

Invitation

PROJECT GREENREG

International workshop and networking event

We kindly invite you to a conference and networking event organised in the partnership of the Amazon of Europe Bike Trail project and Amazing AoE project.

On the conference event we are glad to have opportunity to welcome key organisations that are taking part in the planning, supporting and implementing development projects aiming to assure more sustainable future of the areas and regions along the Amazon of Europe – the rivers Mura, Drava and Danube, covering border areas of Austria, Slovenia, Hungary, Croatia and Serbia. Together we have opportunity to exchange ideas, talk on future projects and find best consortia to implement project ideas.

More on the conference and programme of the event is attached.

Event venue: Terme 3000, Hotel Livada Prestige, Kranjčeva ulica 12, 9226 Moravske Toplice, Slovenia

The event will be organised in **hybrid form**, and available also via the on-line coverage.

Please register at this link: <https://my.forms.app/form/61431ed99b68114c9eed124c>

Event zoom link:

<https://us02web.zoom.us/j/86990197915?pwd=NDV0Z0JTQWZXTkdCaW9vYXVPWU53dz09>

Aleš Skalič
Project Greenreg

Discover Amazon of Europe Bike Trail – a model of sustainable (tourism) development within the Amazon of Europe destination

Conference and networking event

6th October 2021, Moravske Toplice, Slovenia

We kindly invite you to a conference and networking event to discover the Amazon of Europe Bike Trail as a model of tourism development that goes hand in hand with nature within the **first world UNESCO 5-country Biosphere Reserve Mura-Drava-Danube** (TBR MDD).

[Amazon of Europe Bike Trail](#) is a brand new international long-distance cycling trail offering you a unique opportunity for cycling holidays, following the natural meanders of the rivers Mura, Drava and Danube, for over 1,250 km. It connects untouched riverine landscapes along Mura, Drava and Danube rivers, the area known as **Amazon of Europe**, spanning across almost 1 million hectares, covering border areas of Austria, Slovenia, Hungary, Croatia and Serbia.

Numerous stakeholders from the whole 5-country area, have in the last 5 years:

- developed a joint international brand and cycling product Amazon of Europe Bike Trail,
- signposted over 1.250 km of cycling routes from Mureck (AT) to Mohacs (HU) with two cycling routes: South Route and North Route,
- started developing a joint responsible green destination [Amazing Amazon of Europe](#).

Thus, at the event we would like to:

- present the achievements of the Amazon of Europe Bike Trail project,
- develop project concepts identifying the opportunities to further strengthen the Amazon of Europe destination and tourism development to support sustainable tourism in the UNESCO 5-country BR MDD, and in the cross-border areas along Mura, Drava and Danube,
- enable networking of professional stakeholders across Europe and within the Amazon of Europe and discuss cooperation opportunities,
- invite you to a cycling vacation along Mura, Drava and Danube 

Important notice: please note that in Slovenia, the vaccinated-tested-recovered rule (PCT) must be met by all users of all services or activities. More info available by [Slovenian Tourism Board](#).

Amazon of Europe Bike Trail project and Amazing Amazon of Europe are implemented in frame of Interreg Danube Transnational Programme and co-funded by European Union funds (ERDF, IPA)

CONFERENCE PROGRAMME

9.30 – 10.00	<p>Gathering of participants, welcome coffee</p> <p>Press conference: AoE Bike Trail media inauguration</p>
10.00 – 10.15	<p>Welcome addresses</p> <p>Damijan Jaklin, MSc, Mayor of Municipality of Velika Polana, Coordination Board UNESCO 5-country Biosphere Reserve Mura-Drava-Danube and Biosphere Reserve Mura</p> <p>Urška Dolinar, MBA, AoE Bike Trail Project Manager; Director of Iskriva, Institute for Development of Local Potentials</p>
10.15 – 10.35	<p>Amazon of Europe Bike Trail: flagship 5-country cycling trail as a model of sustainable development</p> <p>Representatives of partner regions of the Amazon of Europe destination within the TBR MDD</p> <p>Urška Dolinar, MBA, AoE Bike Trail Project Manager; Director of Iskriva, Institute for Development of Local Potentials</p>
10.35 – 11.20	<p>Measuring Tourism Impact and Tourism from zero</p> <p>Tomi Ilijaš, Director, and Urška Starc Peceny, Chief Innovation Officer and Lead of Tourism 4.0 Department; Arctur, Tourism Impact Model, winner of the best innovation at Tourism Innovation Summit 2020 in AI and Data Analytics</p> <p>How to develop green tourism products that work in business</p> <p>Gunter Mussnig, CEO, Trail Angels, bookyourtrail.com</p>
11.20 – 11.40	<p>Coffee break</p>
11.40 – 13.00	<p>Workshops: sustainable development opportunities in the cross-border area within the Amazon of Europe along Mura, Drava and Danube</p> <p>Workshop aim: to identify activities that can be implemented in the following years to strengthen (sustainable) development at cross-border level</p>

	<p>Focus: moderated discussion in 5 groups to develop project concepts following the specific priorities of the Interreg cross-border programmes in the period 2021-2027.</p> <p>Thematic focuses of workshops:</p> <ol style="list-style-type: none"> 1. GREEN REGIONS: enhancing protection and preservation of nature, biodiversity and green infrastructure 2. SUSTAINABLE TOURISM: enhancing the role of nature, culture and sustainable tourism in economic development, responding to new demand by developing sustainable business models 3. MOBILITY: improving cross-border public transport and e-mobility 4. ENERGY EFFICIENCY & CONSTRUCTION: joint cooperation activities in the field of low-carbon initiatives (energy efficiency, renewable energy, circular economy) 5. SOCIAL INNOVATION: social inclusion and social innovation, development of competences for 21st century and take care of vulnerable groups <p>* Number of workshops will be adjusted according to the final number of participants. Participation at workshops will be available to participants in the conference room. Summary will be available to all participants.</p>
13.00 – 13.30	Presentation of workshop results
13.30 – 14.30	Joint lunch
14.30 – 15.30	<p>Networking between conference participants:</p> <ul style="list-style-type: none"> - cooperation for future projects based on the results of workshops - presentation of tourism products within the Amazon of Europe area - presentation of EU-funded projects' results. <p>Each participant has the chance to contribute to developed project concepts, and present their activities with posters, brochures, products, movies etc.</p> <p>Conference conclusions</p>