**Workshop/Contribution of PA8 and the DTP[[1]](#footnote-1) project DanuBioValNet to the EUSDR Annual Forum**

**Tentative workshop name**

“Tourism meets Bioeconomy”

**Workshop organizers (names, affiliation and contact information)**

Ministry of Economic Affairs, Labour and Housing of Baden-Württemberg

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**Time and place**

18th of October 2018, 9:00 – 12:00

Sofia, Bulgaria, Address to be decided

**Short description of the organizers**

The Ministry of Economic Affairs, Labour and Housing of Baden-Württemberg is one of the Priority Area 8 coordinators of the EU Strategy for the Danube Region, as well as the German Contact Point for the Interreg V B Danube program. The Priority Area 8 aims to support the competitiveness of enterprises in the Danube Region.

BIOPRO Baden-Württemberg comes under the auspices of the Baden-Württemberg government and is specifically focused on biotechnology, pharmaceutical industry and medical technology (healthcare industry), as well as on establishing a **bioeconomy**. BIOPRO works in partnership with science and science networks, the economic sector and business and contributes to cross-sectoral cooperation across the entire value creation chain and hence to innovation. BIOPRO offers support for technology transfer and start-up projects and also provides comprehensive information. One of the core competencies is the organization of thematic events, incl. workshops.

**Workshop background**

Bioeconomy and tourism have a lot of crossing points. Bioeconomy aims at the transition of the economy from fossil resources towards renewable ones. To implement such transition and to interlink various business sectors, new business models and value networks need to be established. One promise of bioeconomy is the empowerment of regions and thus regional development in line with job creation. The basis for bioeconomy is the sustainable production of renewable raw materials, and the bioeconomical thinking, in its term, can help protect the beauty of regions and add, besides of sustaining the nature, add value in tourism. The Danube countries have a huge range of natural resources and beautiful landscapes and therefore high potential to develop sustainable tourism that reflects the idea of bioeconomy. To do so, tourism should be considered in a holistic approach, which brings together the best of the region, its people, nature and products. For example, regional value creation for agricultural operations is one of the corner stones where the development of tourism could potentially benefit, if agricultural operations are part of the tourism strategy. If properly connected, a lot of other opportunities lay within tourism, regional development and bioeconomy. Clusters as the representatives of many enterprises could play a key role in fostering innovative partnerships between the tourism sector and bioeconomy for the creation of new value chains, because they are sustainable partners and guarantee the upgradeability in the dimension industry, sciences and politics. Some “Good practice” examples are:

* The idea of the regional empowerment of agricultural businesses in line with tourism is a promising business model. Producer associations, for example, have a potential of marketing their regional products in a way each individual producer would not be capable of. Strategies to market regional products also in the tourism context exist already at regional scale but have not yet been applied throughout the Danube region. An example could be the regional campaign of the Ministry of Rural Affairs, Food and Consumer Protection of Baden-Württemberg, “Natürlich. VON DAHEIM” (“Natural. From home”, https://von-daheim.de/). In line with those regional products, there could be developed some tourism concepts, e.g. wine trails, nature trails, etc.;
* Another good case is “Olive oil Montenegro” (http://oliveoilmontenegro.me/). The project promotes the olive oil of several regional producers under one common brand. In order to enable further the local economy and thus the holistic bioeconomical approach for certain resources, it is important to connect the food production with other business sectors to valorize production side streams. The Montenegro example internalized this approach, where not only the olive oil is produced but the old trees are also used in other business sectors, e.g. for packaging material for the olive oil or for furniture production. As further opportunity, olive trails are offered, thus making the most of local conditions by not only exporting one product, but rethinking the value creation;
* Another example could be attraction parks or Tree hotels, the biggest construction part of both could be made of regional ecological materials, e.g. wood. Both have become more and more popular in the Danube region among travelers. The bioeconomy further offers the possibility to construct or refurbish these projects with further bio-based materials, such as bio-based fixing systems, insulation materials and others:
* Baden-Württemberg: Baumpalast Rosenbesg (<http://www.baumpalast.de/>), Erlebnispark Tripsdrill in Cleebronn (<https://tripsdrill.de/de/natur-resort/baumhaeuser/>);

Bavaria: Baumhaushotel Seemühle in Gräfendorf (<http://www.das-baumhaushotel.de/wohnen/baumhaeuser.html>), Wipfelglück in Mönchberg (<https://www.wipfelglueck.de/index.html>)[[2]](#footnote-2);

* Tree top walk parks “Baumwipfelpfad” in the Black forest in Baden-Württemberg (<http://www.baumwipfelpfad-schwarzwald.de/schwarzwald/>) or “Baumkronenweg” in Upper Austria (<https://www.baumkronenweg.at/>).

Many more crossing points exist and shall be elaborated in the workshop.

**Workshop objective and format**

The workshop objective is to identify potentials of tourism in connection with bioeconomy in the Danube region. Exchange of expertise between the DTP Priority Areas 2, 3, 6 and 8 is implied. The suggested workshop format is World Café:

* It implies a structured conversation for knowledge sharing, in which groups of people discuss a topic at several tables. It is also possible that participants switch tables periodically and get introduced to the previous discussion at their new table by a table moderator;
* Topics could be both pre-defined questions (agreed upon at the beginning of the event or prepared by the organizers in advance) and open brainstorming ideas under the main theme of the workshop (here - ideas related to “Tourism meets Bioeconomy”). All tables should get different questions;
* A proper number of individuals at each table is 4-8 persons. One participant should take a role of moderator, another one – note keeper (rapporteur). A discussion lasts about 20-30 minutes. Results can be directly noted down on a flip-chart. Afterwards, rapporteurs present them to all workshop participants (briefly, in ca. 2 min). Additionally, the results of all groups can be also reflected on in a common plenum session.

**Tentative agenda**

1. Opening, welcome speech (e.g. **Judit Schrick-Szenczi)**
2. Introduction to the workshop topic (BIOPRO) AND if possible Presentation of 1-2 “best practice” examples\*
3. Presentations of the PAs in connection with tourism (2, 3, 6, 8)
4. Group discussions in the World Café format\*\*

\*At the beginning, there should be given first impulses to describe the idea of bioeconomy in connection with the sustainable tourism for regional value creation in the Danube region. \*\*Groups discuss and elaborate on the following topics (*exact questions are still to be prepared*):

* potentials of sustainable regional development;
* sustainable tourism strategies and their implementation;
* using bio-based products in the production for value creation

**Proposed Workshop participants**

* PA coordinators
* Representatives of the projects within the DTP Priority Areas 2, 3, 6 and 8
* Thematic Pole Coordinators
* Local and regional public authorities (cities, ministries, …)
* Local and regional actors of business development
* Actors of the tourism sectors

1. DTP – Danube Transnational Programme [↑](#footnote-ref-1)
2. <https://www.travelbook.de/uebernachten/hotels/schlafen-in-den-wipfeln-die-coolsten-baumhaus-hotels-deutschlands> - the best tree-hotels in Germany [↑](#footnote-ref-2)