



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA

# FINAL PRESS CONFERENCE

TO FINISH THE PROJECT

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

09.10.2013, Dobrich



**Common borders. Common solutions.**

# 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 OBJECTIVES

1

**PROMOTE** SUSTAINABLE EXPLOITATION OF THE NATURAL RESOURCES OF THE CROSS BORDER REGION CONSTANTA – DOBRICH.

2

**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.

3

**INTRODUCE** TO THE TOURISM CLUSTER METHODS AND SYSTEMS FOR ENVIRONMENTAL MANAGEMENT AND PROTECTION (EMAS AND ECO LABEL).

## PROJECT TARGET GROUPS

- ❑ **Tourism cluster** of cross-border region: -
  - ❑ **direct** beneficiaries - **100** representatives of the tourism cluster,
  - ❑ **indirect beneficiaries** - **at least 200** SMEs,
- ❑ **Local government and authorities, NGOs** in the cross-border region.
  - ❑ **direct** - 8 municipalities the 2 governors administrations, 4 NGOs
  - ❑ **indirect** - beneficiaries are all the cross-border municipalities of the region, the regional administrations of the county of Constanta and Dobrich region and minimum 4 NGOs.
- ❑ **Bulgarian, Romanian and foreign consumers of tourism services** in the cross-border region - **indirect beneficiaries 200 000**
- ❑ **The three partner organizations** - direct beneficiaries
- ❑ **Residents of the cross-border region** - **indirect beneficiaries - app. 400 000**

## KEY PROJECT OUTCOMES AND BENEFITS

- 1 **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
- 2 Created conditions for **incorporated actions for sustainable development** of the cross-border region
- 3 **Increased capacity of SMEs** in the tourism cluster for sustainable development, environmental protection and combat climate change.
- 4 Increased awareness of the tourism cluster on the **methods and systems for managing the impact on the environment**
- 5 Created conditions for **certification** of companies from the tourism cluster with the European eco-label and EMAS.
- 6 Created conditions for **development of eco-tourism**
- 7 **Increased interest in eco-tourism and hotels, applying green practices** 5

# PROJECT ACTIVITIES

## 1. PROJECT MANAGEMENT

2. **PUBLICITY AND PROMOTION OF PROJECT GOALS, OBJECTIVES AND RESULTS**

3. **ANALYSIS AND ASSESSMENT OF THE STATE AND EXTEND OF CONTAMINATION OF THE ENVIRONMENT. ELABORATION OF A STRATEGY FOR SUSTAINABLE DEVELOPMENT OF THE CROSS-BORDER AREA**

4. **INCREASING THE CAPACITY OF SMEs FROM THE TOURISM CLUSTER FOR SUSTAINABLE DEVELOPMENT, ENVIRONMENT PROTECTION AND COMBAT CLIMATE CHANGE**

5. **AWARENESS RAISING CAMPAIGNE FOR ENVIRONMENTAL PROTECTION AND SUSTAINABLE DEVELOPMENT**

6. **AWARENESS RAISING CAMPAIGNE OF THE TOURISM CLUSTER FOR CERTIFICATION OF EMAS AND ECO LABELING**



# ACHIEVED OUTCOMES AND RESULTS



## PROJECT ACTIVITY 1: PROJECT MANAGEMENT

Project management activities and quarterly meetings of the three partners

Financial Management

Preparation of Progress reports and FLC documentation



## ACHIEVED OUTCOMES AND RESULTS



### PROJECT ACTIVITY 2: PUBLICITY AND PROMOTION OF PROJECT GOALS, OBJECTIVES AND RESULTS

TWO PRESS  
CONFERENCES:

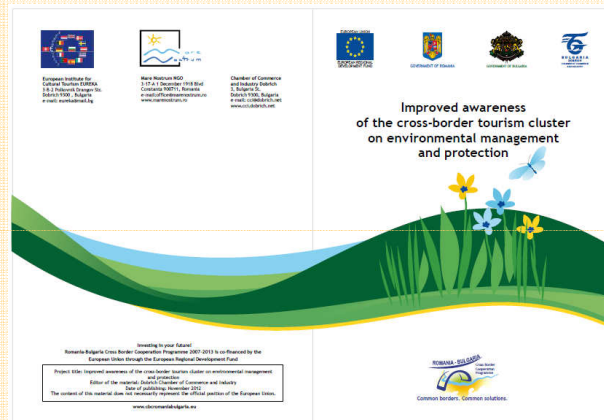
1. PROJECT LAUNCH IN DOBRICH ON  
13.07.2012
2. ROUND TABLE PRESS CONFERENCE IN  
CONSTANTA ON 19.12.2012





## PROJECT ACTIVITY 2: PUBLICITY AND PROMOTION OF PROJECT GOALS, OBJECTIVES AND RESULTS

### PROMOTIONAL MATERIALS



The Project activities were promoted through a set of professionally developed trilingual (in Bulgarian, Romanian and English language) promotional materials including: promotional brochure (1000 pcs), leaflet 3000 pcs, advertising informational signs, 1000 pcs project posters, CD 3000 pcs.

### MULTIMEDIA PRESENTATION TO PROMOTE THE PROJECT GOALS, ACTIVITIES AND BENEFITS

The multimedia presentation was distributed on CD among stakeholders with the other promo materials. It is available at the LP official website.

<http://www.cci.dobrich.net/wp-content/uploads/2013/04/Brochure-Promo-eng-shrift.pdf>

### MEDIA PUBLICATIONS AND BROADCAST REPORTAGES

As part of the project promotion were also developed 4 broadcast reportages in regional and national media in Romania and Bulgaria for promoting each major project activity.

## ACHIEVED OUTCOMES AND RESULTS

### PROJECT ACTIVITY 2: PUBLICITY AND PROMOTION OF PROJECT GOALS, OBJECTIVES AND RESULTS

#### ROUND TABLE ON ENVIRONMENTAL ISSUES AND SUSTAINABLE DEVELOPMENT OF THE CROSS BORDER REGION



Round table on sustainable development in the cross border region was organized on 19.12.2012 in Constanta. Its main objective was to define the environmental problems caused by the tourism industry and identify measures in short and long term to overcome the environmental challenges.

Participants were representatives of local authorities, NGOs, companies from the district of Constanta and Dobrich region.

At the Round table were presented the outcomes from the survey and the analysis and the assessment of the environment in the cross-border region. An environmental expert was invited as a guest speaker. There was a facilitated session on SWOT analysis of cross-border region to identify joint measures for solving problems.



### **PROJECT ACTIVITY 3: ANALYSIS AND ASSESSMENT OF THE STATE AND EXTEND OF CONTAMINATION OF THE ENVIRONMENT. ELABORATION OF A STRATEGY FOR SUSTAINABLE DEVELOPMENT OF THE CROSS-BORDER AREA**

#### **ANALYSIS AND ASSESSMENT OF THE ACTUAL STATE OF THE ENVIRONMENT ALONG THE BLACK SEA REGION OF DOBRICH AND CONSTANTA ENVIRONMENTAL SURVEY**

For the first time an environmental survey was conducted in the cross border region. At the survey participated 30 SMEs from the tourism industry in Dobrich Region and 30 tourism SMEs from district of Constanta. In addition to that a monitoring and measurement of the state and extend of contamination of the environment of the Black Sea coast by the tourism industry in the regions of Dobrich and district of Constanta was conducted by senior environmental expert. The results were collected, analyzed and presented in an Analyses and Assessment Report that included the outcomes and key findings from the environmental survey. Major challenges and measures to overcome them were identified. In the Report were highlighted significant complex environmental issues with long lasting social, economic etc. impact.

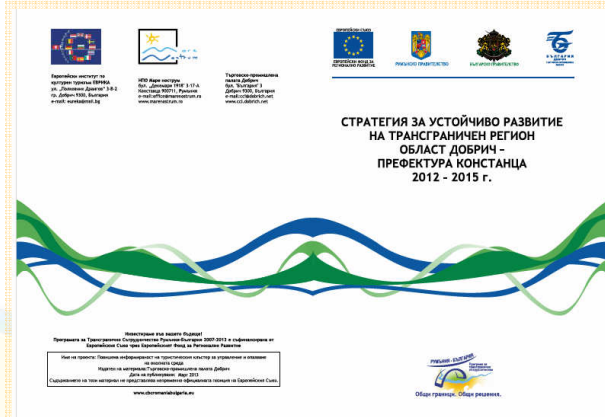


## PROJECT ACTIVITY 3: ANALYSIS AND ASSESSMENT OF THE STATE AND EXTEND OF CONTAMINATION OF THE ENVIRONMENT. ELABORATION OF A STRATEGY FOR SUSTAINABLE DEVELOPMENT OF THE CROSS-BORDER AREA

**STRATEGY FOR SUSTAINABLE DEVELOPMENT OF THE CBC AREA IN BULGARIAN AND ROMANIAN LANGUAGE AND RESUME IN ENGLISH**

The Strategy provides clear definition of common environmental problems, a detailed SWOT analysis that incorporated the feedback and findings from the Round table discussions. It contains strategic objectives with expected results and defined common and long-term measures for sustainable development of the cross-border region. It is published on the website of the LP:

[http://www.cci.dobrich.net/?page\\_id=1773](http://www.cci.dobrich.net/?page_id=1773)



## ACHIEVED OUTCOMES AND RESULTS

### PROJECT ACTIVITY 4: AWARENESS RAISING CAMPAIGNE FOR ENVIRONMENTAL PROTECTION AND SUSTAINABLE DEVELOPMENT

#### CROSS BORDER “GREEN WEB PORTAL”



Its main purpose is to inform the tourism cluster about the methods and systems for managing the impact on the environment. Moreover, it promotes all opportunities for eco-tourism in the region, green practices and initiatives of the tourism cluster of cross-border region. Furthermore, in the Green Web Portal are promoted the European eco-label and certificate for eco-management EMAS; the users can find information about the requirements for EMAS and Eco label. It also supports the cross-border cluster eco-network. The Green Web Portal is accessible in Bulgarian, Romanian and English language. It was launched in Albena on 29.03.2013.

Green web portal web site:  
<http://greenwebportal.eu/index.html>





## ACHIEVED OUTCOMES AND RESULTS

### PROJECT ACTIVITY 4: AWARENESS RAISING CAMPAIGNE FOR ENVIRONMENTAL PROTECTION AND SUSTAINABLE DEVELOPMENT

#### 40 MINUTES LONG FILM FOR ENVIRONMENT PROTECTION AND COMBAT CLIMATE CHANGE



The movie spot was made available in 3 languages Bulgarian, Romanian and English. Its goal is to promote the natural parks and protected areas in cross-border region and introduce methods for their protection and conservation. The movie shows ways to protect the environment and combat climate change, presented are energy efficient products and examples of eco-innovation.

The movie is broadcasted on local television channels and used as a powerful and engaging tool during training workshops with representatives of the tourism cluster. It is produced in 500 CDs distributed among members of the hospitality sector and tour operators in the target cross-border region, including members of the Dobrich Chamber of Commerce.

## PROJECT ACTIVITY 4: AWARENESS RAISING CAMPAIGNE FOR ENVIRONMENTAL PROTECTION AND SUSTAINABLE DEVELOPMENT

### INFORMATION MATERIALS

Throughout the project were disseminated Awareness raising materials dedicated to environmental issues, climate change and successful practices from other European countries: 3000 Pcs. brochures, leaflets, posters, CDs and paper folders. They were distributed by the three partners' organizations, and by the Bulgarian Association of the hotels and Restaurants for north-eastern Bulgaria, which has over 300 members - SMEs in the tourism sector. They will be available for distribution also by the tour operators in the region who sell tourism services and have direct contact with visitors and tourists, as well as by the hotels. The goal is to create wide awareness and lasting impact on all target groups.





## ACHIEVED OUTCOMES AND RESULTS



### PROJECT ACTIVITY 5:

## INCREASING THE CAPACITY OF SMEs FROM THE TOURISM CLUSTER FOR SUSTAINABLE DEVELOPMENT, ENVIRONMENT PROTECTION AND COMBAT CLIMATE CHANGE

### Events and activities:

- ❑ **TWO DAY SEMINAR ON SUSTAINABLE DEVELOPMENT:** 14-15.03 2013 in Saturn Resort Mangalia
- ❑ **CROSS BORDER CLUSTER ECO NETWORK** was launched during the 2 day seminar. The established cross-border cluster eco-network includes SMEs, tour operators, enterprises of light industry, suppliers of goods and services for tourism. It contains an electronic database and supports the activities of its members on the implementation of green practices. Its mission is to support the development of eco-tourism in cross-border region, the sustainable development and create a more attractive image. It is accessible from the Green web portal website.



## ACHIEVED OUTCOMES AND RESULTS

### PROJECT ACTIVITY 5:

### INCREASING THE CAPACITY OF SMEs FROM THE TOURISM CLUSTER FOR SUSTAINABLE DEVELOPMENT, ENVIRONMENT PROTECTION AND COMBAT CLIMATE CHANGE

#### Events and activities:

- ❑ **EXCHANGE OF GOOD PRACTICES:** On 18 and 19 July 2013 fifteen representative of the tourism cluster participated at two day exchange visits to hotels and businesses in the cross-border region of the county of Constanta and Dobrich region. The objective was to see examples of implemented green practices and exchange experience with managers and owners of hotels from the region. This activity was an important addition to the awareness raising events and materials by demonstrating to the SMEs real life examples of eco innovation that are powerful motivator to adopt environmental practices and systems.
- ❑ **SYSTEM FOR ONLINE CONSULTING:** The online consultation is carried out through the green web portal by the representatives of three organizations that have been trained to provide this service.





## PROJECT ACTIVITY 5:

### INCREASING THE CAPACITY OF SMEs FROM THE TOURISM CLUSTER FOR SUSTAINABLE DEVELOPMENT, ENVIRONMENT PROTECTION AND COMBAT CLIMATE CHANGE

Through elaboration of:

- CURRICULUM FOR SUSTAINABLE DEVELOPMENT OF THE CROSS BORDER REGION FOR THE TOURISM CLUSTER for 40 study hours
- TEACHING TOOL AND CD ON SUSTAINABLE DEVELOPMENT
- SYSTEM FOR ONLINE DISTANCE TRAINING available at: <http://sust-tour.webdevc.eu/>

To increase the capacity of the SMEs in the tourism cluster for sustainable development and environmental protection was developed curriculum with a range of 40 hours. There were clearly identified the role of business innovation, environmental compliance and energy efficiency as key factors for competitiveness. There are also developed teaching materials, power point presentation, case studies, and checks for incoming and outgoing level. The teaching tool and CD are in accordance with the curriculum. The materials promote the effective use of innovation and technological upgrading in order to switch to green / low carbon economy and encourage the development of green business and services.





### PROJECT ACTIVITY 6:

#### AWARENESS RAISING CAMPAIGNE OF THE TOURISM CLUSTER FOR CERTIFICATION OF EMAS AND ECO LABELING

- ❑ CURRICULUM FOR EXPERTS ON ECO LABEL AND EMAS
- ❑ HANDBOOK FOR CERTIFICATION WITH ECO LABEL AND EMAS FOR EXPERTS AND THE TOURISM CLUSTER

To increase the awareness and stimulate the interest of the tourism cluster on the methods and systems for managing the impact on the environment a team of experts developed 40 study hour curriculum and Handbook for certifying with the eco-label and EMAS. The handbook is intended for use by the tourism cluster, as well as by experts for certification on eco-label and EMAS.

## ACHIEVED OUTCOMES AND RESULTS



### PROJECT ACTIVITY 6:

#### AWARENESS RAISING CAMPAIGNE OF THE TOURISM CLUSTER FOR CERTIFICATION OF EMAS AND ECO LABELING

- ❑ **FIVE DAYS TRAINING FOR EXPERTS ON ECO LABEL AND EMAS** from 08-12.07.2013

The training was for 40 study hours, for 10 representatives of the three partner organizations. The main objective was to train the participants in the application of EMAS and Eco-label system in SMEs in the cross-border region and to assist businesses in the process of getting knowledge and certification.

- ❑ **TWO DAY SEMINAR FOR THE TOURISM CLUSTER ON AWARENESS RAISING ON ECO LABEL AND EMAS** on 15-16.07.2013

Two-day seminar on eco-label and EMAS in Balchik was attended by 40 representatives of the tourism cluster. Owners and managers of tourism enterprises, SMEs - manufacturers and suppliers of goods and services for tourism had the chance to receive detailed information from qualified experts about the requirements and the application process of the Eco-label and EMAS certificate, the environmental benefits and opportunities for their organizations. At the seminar were presented successful practices of European hotels, which have introduced the EMAS and have the eco-label.

# Trainings and seminars on EMAS and Eco label







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# THANK YOU FOR YOUR ATTENTION

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Investing in your future!

Romania-Bulgaria Cross Border Cooperation Programme 2007-2013 is co-financed by the European Union through the European Regional Development Fund