of flood control.

- The Hamburg University of Technology does not directly work on the security of ecosystems in view of coasts in Hamburg, because they do not have the biological Know-How. They have biologists from Rostock as partners for the project "Ökocodeich".
- Once a year a meeting takes place in Hannover at the "Forschungszentrumsküste" in order to discuss how ecosystems can be conserved/ aided for the eco-tourism.

3. New Project Member: Dr. rer. nat. Heike Markus-Michalcyk as an Expert

- Recently Dr. rer. nat. Michalcyk supports the project as an expert and as a new contact person.
- She is a biologist with the focus on nature protection and has worked many years as a consultant for environmental protection agency and other institutions.
- Experience in project management within the range of sustainability is present (regional and international). She is familiar with the city Hamburg.
- Dr. rer. nat. Michalcyk made her conferral of a doctorate in plant ecology and is still active in the academic field.
- For 25 years she organises educational leaves in the range of ecology and sustainability at the coast (Baltic Sea, North Sea, Elbe).

4. Exchange/ Future developments in Project

- Within the framework of the project a Staff-exchange is scheduled in the beginning of 2019: Guests from all participating partner regions visit each other.
 - Per partner are 2-4 participants from Hamburg intended to stay for 1-3 weeks at the destination to get Information about specific topics. A bilateral voting will take place.
 - The exact date will be announced. The Stakeholders can register too.
 - There will be the possibility to look at miscellaneous. Interesting topic: Cultural heritage in view of land use in coastal areas in connection with the traditional flood control.
- The project continues till the beginning of 2020 in the Hamburg Senate Chancellery.
- The plan of action or the implementation is planned until 2021. The projection of the action schedule should flow in national or local political ambitions and other projects.
- The Hamburg city parliament submitted a request to Hamburg Tourism at 2018. They expect to get a detailed statement for their desired goals in matters of sustainable and modern tourism.

- The concrete statement and visible results are expected in the first quarter of 2019.
- A new department “destination management” is opened which will be guided by Ms. Klanck.
- The following measures are to be implemented in own projects:
 - Accessibility for wheelchair user, deaf and blind people
 - Training the Hotel business in accessibility
 - Bilingualism and professionalism in Bergedorf (bilingual menus, credit card reading devices)
 - Climate guide (little book) for guests and citizens about mobility, overnight-stay, gastronomy, regional products
 - Development of apps for tourists (as an Information source)
 - The Hamburg Card (for discounts) should be replaced by an App (for example to track how many people used their discounts on the “Miniaturwunderland”)
 - Workshops internationalization (What does the Asian tourist need? – payment with Alipay)
 - Digitalization: Free instruction for tourism corporations in social media (for example: How to be found easier on Google Maps)
- There is a close collaboration/ exchange with the Hamburg Department of Culture. They will present a corporate draft paper.