

## EUROPE INTERREG

### PROJECT LAND-SEA

*“Sustainability of the Land-sea System for Ecotourism Strategies”*

#### 4th PROJECT Steering Committee MEETING

WEDNESDAY 19<sup>th</sup> September 2018

#### Minutes

**Venue:**

HafenCity University – via Underground station “HafenCity Universität” – Line U4 3<sup>rd</sup> floor,  
Room 3.101, Überseeallee 16,  
20457 Hamburg



## AGENDA

**Plenary session** : Members of the Steering Committee and Experts

<b>08.30</b>	<i>Arrival of the participants – coffee</i>
<b>9.00</b>	Presentation of the agenda and scope of the meeting (project coordinator) Q&A
<b>09.15</b>	Activities to be finalized in the current semester: <ul style="list-style-type: none"> <li>- finalization of the 4 ANALYSES of REGIONAL POLICY (2nd part, 1 per region)</li> </ul>
<b>10.15</b>	Activities to be finalized in the current semester <ul style="list-style-type: none"> <li>- Follow up paper of the Hamburg meeting</li> </ul>
<b>10.45</b>	<i>Coffee Break</i>
<b>11.15</b>	Activities to be finalized in the current semester <ul style="list-style-type: none"> <li>- 2 Thematic PAPERS –</li> </ul> <p>Starting from the contributions of the first day and from the following matchmaking (to be decided in the SC meeting in the afternoon), the expert panel will elaborate until the end of December 2/? papers useful to support the process of exchange and mutual learning. This brings to the constitution of “2/? mentoring groups”, led by the Experts Panel, aimed to support the partners, to guarantee a balanced process of exchanging experiences and to promote the transfer of adequate good practices.</p>
<b>12.30</b>	<i>Lunch</i>

<b>Experts meeting</b>	<i>After the lunch, the Experts move to Room 3.102</i>	<b>Steering Committee meeting</b>	
<b>13.30</b>	Discussion on the methodology and layout of the Thematic Papers	<b>13.30</b>	Preparatory activities for the following semester: <ul style="list-style-type: none"> <li>- Matchmaking for the exchange</li> </ul> <p>Q&amp;A</p>
<b>14.30</b>	Discussion on the contents and layout of the 4 Action Plans	<b>14.30</b>	Activities to be finalized in the current semester

			<ul style="list-style-type: none"> <li>- stakeholders meetings</li> <li>- communication activities</li> <li>- storytelling</li> <li>- best practices platform</li> </ul> <p>Q&amp;A</p>
15.00	<i>Coffee Break</i>	15.00	<i>Coffee Break</i>
15.30	Discussion on the contents and layout of the 4 Action plans	15.30	Decision about the next meeting in Barcelona and about the conference call
17.00	<i>End of the meeting</i>	17.00	<i>End of the meeting</i>

## MINUTES

### I. Resolutions:

1. The policy analysis has to be handed in December 2018. This needs to be in order to have time until the real deadline in march 2019.
2. The Follow-up paper is due mid of October. Hamburg is going to send a short summary instead.
3. Next meeting in BCN is going to be on 15th to 17th of May.
4. Next conference call is going to be on 11th of December, 11:00 am
5. Presentations are going to be uploaded to google drive.
6. By the end of next week the partners will update and upload to google drive.
7. Varna has to send best practice soon.

### II. Progress

#### Molise Region

##### Analyses of Regional Policy

- final version should be ready end of this year

- it is not easy to get information in time
- they already know what the axis is

### **Hamburg**

Analyses of Regional Policy

- the analysis has to be done

### **Varna**

Analyses of Regional Policy

- they are describing practices that are already implemented and have a positive impact, which need more monitoring though
- it needs to be more monitored because it has to be developed further
- the national instrument is still in structuring process. A certain defined axis does not exist yet.
- after action plan focus areas can be monitored. Intervention in the current operational program is not possible. The action plan can be integrated into the next operational program.
- Everything is planned. Working groups are set up on a national level. They need data.
- Response: Maybe the land-sea interreg came to late for Varna, because changes cannot be implemented anymore

### **Catalonia/Barcelona**

Analyses of Regional Policy

- defined a general scope, focussing on the area they chose
- costal area management is in focus
- until the end of the year they will have a version. in their opinion it might be feasible to wait a bit longer to finalize in order to include results of the exchange. Response to that: there are going to be new, filling activities. it would be better to finish this one. the policy analysis has to take into consideration the operative program. it is a basis for the action plan.
- they have a professional conference, which is in scope of the objective, but it takes place 2019, not 2020. can it still be an outcome? Response: it is part of the analysis to include, what could have been done in the next year. there will be more funds until next year. 2020 and 2021 will be less.
- questioned whether operative budget is spent, they reply that some funds are left
- the eco-tourism plan is implemented depending on the situation

### **III. How to prepare and close the papers concerning the training activities**

These papers are expected to give guidelines and tips on how to implement the staff exchange activity.

The papers should put the presentations into a beautiful form. Should mentions skills and competences which are improved by the exchange. This is, of course, an expectation as the exchange is still to happen.

The exchanges are of different nature, so the papers can also differ.

The training program has to be included as a part of these papers.

Explain why it is beneficial to send staff: how can it help implement my plans?

One chapter could be to explain what one wants to learn. Another one explains how the exchange can benefit the action plan.

One Paper can base on the results of yesterday seminar and study visit. The second one should focus on the criteria for staff exchange including training activities. The conclusion should be why these criteria are working for the colleagues who are not in the project themselves need to be briefed. This "training" is part of the paper.

Structure as follows: 1. what is done/summary of yesterday 2. how is training done 3. how is the matchmaking done 4. why the action plan makes the exchange necessary 5. expecting which skills are going to be improved -> all information has to be provided by both partners, giver and receiver

**Preparation of the 2 thematic papers:**

group the exchange under the two main topics "natural value" and "economic value":

natural value	economic value
exchange a	exchange b
exchange c	exchange d

Con: this contravenes the integration approach. Answer to this: you have to divide it because of regional differences. Split it up to make sense of it.

Possible other group:

infrastructure-orientated	nature-orientated
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**IV. Exchange partners: see chart (tabella staff exchange.xlsx)**

Reasons for Catalonia to go to Italy: congruence of topics

Reasons for Italy: expects to find useful information

Reasons for Bulgaria: not mentioned

Reasons for Hamburg: not mentioned

Chart is sent to all partners.

#### **V. Receiving dates**

Naples -> 8th-9th April

Molise -> 10th-12th April

Varna -> 10th to 20th June

Hamburg -> February

BCN -> 27th to 31st May

Catalonia -> after easter/20th to 24th May

#### **VI. Stakeholder meetings**

Varna: last stakeholder meeting with a lot of mayors from Varna region. Next one is scheduled for end of October to finalize the analysis. Maybe last week of October.

BCN/Catalonia: stakeholder meeting together with Catalonia. Maybe first or second week of November. Its purpose is to reconnect and finalize the action plan.

Hamburg: December probably

Italy: december.

Tip: take pictures, ask for signatures -> upload it to google drive

#### **VII. Press release/media**

Thomas is sharing the press releases he is submitting/has submitted.

Press releases should be scheduled every month.

Be media orientated. Please contact the media and send them updates on your own. You can ask Kristiana vor advice.

Story is going to be about some person from the ministry, thinking he is a ranger (?) in search for a place to live in harmony. (reference to one of the past day study visit)

#### **VIII. Best practices (?)**

received from Alberto; will be uploaded soon

sent by Fernando/Carmen on 10th of September

Varna has to send another one soon

Hamburg did not send anything either

