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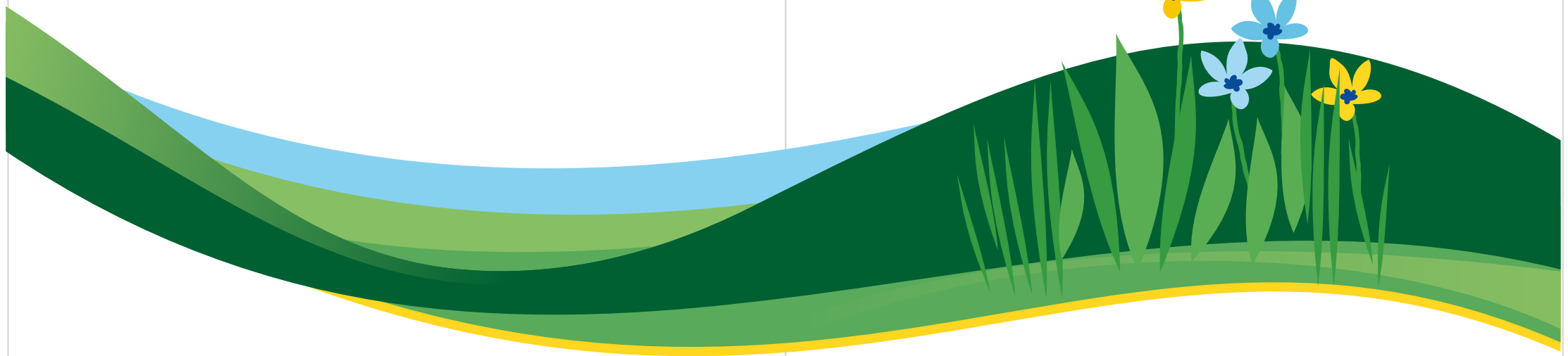


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Improved awareness of the cross-border tourism cluster on environmental management and protection



Investing in your future!
Romania-Bulgaria Cross Border Cooperation Programme 2007-2013 is co-financed by the
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www.cbcrromaniabulgaria.eu



Common borders. Common solutions.

THE ROMANIA-BULGARIA CROSS BORDER COOPERATION (CBC) PROGRAMME 2007-2013

OVERVIEW

STRATEGIC GOAL: To bring together the people, communities and economies of the border area to participate in the joint development of a cooperative area, using its human, natural and environmental resources and advantages

SOURCE OF FINANCING: European Regional Development Fund

PROGRAMME TOTAL BUDGET: 262 Million Euro

ELIGIBLE AREAS

7 ROMANIAN COUNTIES:

Mehedinti, Dolj, Olt, Teleorman, Giurgiu, Calarasi, Constanta;

9 DISTRICTS OF BULGARIA:

Vidin, Vratsa, Montana, Pleven, Veliko Tarnovo, Ruse, Silistra, Dobrich and Razgrad



CBC PROGRAMME PRIORITY AXIS

PRIORITY AXIS 4: Technical assistance

PRIORITY AXIS 1: ACCESSIBILITY

Improved mobility and access to transport, information and communication infrastructure.

PRIORITY AXIS 2: ENVIRONMENT

Sustainable use and protection of natural resources and environment and promotion of efficient risk management in the cross-border area.

PRIORITY AXIS 3: ECONOMIC & SOCIAL DEVELOPMENT

Economic and Social Development by joint identification and enhancement of the area's comparative advantages.

ABOUT THE PROJECT

NAME OF THE PROJECT

IMPROVED AWARENESS OF THE CROSS BORDER TOURISM CLUSTER ON ENVIRONMENTAL MANAGEMENT AND PROTECTION

PARTNERS

Lead partner: CCI DOBRICH (BULGARIA)
Partner 2: EICT EUREKA (BULGARIA)
Partner 3: MARE NOSTRUM (ROMANIA)

DURATION:

18 MONTHS
START OF THE PROJECT: 21.04.2012
END OF THE PROJECT: 20.10.2013

TOTAL VALUE:

455 653,82 €



PROJECT TEAM

Mrs. Tatyana Gicheva - Project manager (CCI Dobrich, Bulgaria)
Mr. Svetlozar Stoyanov - Administrative responsible (CCI Dobrich, Bulgaria)
Mr. Georgi Kolev - Technical assistance - (CCI Dobrich, Bulgaria)
Mrs. Bojanka Dobreva - Technical project coordinator (EICT Eureka, Bulgaria)
Mrs. Miroslava Slavova - Administrative assistant (EICT Eureka, Bulgaria)
Mrs. Pavlina Gandeva - Financial assistant (EICT Eureka, Bulgaria)
Mrs. Andreea Ionascu - Local project responsible (NGO Mare Nostrum, Romania)
Mrs. Mihaela Candea - Expert environmental issues (NGO Mare Nostrum, Romania)
Mrs. Georgiana Burlaciuc - Accountant (NGO Mare Nostrum, Romania)

PROJECT OBJECTIVES

Promote sustainable exploitation of the natural resources of the cross border region constanta - dobrich.

Educate the tourism cluster and the consumer of tourist services in the regions of dobrich and constanta about the need for sustainable exploitation of the natural resources

Introduce to the tourism cluster methods and systems for environmental management and protection (emas and eco label).

CURRENT REALITY

- Dobrich - Constanta cross border region has one of the richest natural diversity in Europe
- The region is a magnet for international and domestic visitors because of its long beaches and attractive coastline
- Culture and History- evidence for the oldest settlements
- Strong increase of anthropogenic pressure on the marine and coastal areas as a result of development of tourism infrastructure in the last couple of years.
- Irresponsible exploitation of the natural resources: hotels with uncontrolled disposal of waste and wastewater, over-consumption of resources (electricity, drinking water and use of energy intensive consumables)
- As a result - negative image and reputation of the region as underdeveloped and with low awareness of the environmental management and protection

CHALLENGES AND BLOCKERS

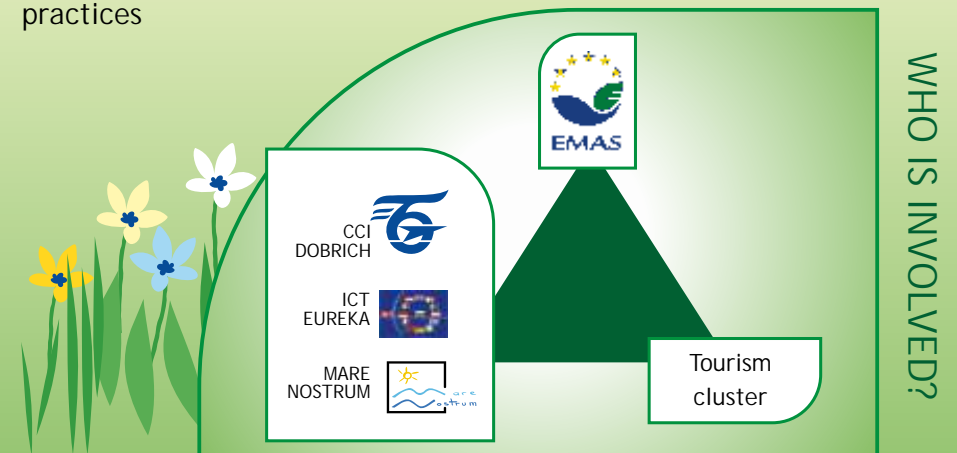
- Lack of information on the rate of the damage to the environment from the tourism business in the cross border region.
- Lack of information on models of environment friendly behaviour in the businesses, eco-innovative technologies and equipment.
- No professionals and experts in cross-border region to consult

the tourism business about EMAS and the European Eco label.

- Lack of vision and strategy for sustainable development and environmental protection through incorporated actions of state and municipal institutions, the tourism cluster and NGOs.

KEY PROJECT OUTCOMES AND BENEFITS

- Increased awareness of the tourism cluster and consumers of tourism services for the protection of the environment and combat climate change, protected areas and natural landmarks in the cross-border area
- Created conditions for incorporated actions for sustainable development of the cross-border region
- Increased capacity of SMEs in the tourism cluster for sustainable development, environmental protection and combat climate change.
- Increased awareness of the tourism cluster on the methods and systems for managing the impact on the environment
- Created conditions for certification of companies from the tourism cluster with the European eco-label and EMAS.
- Created conditions for development of eco-tourism
- Increased interest in eco-tourism and hotels, applying green practices



PROJECT COMPONENTS

Publicity and promotion of project goals, objectives and results

Strategy for sustainable development of the cbc area

Increasing the capacity of SMES from the tourism cluster for sustainable development, environment protection and combat climate change

Awareness raising campaign for environmental protection and sustainable development

Awareness raising campaign of the tourism cluster for certification of emas and eco labeling

PROJECT COMPONENTS AND DELIVERABLES

Publicity and promotion of project goals, objectives and results

- 2 press conferences
- Multimedia presentations
- Promotional materials and events
- Media publications and broadcast reportages
- Round table on environmental issues and sustainable development of the cross border region

Strategy for sustainable development of the CBC area

- Analysis and assessment of the actual state of the environment along the black sea region of DOBRICH and CONSTANTA
- Environmental survey
- Strategy for sustainable development of the CBC area

Awareness raising campaign for environmental protection and sustainable development

- Cross border "GREEN WEB PORTAL"
- 40 minutes long film for environment protection and combat climate change
- Promotional materials

Increasing the capacity of SMES from the tourism cluster for sustainable development, environment protection and combat climate change.

- Curriculum for sustainable development of the cross border region for the tourism cluster

- Teaching tool and CD on sustainable development
- System for online distance training
- Two day seminar on sustainable development
- Cross border cluster eco network
- Exchange of good practices
- System for online consulting

Awareness raising campaign of the tourism cluster for certification of emas and eco labeling

- Curriculum for experts on eco label and EMAS
- Five days training for experts on eco label and EMAS
- Two day seminar for the tourism cluster on awareness rising on eco label and EMAS
- Handbook for certification with eco label and EMAS for experts and the tourism cluster

18 MONTH ROADMAP

2012

April - Start of the project

July - First Press conference in Dobrich to launch the Project

August - Environmental Survey

August - Round table on environmental issues and Sustainable development

Second Press conference

September - Elaboration of Strategy for Sustainable development

August - November - Awareness raising campaign for environment protection and combat climate change

August - December - Capacity building of SMEs for SD of the cross border region

2013

January - April - Curriculum and Handbook for certification with EMAS and eco labeling for cross border experts

June - 5 days training for experts in eco labeling and EMAS

June - 2 day training seminar with representatives of the tourism cluster for awareness raising on European Eco-label and EMAS

June - July - Exchange of good practices

July - October - Online consulting of the tourism cluster

October - Closing press conference in Dobrich for promotion of results.

SUSTAINABLE FUTURE STARTS TODAY...
THANK YOU FOR YOUR ATTENTION

