



Newsletter

www.agora-tourism.net



Baltic Sea Region
INTERREG III B

Project part-financed by the European Union

- Agora's Kick-off Meeting
- Around the Baltic Sea... Darsser Arche
- Agora News
- Project Work

Editorial

Dear partners,
after the Kick-off Meeting in Greifswald, GERMANY in September 2005, the Agora network set its work on. The first partner meetings in the work packages took already place, 11 partners signed their partner contracts, there will be the first meeting of the Advisory Board in December and soon the first financial reports are due. Agora even started to design its website to enhance visibility and publicity of the whole project work for the partners and the public. On the website, there you can find the Kick-off Meeting report, pictures, presentations and further information about the project.

Now, we can provide the first quarterly newsletter of the Agora project. It is one of the services provided by Work Package 1 for all the project partners in the network and for interested parties. Under several rubrics we want to inform you about what's going on in the different work packages and pilot projects and give you the latest news about the progress in Agora. To keep you always in the loop we depend on your help. If you have news from your project work, information on events, publications you want other partners to know about or other contributions, please feel free to contact the project coordinator or the newsletter editor (see Imprint, p.6).

We hope that the newsletter will contribute to support a lively exchange between the partners within the Agora network.

Best wishes for your projects



Wilhelm Steingrube



Agora Project Leader, Prof. Dr. Wilhelm Steingrube,
University of Greifswald, GERMANY

see www.agora-tourism.net for more information

Contents

	Page
• On Top	
Agora's Kick-off meeting	3
• News	4
• Project work	4
• Around the Baltic Sea...	
Germany: Darsser Arche	5
• Publication and Events	6
• Event Calendar on Tourism	7
• By the way...	7



Early winter in Wieck, GERMANY

On Top

Agora's Kick-off Meeting

From 8 September till 10 September the Agora-Kick-off Meeting took place in the Hanseatic and University town Greifswald, GERMANY. Under these three days the Agora network partners and pilot project representatives from different countries all around the Baltic Sea had the possibility to get to know each other and work together to start up this new INTERREG III B project.

On the first day the partners attended project presentations chaired by the Lead Partner, Prof. Dr. Wilhelm Steingrube, University of Greifswald, GERMANY.

During the Inaugural Session Mr. Marek Maciejowski, representative of the Baltic 21 Secretariat gave insights of the work of Baltic 21 and the status of Agora as a Lighthouse Project within its actions. In addition Agora was welcomed by the representative of the German Federal

Ministry for the Environment, Nature Conservation and Nuclear Safety, Juergen Keinhorst, as well as by Dr. Harald Stegemann from the Ministry of the Environment Mecklenburg-Western Pomerania. The participants had also a reception in the town hall and were guests of Greifswald's Lord Mayor, Dr. Arthur Koenig.

The second day was structured in several different partner meetings and workshops within Agora's three work packages.

In work package 1, the partners talked about expectations concerning the content, volume and format of the needed information within the planned Service and Information Hub and Database which will be called **Yepat**. In a parallel session they had the possibility to get a general idea about the intended activities dealing with Capa-

city Building and Trainings.

Under work package 2, partners set up the framework and terms of reference for the Sustainability Check and the Advisory Board. The Strategy Factory adopted a work plan up till year 2007.

AGORA's financial manager, Jens Masuch, from the Landgesellschaft Mecklenburg - Vorpommern (LGMV) spoke about general financial regulations



Participants of the AGORA-Kick-off Meeting

concerning the INTERREG III B Neighbourhood Programme and gave advices to prepare the future financial and activity reports.

The last section was directed towards work package 3. The Partners discussed the intended co-operation between all the work packages and were informed about planned activities in the pilot projects.

On the third day an excursion was arranged to get an insight in Greifswald's surroundings and sustainable tourism development on the Island of Ruegen. The participants visited several touristic spots like the new WWF National Park Information Center, near the White Cliffs, their highest point "Kings Chair" and the eco farm in Bisdamitz.



During the second day's partner meeting

Agora Lead Partner
University of Greifswald
Institute of Geography and Geology,
Makarenkostrasse 22,
D - 17487 Greifswald, GERMANY
Phone: +49 3834 86 45 41
Fax: +49 3834 86 45 42
E-mail: agora@uni-greifswald.de

see www.agora-tourism.net for more information

News

Baltic Sea Region - Partner Contracts

The Lead Partner Contract for the implementation of the project "Agora – Network Sustainable Tourism Development in the Baltic Sea Region" was signed on 11 October 2005. The contract was placed between the Investitionsbank Schleswig-Holstein, acting as managing authority of the Community initiative programme, Baltic Sea Region INTERREG III B Neighbourhood

Programme and the Ernst-Moritz-Arndt University of Greifswald. Now, the Lead Partner is successively sending out the partner contracts to the partners in the whole BSR. By the beginning of December, 11 partners signed the contract.



DE - 1st progress report due

AGORA's first milestone (i.e. 6 months interval) ends on 31 December 2005. As a consequence, the project partners have to submit their 1st progress report to the Lead Partner. The report shall include activities carried through (activity report) and costs incurred (financial report) between the project start on 1 July and 31 December 2005. It has to be checked by an independent auditor, resulting in the so-called "confirmation by an independent auditor".

Deadline for submitting the checked and certified report to the Lead Partner is 31 January 2006. Form papers and detailed reporting guidelines will be sent out to the project partners in the beginning of December 2005. In case you have further questions or need further assistance, you are welcome to contact the financial manager, Jens Masuch.

Jens Masuch

Phone: +49 3866 404 374; jens.masuch@lgm.de

DE - Advisory Board Meeting

On 13 December, the Advisory Board of the Agora Sustainability Check meets in Kiel for the first time. The main goal of the Advisory Board meeting is to design and discuss a specification profile for tourism projects. Further, the meeting participants will find a common agreement on the term "tourism projects".

During the meeting the external expert N.I.T. Kiel will give an overview of already existing approaches to check sustainability of tourism projects. This overview will be sent out some days before the meeting. The result of the meeting will be published on the Agora website.



Participants of the Agora workshop on 22 November in Rostock.

Project Work

WP 1 - Service and Information

The buildup of the Service and Information Hub **Yepat** is in progress. WP 1 is already collecting information on projects and networks dealing with sustainable tourism, particularly in the Baltic Sea Region and financed by the INTERREG Neighbourhood Programme (INTERREG II and III A, B, C).

The „Haus neuer Medien“ (House of New Media) in Greifswald, Germany is responsible for the technical development and graphic design of the database for ongoing and terminated tourism projects in the BSR.

There is always something new on Agora's webpage although it doesn't get its final design yet. Please keep in mind that you are invited to publish your latest news, events and information which are important to the Agora network on this website. That helps us to closely stay in touch and to make the progress in Agora visible.

WP 2 - Discussing Sustainability

On 22 November, Friends of the Earth (BUND), GERMANY invited partners of the Agora network from Mecklenburg-Western Pomerania and Schleswig-Holstein. They got together in Rostock to discuss the goals and needs concerning the Sustainability Check in WP 2. They built up a cooperation between the partners to carry out tests in different organizations.

Wolfgang Guenther (N.I.T. Kiel) gave first considerations on a general sustainability check. Ulrich Soeffker (Friends of the Earth, Rostock) focused on the needed indicators of sustainability depending on concrete conditions in relevant regions.

The German partners agreed to the notion that sustainability should be a leading idea and implicitness but not the only factor in evaluating tourism projects. For more information contact Ulrich Soeffker, Friends of the Earth, Rostock, GERMANY.

ulrich.soeffker@umweltprojekte-mv.de

Around the Baltic Sea...

Germany - National Park „Darsser Arche“: Running events in protected area

Being a partner of the Interreg III B “Agora” network, the National Park Center Darsser Arche wants to contribute a very special project. After several different approaches the idea of combining sport and environmental education under the name of “Darss-Marathon” finally became one of the pilot projects in Agora. The central aim of this pilot project is to develop sustainable tourism in the National Park area “Vorpommersche Boddenlandschaft” by transferring the National Park concern “let nature be nature” through sport events.



Darsser Arche's main building in Wieck, Darss, GERMANY

The “Darss” is located in the northeastern part of Germany and is a famous place for beach holidays in summer. The intention of the “Darsser Arche” is to do environmental education for school kids, tourists, families and the local people. The idea to develop a pilot project for a new target group arose, after members of the Arche staff were taking part in the Prerow fun run through the National Park in September 2004. With so many runners from all over Germany, why not doing education with them? The idea was born to teach National Park concern to runners who are in no other case related to this topic. Sustainability? Yes, please.

In close relationship with the external experts of the Experts plc, based in Rostock, the concept for Agora was developed in the beginning of 2005 and the first product, namely Darss-Marathon 2006, was the result. Other products to ensure a sustainable tourism in this rural area will follow after the first attempt has been successful on 7 May 2006.



Coast area on Darss peninsula, GERMANY

Today it seems like many European runners will gladly follow the invitation and visit the beautiful National Park region. In cooperation with the National Park authorities a limit of 999 starters has been set and 6 months ahead of the starting shot up to 600 entries are already registered. This means that there will be about 3000 parents and their kids who need to have guided tours and input about protected areas in Germany. All gathered together on one weekend which implies the chance to be one of the greatest events of environmental education along the Baltic Sea Region. And it is also a good advantage for all locals depending on tourism to present their beautiful peninsula to potential new guests.

Christoph Lampert



Contact

Darsser Arche Co. Ltd. of public utility –
National Park & Visitor Centre
Christoph Lampert
Bliesenrader Weg 2
D-18375 Wieck a. Darß
phone: +49-38233- 703810
fax: +49-38233- 703819
email: info@darsser-arche.de
website: www.darsser-arche.de

Publications and Events

DE - Communication Seminar

On 24-25 November 2005 a communication seminar - organised by the INTERREG III B and C Joint Secretariates - took place in Berlin, GERMANY. About 90 members of ongoing projects from the Baltic Sea Region and the North Sea Region attended the seminar. The aim was to train skills concerning both internal and external communication processes. Participants learned in several workshops how to find out the most important three messages of a project, how to write a press release and how to develop a communication strategy. Besides it was a great possibility to meet members of other INTERREG projects and to forge new links. Guidelines for communication processes of Agora partners will be provided in the beginning of 2006.

*Betina Meliss
agora@uni-greifswald.de*



SE - State of the Region 2005

The Baltic Development Forum, BDF published the second „State of the Region Report-Competitiveness and Cooperation in the Baltic Sea Region“ in August 2005.

It is available as download on the BDF webpage. The report gives an overview of the current economic, innovation and business performances in the BSR and conceptualizes the region's development.

The Action Agenda sets priorities on cluster development, more high class research, education and strength entrepreneurs in the region. Russia's role in the regional cooperation and the position of the Baltic Sea Region in Europe are also analysed.

www.bdforum.org.

DE - Peripheral Regions

From 17-19 November 2005 the symposium „Future Development in Peripheral Areas - A Case Study from the Uecker - Randow District“ took place in the Hanseatic and University town Greifswald, GERMANY. It was organised by the Institute for Landscape Ecology of the University of Greifswald, chaired by Prof. Dr. Konrad Ott and attended by the laureate of the alternative Nobel Prize, Prof. Dr. Michael Succow.

On the basis of position and discussion papers the participants heard about urban and rural future development, nature conservation, spatial planning and the development of regional concepts. Four workshops analysed potentials and needs for the development of peripheral regions. One of these workshops dealt especially with tourism and nature conservation. For more details contact:

angelika_kroeber@yahoo.de.



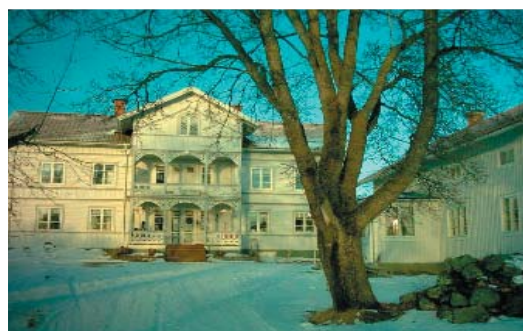
Skanör, Skane, Sweden

DE - Tourism Day in Binz

With the slogan: „Tourism Marketing - changes and challenges“ the 15th Tourism Day in Mecklenburg-Western Pomerania took place in Binz on the Island of Ruegen, GERMANY. On 2 December, product managers, marketing experts and researchers in tourism were welcomed by the Prime Minister of Mecklenburg-Western Pomerania, Dr. Harald Ringstorff and representatives of the Tourism Association (TMV) organizing the Tourism Day. New developments and trends in tourism marketing and the challenges of this important economic sector in the future were discussed. Main topics were maritime cross regional tourism, the changing wellness sector, successful marketing in tourism and target group orientation.

A documentation of the conference will be available. Please contact the TMV main office staff Silvia Möhring or Christiane Lange.

s.moehring@auf-nach-mv.de/ c.lange@auf-nach-mv.de.



Los Landgård, Hälsingland, Sweden

Event Calendar on Tourism

08-09 December 2005

International Colloquium on the Evaluation of Tourism Events, Antibes, France.

07-09 December 2005

The 7th Tourism Summit, Charmonix, Mont-Blanc, France. www.sommets-tourisme.org

12-14 December 2005

Think Tank on Destination Management. Sbset Conference, Malaga, Spain.

12-15 January 2006

Reiseliv 2006. Norway International Meeting and Travel Fair, Lillestrøm, Norway
www.messe.no/reiseliv/

19-22 January 2006

MATKA - The Finnish International Travel Fair, Helsinki, Finland. www.matkamessut.fi

30-31 January 2006

Environmentally friendly travelling in Europe. Conference and Contest, Vienna, Austria.
www.eco-travel.at
Registration starts December 2005.

05-09 March 2006

North and Baltic Regional Congress, Lammi, Finland. www.egea.geog.uu.nl/activities/php

06-08 September 2006

Second International Conference on Sustainable Tourism, Bologna, Italy.
www.wessex.ca.uk/conferences/2006/tourism06
Registration starts December 2005.

Imprint

© Agora Lead Partner
University of Greifswald
Institute of Geography and Geology,
Makarenkostrasse 22,
D - 17487 Greifswald, GERMANY

Project Leader
Prof. Dr. Wilhelm Steingrube
Phone: +49 3834 86 45 40
Fax: +49 3834 86 45 42
E-Mail: Baltic21@uni-greifswald.de

Project Coordinator
Betina Meliss
Phone: +49 3834 86 45 41
Fax: +49 3834 86 45 42
E-mail: agora@uni-greifswald.de

Project Assistant/ Newsletter Editor
Maxi Nachtigall
Phone: +49 3834 86 45 39
Fax: +49 3834 86 45 42
E-Mail: maxi.nachtigall@uni-greifswald.de

Pictures: Darsser Arche, Maxi Nachtigall,
Betina Meliss

Do you have any remarks or contributions to the newsletter, please feel free to contact the project coordinator or the editor.

see www.agora-tourism.net for more information

By the way...

Did you recognize that the Agora logo has a new style? „Haus neuer Medien“ (House of new Media) Greifswald designed the new look. We hope that it will be a symbol for a dynamic and closely connected network.

As soon as possible it will appear on all official papers, documents and the website as you find it now on the newsletter.

If you need the logo for your daily work within the Agora network, please let us know. We can send you a master for your documents and will provide guidelines for your communication processes as a Agora partner. Please contact the project coordinator by writing an email to:

agora@uni-greifswald.de

Santa Claus is coming

The Agora team in Greifswald wishes all project partners and newsletter readers a peaceful and joyful Christmas and a Happy New Year 2006!



Christmas market and town hall in the Hanseatic town Stralsund, GERMANY