

Amazon of Europe Bike Trail Project Kick-off and Special International Event for Local Communities in TBR MDD

9. & 10. November 2018, Velika Polana (Slovenia)

We are pleased to invite you to our Official Amazon of Europe Bike Trail Project Kick-Off Event!

The regions along **700 kilometres** of rivers **Mura, Drava and Danube** are forming the **first ever** planned **5-country UNESCO Transboundary Biosphere Reserve Mura-Drava-Danube (TBR MDD)**. In **cooperation** with **tourism organisations, service providers, regions, municipalities and protected areas**, we are developing the **Amazon of Europe Bike Trail** – **unique sustainable tourism brand** for **cycling** along **both sides** of the rivers from **Austria and Slovenia** through **Croatia and Hungary** to **Serbia**.



At the **project kick-off event**, we will **present the project and opportunities for sustainable tourism in biosphere reserves**. Besides that, in the framework of the **project coopMDD – Transboundary Management Programme**, the **know-how and developed approaches** will be shared, to **enhance cooperation between local communities** within the **TBR Mura-Drava-Danube**.

The aim is to initiate an **international network of local communities** within the region. For that reason, **mayors and city council members are warmly invited to attend the event**.

The **plenary session** will be followed by an **international market of opportunities** where **local communities, small and medium-sized local producers, associations and projects** have the opportunity to **present themselves** and discuss possibilities for **further cooperation**.

Location:

Municipality of Velika Polana
Velika Polana 111
9225 Velika Polana



Projects are co-funded by European Union funds (ERDF, IPA).



Feel free to share
this invitation
with anyone who
might be
interested in
attending our
Kick-Off!

Provisional Program:

Thursday 8.11.2018

18:00: gathering of the **Amazon of Europe Bike Trail** and **coop MDD** project partners, joint dinner (optional)

Friday 9.11.2018

09:30: Registration and welcome coffee

10:00: Welcome by the organizers:

- **Damijan Jaklin**, Mayor, Municipality of Velika Polana
- **Magdalena Wagner**, project manager coop MDD, WWF Austria
- **Urška Dolinar**, project manager Amazon of Europe Bike Trail, Iskriva

10:30: Plenary session "**Development opportunities in Biosphere reserve Mura**":

- **Green Scheme of Slovenian Tourism**, Slovenian Tourist Board
- **Nature protection and development**, Institute of the Republic of Slovenia for Nature Conservation
- **Amazon of Europe Bike Trail – project presentation**, Urška Dolinar, Iskriva, Institute for Development of Local Potentials
- **Opportunities for sustainable tourism in biosphere reserves**, Trail Angels, Austria

11:30: Mura development partnership, Damijan Jaklin, coordinator

12:00: Lunch

13:30: Models of cooperation in Biosphere reserves

15:00: Symbolic kick-off of the Amazon of Europe Bike Trail project

19:30: Networking dinner

Saturday 10.11.2018

09:00: Registration and welcome coffee

09:30 - 12:30: Visit to the newly established **River's cool** at **Copek Mill** in Mala Polana (Please bring hiking shoes and a raincoat!)

14:00: International Market of opportunities: presentations of local communities, service providers, local producers, associations and projects, with the aim of networking and cooperation.

15:00 - 20:00: Cultural program: St Martin's day celebration, blessing of the Must, presentation of local producers and guests

*All the food and beverages for participants are provided by the organizers. Travel and accommodation costs are covered by participants.

Please apply by writing to: anja.krajnik@iskriva.net



Urška Dolinar, AoE Bike Trail project manager, Iskriva, Institute for Development of Local Potentials: urska.dolinar@iskriva.net



Damijan Jaklin, Mayor, Municipality of Velika Polana
Mojca Makovec Haložan, project manager

<http://www.interreg-danube.eu/amazon-of-europe-bike-trail>



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