

Attractive region vs. sustainable region

Can sustainability be an attractive development objective for regions in the future?

**Attractive Danube Project Final conference
Postojna, Slovenia, 28th-29th May 2019**

Everyone is trying to attract people to come and live in their region, investors to start up their businesses there, tourists to come and visit, ideally all year round and not only during the main tourist season. But, where does the limit lie? More people, more traffic, more waste, higher requirements for a better transport infrastructure, investments and local accommodation arrangements.

What effect do all these issues have on the wellbeing of the local population? How do we regulate them? Where do we make the compromise? We are inviting you discuss these dilemmas at the Attractive Danube final conference.



Predjama Castle – largest cave castle in the world, Postojna, Slovenia (Photo: Visit Postojna)

Hosted by: Geodetic Institute of Slovenia

Conference Venue: [Hotel Jama, Postojna](http://www.hoteljama.com)

Preliminary programme

Tuesday, 28th May 2019

Introductory session: Attractiveness of European regions 9.30–11.00

Welcome notes

- Milan Brajnik, Geodetic Institute of Slovenia, director
- Rudolf Schicker, Danube Strategy Point Coordinator, representing EU Strategy for the Danube Region

Key note speeches: Attractiveness of European regions (speakers tbc)

- Marjan Batagelj, Postojnska jama d.d., CEO: Postojna Cave Park management between vulnerability and increasing number of visitors
- Rudolf Schicker, Danube Strategy Point Coordinator: EU Strategy for the Danube Region for attractive Danube Region
- Blaž Barborič, Geodetic Institute of Slovenia, Attractive Danube project manager: Improving Capacities for Enhancing Territorial Attractiveness of the Danube Region, project achievements
- Urška Dolinar, Iskriva, Institute for Development of Local Potentials, director: UNESCO Man and Biosphere Programme, sustainable development of biosphere reserves: case of future first-world pentilateral Biosphere Reserve Mura-Drava-Danube, so-called Amazon of Europe
- Lučka Kajfež Bogataj, Biotechnical Faculty, University of Ljubljana, Full professor, Chair of Agrometeorology, Agricultural Land Management, Member of the Intergovernmental Panel on Climate Change

Coffee break 11.00–11.30

Workshops 11.30–13.00

Attractive region vs. sustainable region: Interactive workshops with all participants, discussing the pressures on attractiveness of the regions and participatory planning

Lunch break 13.00–14.00

Panel discussion: 14.00–16.00

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Invited panellists (tbc):

- Lučka Kajfež Bogataj, Biotechnical Faculty, University of Ljubljana, Full professor, Chair of Agrometeorology, Agricultural Land Management, Member of the Intergovernmental Panel on Climate Change
- Jasna Gabrič, Mayor of Municipality of Trbovlje, selected in the List of top 10 mayors of World Mayor Honours, elected the youngest Slovenian mayor in 2014 with 33 years
- Efrain Larrea, MCRIT, Leader of the consortium developing the new ESPON Macro-Regional monitoring tool
- Katharina Schleidt, DataCove: Environmental Information Insights
- Tomi Ilijaš, Arctur d.o.o., CEO, leading the platform Tourism 4.0
- Martin Bratanič, Regional Development Agency Posavje, Director; TERIS – network for territorial cooperation in South-eastern Europe ; co-organiser of Danube Business Forum

Conference conclusions

Guided visit of the Predjama Castle 18.00

Networking dinner in the [Predjama Castle](#)

Wednesday, 29th May 2019

**Attractiveness vs sustainability in practice: study tour to the sensitive Karst area
9.00–15.00**

- Guided tour of the [Škocjan caves](#), UNESCO heritage site, the largest known underground canyon in the world
- Visit of the [Škocjan Park protected area](#)
- Exchange of experience between participants
- Lunch

Conference participants

- Ministries in charge of spatial planning, infrastructure, environment, regional development, economy
- Regional development agencies, regional and local authorities
- Expert organisations: planning institutes, faculties,
- EU Strategy for the Danube Region, EU funding programmes (Interreg)
- NGOs and private sector organisations dealing with spatial planning, regional development, tourism etc.

Additional information

- Conference and study tour participation is free of charge. Accommodation is not included and shall be covered by participants.
- The conference will be held in English.

Registration

Please register for the conference at this link: <https://goo.gl/forms/eDji6Gu53W5OoONl2>

Hotel reservation

If you plan to stay overnight, please book the hotel Jama at special conference rates via the enclosed registration form.

Contact

For further info please contact Blaž Barborič:
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+386 31 524 367

Conference Venue: [Hotel Jama, Postojna](#)

Address:

Jamska cesta 28, SI-6230 Postojna, Slovenia

The hotel located in the heart of the Postojna Cave Park is the best choice for visitors to Postojna Cave and the Predjama Castle. Despite its close proximity to one of the world's most popular tourist attractions, it boasts peace and tranquillity in the midst of unspoiled nature.



Hotel Jama, Postojna (Photo: Postojna Cave Park)