

Amazing Amazon of Europe

O.T3.3 Trainings for stakeholders
on AoE responsible green
destination

Project	Responsible Green Destination Amazon of Europe
Acronym	Amazing AoE
Duration	1.7.2020 – 31.12.2022
Website	http://www.interreg-danube.eu/approved-projects/amazing-aoe
Work Package	WP T3 Establishing the AoE Destination: model and strategy validation
Activity	A.T3.3 Training the stakeholders for responsible green destination
Output/Deliverable	O.T3.3 Trainings for stakeholders on AoE responsible green destination
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Date	16.12.2022

INDEX

1. Introduction.....	4
2. Process implementation	5
3. internal trainings	7
3.1. Amazing Moments West Pannon Regional and Economic Development Public Nonprofit Ltd. 8	
3.2. Amazing Moments Koprivnica Križevci County.....	11
3.3. Amazing Moments Tourism Board Međimurje.....	13
3.4. Amazing Moments Varaždin County	15
3.5. Amazing Moments Osijek-Baranja County.....	18
3.6. Amazing Moments Association for nature and environment protection Green Osijek..	20
3.7. Amazing Moments Municipality of Apatin.....	21
3.8. Amazing Moments City of Sombor	24
3.9. Amazing Moments CROST Regional Development Nonprofit Ltd.....	26
3.10. Municipality of Velika Polana	30
3.11. Die Oststeirische Städtekooperation	33
4. External Trainings.....	37
4.1. Municipality of Velika Polana	47
4.2. West Pannon Regional and Economic Development Public Nonprofit Ltd.....	57
4.3. CROST Regional Development Nonprofit Ltd.....	76
4.4. Tourism Board Međimurje	106
4.5. Osijek-Baranja County	121
4.6. Koprivnica Križevci County.....	129
4.7. Varaždin County.....	141
4.8. Municipality of Apatin	151
4.9. City of Sombor.....	169
4.10. Die Oststeirische Städtekooperation	203
5. Results and Outputs.....	208

1. INTRODUCTION

The Amazon of Europe (AoE) is the largest natural river system in Central Europe. Amazing river landscapes along Mura, Drava and Danube are protected as the world's first UNESCO 5-country biosphere reserve. Under UNESCO protection, biosphere reserves are model regions where nature conservation goes hand in hand with sustainable regional development. However, despite over 20 years of efforts in protecting the area, the 11 border regions of AT, SI, HR, HU and SR are underdeveloped, facing loss of jobs and emigration.

Amazing Amazon of Europe (AAoE) is the follow-up project of the Amazon of Europe Bike Trail (AoE BT), joining the efforts of 5 countries for sustainable economic development of the region based again on valorization of natural and cultural resources. With the AoE BT a joint integrated solution for sustainable biking tourism in the Amazon of Europe destination was implemented, while preserving the environment. Now the development of this region is once again pushed by creating further signature products. The goal for the developed signature products of the AoE destination and within the AAoE project can thus be described as followed, in the spirit of a new and intensive partnership between tourism and nature conservation:

- Development of the AoE region through sustainable tourism
- Valorization and protection of the five-country biosphere reserve

To further develop AAoE as advanced flagship sustainable product and unique brand, several organizations from the area will continue to the organizational and informational system, resulting in a joint bookable product with clear unique selling proposition of incredible riverine landscapes, cultural and culinary aspects. Based on nature-oriented visitor guidance, existing restrictions in the water and recommendations for visitor infrastructure are considered in the realization of the AoE River Journey. With the AoE Amazing Moments natural, as well as cultural and culinary highlights are inspected and will be put together to an additional bookable product to push the region.

Skills and knowledge of public and private organizations will be also enhanced by their trainings on sustainable tourism within the AAoE stakeholder trainings during the project. Those trainings are building up on the already implemented and realized AoE BT Academy achievements of the previous periodes. Thus, the project will implement the joint vision of living rivers for people and nature and establish the AoE destination as one of the top destinations in Europe for sustainable eco-tourism.

Main purpose of this project is to set further regional impulses for the sustainability of the whole region. The AoE BT represented the first step into this direction. The three follow- up signature products, AoE River Journey and the

AoE Amazing moments nature and culture & culinary will continue in this path to reach the overall vision of the AAoE project.

2. PROCESS IMPLEMENTATION

The implementation of trainings for stakeholders is based on the training curriculum D.T3.3.1. Within those trainings, stakeholders of public organizations as well as service providers will be trained within different topics which are needed for the further development of the AoE destination. Including internal and external experts, stakeholders and service providers will have a minimum of two trainings within the following spectrum:

- internally provided training covering different topics like: joint transnational destination, responsible travel, customers' expectations, destination management, joint products, quality of services, capacity building, etc.
- external trainings in marketing and social media, storytelling or other relevant knowledge which is missing e.g., language courses, etc.

Based on the gap analysis in D.T3.3.1 and the needs of the stakeholders and service providers, the type of training is carefully selected.

For the internal training the focus was put on capacity building within a train the trainer program. For this purpose, all the regional partners were included in the development process of the Amazing Moments, by the Trail Angels. In particular, in form of trainings on the field during the Amazing Moments testing. The aim was to train them on how to develop an Amazing Moment: what is the procedure behind it, what to focus on and what to check. Therefore, Trail Angels developed an Amazing Moments information sheet, which builds the guideline for this training. In the end of this internal training the regional partners will have the know-how, to develop and implement further Amazing Moments their self, which will be crucial for the future success of the development of the AoE destination.

This activity is very tight connected with the activity A.T2.4 developing flagship tourism products which is reported in the output O.T2.3. The first steps of the internally provided training, capacity building in form of a train the trainer program, is focusing was implemented in the months between May and July.

Step 1: finding out potential Amazing Moments in close cooperation with the regional partner; additional research by Trail Angels

Step 2: further development of the given ideas, pre-evaluating the potential

Step 3: scheduling a testing tour covering the partners in Croatia, Hungary and Serbia (Austria and Slovenia will be tested in the second round in July)

Step 4: in field trainings of regional partners and service providers on each potential Amazing Moment. Trainings focused on service quality, building up a story, collecting product and booking relevant information, improving overall product quality.

Step 5: one on one meetings (online) with each regional partners and partly service providers to talk about the seen and learned, evaluating each Amazing Moment, defining weaknesses and how to solve it

Step 6: finish the development of Amazing Moments and make them ready to book

The external trainings vary a little bit more, but most workshops were focused on building up marketing skills. Therefore, the external expert Jaka Oman was invited to train the local service providers on how to use storytelling as an effective marketing tool for responsible tourism. Part of this training was to ensure that everyone in the AoE destination knows the Amazon of Europe story and can transfer it to others. Within this it is crucial, that each local service providers connects their own story, with the greater story of the AoE destination. One crucial fact, which was covered with this external training as well, is to intensely activate local tourism experts, professionals, and service providers to become the AoE ambassadors who understand the story, shares the values and knows the benefits of being part of something so powerful like the new AoE destination. Some of the partners took chance to implement even more external trainings focusing on different topics which are suggested within the training curriculum.

More details like attendance lists, pictures, and more to each event report of the regional partners you find in their submitted event reports of the external trainings.

3. INTERNAL TRAININGS

As described in chapter 2 the trainings for stakeholders were primarily divided into two parts, internal and external provided trainings. As for the internal provided training Trail Angels decided to focus on capacity building within a train the trainer program to give important know-how for developing tourism product to the regional partners and to teach service providers in service quality and storytelling, to enable them getting competences which are crucial for the future development and success of the destination.

The agenda of the trainings has been the following:

- Meeting the service providers
- Checking the facilities of Amazing Moments
- Testing the Amazing Moment
- Checking service quality
- Improving product quality
- Working on story telling
- Filling out the information sheet to collect all product and booking relevant information

This training was realized with all the regional partners besides Die Oststeirische Städtekooperation. For Die Oststeirische Städtekooperation we saw more need within another topic so Trail Angels held an internal workshop with different service providers of South Styria. The joined workshop dealt with the topic about the further potential of the South Styrian region within the AoE destination, how to develop the participation even further and how to profit from it.

3.1. Amazing Moments West Pannon Regional and Economic Development Public Nonprofit Ltd.

A.T3.3 Training the stakeholders for responsible green destination

O T3.3 Implementation of trainings for stakeholders: public organizations and service providers

Date of event: 16th of May 2022

Location of event: Lovászi, lakótelep, 8878 Ungarn and Alkotmany u. 9, 8834 Murakeresztur

Number of participants: 7

Short summary of event:

In the scope of A.T3.3 Training the stakeholders for responsible green destination Trail Angels held the stakeholders trainings with regional partners and service providers as shown in the general agenda in chapter 3.

In case of West Pannon Regional and Economic Development Public Nonprofit Ltd., two places and service providers were visited. The bunker, which will be renovated in the near future to make it accessible to guests, and the Edith, which is offering pottery workshops. Both activities were seen as potential Amazing Moments during the planning process.

The main goal was to present the destination and the project with all its facts, goals, missions, tourism flagship products and the idea behind the further two flagship tourism products. But also, to check the product and service quality, the storyboard of this experience, options to cooperate, to experiencing this “Amazing Moment” and to finally fill out the information sheet as part of the deliverable of this work package. Through all those steps the regional partner was totally integrated, to teach the regional partners all the skills they need, to be able to develop Amazing Moments independently in the future. A PowerPoint presentation was used to cover the first part of the workshop. The second part was more interactive designed.

Two stops have been covered within the 16th of May. The bunker was visited. Unfortunately, it will not be ready renovated till the end of this year, so we decided to not develop it further in the end.


The second stop was very successful. The training was accomplished successfully and the pottery workshop will be further developed and ready to be implemented by the end of this project.

Targeted groups at event (fill in the table):

IMPORTANT: Please count organizations not people.





TARGET GROUPS	VALUE REACHED	REACHED ORGANIZATIONS	ALREADY REPORTED IN PREVIOUS REPORTING PERIODS (yes/no)
Local public Authority		1	
Regional public Authority			
Sectoral agency			
Interest groups including NGOs			
SME		1	
Infrastructure and (public) service provider			
National public authority			

Attendance list:



ATTENDANCE LIST

Project	Responsible Green Destination Amazon of Europe
Type of meeting	Output O.T3.3: Trainings on responsible green destination Amazing AoE - Implementation of trainings for stakeholders: public organisations and service providers
Place and date	

#	Name and surname	Organisation	Signature
1	MARÉ DEÁK	WEST PARTNER NONPROFIT LTD.	
2	SIMON ANDRÁS	LOVÁSZI KÖZSÉG ÖNKORMÁNYZAT	
3	LAURA KOPUNJVIČ	Iskriva	
4	Stefan Dole	Erdfingel GmbH	
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Information on data protection (in accordance with Art. 53 para. 1 and para. 2 GDPR): Your data will only be used in the course of this event and it processed and stored by the employees directly responsible for organizing the event. You have the right to access, rectify, delete or limit the processing of the personal data concerned. You may object to the processing and have the right to data portability. You also have the right of appeal to the competent supervisory authority.
With your signature on the list of participants you confirm to take note of the data protection information and agree to the storage and processing of your personal data. Additionally, you allow the use of photos of you for promotional and publication use for the Responsible Green Destination Amazon of Europe project.

ATTENDANCE LIST			
Project	Responsible Green Destination Amazon of Europe		
Type of meeting	Output 0.T3.3: Trainings on responsible green destination Amazing AoE - Implementation of trainings for stakeholders: public organisations and service providers		
Place and date			
#	Name and surname	Organisation	Signature
1	MATE DEAK	MOST DANUBIA NON-PROFIT LTD	
2	HERMAN EDIT	POTTER	
3	LAURA KOPUNOVIĆ	lokrija	
4	Silviana Dolac	Traić Angela (gost)	
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 With your signature on the list of participants, you confirm to this note of the data protection information and agree to the storage and processing of your personal data. Additionally, you waive the use of photos of you for promotional and publication use for the Responsible Green Destination Amazon of Europe project.

Pictures:



3.2. Amazing Moments Koprivnica Križevci County

A.T3.3 Training the stakeholders for responsible green destination

O T3.3 Implementation of trainings for stakeholders: public organizations and service providers

Date of event: 17th of May 2022

Location of event: Ul. bana Josipa Jelačića 139, 48323, Hlebine, Kroatien

Number of participants: 8

Short summary of event:

In the scope of A.T3.3 Training the stakeholders for responsible green destination Trail Angels held the stakeholders trainings with regional partners and service providers following the general agenda as shown in chapter 3.

In case of Koprivnica Križevci County, two places and service providers were visited. The Naïve Art workshop, which was led by two known and local artists and Vinarija Matocec, a famous winery with a special wine, grown in the soils of Durdevac sand dunes.

The main goal was to present the destination and the project with all its facts, goals, missions, tourism flagship products and the idea behind the further two flagship tourism products. But also, to check the product and service quality, the storyboard of this experience, options to cooperate, to experiencing this “Amazing Moment” and to finally fill out the information sheet as part of the deliverable of this work package. Through all those steps the regional partner was totally integrated, to teach the regional partners all the skills they need, to be able to develop Amazing Moments independently in the future. A PowerPoint presentation was used to cover the first part of the workshop. The second part was more interactive designed.


Two stops have been covered within the 17th of May. Both Amazing Moments will be further developed to become one of the new flagship products of the Amazing Amazon of Europe project.

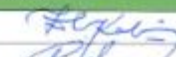






Targeted groups at event:

TARGET GROUPS	VALUE REACHED	REACHED ORGANIZATIONS	ALREADY REPORTED IN PREVIOUS REPORTING PERIODS (yes/no)
Local public Authority			
Regional public Authority			
Sectoral agency			

Interest groups including NGOs			
SME		3	
Infrastructure and (public) service provider			
National public authority			

Attendance list:



ATTENDANCE LIST			
Project	Responsible Green Destination Amazon of Europe		
Type of meeting	Output O.T3.3: Trainings on responsible green destination Amazing AoE - Implementation of trainings for stakeholders: public organisations and service providers		
Place and date			
#	Name and surname	Organisation	Signature
1	Željko Kolarek	PRIVATNI ATERIER - GALEKIZA	
2	STJEPAN BOJGRAC	SINAR - OPS - BOJGRAC Udruženje "SARAJEVO"	
3	URŠKA DOLINAR	ISKRIVA	
4	MARJANA ČIČIĆ	KKE	
5	VLADIMIR ŠABEC	KKE	
6	LAURA KOPUNOVIĆ	ISKRIVA	
7	Silvan Dalm	Freelance GmbH	
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ATTENDANCE LIST			
Project	Responsible Green Destination Amazon of Europe		
Type of meeting	Output O.T3.3: Trainings on responsible green destination Amazing AoE - Implementation of trainings for stakeholders: public organisations and service providers		
Place and date			
#	Name and surname	Organisation	Signature
1	MARJON MARJON	VINAROP MARJON	
2	URŠKA DOLINAR	ISKRIVA	
3	MARJANA ČIČIĆ	KKE	
4	VLADIMIR ŠABEC	KKE	
5	LAURA KOPUNOVIĆ	ISKRIVA	
6	Silvan Dalm	Freelance GmbH	
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Information on data protection (in accordance with Art. 13 para. 1 and para. 2 GDPR): Your data will only be used in the context of this event and is processed and stored by the employees directly responsible for organizing the event. You have the right to access, rectify, delete or limit the processing of the personal data concerned. You may object to the processing and have the right to data portability. You also have the right of appeal to the competent supervisory authority. With your signature on the list of participants you confirm to take note of the data protection information and agree to the storage and processing of your personal data. Additionally, you allow the use of photos of you for promotional and publication use for the Responsible Green Destination Amazon of Europe project.

Pictures:



3.3. Amazing Moments Tourism Board Međimurje

A.T3.3 Training the stakeholders for responsible green destination

O T3.3 Implementation of trainings for stakeholders: public organizations and service providers

Date of event: 19th of May 2022

Location of event: River mill in Žabnik

Number of participants: 6

Short summary of event:

In the scope of A.T3.3 Training the stakeholders for responsible green destination Trail Angels held the stakeholders trainings with regional partners and service providers following the general agenda as shown in chapter 3.

In case of Tourism Board Međimurje, one service provider was visited.

The main goal was to present the destination and the project with all its facts, goals, missions, tourism flagship products and the idea behind the further two flagship tourism products. But also, to check the product and service quality, the storyboard of this experience, options to cooperate, to experiencing this “Amazing Moment” and to start filling out the information sheet as part of the deliverable of this work package. Through all those steps the regional partner was totally integrated, to teach the regional partners all the skills they need, to be able to develop Amazing Moments independently in the future. A PowerPoint presentation was used to cover the first part of the workshop. The second part was more interactive designed.







This Amazing Moments still need some adaptations to be ready for implementation. It was agreed to further develop the services and the product.

Targeted groups at event (fill in the table):

IMPORTANT: Please count organizations not people.

TARGET GROUPS	VALUE REACHED	REACHED ORGANIZATIONS	ALREADY REPORTED IN PREVIOUS REPORTING PERIODS (yes/no)
Local public Authority			
Regional public Authority		1	
Sectoral agency			
Interest groups including NGOs			
SME			
Infrastructure and (public) service provider			
National public authority			

Attendance list:

ATTENDANCE LIST			
Project	Responsible Green Destination Amazon of Europe		
Type of meeting	Output O.T3.3: Trainings on responsible green destination Amazing AoE - Implementation of trainings for stakeholders: public organisations and service providers		
Place and date			
#	Name and surname	Organisation	Signature
1	M. HAJDUK MESTREK	MOŠNAVSKA POKOLNA	
2	PETRA KUŠIČIĆ	TZ HEĐIMURSKO ŽUPANIJE	
3	ILIRKA DOLINAR	ISKRIVA	
4	IVA JURUŠIĆ KADARIC	TZ HEĐIMURSKO ŽUPANIJE	
5	LAURA KOPUNOVIĆ	ISKRIVA	
6	Silvana Dolac	Trail Angels GmbH	
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Pictures:



3.4. Amazing Moments Varaždin County

A.T3.3 Training the stakeholders for responsible green destination

O T3.3 Implementation of trainings for stakeholders: public organizations and service providers

Date of event: 20th of May 2022

Location of event: Varazding County region and Imanje Pijevci, Moždenec 199, 42220 Novi Marof

Number of participants: 5

Short summary of event:

In the scope of A.T3.3 Training the stakeholders for responsible green destination Trail Angels held the stakeholders trainings with regional partners and service providers following the general agenda as shown in chapter 3.

In case of Varaždin County, several places and service providers were visited. In the region we stopped by the traditional lace producer, a traditional ginger bread bakery and at a local restaurant, further more the service providers of the Amazing Moment for the truffel hunting was visited.

The main goal was to present the destination and the project with all its facts, goals, missions, tourism flagship products and the idea behind the further two flagship tourism products. But also, to check the product and service quality, the storyboard of this experience, options to cooperate, to experiencing this “Amazing Moment” and to finally fill out the information sheet as part of the deliverable of this work package. Through all those steps the regional partner was totally integrated, to teach the regional partners all the skills they need, to be able to develop Amazing Moments independently in the future. A PowerPoint presentation was used to cover the first part of the workshop. The second part was more interactive designed.

After visiting those different places, talking to different service providers and evaluating the potential of each service providers it was agreed to focus within this project on the Amazing Moment truffel hunting. This Amazing Moments will be further developed to become one of the new flagship products of the Amazing Amazon of Europe project.

Targeted groups at event (fill in the table):

IMPORTANT: Please count organizations not people.

TARGET GROUPS	VALUE REACHED	REACHED ORGANIZATIONS	ALREADY REPORTED IN PREVIOUS REPORTING PERIODS (yes/no)
Local public Authority			
Regional public Authority			
Sectoral agency			
Interest groups including NGOs			
SME		2	
Infrastructure and (public) service provider			
National public authority			

Attendance list:

ATTENDANCE LIST			
Project	Responsible Green Destination Amazon of Europe		
Type of meeting	Output 0.73.3: Trainings on responsible green destination Amazing AoE - Implementation of trainings for stakeholders: public organisations and service providers		
Place and date			
#	Name and surname	Organization	Signature
1	DIEVIJA FOSIJA	TOUR GUIDE	<i>[Signature]</i>
2	PETRA MAETNE	IAU Fidin county	<i>[Signature]</i>
3	Stjepan Hročić	OPŠ BRVNO	<i>[Signature]</i>
4	Laura Kopronić	ISKRIVA	<i>[Signature]</i>
5	Silvana Dolan	Envi Agency Gubit	<i>[Signature]</i>
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Pictures:



3.5. Amazing Moments Osijek-Baranja County

A.T3.3 Training the stakeholders for responsible green destination

O T3.3 Implementation of trainings for stakeholders: public organizations and service providers

Date of event: 23rd of May 2022

Location of event: City of Osijek

Number of participants: 6

Short summary of event:

In the scope of A.T3.3 Training the stakeholders for responsible green destination Trail Angels held the stakeholders trainings with regional partners and service providers following the general agenda as shown in chapter 3.

In case of Osijek-Baranja County, the city tour was tested, which covered the old town in first place and the more lively downtown as second. Also a stop in a local brewery was included.

The main goal was to present the destination and the project with all its facts, goals, missions, tourism flagship products and the idea behind the further two flagship tourism products. But also, to check the product and service quality, the storyboard of this experience, options to cooperate, to experiencing this “Amazing Moment” and to finally fill out the information sheet as part of the deliverable of this work package. Through all those steps the regional partner was totally integrated, to teach the regional partners all the skills they need, to be able to develop Amazing Moments independently in the future. A PowerPoint presentation was used to cover the first part of the workshop. The second part was more interactive designed.

This Amazing Moments will be further developed to become one of the new flagship products of the Amazing Amazon of Europe project.

Targeted groups at event (fill in the table):

TARGET GROUPS	VALUE REACHED	REACHED ORGANIZATIONS	ALREADY REPORTED IN PREVIOUS REPORTING PERIODS (yes/no)
Local public Authority			
Regional public Authority			
Sectoral agency			
Interest groups including NGOs			

SME		1	
Infrastructure and (public) service provider			
National public authority			

Attendance list:


 Danube Transnational Programme
 Amazing Amazon of Europe

ATTENDANCE LIST			
Project	Responsible Green Destination Amazon of Europe		
Type of meeting	Output O.T3.3: Trainings on responsible green destination Amazing AoE - Implementation of trainings for stakeholders: public organisations and service providers		
Place and date			
#	Name and surname	Organisation	Signature
1	DOMAGOJ BUTKOVIC	KULON TRAVEL	
2	IVANA YARIEL	GRUPE - BRAHA COUNTY	
3	NANA KUCINAC	UJEBOŠE	
4	ADELA VARDIĆ	UJ ZAN DOZ	
5	LAURA KOPUNOVIC	ISKRIVA	
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Pictures:



3.6. Amazing Moments Association for nature and environment protection Green Osijek

A.T3.3 Training the stakeholders for responsible green destination

O T3.3 Implementation of trainings for stakeholders: public organizations and service providers

Date of event: 21st of May 2022

Location of event: Zlatna Greda Visitor Center

Number of participants: 3

Short summary of event:

In the scope of A.T3.3 Training the stakeholders for responsible green destination Trail Angels held the stakeholders trainings with regional partners and service providers following the general agenda as shown in chapter 3.

In case of Association for nature and environment protection Green Osijek one Amazing Moment got tested. The nature experience which is offered in two parts. Zlatana Greda, covering canoeing and birdwatching and the nature park Kopacki Rit, covering a ranger guided tour on water and on foot.


The main goal was to present the destination and the project with all its facts, goals, missions, tourism flagship products and the idea behind the further two flagship tourism products. But also, to check the product and service quality, the storyboard of this experience, options to cooperate, to experiencing this “Amazing Moment” and to finally fill out the information sheet as part of the deliverable of this work package. Through all those steps the regional partner was totally integrated, to teach the regional partners all the skills they need, to be able to develop Amazing Moments independently in the future. A PowerPoint presentation was used to cover the first part of the workshop. The second part was more interactive designed.

This Amazing Moment will be further developed to become one of the new flagship products of the Amazing Amazon of Europe project.

Targeted groups at event:

Zlatna Greda is cooperating very closely with Kopcki Rit Natur Park and therefore took over the presenting and talks about this Amazing Moment, in the further process, the Nature Park Kopacki Rit will be deeply involved.

Attendance list:



ATTENDANCE LIST			
Project	Responsible Green Destination Amazon of Europe		
Type of meeting	Output O.T3.3: Trainings on responsible green destination Amazing AoE - Implementation of trainings for stakeholders: public organisations and service providers		
Place and date			
#	Name and surname	Organisation	Signature
1	DINEKO PEŠIĆ	GREEN OSIJEK	PEŠIĆ
2	Stefanica Delon	Trail Angels GmbH	Stefanica Delon
3	MISIAV BARIĆ	ASSOCIATION FOR NATURE AND ENVIRONMENT PROTECTION "GREEN OSIJEK"	M. Barić
4	LAURA KOPUNOVIĆ	ISKRIVA	Laura Kopunović
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This your signature on this list of participants you confirm in full scope of the data protection information and agree in the storage and processing of your personal data. Additionally, you allow the use of photos of you for promotional and publication use for the Responsible Green Destination Amazon of Europe project.

Pictures:



3.7. Amazing Moments Municipality of Apatin

A.T3.3 Training the stakeholders for responsible green destination

O T3.3 Implementation of trainings for stakeholders: public organizations and service providers

Date of event: 23rd of May 2022

Location of event: City of Apatin and nearby

Number of participants: 4

Short summary of event:

In the scope of A.T3.3 Training the stakeholders for responsible green destination Trail Angels held the stakeholder trainings with regional partners and service providers following the general agenda as shown in chapter 3.

In case of Municipality of Apatin, several spot around the town and one service providers were visited. Canoeing along a side branch of the Danube including traditional fish stew cooking class.


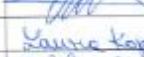

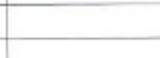
The main goal was to present the destination and the project with all its facts, goals, missions, tourism flagship products and the idea behind the further two flagship tourism products. But also, to check the product and service quality, the storyboard of this experience, options to cooperate, to experience this “Amazing Moment” and to start filling out the information sheet as part of the deliverable of this work package. Through all those steps the regional partner was totally integrated, to teach the regional partners all the skills they need, to be able to develop Amazing Moments independently in the future. A PowerPoint presentation was used to cover the first part of the workshop. The second part was more interactive designed.

One service provider has been covered within the 23rd of May. The tested Amazing Moment will be further developed to become one of the new flagship products of the Amazing Amazon of Europe project.

Targeted groups at event (fill in the table):

TARGET GROUPS	VALUE REACHED	REACHED ORGANIZATIONS	ALREADY REPORTED IN PREVIOUS REPORTING PERIODS (yes/no)
Local public Authority			
Regional public Authority			
Sectoral agency			
Interest groups including NGOs			
SME		1	
Infrastructure and (public) service provider			
National public authority			

Attendance list:

ATTENDANCE LIST			
Project	Responsible Green Destination Amazon of Europe		
Type of meeting	Output O.T3.3: Trainings on responsible green destination Amazing AoE - Implementation of trainings for stakeholders: public organisations and service providers		
Place and date			
#	Name and surname	Organisation	Signature
1	BUBIŠA MRKOBRADA	Association Upper Danube Apatin	
2	Stefan Zolna	Municipality of Apatin	
3	LAURA KOPUNOVIĆ	ISKRIVA	
4	Stefanie Solna	Trade Angela GmbH	
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Information on data protection (in accordance with art. 13 para. 2 and para. 2.40 GDPR): Your data will only be used in the course of this event and is processed and stored by the employee directly responsible for organizing the event. You have the right to access, rectify, delete or limit the processing of the personal data concerned. You may object to the processing and have the right to data portability. You also have the right of appeal to the competent supervisory authority.
 With your signature on the list of participants you confirm to take note of the data protection information and agree to the storage and processing of your personal data. Additionally, you allow the use of photos of you for promotional and publication sites for the Responsible Green Destination Amazon of Europe project.

Pictures:



3.8. Amazing Moments City of Sombor

A.T3.3 Training the stakeholders for responsible green destination

O T3.3 Implementation of trainings for stakeholders: public organizations and service providers

Date of event: 22nd of May 2022

Location of event: Visitor Center Karapandza and Ethno House in Backi Monostor

Number of participants: 7

Short summary of event:

In the scope of A.T3.3 Training the stakeholders for responsible green destination Trail Angels held the stakeholder trainings with regional partners and service providers following the general agenda as shown in chapter 3.

In case of City of Sombor, two places and service providers were visited. A nature experience, at the Karapandza Visitor Center, and a culture-based experience, around the city of Backi Monostor.

The main goal was to present the destination and the project with all its facts, goals, missions, tourism flagship products and the idea behind the further two flagship tourism products. But also, to check the product and service quality, the storyboard of this experience, options to cooperate, to experience those “Amazing Moments” and to start filling out the information sheet as part of the deliverable of this work package. Through all those steps the regional partner was totally integrated, to teach the regional partners all the skills they need, to be able to develop Amazing Moments independently in the future. A PowerPoint presentation was used to cover the first part of each workshop. The second part was more interactive designed.

Two stops have been covered within the 22nd of May. Both Amazing Moments will be further developed and adopted to become one of the new flagship products of the Amazing Amazon of Europe project.

Targeted groups at event:

TARGET GROUPS	VALUE REACHED	REACHED ORGANIZATIONS	ALREADY REPORTED IN PREVIOUS REPORTING PERIODS (yes/no)
Local public Authority			
Regional public Authority		2	no
Sectoral agency			

Attendance list:



ATTENDANCE LIST			
Project	Responsible Green Partnership Amazon of Europe		
Type of meeting	Output 0.13.3. Trainings on responsible green distribution Amazing AVE - Implementation of trainings for stakeholders: public organisations and service providers		
Place and date			
#	Name and surname	Organisation	Signature
1	Bosana Kocman	VOJvodina ZUNE	<i>[Signature]</i>
2	Bosana Lopic	U. Obilinskih Stena	<i>[Signature]</i>
3	Sasa Miro	City of Sombor	<i>[Signature]</i>
4	Miroslav Avic	City of Sombor	<i>[Signature]</i>
5	Laura Kopunovic	ISERVA	<i>[Signature]</i>
6	Silvana Stokic	Small Angles GmbH	<i>[Signature]</i>
7	Zorica Miro	Training, association City of Sombor	<i>[Signature]</i>
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Information is also provided in accordance with Art. 43 para. 1 and para. 2 (DPO). Your data will only be used for the scope of this project and is processed and stored for the employer directly responsible for organizing the event. You have the right to access, rectify, delete or limit the processing of the personal data concerned. You may object to the processing and have the right to data portability. You also have the right of appeal to the competent supervisory authority. With your agreement on the list of participants you agree to the use of the data provided for administrative and organisational purposes in the storage and processing of your personal data. Additionally, you also give your consent for promotional and public relations use for the Responsible Green Distribution Amazon of Europe project.

Pictures:



3.9. Amazing Moments CROST Regional Development Nonprofit Ltd.

A.T3.3 Training the stakeholders for responsible green destination

O T3.3 Implementation of trainings for stakeholders: public organizations and service providers

Date of event: 18th, 25th and 26th of May 2022

Location of event: Kaszo Forestry, Mohacs and Up-Drava Visitor Center, Ős-Dráva Látogatóközpont

Number of participants:

Short summary of event:

In the scope of A.T3.3 Training the stakeholders for responsible green destination Trail Angels held the stakeholder trainings with regional partners and service providers following the general agenda as shown in chapter 3.

In case of CROST Regional Development Nonprofit Ltd., three places and service providers were visited. Two nature experiences, nature tour in the forestry of Kaszo and Ranger tour in the forest of Drava-Danube National Park, and a traditional mill near Mohacs.


The main goal was to present the destination and the project with all its facts, goals, missions, tourism flagship products and the idea behind the further two flagship tourism products. But also, to check the product and service quality, the storyboard of this experience, options to cooperate, to experience those “Amazing Moments” and to start filling out the information sheet as part of the deliverable of this work package. Through all those steps the regional partner was totally integrated, to teach the regional partners all the skills they need, to be able to develop Amazing Moments independently in the future. A PowerPoint presentation was used to cover the first part of each workshop. The second part was more interactive designed.

Due to a big lack in language skills, two of the three programs can't be implemented right now but will be held in mind for the near future. The service providers are all willing to develop language skills so the chances are given that the implemented of their offers could be realized within the next couple of years. The nature experience in the Kaszo forest will be further developed, jointly with the service providers to become one of the new flagship products of the Amazing Amazon of Europe project.

Targeted groups at event:

TARGET GROUPS	VALUE REACHED	REACHED ORGANIZATIONS	ALREADY REPORTED IN PREVIOUS REPORTING PERIODS (yes/no)
Local public Authority		1	
Regional public Authority		1	
Sectoral agency			
Interest groups including NGOs			
SME		1	
Infrastructure and (public) service provider			
National public authority			

Attendance list:



ATTENDANCE LIST

Project	Responsible Green Destination Amazon of Europe
Type of meeting	Output O.T3.J: Trainings on responsible green destination Amazing AnE - Implementation of trainings for stakeholders: public organisations and service providers
Place and date	

#	Name and surname	Organisation	Signature
1	Colleen Power	CRUIE Muzzej	<i>Colleen Power</i>
2	Caroline Jack	KASZÓ Zrt.	<i>Caroline Jack</i>
3	Cerlea edit	KASZÓ Zrt.	<i>Cerlea edit</i>
4	Laura Zalko	KASZÓ Zrt.	<i>Laura Zalko</i>
5	VEŠKA DOLINAR	ISKRIJA	<i>Veška Dolinar</i>
6	LAURA KOPUNOVIĆ	ISKRIJA	<i>Laura Kopunović</i>
7	Stefan Dabjan	Trail Angels GmbH	<i>Stefan Dabjan</i>
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With your signature on the list of participants you confirm to the rules of the data protection information and agree to the storage and processing of your personal data. Additionally, you allow the use of photos of you for promotional and publication use for the Responsible Green Destination Amazon of Europe project.

ATTENDANCE LIST	
Project	Responsible Green Destination Amazon of Europe
Type of meeting	Output O.T3.3: Trainings on responsible green destination Amazing AoE - Implementation of trainings for stakeholders; public organisations and service providers
Place and date	

#	Name and surname	Organisation	Signature
1	Gabriel Benavito	Helian Nataour kpf	
2	Mohini GUGANSON, Nanda	S/Sr Niklo's Uzi/Molan	
3	Tibor Polgar	Wetipannan	
4	Stephan Dolbe	Trail Angels GmbH	
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With your signature on the list of participants you confirm to take note of the data protection information and agree to the storage and processing of your personal data. Additionally, you allow the use of photos of you for promotional and publication use for the Responsible Green Destination Amazon of Europe project.

ATTENDANCE LIST	
Project	Responsible Green Destination Amazon of Europe
Type of meeting	Output O.T3.3: Trainings on responsible green destination Amazing AoE - Implementation of trainings for stakeholders; public organisations and service providers
Place and date	

#	Name and surname	Organisation	Signature
1	Hodossy Albi	Duna-Dráva NPI	
2	Benavito Gabriel	Helian Nataour kpf	
3	Stephan Dolbe	Trail Angels GmbH	
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Information on data protection (in accordance with Art. 13 para. 1 and para. 2 GDPR): Your data will only be used in the course of this event and is processed and stored by the employer directly responsible for organizing the event. You have the right to access, rectify, delete or limit the processing of the personal data concerned. You may object to the processing and have the right to data transferability. You also have the right of appeal to the competent supervisory authority.
With your signature on the list of participants you confirm to take note of the data protection information and agree to the storage and processing of your personal data. Additionally, you allow the use of photos of you for promotional and publication use for the Responsible Green Destination Amazon of Europe project.

Pictures:



3.10. Municipality of Velika Polana

A.T3.3 Training the stakeholders for responsible green destination

O T3.3 Implementation of trainings for stakeholders: public organizations and service providers

Date of event: 5.7. – 6.7. 2022

Location of event: Verzej, Center Duo; Expano, Murska Sobota; Gornja Radgona, Radgonske gorice, Izakovci, Otok ljubezni and Mala Polana, Pomelaj

Number of participants: 6

Short summary of event:

In the scope of A.T3.3 Training the stakeholders for responsible green destination Trail Angels held the stakeholders trainings with regional partners and service providers following the general agenda as shown in chapter 3.

In case of Velika Polana, five places and service providers were visited. One nature experience and four culture & culinary focused experiences were tested.

The main goal was to present the destination and the project with all its facts, goals, missions, tourism flagship products and the idea behind the further two flagship tourism products. But also, to check the product and service quality, the storyboard of this experience, options to cooperate, to experience those “Amazing Moments” and to start filling out the information sheet as part of the deliverable of this work package. Through all those steps the regional partner was totally integrated, to teach the regional partners all the skills they need, to be able to develop Amazing Moments independently in the future. A PowerPoint presentation was used to cover the first part of each workshop. The second part was more interactive designed.

The first spot was the Center Duo in Verzej, where the service provider of a pottery workshop was trained and tested. The second stop was the Expano, which is an interactive museum, but due to the fact, that there is no interaction with locals and no direct involvement of the guest in this activity, Expano will rather be an point of interest than an Amazing Moment. The third stop, Radgonske gorice, included an outstanding sparkling wine tasting in complete darkness. The fourth stop was on the “Island of love” in Izakovci. Due to the fact that there the experience is missing, it was also decided that this point of interest will not be an Amazing Moment. The last stop of this two day training and testing tour was in Mala Polana at Pomelaj, which again represents everything an Amazing Moment should include. Guided tour, including local tour guides or workshop leaders, active involvement of the guest and within the two categories nature or culture & culinary.

To sum up this training it can be said, that different service providers got trained in product and service quality, building up a storyboard and how to improve the experience design. For the ones, which are not selected as future Amazing Moments, improvements were suggested to build out the potential to offer an Amazing Moment in the near future.

Targeted groups at event:

TARGET GROUPS	VALUE REACHED	REACHED ORGANIZATIONS	ALREADY REPORTED IN PREVIOUS REPORTING PERIODS (yes/no)
Local public Authority	1	Ižakovci, Otok ljubezni (Island of love)	no
Regional public Authority	1	Expano	no
Sectoral agency			no
Interest groups including NGOs	2	Veržej, Center Duo, pottery workshop Pomelaj	no
SME	1	Gornja Radgona, Radgonske gorice	no
Infrastructure and (public) service provider			
National public authority			

Attendance list:

ATTENDANCE LIST			
Project	Responsible Green Destination Amazon of Europe		
Type of meeting	Output 0.T3.3: Trainings on responsible green destination Amazing AoE - Implementation of trainings for stakeholders: public organisations and service providers		
Place and date			
#	Name and surname	Organisation	Signature
1	Stefanija Dobro	Strah Angel GmbH	<i>[Signature]</i>
2	Uroš Dobro	Guba Doo	<i>[Signature]</i>
3	LAURA KOBUKOVIC	ISKRIVA	<i>[Signature]</i>
4	KSENIJA GLAZIK	MVP	<i>[Signature]</i>
5	Martina Ficko	Radgonske gorice	<i>[Signature]</i>
6	Melita Kujic	Espar	<i>[Signature]</i>
7			
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Pictures:



3.11. Die Oststeirische Städtekooperation

A.T3.3 Training the stakeholders for responsible green destination

O T3.3 Implementation of trainings for stakeholders: public organizations and service providers

Date of event: 7th of July 2022

Location of event: Startup Center Feldbach

Number of participants: 10

Date of event:

7th of July 2022

Location of event:

Start-Up-center, Feldbach, Franz-Seiner-Gasse 2, A-8330 Feldbach

Number of participants: 10

Short summary of event:

The main objective of the workshop was to develop a joint strategy for the "Amazon of Europe" destination, with a focus on the Austrian project area, the Styrian thermal spa and volcano region:

- "Future image" of AoE for the Styrian thermal spa and volcano region
- Role and positioning of the region
- Specification of the concrete steps in the project and beyond

Moderated by Günter Mussnig, Trail Angels, representatives of the regional touristic organisations were involved.

Agenda

10.00	Opening and welcome address
10.10 a.m.	Short project presentation (aims and current activities, aim of the meeting)
10.30 a.m.	Presentation of the Austrian project activities
10.45 a.m.	Presentation of Trail Angels - project tasks
11.00 am	Workshop positioning of the Austrian part of the project, together with the partner city of Gornja Radgona: target groups, product development, roles of the actors
12.00	Lunch break

- 13.00 Prioritisation of topics, roles of team members, project structure
- 14.00 Discussion of the next tasks: Definition of further Amazing Moments, promotion, follow-up activities and structure.
- 15.00 Summary, followed by a joint meal

Main outcomes of the event

The workshop revealed a number of concrete points of connection for regional tourism products of the Thermen- und Vulkanland with the offers of the "Amazon of Europe". The most important are:

- Communicative valorisation of the attractive starting point (Mureck/Bad Radkersburg) for the flagship product AOE Bike Trail.
- Scaling of the Amazing Culinary Moments for the region
- Packaging of regional flagship products (e.g. Route 66 & Schlösserstraße) with Amazon of Europe modules (booking management through AOE Booking Centre)
- Increased valorisation of the AoE brand for the region with its own communication strategy (e.g. "Your Gateway to Europe's largest River Wilderness")
- Participation in an AOE follow-up project (with regionally optimised output)

Several concrete tasks were discussed, the most promising 2 are:

1) GREEN GATEWAY

Objective:

- Improving the climate-friendly accessibility of the Amazon of Europe Bike Trail or its destination through a serviced rail journey (part of the travel product)
- Integration of the two long-distance cycle routes Raabtalradweg R11 and Murradweg R2 into the overall product Amazon of Europe Bike Trails
- Increasing the presence and benefits of the Thermen- und Vulkanland adventure region in the within the framework of the Amazon of Europe overall strategy

Design:

- Green Gateway 1: Rail journey via Graz to Feldbach; official start of the cycling tour with connection to Bad Radkersburg
- Green Gateway 2: Rail journey from Vienna to Fehring; official start of the cycling tour with connection to Bad Radkersburg
- Design of further "Green Gateways" (e.g. Budapest; Ljubljana etc.) within the framework of the AOE Follow Up project

To Dos:

- Integration into the follow-up project for the DTP Call at the end of 2022
- Development of a work package within the framework of the next Amazon of Europe DTP project with special consideration of "smart" and "green" solutions
- Evaluation of extended cooperation possibilities with selected railway partners (ÖBB, DB)

2) PACKAGING

Objective:

- Development of bookable "LIGHTHOUSE PACKAGES" with special consideration of the experience region Thermen- und Vulkanland
- valorisation of the lighthouse package for regional marketing as well as for themarketing of the transnational AOE destination (with a focus on the western region!)
- Bookable for the 2023 season via the transnational booking centre

Design:

- Cycle tour on the Amazon of Europe Bike Trail in the form of a round trip (also to keep logistics costs low).
- Intelligent connection of north and south route
- Focus on the western part of the Amazon of Europe destination
- Loading the cycling tour with experience modules (Amazing Moments) and further programme modules (e.g. visit to a thermal spa)

Targeted groups at event (fill in the table):

IMPORTANT: Please count organizations not people.

TARGET GROUPS	VALUE REACHED	REACHED ORGANIZATIONS	ALREADY REPORTED IN PREVIOUS REPORTING PERIODS (yes/no)
Local public Authority		3	
Regional public Authority		3	
Sectoral agency			

Interest groups including NGOs			
SME		2	
Infrastructure and (public) service provider			
National public authority			

Other comments:

Attendance list:



List of Participants
Responsible Green Destination Amazon of Europe
Interreg Danube Transnational Programme Project - DTP8-862-2-2

Participatory Workshops for a Joint Strategy for Amazon of Europe destination development and training an responsible green destination Amazon AGC.

Start by 8 o'clock on Friday, 11th October 2018, 8:00 o'clock on the 1st of July, at 11 a.m.

Name/Institution	Email	Signature
GEMPE MUSMIG	gemusmig@...	<i>G. Musmig</i>
TRIXI ANGELS	trixi-angels.com	<i>Trixi</i>
HELENE LOBEL	helene@...	<i>Helene</i>
GABRIEL	gabriel@...	<i>Gabriel</i>
KRISTINA	kristina@...	<i>Kristina</i>
STEFANIE	stefanie@...	<i>Stefanie</i>
CHRISTINE NEUHOLD	christine@...	<i>Christine</i>
...



Name/Institution	Email	Signature
Stefanie Dolber	stefanie.dolber@...	<i>Stefanie</i>
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CHRISTINE NEUHOLD	christine@...	<i>Christine</i>
...

Pictures:



4. EXTERNAL TRAININGS

Based on the proposed modules in the training curriculum regional partners had the chance to decide for a module where they see the most need. In close coordination with Trail Angels as work package leader, we jointly decided to held a workshop series covering the topic marketing skills.

At this workshop series the following regional partners invited their stakeholders and service provider to take part within this workshop:

- Municipality of Velika Polana
- West Pannon Regional and Economic Development Public Nonprofit Ltd.
- CROST Regional Development Nonprofit Ltd.
- Tourism Board Međimurje
- Osijek-Baranja County together with Association for nature and environment protection Green Osijek
- Koprivnica Križevci County
- Varaždin County
- Municipality of Apatin
- City of Sombor

The story telling workshop was divided into three parts, following the general agenda:

1. Amazing AoE – destination strategy and the joint story
 - Short intro to the workshop goal and approach
 - Presentation of the proposal for the Amazon of Europe strategy
 - Presentation of the Amazing AoE story by Urška Dolinar, director of the Institute Iskriva
2. Local stories
 - Introduction to storytelling – storytelling as an effective marketing tool for responsible tourism
 - Presentations of stories from local service providers
 - Consultancy on how to tell a better story
3. Joint Amazon of Europe story
 - Connecting the local stories with the Amazing AoE story
 - Creating one joint Amazon of Europe story
 - Wrap up and closure

As can be clearly seen from the agenda, two topics were covered within this workshop series. The first part focused on the Joint Strategy for Amazon of Europe destination development (D.T2.1.2) while the second and third part of the workshop focused on Training on responsible green destination Amazing AoE (O.T3.3).

Storytelling workshop material:




**Amazon of Europe
Storytelling workshop
– Report**

Responsible Green Destination Amazon of Europe
2nd round of Participatory Workshops for a Joint Strategy for Amazon
of Europe destination development (D.T2.1.2) and Training on
responsible green destination Amazing AoE (O.T3.3)

 **Interreg** 
Danube Transnational Programme
Amazing Amazon of Europe

PROJECT CO-FUNDED BY THE EUROPEAN UNION FUNDS (ERDF, IPA)

PROJECT CO-FUNDED BY THE EUROPEAN UNION FUNDS (ERDF, IPA) 
Danube Transnational Programme
Amazing Amazon of Europe

List of the workshops:

1. Lovászi – Hungary – 16.5. 2022
2. Hlebine – Croatia – 17.5. 2022
3. Varaždin – Croatia – 20.5. 2022
4. Čakovec – Croatia – 7.6. 2022
5. Osijek – Croatia – 8.6. 2022
6. Sombor – Serbia – 9.6. 2022
7. Apatin – Serbia – 10.6. 2022
8. Velika Polana – Slovenia – 28.6. 2022
9. Harkány – Hungary – 29.6. 2022

Report prepared: 30. 6. 2022
Workshop moderation: Jaka Oman – Resna igra

AIM OF THE WORKSHOPS:

1. To present the AoE story to the local stakeholders, partners and service providers, so everybody understands and tells the same story.
2. Hear the stories from local providers and provide feedback and consultancy on how to add value to your current story.
3. Come to a joined BIG story which includes the cover AoE story + local provider's story.

Structure of the workshops

The workshops were split in 3 parts:

1. Part: Is where the cover AoE story was presented, where the main conflict was based on the ability of the hero to overcome the offer from the mass tourism and turn to a new adventure in the unknown (meaning AoE). In AoE the hero had difficulties to disconnect, but was presented with so many attractive and interesting activities, sites and people that he was finally able to let go of his ordinary world and reach the flow state.

2. Part: Was focused on the theoretical framework of:

- **The Flow state** from Mihaly Csikszentmihalyi, which is fundamental for people's overall life satisfaction, but also satisfaction with travel. Therefore the flow state was set as the goal for our tourists in AoE to reach as many times as possible. The more flow the AoE destination could provide for their visitors the more satisfaction and the more memorable the experiences.
- **The storytelling framework** from Klaus Fogg, Christian Budtz and Baris Yakaboylu
- **The Hero's Journey** from Joseph Campbell

3. Part: Was dedicated to the local stories which were presented with Lego brick models with the use of LEGO® SERIOUS PLAY® methodology. Inside these stories the main storytelling characters were included in the local level. The main focus was on the Hero, Adversary, The Goal and The Supporter (Benefactor).

Structure of the report

This report will present an overall view on the story inside the regions and areas of the AoE. The goal here is to show:

- **The Hero** – Who he or she is?
- **The Hero's goal** – naming the adventure he or she seeks in AoE, what it is
- **The Adversary** – There have been many adversaries identified on the workshops and the collection will be presented in the report
- **Support / Benefactor** – In order for the hero to finish the adventure successfully he or she needs help in a form of support and/or benefactor, which were also identified on the workshop.

In this respect the report will follow the storytelling main character map.

Storytelling character map:



The Hero

In most cases our hero is a cycling tourist, but in general we see a person that would be willing to go to the unknown.

What is important to note about the hero is that this is not a regular/normal person from the population. Rather we are looking at the niche segment of people willing to explore in an active manner. This is not the majority or the population. Currently this is a small but growing segment that is growing based on the experience tourism trend focused on eco, pristine nature, local gastronomy oriented products.

The Hero's Goal

The goal here is to explore the AoE on multiple levels. What our hero wants is "the full package", that include:

- **Spent time in the pristine nature** (see the landscapes, plants, animals)
- **Be active** (on a bicycle, on the river, with other sports activities or just driving/traveling around)
- **Experience local tradition and cuisine** - This means not only tasting, but also participating in making of the local specialties (Paprikaš, gibanica etc.) or doing local crafts (making a basket, naïve painting, finding gold etc.)
- **Connect with local people** - who are sharing with him or her the interesting facts and stories.

In terms of the AoE, the hero's goal is to maintain this approach in all 5 countries, along all 3 rivers and inside all various regions. The 3 products (Bike train, Amazing moments and The big river journey) that are being developed will need to offer the 4 mentioned dimensions throughout the destination.

The Adversary – The People

Since the destination is still developing there are many adversaries for the hero who comes in AoE who are waiting to make the exploration a bit more difficult and unpleasant:

- **MAKING POLLUTION** - There are many local people who are not aware of the importance of nature preservation. They will leave trash and would pollute the local nature (e.g. cruiser boats from Budapest will dump their waste in Danube river right after entering Serbia).
- **MAKING NOISE** - Some local groups would rather use the nature for “engine” tourism with quads, 4x4 vehicles or rally events instead of keeping the nature peaceful so the hero can hear the silence and singing of the birds.
- **HOLDING BACK DEVELOPMENT** - These are anti-tourism locals, who will not let for example tourism accommodation be present close to their homes.

The Adversary – Difficult Travel

The travelling in the AoE destination can sometimes be difficult due to:

1. Bad and dangerous roads with cars driving fast close to the cyclist
2. Difficulties with navigation which lead to our heroes getting lost
3. Technical/mechanical problems (e.g. A flat tyre)
4. Not yet build bike trails
5. Accessibility of certain sites (e.g. ???)
6. Difficulties of some terrains (steep hills)

The Adversary – The Nature

The nature sometimes can be also cruel and along the journey our hero can experience:

- **Bad weather** – sun, wind, rain
- **Mosquitos** due to wet lands and still waters
- **Climate change** – In some areas we can already sense the consequence of climate change (rising temperatures, heat waves in the summer, drought in Serbia due to the lack of Danube river flooding)

The Adversary – The Invisible

In many workshops the output in terms of the adversary was oriented towards the obstacles that are not visible to the tourists, but the fights from the benefactors (service providers and local authorities) is happening in order to make sure the touristic experience would be as satisfactory as possible. The main invisible adversaries are:

- **The bureaucracy needed to move things forward** (permissions to build river ports on Drava river, new activities e.g. zip-line, preservation of the interesting sites e.g. Mura mills, building of accommodation).
- **Local regional and national policies and strategies** (e.g. Hungary is mainly focusing on national tourism, Croatia is mainly investing in Adriatic destinations leaving Osijek underfunded and underpromoted)

The Support/Benefactor – The People

On the one hand this report shows that the people are the adversary but they are also the most important support and benefactors, making sure and working hard for the hero's journey to be successful and full of flow and satisfaction.

- **The local nature protecting organizations and NGOs** – These are the most important supporters for the hero since without their work the AoE as a destination could not have existed and the nature would therefore not be so attractive.
- **Service provider's staff** – It is very important that at all times the tourists know who they can ask (call, contact) for help and support and where are the locations (Tourist Information Centres) where they can always count on help and assistance. The aim of their support is mainly to provide the feeling of safety for the tourists.
- **Local and regional authorities staff** – Pushing forward the new projects that offer touristic development.

The Support/Benefactor – The Nature (rivers)

In some workshops also the nature and especially the rivers were mentioned as supporters for the hero to have an unforgettable adventure. This notion has already been included in the vision of the AoE destination, but was now also confirmed on the workshops.

Rivers and its surrounding nature have the power to disconnect our hero from his or hers ordinary stressful world, to engage him or her in the activities that trigger the flow state and therefore provide an unforgettable experience.

The development of the AoE story

Looking at the initial story designed before the workshops of a hero traveling to the AoE destination it is now clear that the mass tourism as an adversary is not the only obstacle that stands on the way to tourist reaching his or her goal. Also the workshops have shown the importance of the support and benefactors (also mentioned in the report) on this journey into the unknown undiscovered destination of the Amazon of Europe.

Recommendations for communication

In the future communication (e.g. the new destination website) it is recommended to emphasize the following:

- **The richness of the region** (the long list of interesting sites and activities should be well presented. The long list will provide constant novelty (a flow trigger) along the journey.
- **The flexibility of service providers** and their constant support. The aim here is to make the challenge and skill balance optimized for flow, which will result in higher attractiveness of the destination for a wider segments of tourists and will then also result in higher satisfaction at the end of travel.
- **The people who are there for the tourists.** It is crucial to name the people, show faces and provide direct phone numbers or locations (available on a map or any other digital product or support tool) where one can turn for help. This will boost the feeling of safety and would lower fear and anxiety of the unknown and increase the time spent in flow state.
- **The effort that has been made in the past so that this destination is so pristine in terms of nature** (e.g. work of the local nature protection activists and NGOs that did not allow the construction of hydroelectric power plants on the rivers and the promise that the area will remain untouched and will focus only on nature friendly tourism development.

For more info:

jaka@resna-igra.si

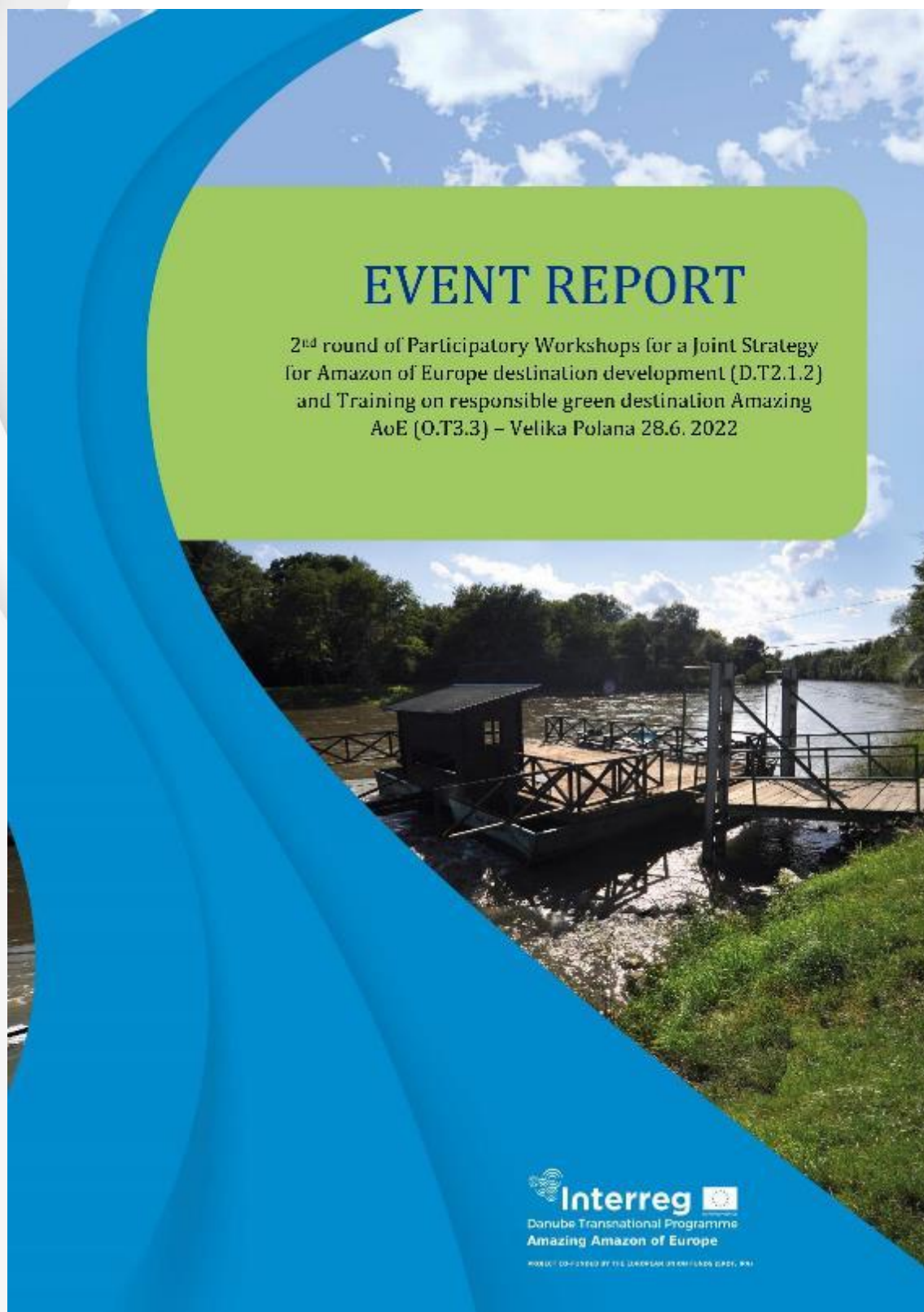
In addition to the story telling workshop WPRED, CROST, MOA, COS and TZMZ decided to implement another series of external trainings. More details can be found in in the following chapters.

The Austrian partners decided for another kind of external training, see in the report.

Due to the geographical proximity and the overlap of the same service providers and stakeholders of the two regional partners Osijek-Baranja County and Association for nature and environment protection Green Osijek, it was decided that Osijek-Baranja County would do the invitation and organization for the two regional partners and host the workshop for all service providers and stakeholders of the region. Therefore, Association for nature and environment protection Green Osijek is not reported separately within the following event reports.

Koprivnica Križevci County used the workshop day to organize another parallel event. In addition to the service providers and stakeholders invited for the storytelling workshop, the service providers of the future Amazing Moments were also invited to hold both the internal and external training in different time blocks. As these two trainings were clearly separated, see agenda, and partly concerned different providers, there were no correlations here.

4.1. Municipality of Velika Polana



Project	Responsible Green Destination Amazon of Europe
Acronym	Amazing AoE
Duration	1.7.2020 – 31.12.2022
Website	http://www.interreg-danube.eu/approved-projects/amazing-aoe
Work Package	WP T2
Output/Deliverable	Storytelling design
Author	Jaka Oman
E-mail	jaka@resna-igra.si
Institution	Resna igra
Date	28.6. 2022

TYPE OF EVENT:

- D.T2.1.2 Regional participation workshops with stakeholders on strategy development

Date of event: 28.6. 2022

Location of event: Velika Polana - Slovenia

Number of participants: 16

Short summary of event:

The workshop consisted of 3 main parts:

1. AoE Story

For the purpose of this workshop a case story was designed for the AoE region with the purpose to:

- Show an example on how a story for a touristic product looks like
- To explain in details to the participants (especially to the service providers), what the big story of the AoE is, so that they can then communicate this story further to their customers

More details on the AoE story can be found in the presentation under the appendices.

2. Flow, storytelling and the hero's journey

In order to understand a customer in tourism, who seeks not only a good service but a good experience or even a transformative experience, one needs to understand the underlying psychology and more specifically the flow state, because flow is an indicator of a good experience. Therefore the background of flow state was explained, following the presentation of two main tools for flow management, which are most important for tourism (flow cycle and the challenge&skills graph).

Further the structure of a story and the Hero's Journey by Joseph Campbell was presented, with the purpose to give the participants a framework, that would serve as a basis for their local stories.

3. Local stories designed with LEGO® SERIOUS PLAY® methodology

The participants then designed and presented their local stories through the models from Lego bricks. This initial stories were then joined together into a bigger story of the region and even with the big AoE story. These are the final shared models from groups:

Group 1:



Here we have a cycling tourist, he would like to disconnect from the digital plug-in stressful life. What he wants to see is still not available and closed. But he really wishes to come in the nice untouched nature, so he gets the help from a Dwarf of Polana and this is the way to enter to "Polanski log" where he see a mill, birds, nature. Further the adventure happens along the river where a biologist presents the river as it is and educates him about Mura. There is a flooded forest, a boat to cross the river. There are fields of lavender, but here some adversary appears in a form of a ATV driver who makes noise, but the area is protected by ecologists who make sure the area remains peaceful. The journey ends with a special and unique natural site with CO2 spring, which can be seen from a path. The area is very rich in natural sites and what the tourist needs is education and guidance, which he gets from the local people.

Group 2:



The model represents also some potential along the Mura river. Adventures on both sides of the river. There are a lot of ideas about the development, but the bureaucracy is holding back the progress and is therefore considered as an adversary. The balance between development of tourism and nature preservation is still not defined.

In order to also assure the best well-being of tourists two more adversary were mentioned and needs to be dealt with.

1. The shortage of workers who would be willing to work in bars and restaurants in touristic sites.
2. Security assurance - The availability and proximity of medical services need to be communicated in order for the tourists to feel as safe as possible.

Targeted groups at event:

IMPORTANT: Please count organizations not people.

TARGET GROUPS	VALUE REACHED	REACHED ORGANIZATIONS	ALREADY REPORTED IN PREVIOUS REPORTING PERIODS (yes/no)
Local public Authority	3	3	no
Regional public Authority	0	0	yes

Sectoral agency	2	2	no
Interest groups including NGOs	3	3	no
SME	2	2	no
Infrastructure and (public) service provider	0	0	yes
National public authority	0	0	yes

Other comments:

The participants were satisfied with the workshops and have an even better view of the project and activities.

Attached evidence for reporting:

- Invitation
- Agenda
- Attendance list,
- 1-3 photos taken during the event,
- Presentations (if any), etc.

Please upload the Event Report and all relevant materials to [Amazing AoE Google Drive](#) in the relevant folder and send Anja Krajnik (anja.krajnik@iskriva.net) the link to the folder (put Urška Dolinar: urska.dolinar@iskriva.net in "cc").

Invitation:



VABILO

Odgovorna zelena destinacija Evropska Amazonka Mednarodni program Interreg Podonavje DTP3-362-2.2

Občina Velika Polana, projektni partner Odgovorne zelene destinacije Evropska Amazonka, vas vabi na

delavnico skupne Strategije razvoja destinacije Evropska Amazonka in izobraževanje v sklopu Odgovorne zelene destinacije Evropska Amazonka,

ki bo potekalo v Centru za zaščito in reševanje Velika Polana (Velika Polana 109, 9225 Velika Polana)
dne **28.6.2022 med 09.00 in 12.30 uro.**

Občina Velika Polana je del Unescovega 5-državnega biosfernega območja Mura-Drava-Donava. V sodelovanju s 13 organizacijami iz Avstrije, Slovenije, Hrvaške, Madžarske in Srbije povezujemo 12 zavarovanih območij in 5 držav ob treh rekah (700 km) v skupno Odgovorno zeleno destinacijo Evropska Amazonka. Naš cilj je povečati trajnostno gospodarsko rast in razvoj turizma, ki bo temeljil na naravni in kulturni dediščini, kar bo privedlo do nastanka mreže ključnih akterjev in omogočilo okolje za visokokakovostni turizem, ki se bo odgovorno odzival na omejene vire ekosistemov.

Glavni cilj delavnice je ustvariti skupno zgodbo Evropske Amazonke kot trajnostne turistične destinacije. Ideja delavnice je predstaviti osnutek skupne strategije destinacije in predstaviti zgodbo Evropske Amazonke. Slišali bi radi tudi zgodbe lokalnih turističnih ponudnikov in skupaj z njimi ustvarili skupno zgodbo destinacije.

Partnerstvo Evropske Amazonke bo veselo vašega dragocenega doprinosa. Delavnica bo vključevala tudi uporabo tehnike pripovedovanja zgodb (storytelling) kot učinkovito marketinško orodje za odgovorni turizem ter razlago koncepta junakovega potovanja (hero's journey) in zanosa (flow) v turizmu.

Prosimo vas za potrditev udeležbe na delavnici do srede, 22.6.2021 do 10.00 ure. Po koncu delavnice bo sledilo skupno kosilo. Prosimo vas, da nam sporočite, ali se boste kosila udeležili in če imate kakšne prehranske posebnosti.

Občina Velika Polana

Velika Polana, 15.6.2022

Project co-funded by the European Union funds (ERDF, IPA)
DTP3-362-2.2, AMAZING AOE

Agenda:



Odgovorna zelena destinacija Evropska Amazonka Druga delavnica za skupno Strategijo Evropske Amazonke

Razvoj destinacije (D.T2.1.2) in izobraževanje v sklopu
Odgovorne zelene destinacije Evropska Amazonka (O.T3.3)

28.6.2022

Kraj dogodka: Center za zaščito in reševanje Velika Polana, Velika Polana 109, 9225 Velika Polana

Cilji delavnice:

- izobraževanje lokalnih ponudnikov na temo pripovedovanja zgodb kot učinkovitega marketinškega orodja za odgovorni turizem,
- zagotoviti, da vsi na destinaciji poznajo Evropsko Amazonko in lahko povedo njeno zgodbo,
- povezovanje zgodb lokalnih ponudnikov z zgodbo Evropske Amazonke,
- intenzivno aktivirati lokalne turistične strokovnjake, odločevalce in ponudnike storitev, da postanejo ambasadorji destinacije Evropske Amazonke ter da razumejo njeno zgodbo in koristi, ki jih prinaša njihovi organizaciji in regiji.

Potek delavnice in izobraževanja:

09.00 – 9.10	Prihod udeležencev in kratki uvodni pozdrav
09.10 – 9.25	Odgovorna zelena destinacija Evropska Amazonka – strategija destinacije in skupna zgodba - kratka uvodna predstavitev ciljev in poteka delavnice - predstavitev strategije Evropske Amazonke - predstavitev zgodbe Odgovorne zelene destinacije Evropske Amazonke, Urška Dolinar, direktorica Zavoda Iskriva Moderator: Jaka Oman (Zanos (Flow), Junakovo potovanje (Hero's Journey), Pripovedovanje zgodb (Storytelling))
09.25– 10. 30	Lokalne zgodbe - Evropska Amazonka – storytelling - zanos (Flow) in njegov pomen v turizmu - uvod v storytelling kot učinkovito marketinško orodje za odgovorni turizem Moderator: Jaka Oman (Zanos (Flow), Junakovo potovanje (Hero's Journey), Pripovedovanje zgodb (Storytelling))
10.30 – 10.50	Odmor

10.50 – 12.30	Skupna zgodba Evropske Amazonke in lokalnih zgodb (LEGO® SERIOUS PLAY®) - povezovanje lokalnih zgodb z zgodbo Odgovorne zelene destinacije Evropska Amazonka - ustvarjanje skupne zgodbe Evropske Amazonke - zaključek Moderator: Jaka Oman (Zanos (Flow), Junakovo potovanje (Hero's Journey), Pripovedovanje zgodb (Storytelling))
12.30 -	Kosilo

Attendance list:


Danube Transnational Programme
Amazing Amazon of Europe

ATTENDANCE LIST			
Project	Responsible Green Destination Amazing Amazon of Europe		
Type of meeting	Workshop Storytelling Lego serious method		
Place and date	Municipality of Velika Polana, Velika Polana 111, 9225 Velika Polana, 28.6.2022		
#	Name and surname	Organisation	Signature
1	DEJIS IVANČIČ	OBČINA VELEČI	
2	LAURA KOPUNONIČ	ZAVOD ISKRIVA	
3	MIRA PEKAT	OBČINA VELEKA POLANA	
4	IVETA RUČIČ	TOHUŠKI TEHNOLOŠKI PARK d.o.o.	
5	SPIRIGETA KUČIČ	JAVNA AGENCIJA ZA TURIZEM, KULTURO IN ŠPORT REPUBLIKE SLOVENIJE	
6	MARJETICA UHAR ŠKAVIČ	OBČINA BERTANCI	
7	ANJA CIGAN	ERŠAVI	
8	URŠA KUR	ERŠAVI	
9	ANDREJA KVAČ	OŠ MIHA KRANJČA VELEKA POLANA	
10	ROBERT ŽIŠKO	PRVA ENIGMOVAČI NARAVE, LADN BARJE	
11	MIKO JAROL	ZADRUŽNA POSRELELNA	
12	JAKA ONAN	RESTA IGRA	
13	SUZANA KOLBL	IZLETNISKA KMETIJA 'NA KONCU VASI'	
14	KSENIJA GLAZN	OBČINA VELEKA POLANA	

Project co-funded by European Union funds (ERDF, IPA)


Danube Transnational Programme
Amazing Amazon of Europe

15	MIRJICA KALANAR	ZAVOD ZA TURIZEM, ŠPORT IN KULTURO KRAČI	
16	VRŠKA DOLINAR	ZAVOD ISKRIVA	
17			
18			
19			
20			

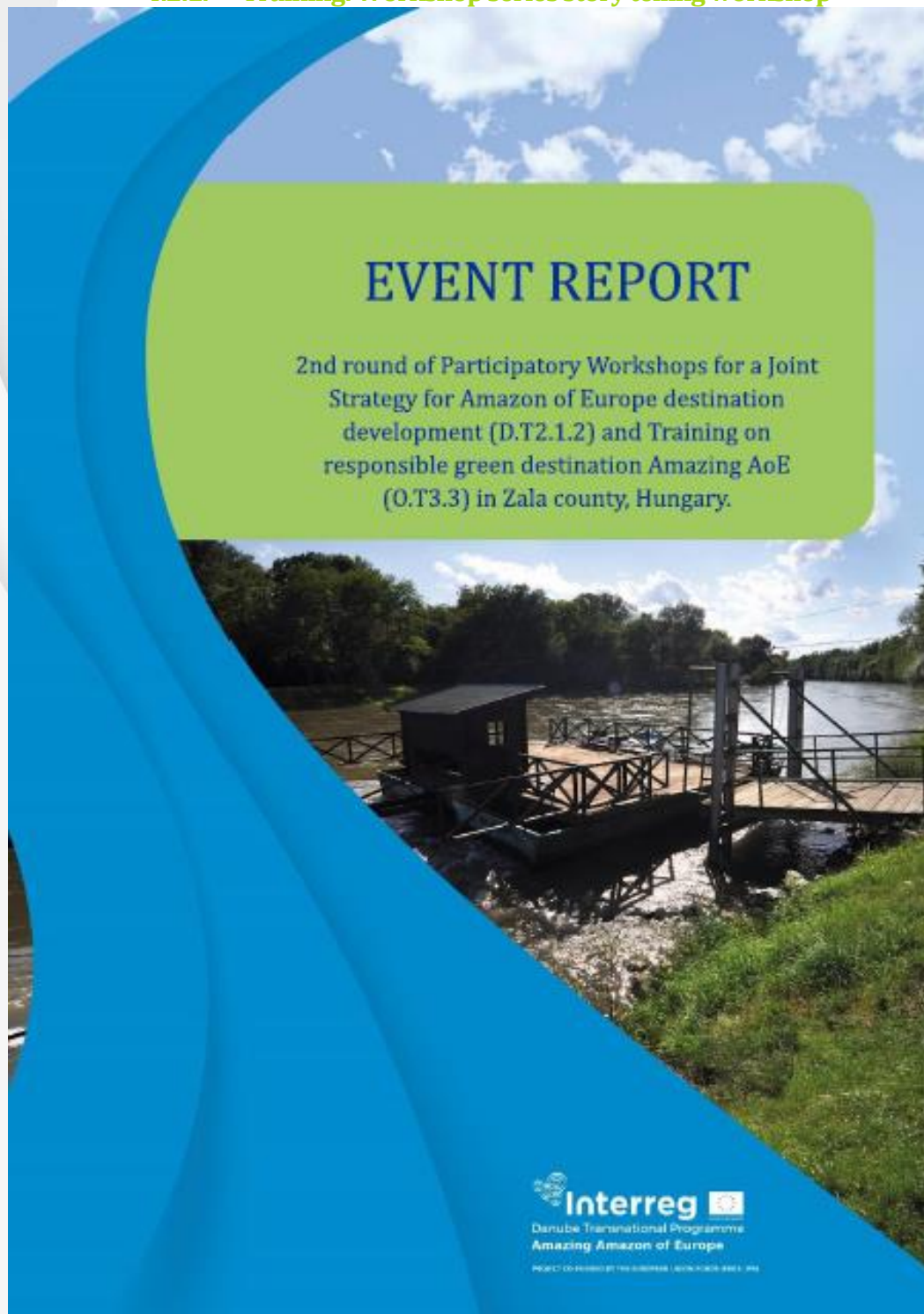
Information on data protection (in accordance with Art. 13 para. 1 and para. 2 GDPR): Your data will only be used in the course of this event and is processed and stored by the employees directly responsible for organizing the event. You have the right to access, rectify, delete or limit the processing of the personal data concerned. This may object to the processing and have the right to data portability. You also have the right of appeal to the competent supervisory authority. With your signature on the list of participants you confirm to take note of the data protection information and agree to the storage and processing of your personal data. Additionally, you allow the use of photos of you for promotional and publication use for the Responsible Green Destination Amazing of Europe project.

Pictures:



4.2. West Pannon Regional and Economic Development Public Nonprofit Ltd.

4.2.1. Training: Workshop series story telling workshop



Project	Responsible Green Destination Amazon of Europe
Acronym	Amazing AoE
Duration	1.7.2020 - 31.12.2022
Website	http://www.interreg-danube.eu/approved-projects/amazing-aoe

Work Package	
Output/Deliverable	
Author	
E-mail	
Institution	
Date	

Project co-funded by European Union funds (ERDF, IPA)

2

TYPE OF EVENT (CHOOSE FROM):

- D.T2.1.2 Regional participation workshops with stakeholders on strategy development

Date of event: 16th of May 2022

Location of event: Lovászi, Zala County, Hungary.

Number of participants: 18

Short summary of event: The event took place in Lovászi, 10 km from Lenti. This was the second round of workshops aiming to gather inputs from the local stakeholders to establish the joint strategy of the Amazon of Europe tourism destination. Participants met in the local community and cultural center of Lovászi, the program was divided into two parts (before and after noon). In between the two parts, participants consumed a lunch in the nearby restaurant, then visited the bunker under the settlement which is the main tourist attraction in Lovászi. The meeting was moderated by the Slovenian expert Jaka Oman, the applied methodology (similarly to the first round) was the Lego Serious Play. During the first part of the workshop, Urška Dolinar (representative of the lead partner) talked about the destination and its planned strategy, then Jaka Oman took a presentation about the storytelling and the concept of "flow". After the lunch break participants used Lego bricks to tell their local stories, then they were integrated into the joint Amazon of Europe story. The number of participants was 18.

Targeted groups at event (fill in the table):

IMPORTANT: Please count organizations not people.

TARGET GROUPS	VALUE REACHED	REACHED ORGANIZATIONS	ALREADY REPORTED IN PREVIOUS REPORTING PERIODS (yes/no)

Local public Authority	2	Municipality of Lovászi, Municipality of Molnári	Municipality of Lovászi is new
Regional public Authority			
Sectoral agency	1	Tourinform Lenti	yes
Interest groups including NGOs	2	Lenti és Térsége Vidékfejlesztési Egyesület; "Nyitott szemmel" association	yes
SME	4	Bukovics Guesthouse, Kantin Restaurant, Lenti Gyógyfürdő Kft., Vino Vlasics Borpince	3 out of 4 is new. Only Lenti Gyógyfürdő Kft. was reported previously
Infrastructure and (public) service provider			
National public authority			

Other comments:

Attached evidence for reporting:

- Invitation
- Agenda
- Attendance list,
- 1-3 photos taken during the event,
- Presentations (if any), etc.

Please upload the Event Report and all relevant materials to [Amazing AoE Google Drive](#) in the relevant folder and send Anja Krajnik (anja.krajnik@iskriva.net) the link to the folder (put Urška Dolinar: urska.dolinar@iskriva.net in "cc").

Invitation:



Meghívó

Responsible Green Destination Amazon of Europe

Interreg Duna Transznacionális Program - DTP3-362-2.2

A Nyugat-Pannon Nonprofit Kft., mint a Responsible Green Destination Amazon of Europe projekt partnere nevében tisztelettel meghívom Önt, hogy vegyen részt a

műhelytalálkozó-sorozatunk 2. eseményén, amely az Európa Amazonasa desztináció közös stratégiájának kidolgozására irányul az Amazing AoE projekt keretében

amely 2022.05.16-án kerül megrendezésre Lovászi településén 10:00-16:00 között.

A tavalyi évben létrejött a világon egyedülállónak számító ötoldalú Mura-Dráva-Duna Határokon Átnyúló UNESCO Bioszféra Rezervátum, mely Zala megyei területeket is érint. A projekt a Nyugat-Pannon Nonprofit Kft. és 13 további osztrák, szlovén, magyar, horvát és szerb szervezettel együttműködésében valósul meg, és 12 védett terület egyesítését tűzte ki célul a Mura, a Dráva és a Duna mentén (kb. 700 km mentén), öt országot érintően, egy "Európa Amazonasa" elnevezésű közös, nemzetközi, felelős és zöld desztináció formájában. Célunk a térség természeti és kulturális örökségeire építő, fenntartható szemléletű gazdaság- és turizmusfejlesztés, amely a kulcsszereplők együttműködését eredményezi, és figyelembe veszi a természeti szféra erőforrásainak határait, ezáltal megfelelő környezetet teremtve a minőségi turizmus számára.

A műhelytalálkozó célja, hogy az Európa Amazonasa fenntartható turisztikai desztináció részére egy közös „story” kerüljön kialakításra, megfogalmazásra. Az alapelgondolásunk, hogy bemutatásra kerül a közös stratégia eddig elkészült dokumentuma, illetve az Európa Amazonasa brand története is. Mindemellett szeretnénk hallani a helyi szolgáltatók által megfogalmazott „sztorikat” is, szeretnénk közösen tovább formálni a közös történetet – az egész Amazing AoE partnerség örömmel veszi az Ön értékes válaszait, véleményeit. A műhelymunka keretében egy rövid képzésre is sor kerül, mely során a storytelling, azaz a történetmesélés, mint hatékony marketingeszköz kerül bemutatásra („a hős útja és áramlása a turizmus szektorban”).

Kérem, részvételi szándékát e-mailen jelezze 2022. május 10-ig a mate.deak@westpannon.hu címre, illetve kérem adja meg, hogy hány fővel szeretne részt venni a rendezvényen.

Nyugat-Pannon Nonprofit Kft.

Szombathely, 2022. április 28.

Project co-funded by the European Union funds (ERDF, IPA)
DTP3-362-2.2, AMAZING AoE

Agenda:



Responsible Green Destination Amazon of Europe

műhelytalálkozó-sorozatunk 2. eseménye, amely az Európa Amazonasa desztináció közös stratégiájának kidolgozására irányul az Amazing AoE projekt keretében

2022. május 16. (hétfő) 10:00 – 16:00

A rendezvény helyszíne: Lovászi, Művelődési Ház (8878 Lovászi, lakótelep 83)

A műhelytalálkozó céljai

- a helyi turisztikai szolgáltatók képzése: a storytelling, azaz a történetmesélés, mint hatékony marketingeszköz témájában
- biztosítani, hogy az Európa Amazonasa desztináción belül a legtöbb helyi turisztikai szolgáltató el tudja mesélni a desztináció "történetét"
- a helyi szereplők történeteinek integrálása az Európa Amazonasa történetébe
- helyi turisztikai szakértők, szolgáltatók megértsék a desztináció történetét, megismerjék a desztinációból származó előnyöket a szervezetük/vállalkozásuk és a régió számára egyaránt.

A találkozó tervezett programja:

10.00 – 12.00	<p>Amazing AoE – desztinációs stratégia és a közös történet</p> <ul style="list-style-type: none"> - Rövid bevezetés - Az Európa Amazonasa stratégia tervezetének bemutatása - Az Európa Amazonasa történet bemutatása – Urška Dolinar, az Institute Iskriva (Ljubljana, Szlovénia) ügyvezetője <p>Helyi történetek I.</p> <ul style="list-style-type: none"> - A storytelling, azaz a történetmesélés, mint hatékony marketingeszköz - Térségi történetek prezentálása a helyi szolgáltatók által - Tanácsadás: Hogyan meséljünk el egy történetet jobban? <p>Moderátor: Jaka Oman (Flow, Hero's Journey, Storytelling)</p>
12.00 – 14.00	<p>Ebéd, és a Lovászi bunker megtekintése</p>
14.00 – 16.00	<p>Helyi történetek II.</p> <p>A közös, Európa Amazonasa történet bemutatása – A térségi történetek összekötése az Európa Amazonasa történetével</p> <ul style="list-style-type: none"> - Az Európa Amazonasa történet formálása <p>Összegzés</p> <p>Moderátor: Jaka Oman (Flow, Hero's Journey, Storytelling)</p>

Attendance list:



 Danube Transnational Programme

 Amazing Amazon of Europe

PARTICIPANTS		
NO.	NAME	COMPANY
1	Zoltán Csizmadia	Magyarországi Környezetvédelmi és Természetvédelmi Felügyelőség
2	Nóra Tóth	Magyarországi Környezetvédelmi és Természetvédelmi Felügyelőség
3	Ágnes Csizmadia	Magyarországi Környezetvédelmi és Természetvédelmi Felügyelőség
4	Ágnes Csizmadia	Magyarországi Környezetvédelmi és Természetvédelmi Felügyelőség
5	Ágnes Csizmadia	Magyarországi Környezetvédelmi és Természetvédelmi Felügyelőség
6	Ágnes Csizmadia	Magyarországi Környezetvédelmi és Természetvédelmi Felügyelőség
7	Ágnes Csizmadia	Magyarországi Környezetvédelmi és Természetvédelmi Felügyelőség
8	Ágnes Csizmadia	Magyarországi Környezetvédelmi és Természetvédelmi Felügyelőség
9	Ágnes Csizmadia	Magyarországi Környezetvédelmi és Természetvédelmi Felügyelőség
10	Ágnes Csizmadia	Magyarországi Környezetvédelmi és Természetvédelmi Felügyelőség



 Danube Transnational Programme

 Amazing Amazon of Europe

NO.	NAME	COMPANY	ADDRESS
11	Mónika Péterfi	Magyarországi Környezetvédelmi és Természetvédelmi Felügyelőség	...
12	Ágnes Csizmadia	Magyarországi Környezetvédelmi és Természetvédelmi Felügyelőség	...
13	Laura Kóvacs	Magyarországi Környezetvédelmi és Természetvédelmi Felügyelőség	...
14	Sára Komlósi	Magyarországi Környezetvédelmi és Természetvédelmi Felügyelőség	...
15	Tibor Péterfi	Magyarországi Környezetvédelmi és Természetvédelmi Felügyelőség	...
16	Kriszta Péterfi	Magyarországi Környezetvédelmi és Természetvédelmi Felügyelőség	...
17	Ágnes Csizmadia	Magyarországi Környezetvédelmi és Természetvédelmi Felügyelőség	...
18	Ágnes Csizmadia	Magyarországi Környezetvédelmi és Természetvédelmi Felügyelőség	...
19	Ágnes Csizmadia	Magyarországi Környezetvédelmi és Természetvédelmi Felügyelőség	...
20	Ágnes Csizmadia	Magyarországi Környezetvédelmi és Természetvédelmi Felügyelőség	...

Pictures:



4.2.2. Training: digitalization and internationalization

O.T3.3 - Trainings on responsible green destination Amazing AoE

Date of event: 27th of October 2022

Location of event: Lenti Cultural Center, Lenti, Zala County, Hungary

Number of participants: 12

Short summary of event: The event took place in the local cultural center in Lenti. This was first out of the three events in frame of Amazing AoE Academy.

The importance of digitalization and “internationalization” were the two main topics of the event, accommodations, tourism related organizations and stakeholders were invited to participate.

Máté Deák, from Westpannon Nonprofit Ltd. addressed the welcome words to the attendees, said some sentences about the Amazing AoE project, then presented the speakers.

First presenter was Gábor Simon, from Zala County Foundation for Enterprise Promotion who presented the activities of his organization. He pointed out those fields and topics in which his organization can support the SMEs of Zala County including the Amazon of Europe area. He highlighted the importance of networking and the advantage of being international, talked about how an SME can find foreign partners for future projects and cooperations in a successful way. At last, he demonstrated their related online interface which dedicated for the purpose of international matchmaking of the enterprises.

The second presenter of the program, Dóra Rosta, representative of Regional Human Innovation Nonprofit Kft. spoke about how digital solutions can help to the daily operation of the (tourism) enterprises. She put a massive focus on the utility of social media in online marketing while giving many useful tips

As the result of the event, participants got useful, practical knowledge. The last program element of the day was a joint lunch

Targeted groups at event (fill in the table):

IMPORTANT: Please count organizations not people.

TARGET GROUPS	VALUE REACHED	REACHED ORGANIZATIONS	ALREADY REPORTED IN PREVIOUS REPORTING PERIODS (yes/no)
Local public Authority	1	Municipality of Molnári	yes
Regional public Authority			
Sectoral agency			
Interest groups including NGOs	4	<ul style="list-style-type: none"> - "Nytott szemmel" association; - "Zalai Tekergők" cycling association; - Zala County Foundation for Enterprise Promotion; - Regional Human Innovation Nonprofit Kft. 	partly the 3 rd and 4 th ones are new
SME	2	Bukovics Guesthouse, Hubertus Inn	partly the 2 nd one is new
Infrastructure and (public) service provider			
National public authority			

Pictures:



Invitation:

MEGHÍVÓ
AMAZING AOE ACADEMY –
DIGITALIZÁCIÓ ÉS NEMZETKÖZIESEDÉS A
TURIZMUSBAN

A Magyar Nemzeti Turisztikai Igazgatóság, mint az Európai Amazonok – Jólétű és okos turizmus című transznacionális projekt egyik magyarországi partnere, szeretettel meghívom Önöket az „Amazing AOE” című projekt keretében megrendezésre kerülő „Amazing AOE Academy” címen elnevezett eseményprogramunk első alkalomára, mely a Digitalizáció és nemzetköziesedés a turizmusból adózik témát. A rendezvény 2022. október 27-án (csütörtök) 9:30-12:00 között kerül megrendezésre Lentben.

Az esemény központi témáit a digitalizáció, valamint a nemzetközi kapcsolatok előmozdítása és jelentőségének, illetve a marketing és a kommunikáció témái alkalmazzák, digitális megoldások bemutatása foglalkoztat. Ennek keretében bemutatjuk az Erasmus+ Europe Network nevű virtuális hálózatot, és bemutatjuk keretében a területi szakmai témák relevanciáját, valamint olyan gyakorlati orientált megközelítést kínálunk területre, melyekkel a marketing és kommunikációs tevékenységük tehető hatékonyabbá. Továbbá röviden bemutatjuk hogy a SAPI elnevezésű automatizált szoftver is, így annak felhasználási lehetőségei megvilágításra kerülnek.

Az érdeklődőknek konkrétan minden további részletről, időpontokról várunk!

A programra minden (nem csak a) turizmusból kapcsolódó szervezet, vállalkozás, minden kérés nélkül érkezőkkel szeretettel várunk!

Az esemény az „Amazing AOE” címen viseli, az Interreg Duna Transznacionális Program keretében kerül megrendezésre.

Az esemény helyszíne: Városi Művelődési Központ Lenti, 6860 Lenti, Templom tér 5.

Az esemény időpontja: 2022. október 27. (csütörtök), 9:30 – 12:00

Az esemény programja:

9:30 – 9:40	Köszönő, bemutatkozás	Deák Miklós, projektvezető (Magyar Nemzeti Turisztikai Igazgatóság)
9:40 – 10:30	Digitalizáció, területi határok, határok: Az Erasmus+ Europe Network virtuális hálózat a területi szakmai témákra	Simon Gábor (Gala Magyar Vállalkozásfejlesztési Alapítvány)

Project co-funded by the European Union funds (ERDF, IPA) DTP3-M32.2-AMAZING AOE

MEGHÍVÓ
AMAZING AOE ACADEMY –
DIGITALIZÁCIÓ ÉS NEMZETKÖZIESEDÉS A
TURIZMUSBAN

10:30-11:30	Közvetítői Vezető - vagy hogyan promótdzuk magunkat a közösségi online térben? SAPI automatizált szoftver rövid bemutatása	Rosta Dóra (Regionális Munkahelyteremtési Központ Keszthely)
11:30-12:00	Kérdések és válaszok	
12:00 –	Téte	

Az eseményen való részvétel ingyenes, de regisztrációhoz kötött, ezért kérem, hogy részvétel érdekében legkésőbb 2022. október 24. (hétfő) 16:00-ig az alábbi e-mailcímeteken bármilyen formában jelentkezzen. Amennyiben bármilyen jellegű kérdés merül fel, azt szintén az alábbi e-mailcímetekken teheti fel.

Tolnay Ákos (Nyugat-Produktív Kft.), E-mail: info@nyugatproduktiv.hu, telefon: +3630/590-0784

Tolnay Ádám (Nyugat-Paranony Nonprofit Kft.), E-mail: adam.tolnay@nyugatparanony.hu, telefon: +3630/581-8009

Szerkesztőhely: 2022. október 24.

Project co-funded by the European Union funds (ERDF, IPA) DTP3-M32.2-AMAZING AOE

Attendance list:

ATTENDANCE LIST

Project	Amazing AOE - DTP3 - 362 - 2.2	
Type of meeting	WPT3 - 1 st event for stakeholders	
Place and date	Lenti, Hungary - 2022.10.27.	

#	Name and surname	Organisation	Signature
1	Volgyiné Boa Katalin	UPK Lenti	[Signature]
2	Kösa János	MOLNÁR ÜNNEMLŐZŐK	[Signature]
3	SIMON GÁBOR	Gala Magyar Vállalkozásfejlesztési Alapítvány - ERDF	[Signature]
4	Szakács Balázs	Lenti Tóvárosi Községi Önkormányzat	[Signature]
5	Bukács Ferenc	Gyöngyös Városi Önkormányzat	[Signature]
6	GASZTÁNYI RÓZSA ANNA	NYITÓST. SÉNYHEZ ÁLL PÉTERVÁRY	[Signature]
7	Balogh András	-	[Signature]
8	Rosta Dóra	REGIONÁLIS MUNKAHELYTEREMTÉSI KÖZPONT KESZTHELY	[Signature]
9	Bolyos Ádám	NYUGAT-PARANONY NONPROFIT KFT.	[Signature]
10	Gyöngyi István	HUBERTUS TÁRSASÁG	[Signature]
11	Deák Miklós	NYUGAT-PARANONY NONPROFIT KFT.	[Signature]
12	Tolnay Ákos	NYUGAT-PRODUKTÍV KFT.	[Signature]

Project co-funded by European Union funds (ERDF, IPA)

4.2.3. Training: destination marketing

O.T3.3 - Trainings on responsible green destination Amazing AoE

Date of event: 16th of November 2022

Location of event: Thermal Hotel Balance, Lenti, Zala County, Hungary

Number of participants: 21

Short summary of event: The event took place in the Thermal Hotel Balance in Lenti. This was second out of the three events in frame of Amazing AoE Academy.

Destination marketing was put into the focus as main topic. In connection with this topic, two speakers were on the agenda. Accommodations, tourism related organizations and stakeholders from the area, and anyone interested were invited to participate.

Máté Deák, from Westpannon Nonprofit Ltd. addressed the welcome words to the participants, said some sentences about the Amazing AoE project, then presented the speakers and the upcoming topics and presentations.

First presenter was Mirkó Petényi, Chief Communication Officer from the Centre for Development of Active and Ecotourism (from Budapest) presented the role and importance of destination marketing. He showed many good, and some bad examples of destination marketing in the world and Hungary. At last, he spoke about the Hungarian cycling friendly service provider network which is already built up: benefits, requirements towards the service providers, options to join.

Then, Flóra Debreczeniné Késmárky, representative of the “Vasi-Hegyhát” Nature Park presented. “Vasi-Hegyhát” Nature Park situated on the border area of Zala and Vas Counties, is the “youngest” nature park in Hungary, their destination marketing activity in the last period can be mentioned as a good example.

Third presenter was Máté Deák from Westpannon Nonprofit Ltd. Westpannon was project partner of the Amazon of Europe Bike Trail project. The season of 2022 was the first year when the bike trail as an online bookable tourism product went to the market. He talked about the experiences of the first year, strengths and weaknesses, and those fields where improvement are needed. The involved service providers who are already part of the system had the possibility to share their experiences from service providers point of view. The presentation was also a good opportunity for those providers did not know about the bike trail, to get information about it.

In summary, the event can be called successful, it was useful exchange of information.

Targeted groups at event (fill in the table):

IMPORTANT: Please count organizations not people.

TARGET GROUPS	VALUE REACHED	REACHED ORGANIZATIONS	ALREADY REPORTED IN PREVIOUS REPORTING PERIODS (yes/no)
Local public Authority	1	Municipality of Molnári	yes
Regional public Authority			
Sectoral agency	1	Centre for Development of Active and Ecotourism	ASP of the project
Interest groups including NGOs	3	- "Nytott szemmel" association; - Vidra Group Bt. - Lenti and its surroundings development agency nonprofit kft.	partly the 2nd and 3rd ones are new
SME	8	-Bukovics Guesthouse; -Muramente Guesthouse (Molnári); - Murai Rafting watertour association (Molnári); - Radics Pansion (Letenye); - Varga Guesthouse (Tótszerdahely); - Family apartmans (Nagykanizsa); - Smaragd Apartman (Nagykanizsa); - Noble's Restaurant and Pansion (Cesztreg)	partly from the 4th they are new ones
Infrastructure and (public) service provider			
National public authority			

Invitation:



MEGHÍVÓ

AMAZING AOE ACADEMY

A Nyugat-Pannon Nonprofit Kft. nevében, mint az Európa Amazonasa – felelős zöld desztináció című transznacionális projekt egyik magyarországi partnere, szeretettel meghívom Önt az „Amazing AoE” című projekt keretében megrendezésre kerülő, „Amazing AoE Academy” néven futó előadás-sorozatunk soron következő eseményére, melyet 2022. november 16-án (szerdán) 9:30-es kezdettel tartunk Lentiben.

Az esemény két központi témakör köré szerveződik.

Egyrészt a sikeres térségmarketing témakörében kerülnek bemutatásra hazai jó példák, jó gyakorlatok az Aktív- és Ökoturisztikai Fejlesztési Központ (AÖFK) előadásában, valamint az ország egyik legfiatalabb natúrparkja, a Vasi-Hegyhát Natúrpark is bemutatja ezzel kapcsolatos tevékenységét.

Másrészt bemutatásra kerülnek az Amazon of Europe Bike Trail működésével kapcsolatos eddigi tapasztalatok. Az Európa Amazonasa Kerékpáros Túraútvonal, a nemrégiben létrejött, öt ország (Magyarország, Ausztria, Szlovénia, Horvátország, Szerbia) területét érintő UNESCO bioszféra rezervátumhoz kapcsolódó első „zászlóshajó” turisztikai termék, létrehozásában a Nyugat-Pannon Nonprofit Kft. is komoly szerepet játszott. A 2022-es szezon volt az első, amikor az újonnan létrehozott termék megjelent a turisztikai piacon, az eseményen az első év tapasztalatai, és a jövőbeli fejlesztési irányok kerülnek áttekintésre.

Az előadásokat követően minden kedves résztvevőt ebéddel várunk!

A programra szeretettel várunk jelenlegi és potenciális partnereinket, minden turizmushoz kapcsolódó szervezetet, szolgáltatót, és minden téma iránt érdeklődőt.

Az esemény az „Amazing AoE” címet viselő, az Interreg Duna Transznacionális Program keretében kerül megrendezésre.

Az esemény helyszíne: Thermal Hotel Balance - 8960 Lenti, Táncsics u. 8.

Az esemény időpontja: 2022. november 16. (szerda), 9:30 – 12:00

Az esemény programja:

9:30 – 9:40	Köszöntő, bemutatkozás	Deák Máté, projektmenedzser (Nyugat-Pannon Nonprofit Kft.)
9:40- 10:20	Minek menjek én oda? – jó gyakorlatok a térségi turizmus marketingjében	Petényi Mirkó, Matoltsy Zsolt (AÖFK)
10:20-11:00	A Vasi-Hegyhát Natúrpark térségmarketingje	Debreczeniné Késmárky Flóra

11:00-12:00	Európa Amazonas-a Kerékpáros Túraútvonal – az első turisztikai szezon tapasztalatai	Deák Máté (Nyugat-Pannon Nonprofit Kft.)
12:00 -	Ebéd	

Az eseményen való részvétel ingyenes, de regisztrációhoz kötött, ezért kérem, hogy részvételi szándékát legkésőbb 2022. november 11. (péntek) 16:00-ig az alábbi elérhetőségek bármelyikén jelezni szíveskedjen. Amennyiben bármilyen jellegű kérdése merülne fel, azt szintűgy az alábbi elérhetőségeken teheti fel:

Tolnay Ákos (Nyugat Produkció Kft.) E-mail: info@nyugatprodukcio.hu ; telefon: +3630/398-0784

Bolyós Ádám (Nyugat-Pannon Nonprofit Kft.) E-mail: adam.bolyos@westpannon.hu; telefon: +36305816009

Szombathely, 2022. november 4.

Attendance list:

ATTENDANCE LIST			
Project	Amazing Amazon of Europe - 01175 - 362 - 2.2		
Type of meeting	WPT3 - 2nd event for stakeholders		
Place and date	Thermal Hotel Balazs, Lestó, Hungary, 2022.11.16.		
#	Name and surname	Organization	Signature
1	Ragyaszki László	Nyitott Személyi Alapítvány	
2	Ragyaszki Rózi Marianne	Nyitott Személyi Alapítvány	
3	Szék Elek	Varga Vendéglátó, Törszentivány	
4	Szász Ádám	ADTK	
5	Seán Ó'Seáir	Family Apartments	
6	Székessy Beatrix Klára	Székessy Lakóparkok	
7	Tóth Péter	Westparizon	
8	Óvári Miklós	Westparizon	
9	Detreköti Károlykó Flóra	Vidék Értékesítési Rt.	
10	Hallás Zsuzsanna	M7 Galéria Piacán, Létkező	
11	Horváth Olga	Moravankó Vendéglátó, Vidéki	
12	Kéki Anikó	Vidék Support Rt.	

Project co-funded by European Union funds (ERDF, IPA)

#	Name and surname	Organization	Signature
13	Kóvács Miklós Bernadett	Vidék Support Rt.	
14	Kovács Károly	Lentói és Vidéki Fejlesztési Összevonták Helyi Önkormányzat	
15	Kósa Károly	Miskolci Önkormányzat	
16	Láng Mária	Nyitott Személyi Alapítvány; Székessy Vendéglátó; Vidék Értékesítési Rt.	
17	Petkó Miklós	ADTK	
18	Rákóczi László	Rákóczi Park, Létkező	
19	Székessy Beatrix Klára	Vidék Support; Westparizon	
20	Tóth Péter	M7 Galéria Piacán, Létkező	
21	Varga Elek	Varga Vendéglátó, Törszentivány	
22	Székessy Beatrix Klára	Székessy Lakóparkok	
23	Székessy Beatrix Klára	Székessy Lakóparkok	
24	Székessy Beatrix Klára	Székessy Lakóparkok	
25	Székessy Beatrix Klára	Székessy Lakóparkok	
26			
27			
28			

Project co-funded by European Union funds (ERDF, IPA)

Pictures:



4.2.4. Training: guest reviews and digital solutions for accommodations and tourism service providers and product development

0.T3.3 - Trainings on responsible green destination Amazing AoE

Date of event: 8th of December 2022

Location of event: Gosztola Gyöngye Wellness Hotel, Gosztola, Hungary

Number of participants: 10

Short summary of event: The event took place in Gosztola Gyöngye Wellness Hotel in Gosztola. This was third and last out of the three events in frame of Amazing AoE Academy.

The event had two major topics. First one was about guest reviews and digital solutions for accommodations and tourism service providers. Regarding this, Márta Duchai, expert of this field, Tripadvisor specialist spoke as first presenter via Zoom. She pointed out the importance of feedback and guest reviews, explained some very important steps towards getting positive reviews from our guests. Furthermore, she gave numerous tips and tricks and talked about some digital solutions that can be useful for the service providers.

Then Máté Deák from Westpannon presented the “Amazing Moments” and “River Journey”. Besides the Amazon of Europe Bike Trail, Amazing Moments and River Journey can be considered the next flagship products of the area, they have been developed in frame of the Amazing AoE project. These moments and the river journey are / will be integrated into the booking system, two of them located in Zala County.

In the last phase of the event, participants could share their thoughts and remarks about the topics, ended up a discussion. In summary, it was a very fruitful event both for the participants and speakers.


Targeted groups at event (fill in the table):

IMPORTANT: Please count organizations not people.

TARGET GROUPS	VALUE REACHED	REACHED ORGANIZATIONS	ALREADY REPORTED IN PREVIOUS REPORTING PERIODS (yes/no)
Local public Authority			
Regional public Authority			
Sectoral agency			











Interest groups including NGOs	1	- "Nyitott szemmel" association	yes
SME	5	-Bukovics Guesthouse; - Varga Guesthouse (Tótszerdahely); - Gosztola Gyöngye Wellness Hotel (Gosztola) -M7 Galéria Pansion (Letenye) - Luku-hegyi Guesthouse	partly last three are new
Infrastructure and (public) service provider			
National public authority			

Attendance list:



ATTENDANCE LIST

Project	Amazing Amazon of Europe - DTP3 - 362 - 2.2
Type of meeting	WPT3 - 3 rd event for stakeholders
Place and date	Gosztola Gyöngye Wellness Hotel, Gosztola, Hungary, 2022.12.08.

#	Name and surname	Organisation	Signature
1	DEBŐZ MÁRTA	NYUGAT-PANNON NYRT	
2	BOLYÓSS IRÉN	Nyugat-Pannon Vízparipó Kft	
3	Szabócs Ferenc	Globe Vendéglátó	
4	VARGA IRÉN	VARGA VENDÉGLÁTÓ	
5	SALYÁS	VARGA VENDÉGLÁTÓ	
6	HALLÓSI ÉVA	M7 GALÉRIA PANSZÓ LETENYE	
7	Bánfalvi-Herman Andrea	Gosztola Gyöngye Hotel, Luku-hegyi Vendéglátó	
8	Borsós Zoltán	Gosztola Gyöngye Hotel	
9	Tóth Mária	NYUGAT-PAANNON NYRT	
10	HALLÓSI ÉVA	NYUGAT-PANNON NYRT	
11			
12			

Invitation:



MEGHÍVÓ

AMAZING AOE ACADEMY

A Nyugat-Pannon Nonprofit Kft. nevében, mint az Európa Amazonasa – felelős zöld desztináció című transznacionális projekt egyik magyarországi partnere, szeretettel meghívom Önt az „Amazing AoE” című projekt keretében megrendezésre kerülő, „Amazing AoE Academy” néven futó előadás-sorozatunk harmadik, egyben utolsó eseményére, melyet 2022. december 8-án (csütörtökön) 9:30-as kezdettel tartunk Gosztolán.

Az esemény két központi témakör köré szerveződik.

Egyrészt a vendégértékelések jelentőségéről és a pozitív vendégértékelésekhez vezető útról, digitális vállalkozásfejlesztési lehetőségekről Duchai Márta, a terület szakértője fog előadást tartani. Másrészt a Nyugat-Pannon Nonprofit Kft. által bemutatásra kerül az „Amazing AoE” projekt keretében az öt országos, határokon átnyúló desztináció vonatkozásában kifejlesztett két új „zászlóshajó” turisztikai termék, melyben Dél-Zalai helyszínek és turisztikai szolgáltatók is érintettek.

Az előadásokat követően minden kedves résztvevőt ebéddel várunk!

A programra szeretettel várunk minden jelenlegi és potenciális Amazon of Europe Bike Trail partnert, minden turizmushoz kapcsolódó szervezetet, szolgáltatót, és minden téma iránt érdeklődőt.

A rendezvény az „Amazing AoE” címet viselő, az Interreg Duna Transznacionális Program keretében kerül megrendezésre.

Az esemény helyszíne: Gosztola Gyöngye Wellness Hotel, 8978 Gosztola, Fő u. 16.

Az esemény időpontja: 2022. december 8. (csütörtök), 9:30 – 12:15

Az esemény programja:

9:30 – 9:40	Köszöntő, bemutatkozás	Deák Máté, projektmenedzser (Nyugat-Pannon Nonprofit Kft.)
9:40- 11:15	Értékeléstuning, digitális vállalkozásfejlesztési lehetőségek	Duchai Márta, vendégértékelés szakértő, Tripadvisor specialista
11:15-12:15	Amazing Moments, River Journey – avagy új zászlóshajó turisztikai termékek egy határokon átnyúló desztinációban	Deák Máté (Nyugat-Pannon Nonprofit Kft.)
12:15 -	Ebéd	



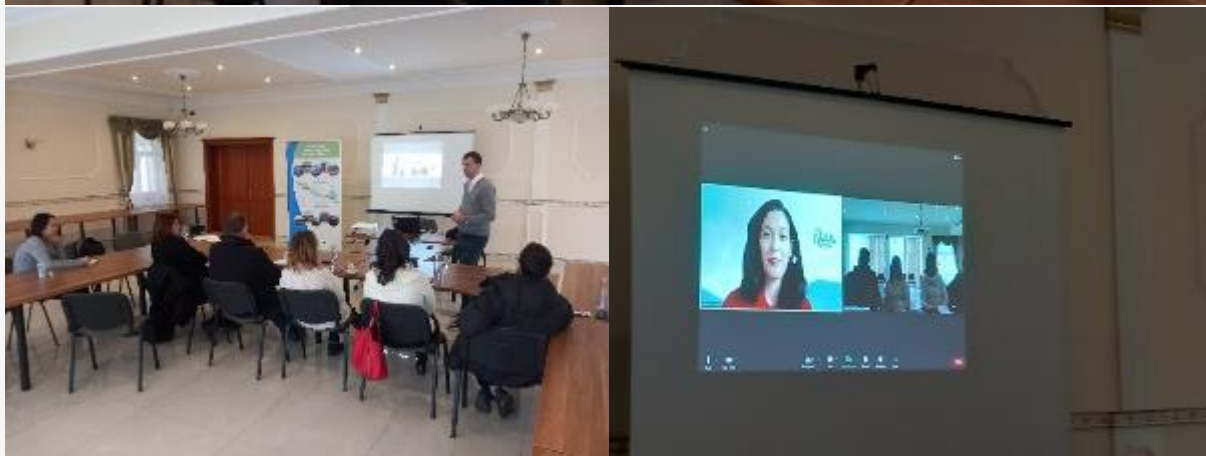
Az eseményen való részvétel ingyenes, de regisztrációhoz kötött, ezért kérem, hogy részvételi szándékát legkésőbb 2022. december 5. (hétfő) 16:00-ig az alábbi elérhetőségek bármelyikén jelezni szíveskedjen. Amennyiben bármilyen jellegű kérdése merülne fel, azt szintűgy az alábbi elérhetőségeken teheti fel:

Tolnay Ákos (Nyugat Produkció Kft.) E-mail: info@nyugatprodukcio.hu; telefon: +3630/398-0784

Bolyós Ádám (Nyugat-Pannon Nonprofit Kft.) E-mail: adam.bolyos@westpannon.hu; telefon: +3630/4264455

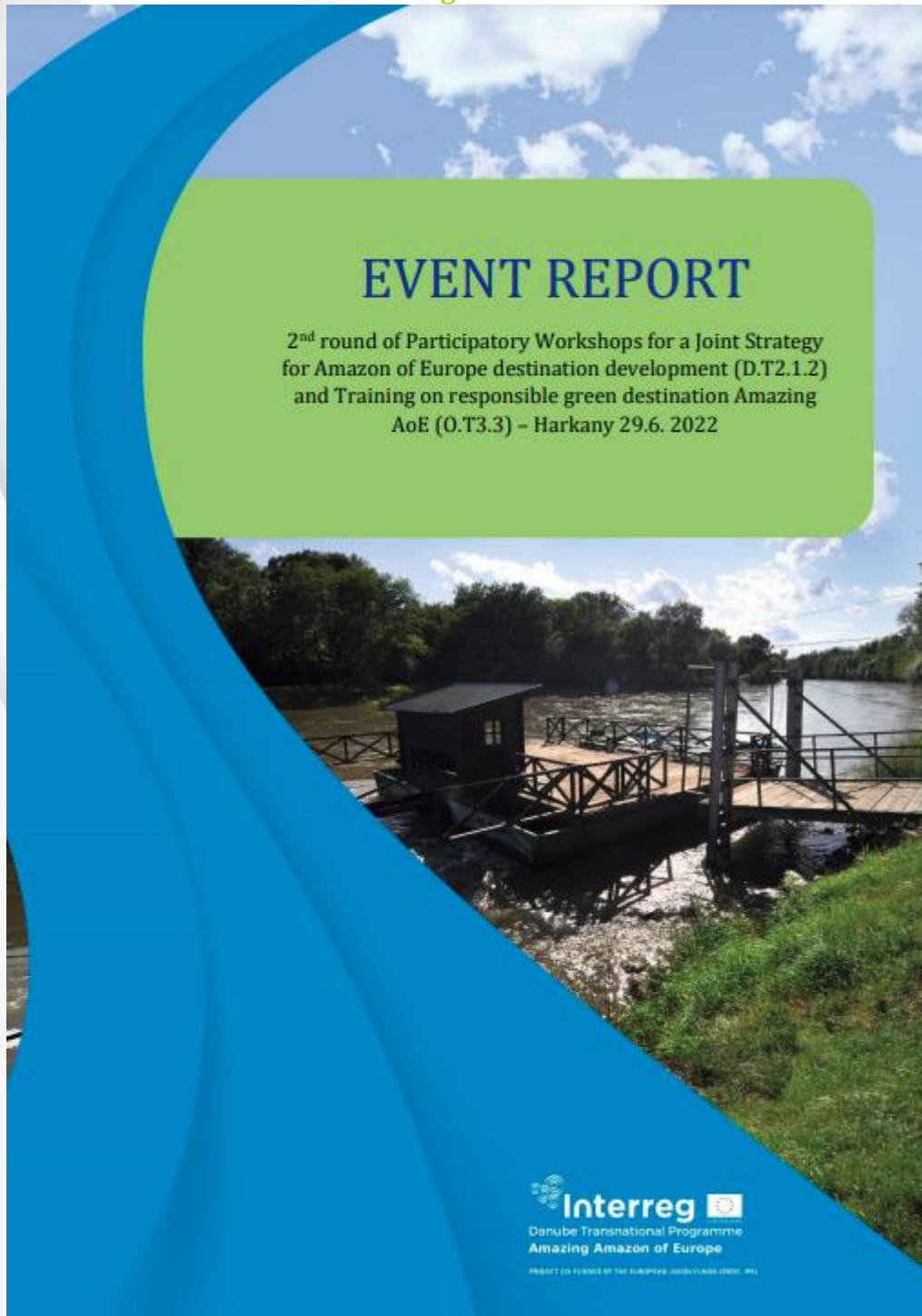
Szombathely, 2022. november 29.

Pictures



4.3. CROST Regional Development Nonprofit Ltd.

4.3.1. External training 1



Project	Responsible Green Destination Amazon of Europe
Acronym	Amazing AoE
Duration	1.7.2020 – 31.12.2022
Website	http://www.interreg-danube.eu/approved-projects/amazing-aoe
Work Package	WP 2
Output/Deliverable	Storytelling design
Author	Jaka Oman
E-mail	jaka@resna-igra.si
Institution	Resna igra
Date	30.6. 2022

Project co-funded by European Union funds (ERDF, IPA)

2

TYPE OF EVENT

- D.C.3.1 Initial and final conference; 2 networking conferences
- D.C.3.2 International and cross-border promo events: international AoE festival, regional cross-border promo events
- D.C.3.3 Promotion at specialised tourism fairs in and outside DTP region
- D.C.3.4 Capitalization events and activities: participation at 5 different joint events or DTP events, including outside DTP and outside EU
- D.T2.1.2 Regional participation workshops with stakeholders on strategy development
- D.T2.4.1 Workshops for product development with service providers
- O.T3.2 Trainings with stakeholders in 2 pilot areas how to become experts in RGD TIM evaluation process
- D.T3.2.2 Explorer/promotion tours for different target groups: specialised agents, guides and experts, journalists, test users

Date of event: 29.6. 2022

Location of event: Harkány, Hungary

Number of participants: 15

Short summary of event:

The workshop consisted of 3 main parts:

1. *AoE Story*

For the purpose of this workshop a case story was designed for the AoE region with the purpose to:

- Show an example on how a story for a touristic product looks like
- To explain in details to the participants (especially to the service providers), what the big story of the AoE is, so that they can then communicate this story further to their customers

More details on the AoE story can be found in the presentation under the appendices.

2. *Flow, storytelling and the hero's journey*

In order to understand a customer in tourism, who seeks not only a good service but a good experience or even a transformative experience, one needs to understand the underlying psychology and more specifically the flow state, because flow is an indicator of a good experience. Therefore the background of flow state was explained, following the presentation of two main tools for flow management, which are most important for tourism (flow cycle and the challenge&skills graph).

Further the structure of a story and the Hero's Journey by Joseph Campbell was presented, with the purpose to give the participants a framework, that would serve as a basis for their local stories.

3. Local stories designed with LEGO® SERIOUS PLAY® methodology

The participants then designed and presented their local stories through the models from Lego bricks. This initial stories were then joined together into a bigger story of the region and even with the big AoE story. These are the final shared models from groups:

Group 1:



We start here in Berlin in a black and white world which represents the tempo of our tourist who lives a stressful life. Our hero wants to escape this world and decides to travel with a bicycle in the Amazon of Europe region. On his way there are different obstacles (hills, sun, rain, bad roads, technical issues with the bike) and in this case he needs to have support from a local guide/tourist agency. He needs to know who he can turn to in case of any difficulties (project managers for new bike paths, workers on the road, accommodation staff etc). This is really important. But of rouse there are also a lot of nice things to see (pristine nature, nice views along the river, nice paths, animals etc). At the end of the trip our hero arrives in the accommodation where he can recharge, solves technical issues, washes and dries his clothes after rain. After the trip he returns home as a better version of himself, full of energy and drive for work.

Group 2:



The goal of this trip is one unforgettable adventure. A lady comes here with a bike and can decide between two paths where she can cycle. There is a boring one which is known and goes along the urban places and not nature. The other root is more exciting but more difficult to cross. The second root is richer but offer many obstacles. The adversary in this case is "the easy chose" the rider makes and chooses the easy root. There is also the river where our lady needs support to cross. Finally the tourist come to the accommodation where she rests and is well accepted by the staff.

In terms of further adversaries we have the people, but in two different aspects:

- On the one hand, there are people in tourism who offer simple instant touristic solutions with the only aim to profit from the tourists
- But on the other hand we have the masses of tourists who can also be a threat since a huge amount of people in the nature would destroy the it, which would mean the end of eco friendly advetnrures.

Targeted groups at event:

IMPORTANT: Please count organizations not people.

TARGET GROUPS	VALUE REACHED	REACHED ORGANIZATIONS	ALREADY REPORTED IN PREVIOS REPORTING PERIODS (yes/no)
Local public Authority	2	Municipality of Órtilos	2 no

		Town of Mohács	1 yes
Regional public Authority	1	Town of Siklós	yes
Sectoral agency		Somogy County Government	
Interest groups including NGOs	1	Tenkes Wine Route Development Nonprofit Ltd.	yes
SME	2	Helian NaTour Ltd.	no
Infrastructure and (public) service provider	1	Tenkesvölgyi Guest House	yes
National public authority		Danube-Drava National Park	

Other comments:

None.

Attached evidence for reporting:

- Invitation
- Agenda
- Attendance list,
- 1-3 photos taken during the event,
- Presentations (if any), etc.

Please upload the Event Report and all relevant materials to [Amazing AoE Google Drive](#) in the relevant folder and send Anja Krajnik (anja.krajnik@iskriva.net) the link to the folder (put Urška Dolinar: urska.dolinar@iskriva.net in "cc").

Invitation:



MEGHÍVÓ

Amazing AoE – Felelős zöld turisztikai desztináció kialakítása az
Európa Amazonasa útvonal mentén

Interreg Duna Transznacionális Program – DTP3-362-2.2

A CROST Nonprofit Kft., mint az Amazing AoE projekt partnere ezúton tisztelettel meghívja Önt a
az Európa Amazonasa útvonal új turisztikai zászlóshajó projektjeinek kialakítására, illetve
közös desztinációmenedzsment stratégiájának kidolgozására szolgáló

2. stakeholder workshopra,

melyre Harkányban kerül sor, 2022. június 29-én. Részletek a mellékelt részletes programban.

Baranya és Somogy megye határ menti területei része a Mura-Dráva-Duna öt országra kiterjedő UNESCO Bioszféra Rezervátumnak. Az *Amazing AoE* projekt keretében összesen 13 partnerszervezeten keresztül 12 védett terület – mely összesen öt ország területén található (Ausztria, Szlovénia, Horvátország, Szerbia, Magyarországról) – vesz részt. A projekt három folyót (700 km) érint, melyek térsége együttesen alkotja a létrehozandó felelős zöld turisztikai desztinációt. A projekt célja a fenntartható növekedés és turizmus elősegítése a térség jellegzetes természeti és kulturális örökségére építve, melynek eredményeként létrejön a meghatározó szereplők hálózata, ami megfelelő környezetet teremt a magas minőségű, az ökoszisztéma korlátos erőforrásaival összhangban lévő turizmus kialakításához.

A workshop fő célja információgyűjtés a régió turisztikai potenciájáról, a meglévő és fejleszthető termékekről; a helyi szakemberek, véleményformálók véleményének megismerése a természeti és kulturális vonzerők, a lehetséges turisztikai termékek, az infrastruktúra állapotára (szálláshelyek, közlekedés), valamint a meglévő emberi erőforrásra vonatkozóan.

Kérem, részvételét jelezze Pámer Zoltán 2022. június 24-ig az alábbi elérhetőségeken:
pamer@logframe.hu, +36 30 6644894. Számítunk aktív közreműködésére.

Pécs, 2022. június 14.

Márton György
ügyvezető

Agenda:



Amazing AoE – Felelős zöld turisztikai desztináció kialakítása az Európa Amazonasa útvonal mentén

2. stakeholder workshop az Európa Amazonasa útvonal új turisztikai zászlóshajó projektjeinek kialakítására, illetve közös desztinációmenedzsment stratégiájának kidolgozására
2022. június 29., 9.30 óra

Rendezvény helyszíne: Harkány, Dráva Hotel, 7815 Harkány, Bartók Béla u. 1.

A rendezvény célja:

- a helyi szolgáltatók képzése az „Amazon történet”, mint hatékony marketingeszköz alkalmazásáról;
- az „Amazon történet” megismertetése az útvonal mentén utazó turistákkal, az üzenetek átadásának módjai;
- a helyi szolgáltatók saját történeteinek beépítése az „Amazon történetbe”;
- a helyi turisztikai szakemberek, szolgáltatók mozgósítása annak érdekében, hogy az Európa Amazonasa, mint turisztikai termék nagyköveteivé váljanak, tisztában legyenek az útvonal helyben működő szervezetekre és a régióra gyakorolt pozitív hatásaival.

Napirend:

09.00 – 09.30	Résztevők érkezése – kávészünet
09.30 – 12:00	<p>„Amazing AoE” – desztinációs stratégia és a közös sztori</p> <ul style="list-style-type: none"> - A rendezvény céljainak rövid bemutatása - Az „Amazon of Europe” stratégia bemutatása - Az „Amazon of Europe” sztori bemutatása <p>Facilitátor: Jaka Oman (Flow, Hero’s Journey, Storytelling, Szlovénia) Urška Dolinar (igazgató, Iskriva Intézet)</p>
10.15 – 10.30	Rövid szünet
10.30 – 12.00	<p>Helyi történetek</p> <ul style="list-style-type: none"> - A történetmesélés, mint hatékony turisztikai marketingeszköz a felelős turizmus kialakítása érdekében - Helyi szolgáltatók történeteinek bemutatása - Konzultáció: hogy lehet a történetmesélés érdekesebb? <p>Facilitátor: Jaka Oman (Flow, Hero’s Journey, Storytelling, Szlovénia)</p>
12.00 – 12.15	Rövid szünet

12.15 – 13.00	<p>A közös „Amazon of Europe” sztori</p> <ul style="list-style-type: none"> - A helyi történetek összekapcsolása az „Amazon of Europe” sztorival - A közös „Amazon of Europe” sztori kialakítása - Összefoglalás és lezárás <p>Facilitátor: Jaka Oman (Flow, Hero’s Journey, Storytelling, Szlovénia)</p>
13.00	Ebéd


A rendezvény végrehajtásához szükséges infrastruktúra:

- Projektor
- Flip chart tábla
- Három asztalnál 5-7 résztvevő

A rendezvény célcsoportjai:

- Szálláshely-szolgáltatók: hotelek vezetői, recepció személyzet;
- Az útvonal mentén található vonzerők és „Amazing Moment”-ek (külön foglalható programcsomagok) gazdái;
- Turisztikai információs pontok munkatársai;
- Egyéb az útvonal mentén működő szolgáltatók;
- Személyszállítók, transzfer-szolgáltatók;
- Projektpartnerek és egyéb releváns közsféra-szereplők.

Attendance list:



Amazing AoE
Európa Amazonasa – Felelős zöld turisztikai desztináció
Stakeholder workshop

Jelenléti ív / List of participants - Harkány, 29 June 2022


Név / Surname, name	Szervezet / Organisation	Email	Telefon / Phone	Aláírás / Signature	Állásfoglalás megnevezése / Acknowledgement with data management policy
KEZELI ZITA	DR. PÉTER KÖZLETTÉK SZAKKÖZMŰVELŐI SZAKKÖZMŰVELŐI SZAKMAI SZAKKÖZMŰVELŐI SZAKMAI	polgarmester@drpeterkozlettek.hu	+36 20/404-8300	<i>[Signature]</i>	
TÓTH ZOLTÁN	SZÉCHÉNYI SZAKKÖZMŰVELŐI SZAKMAI	info@szekhenyiszkmuveloi.hu	36-98-1092	<i>[Signature]</i>	✓
SZÉCHÉNYI ZOLTÁN	TÁRSASÁGI ÉRTÉKELÉS INTEGRÁLT ÉRTÉKELÉS	csatavizsga@szekhenyiszkmuveloi.hu	+36 20/5153311	<i>[Signature]</i>	✓
WODYKES ZSILVA	Yuma - Yuma Közösségi Szervezet	yuma.wodykes@yuma.hu	36/4074574	<i>[Signature]</i>	✓
HAVAS ZOLTÁN	SENT JÁNOS OTTEL	zoltan.havas@sentjanosotel.hu	36/32917	<i>[Signature]</i>	✓
BENOVICS GÁBOR	CEASZT KFT	gabore@ceaszt.hu	36/5846740	<i>[Signature]</i>	✓
MÓRZSÓ PÁLMA	OLIVA VITELL SZAKKÖZMŰVELŐI SZAKMAI	oliva@vitell.hu	36/30-8820	<i>[Signature]</i>	✓



Amazing AoE
Európa Amazonasa – Felelős zöld turisztikai desztináció
Stakeholder workshop

Jelenléti ív / List of participants - Harkány, 29 June 2022

Név / Surname, name	Szervezet / Organisation	Email	Telefon / Phone	Aláírás / Signature	Állásfoglalás megnevezése / Acknowledgement with data management policy
PÁRÉK ZOLTÁN	CEASZT KFT	gabore@ceaszt.hu	36/5846740	<i>[Signature]</i>	✓
TÓTH ZOLTÁN	COMMERCIAL MGMT	zoltan@commercials.com	36/32917	<i>[Signature]</i>	✓
JÓZSEF ANNA	COMMERCIAL MGMT	anna@commercials.com	36/32917	<i>[Signature]</i>	✓
JAKA ANNYA	RESNA IGRA	anna@resna-igra.hu	36/32917	<i>[Signature]</i>	✓
WOLYKES ZSILVA	YUMA - YUMA	yuma.wodykes@yuma.hu	+36 20/5153311	<i>[Signature]</i>	✓
WOLYKES ZSILVA	YUMA - YUMA	yuma.wodykes@yuma.hu	+36 20/5153311	<i>[Signature]</i>	✓
Budai Péter	Társasági Értékelés	csatavizsga@szekhenyiszkmuveloi.hu	36/20/5153311	<i>[Signature]</i>	✓



Amazing AoE
Európa Amazonasa – Felelős zöld turisztikai desztináció
Stakeholder workshop

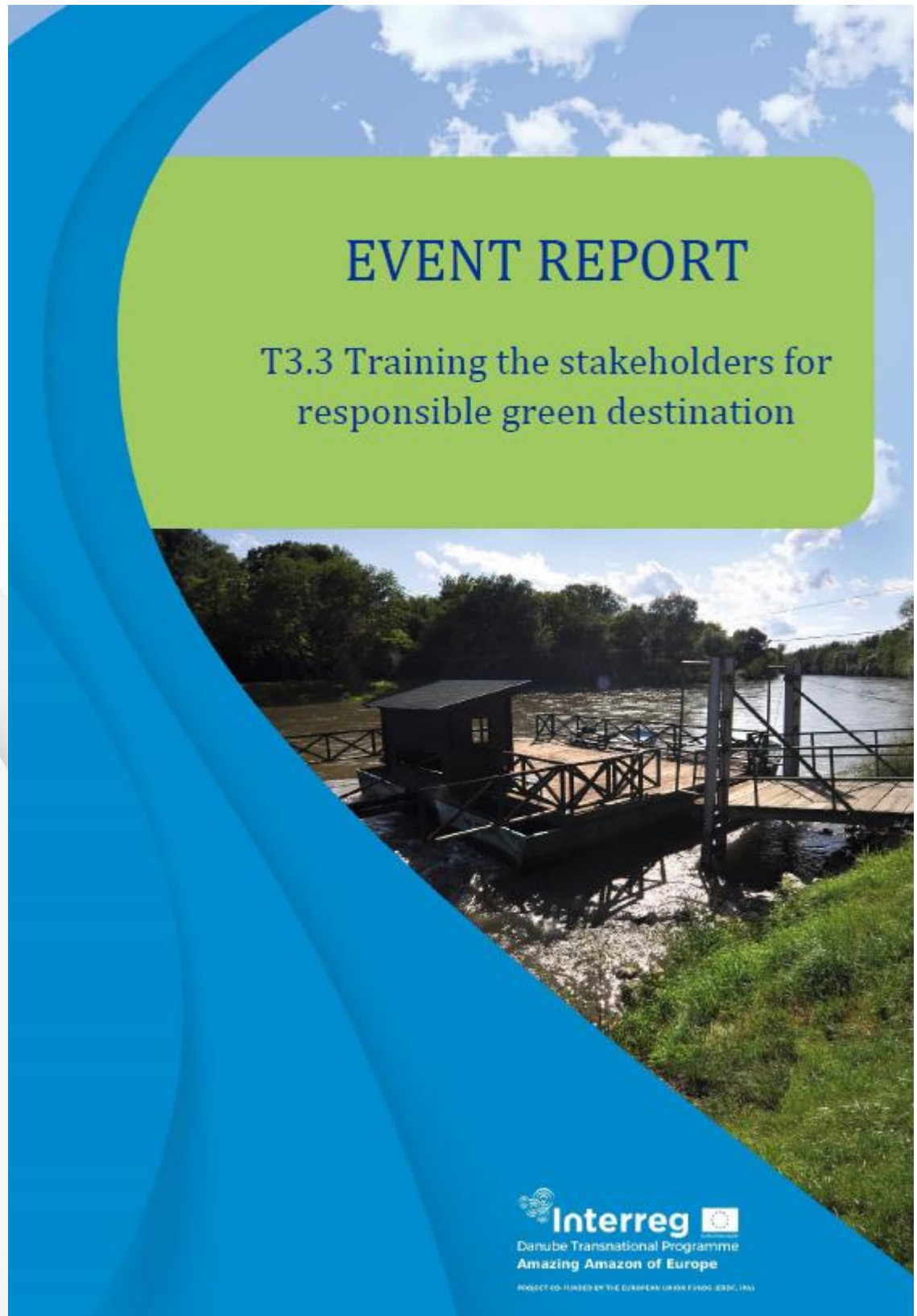
Jelenléti ív / List of participants - Harkány, 29 June 2022

Név / Surname, name	Szervezet / Organisation	Email	Telefon / Phone	Aláírás / Signature	Állásfoglalás megnevezése / Acknowledgement with data management policy
BENOVICS GÁBOR	CEASZT KFT	gabore@ceaszt.hu	36/5846740	<i>[Signature]</i>	✓

Pictures:



4.3.2. External training 2



Training the stakeholders for responsible green destination – Amazing Academy workshops

1. Internal workshop – Cserkút, 26 October 2022

T3.3 Training the stakeholders for responsible green destination

O T3.3 Implementation of trainings for responsible green destination

Date of event: 26 October 2022

Location of event: Cserkút, Macsek Community Centre (7673 Cserkút, Rákóczi u. 18.)

Number of participants: 7.

Short summary of event:

In the scope of A.T3.3 Training the stakeholders for responsible green destination CROST Nonprofit Ltd. organized a series of workshops for tourism service providers. In order to gather the key internal players a preparatory workshop was organised on 26 October 2022 in Cserkút. The following organisations participated:

- Komplex Consult Ltd.: contractor for the academy workshops;
- CROST Nonprofit Ltd.: partner of the Amazing AoE project;
- Helian NaTour Ltd.: touroperator, manager of bookings on the Hungarian side of behalf of the Slovenian booking centre;
- Somogy County Entrepreneurship Centre Foundation: partner of the Amazon of Europe Bike Trail project, responsible for development of the infrastructure and the network of service providers.

The main goal of the workshop was to share experience of the key operators on operation of the route, the key attractions (amazing moments), moreover to define an operational action plan for the future.

On the event detailed minutes were recorded in Hungarian.

Targeted groups at event:

TARGET GROUPS	VALUE REACHED	REACHED ORGANIZATIONS	ALREADY REPORTED IN PREVIOS

			REPORTING PERIODS (yes/no)
Local public Authority			
Regional public Authority			
Sectoral agency		1	1
Interest groups including NGOs			
SME		1	1
Infrastructure and (public) service provider			
National public authority			

Attendance list: see in separate document.

Pictures:





Project co-funded by European Union funds (ERDF, IPA)

Invitation and agenda:



MEGHÍVÓ

Amazing AoE – Felelős zöld turisztikai desztináció kialakítása az
Európa Amazonasa útvonal mentén

Interreg Duna Transznacionális Program – DTP3-362-2.2

A Komplex Consult Kft., a CROST Nonprofit Kft., mint kedvezményezett, az Amazing AoE projekt partnere ezúton tisztelettel meghívja Önt a

az Európa Amazonasa útvonal új turisztikai zászlóshajó projektjeinek kialakítására, illetve közös desztinációmenedzsment stratégiájának kidolgozására szolgáló

Első belső képzési workshopra,

melyre 2022. október 26-án 11 órától kerül sor Cserkúton, a Macsek Községi Házban (7673 Cserkút, Rákóczi u. 18.).

Baranya és Somogy megye határ menti területei része a Mura-Dráva-Duna öt országra kiterjedő UNESCO Bioszféra Rezervátumnak. Az *Amazing AoE* projekt keretében összesen 13 partnerszervezeten keresztül 12 védett terület – mely összesen öt ország területén található (Ausztria, Szlovénia, Horvátország, Szerbia, Magyarországról) – vesz részt. A projekt három folyót (700 km) érint, melyek térsége együttesen alkotja a létrehozandó felelős zöld turisztikai desztinációt. A projekt célja a fenntartható növekedés és turizmus elősegítése a térség jellegzetes természeti és kulturális örökségére építve, melynek eredményeként létrejön a meghatározó szereplők hálózata, ami megfelelő környezetet teremt a magas minőségű, az ökoszisztéma korlátos erőforrásaival összhangban lévő turizmus kialakításához.

A workshop fő célja, hogy az útvonalon található szakaszok, valamint a kiegészítő attrakcióként működő ún. „Amazing Moment” vonzerők eddigi működésével kapcsolatos tapasztalatok a működtetésben részt vevő szervezetek között átadásra kerüljenek, egyúttal elkészüljön egy, a fenntartási időszakra vonatkozó útvonal-működtetési akcióterv.

Számítunk részvételére


Kaposvár, 2022. október 18.

Fodor Róbert
ügyvezető

Napirend:

10.30 – 11.00	Résztevők érkezése – kávészünet
11.00 – 11.15	Köszöntő Márton György, CROST Nonprofit Kft.
11.15 – 11.30	Az útvonal kialakításával kapcsolatos tapasztalatok Jelenka György, Somogy Megyei Vállalkozói Központ Alapítvány
11.30 – 12.00	Az útvonal működtetésével kapcsolatos tapasztalatok Benovics-Nagy Dóra, Helian NaTour Kft.
12.00 – 12.30	Az útvonal működtetése a fenntartási időszakban Pámer Zoltán, CROST Nonprofit Kft.
12.30 – 12.45	Kérdések, a workshop zárása Fodor Róbert, Komplex Consult Kft.
12.45	Ebéd


Attendance list:



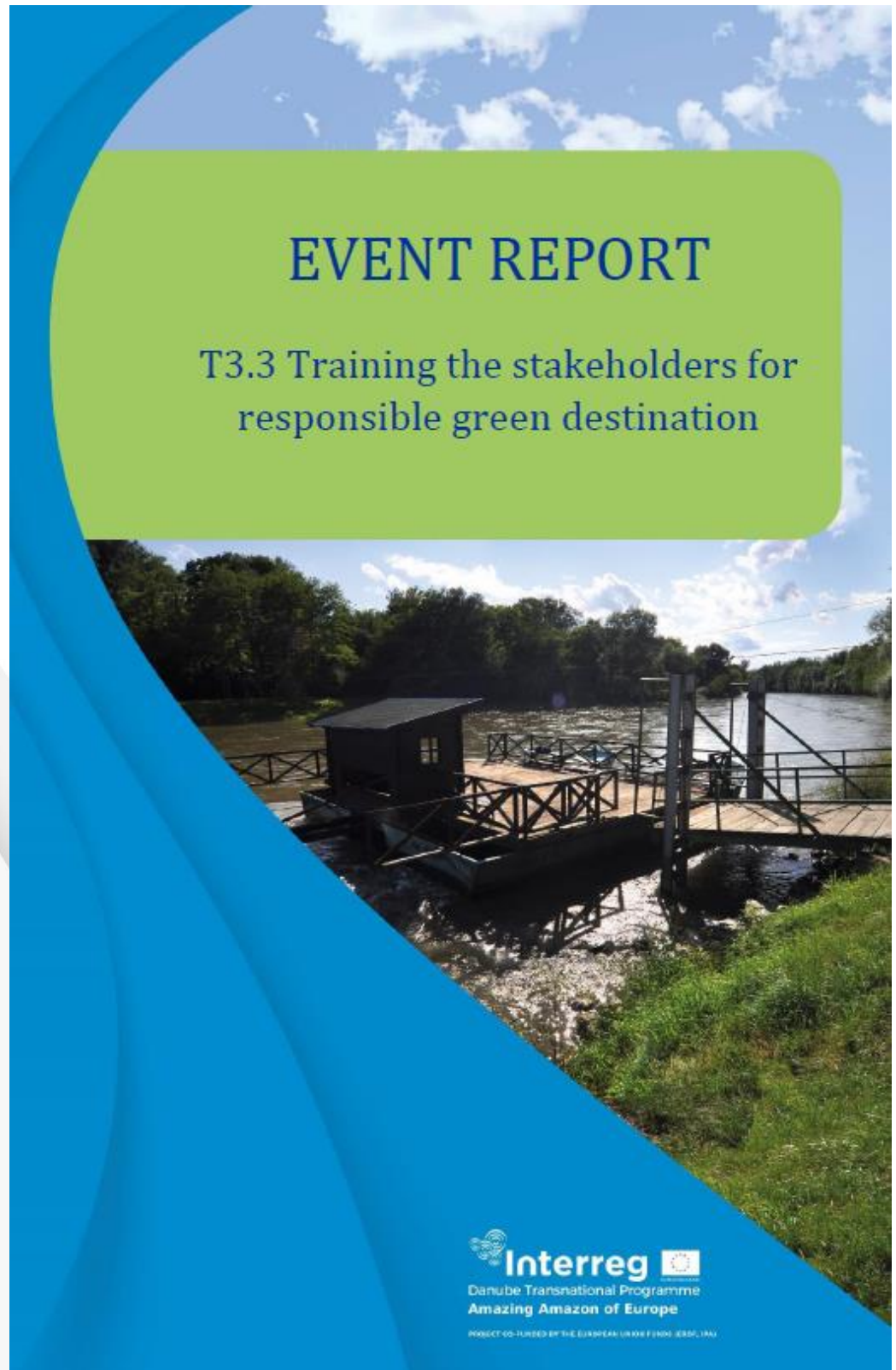
Interreg
Danube Transnational Programme
Amazing AoE

Amazing AoE
Érdekeltek részére szervezendő akadémia
1. workshop

Jelenléti ív / List of participants – Cserkút, 2022. október 26.

Név	Szervezet	Email	Telefon	Aláírás	Adatvédelmi tájékoztató megismerés
PÁMER ZOLTÁN	CROST Nonprofit Kft.	pamer@crostnonprofit.hu	30/6644374		✓
BENOVICS GÁBOR	Helian NaTour Kft.	gab@helian.hu	30/551-6710		✓
JELENYKA GYÖRGY	SUVKA	jelenka@suuka.hu	20/277-3448		✓
MÁRTON GYÖRGY	CROST Nonprofit Kft.	marton@crostnonprofit.hu	30/491-0360		✓
RINTAI DÓRA		rintai.dora@helian.hu	30/3167402		✓
FODOR RÓBERT	KOMPLEXCONSULT	fodor.robert@komplexconsult.hu	30/4047724		✓

4.3.3. External training 3



Training the stakeholders for responsible green destination – Amazing Academy workshops

2. Workshop for service providers – Pécs, 28 November 2022

T3.3 Training the stakeholders for responsible green destination

O T3.3 Implementation of trainings for responsible green destination

Date of event: 28 November 2022

Location of event: Pécs, Pécs Commercial Centre (7625 Pécs, Majorossy I. u. 36.)

Number of participants: 23

Short summary of event:

In the scope of A.T3.3 Training the stakeholders for responsible green destination CROST Nonprofit Ltd. organized a series of workshops for tourism service providers. In order to gather the key internal players two promotional workshops were organised, in line with the service contract of the external service provider. The event in Pécs on 28 November 2022 focused on the Amazon/Amazing branding, service providers' identification with the brand and its use in their daily communication. The following organisations participated:

- Komplex Consult Ltd.: contractor for the academy workshops;
- CROST Nonprofit Ltd.: partner of the Amazing AoE project;
- 10 tourism and hospitality service providers from the wider target area;
- 3 SMEs in IT management and promotion;
- 2 organisations as business support organisations (chambers of commerce, cluster).

The main goal of the workshop was to share experience about the communication of the route, use of the brand, the logo, benefits about joining the network and secondary benefits about being present on the AoE bike trail website. Another presentation was provided by the Hungarian Cycling Tourism Association about the nationally introduced scheme for cycling-friendly service provider.

Targeted groups at event:

TARGET GROUPS	VALUE REACHED	REACHED ORGANIZATIONS	ALREADY REPORTED IN PREVIOUS REPORTING PERIODS (yes/no)
Local public Authority			
Regional public Authority			
Sectoral agency			
Interest groups including NGOs		2	2
SME		13	13
Infrastructure and (public) service provider			
National public authority			

Attendance list: see separate document.

Pictures:



Project co-funded by European Union funds (ERDF, IPA)

3

Invitation and agenda:



MEGHÍVÓ

A CROST Nonprofit Kft., mint az Amazing AoE projekt partnere ezúton tisztelettel meghívja Önt az Európa Amazonasa (Amazon of Europe) kerékpáros túraútvonal mentén működő turisztikai vállalkozások számára szervezett tájékoztató rendezvényre, melyre Pécsen kerül sor, 2022. november 28-án, 13.30 órától. Részletek a mellékelt részletes programban.

Baranya és Somogy megye határ menti területei része a Mura-Dráva-Duna öt országra kiterjedő UNESCO Bioszféra Rezervátumnak. Az Amazing AoE projekt keretében összesen 13 partnerszervezeten keresztül 12 védett terület – mely összesen öt ország területén található (Ausztria, Szlovénia, Horvátország, Szerbia, Magyarországról) – vesz részt. A projekt három folyót (700 km) érint, melyek térsége együttesen alkotja a létrehozandó felelős zöld turisztikai desztinációt. A projekt célja a fenntartható növekedés és turizmus elősegítése a térség jellegzetes természeti és kulturális örökségére építve, melynek eredményeként létrejön a meghatározó szereplők hálózata, ami megfelelő környezetet teremt a magas minőségű, az ökoszisztéma korlátos erőforrásaival összhangban lévő turizmus kialakításához.

A rendezvény célja kettős:

- Tájékoztatás az Amazon of Europe útvonal mentén működő szolgáltatók számára a bekapcsolódási lehetőségekről: a közös Amazon brand által nyújtott előnyökről, az Országos Kerékpárosbarát Szolgáltatói Hálózathoz való csatlakozásban rejlő lehetőségekről;
- Tájékoztatás az útvonal szélesebb környezetében (Szigetvári, Szentlőrinci, Sellyei, Siklósi, Bólyi, Mohácsi járás) található turisztikai vállalkozások számára nyújtandó, digitalizációs fejlesztésekhez igénybe vehető maximum 3000 euró összegű vissza nem térítendő támogatási (voucher) lehetőségről.

A rendezvény helyszíne: Pécsi Kereskedelmi Központ, 7625 Pécs, Majorossy I. u. 36., Zsolnay-terem.

Kérem, részvételét az alábbi [linken](#), vagy a pamer@logframe.hu címen jelezze 2022. november 24-éig.

Pécs, 2022. november 9.

Számítunk részvételére:

Márton György
ügyvezető

PROGRAM

Amazing AoE

Turisztikai szolgáltatók számára szervezett tájékoztató rendezvény

Időpont: 2022. november 28.














Helyszín: Pécsi Kereskedelmi Központ, 7625 Pécs, Majorossy I. u. 36. (Zsolnay-terem).

13.00 – 13.30	Részvevők érkezése
13.30 – 13.40	Köszöntő Előadó: Márton György ügyvezető, CROST Nonprofit Kft.
13.40 – 14.00	Az Európa Amazonasa (Amazon of Europe) útvonal bemutatása, promóciója - Csatlakozásban rejlő előnyök és lehetőségek - Honlap és közösségimédia-felületek Előadó: Jelenka György turisztikai szakértő
14.00 – 14.20	Az Országos Kerékpárosbarát Szolgáltatói Hálózat bemutatása - Csatlakozásban rejlő lehetőségek - Minősítés eljárásrendje Előadó: Coates Ádám projektvezető, Magyar Kerékpáros Turisztikai Szövetség
14.20 – 14.30	Kérdések
14.30 – 14.50	Kávészünet
14.50 – 15.00	Az AoE hálózat bemutatása Előadó: Pámer Zoltán, CROST Nonprofit Kft.
14.50 – 15.10	Az AoE hálózathoz kapcsolódó digitalizációs pályázat bemutatása - Támogatott tevékenységek - Elszámolás módja Előadó: Deák Máté, Nyugat-Pannon Nonprofit Kft.
15.10 – 15.30	Digitalizációs szolgáltatást nyújtó vállalkozások bemutatkozása Előadó: egyeztetés alatt
15.30 –	Kérdések, a rendezvény zárása

Attendance list:

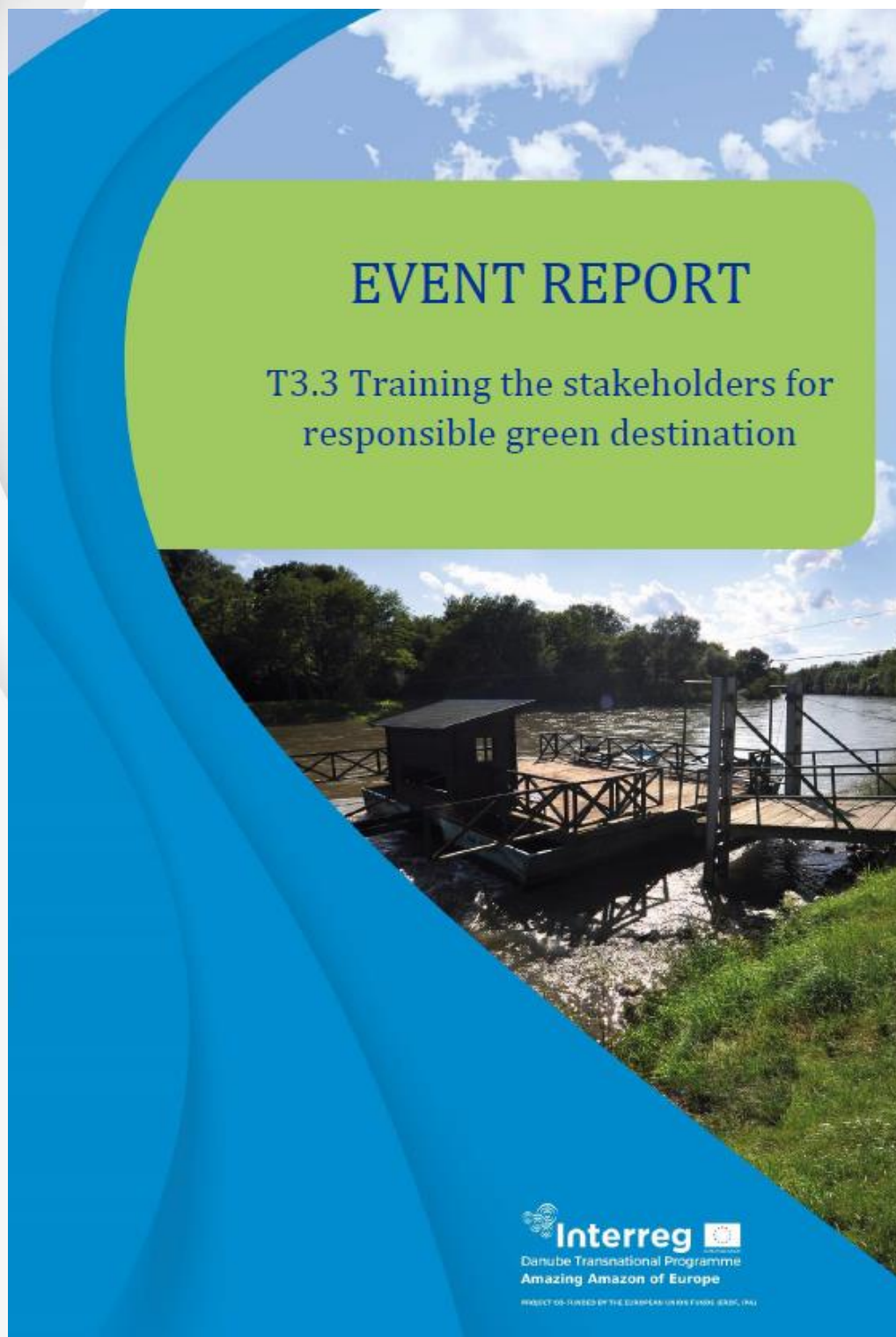
Amazing AoE
Szolgáltatók képzése – Amazon / Amazing branding workshop
2. workshop

Jelenléti ív / List of participants – Pécs, 2022. november 28.

Név	Szervezet	Email	Telefon	Aláírás	Adatvédelmi tájékoztató megismerem
Dr. Szilágyi Zsolt	PTE KTK OTT Közvetítő Társaság Kft	raffage@ ttz-pte.hu	+36 / 20 92 90 273		
Székely Katalin	Szabó Pál Pénzügyi	Székely Katalin szek@csapoc.hu	20/9259777		
Földes Tíme	LITV Hungary Kft	litv@litvhungary.com	70/271 8183		
Székely Szende	SZENDE PÉCSI V SZENDE KONSTRUKCIÓ	szende@szendepcs.hu	20/454 8078		
Vasmatics Ottó	Uninet Telekommunikáció Kft	vasmatics.otto@uninet.hu	30/909 4009		
Pókai Krisztina	Pókai IT Kft	pokai@pokai.hu	20/2303 890		
Schmidt Enikő	PÉCSI Idegenforgalmi Társaság Zrt	eschmidt@ ptz.hu	20/361 2844		
Pálfi Alexandra	MHT	palfi.alexandra@ poki.hu	20/352 1543		

1

4.3.4. External training 4



Training the stakeholders for responsible green destination – Amazing Academy workshops

3. Workshop for service providers – Barcs, 6 December 2022

T3.3 Training the stakeholders for responsible green destination

O T3.3 Implementation of trainings for responsible green destination

Date of event: 6 December 2022

**Location of event: Barcs, Entrepreneurs' Foundation of Barcs Area (7570 Barcs,
Hősök tere 1/a)**

Number of participants: 25

Short summary of event:

In the scope of A.T3.3 Training the stakeholders for responsible green destination CROST Nonprofit Ltd. organized a series of workshops for tourism service providers. In order to gather the key internal players two promotional workshops were organised, in line with the service contract of the external service provider. The event in Barcs on 6 December 2022 focused on the Amazon/Amazing story, how to provide a more quality service to the visiting tourists. The following organisations participated:

- Komplex Consult Ltd.: contractor for the academy workshops;
- CROST Nonprofit Ltd.: partner of the Amazing AoE project;
- 15 tourism and hospitality service providers from the wider target area;
- 3 organisations as business support organisations (entrepreneurship centre, tourism associations, tourism destination development organisations).

The main goal of the workshop was to share experience about the communication of the route, how to use the Amazon/Amazing story in service provision, in order raise awareness about the particularity and uniqueness of the area. Another presentation was provided by the Hungarian Cycling Tourism Association about the nationally introduced scheme for cycling-friendly service provider.

Targeted groups at event:

TARGET GROUPS	VALUE REACHED	REACHED ORGANIZATIONS	ALREADY REPORTED IN PREVIOUS REPORTING PERIODS (yes/no)
Local public Authority			
Regional public Authority			
Sectoral agency		1	1
Interest groups including NGOs		2	2
SME		15	15
Infrastructure and (public) service provider			
National public authority			

Attendance list: see separate document.

Pictures:





Project co-funded by European Union funds (ERDF, IPA)

Invitation and agenda:



MEGHÍVÓ

A CROST Nonprofit Kft., mint az Amazing AoE projekt partnere ezúton tisztelettel meghívja Önt az Európa Amazonasa (Amazon of Europe) kerékpáros túraútvonal mentén működő turisztikai vállalkozások számára szervezett tájékoztató rendezvényre, melyre Barcson kerül sor, 2022. december 6-án, 10.00 órától. Részletek a mellékelt részletes programban.

Baranya és Somogy megye határ menti területei része a Mura-Dráva-Duna öt országra kiterjedő UNESCO Bioszféra Rezervátumnak. Az Amazing AoE projekt keretében összesen 13 partnerszervezeten keresztül 12 védett terület – mely összesen öt ország területén található (Ausztria, Szlovénia, Horvátország, Szerbia, Magyarországról) – vesz részt. A projekt három folyót (700 km) érint, melyek térsége együttesen alkotja a létrehozandó felelős zöld turisztikai desztinációt. A projekt célja a fenntartható növekedés és turizmus elősegítése a térség jellegzetes természeti és kulturális örökségére építve, melynek eredményeként létrejön a meghatározó szereplők hálózata, ami megfelelő környezetet teremt a magas minőségű, az ökoszisztéma korlátos erőforrásaival összhangban lévő turizmus kialakításához.

A rendezvény céljai:

- Az „Amazon sztori” megismertetése: tájékoztatás az Amazon of Europe útvonal mentén működő szolgáltatók számára az útvonalról, a célcsoportokról, a közös Amazon brand által nyújtott előnyökről, az Országos Kerékpárosbarát Szolgáltatói Hálózathoz való csatlakozásban rejlő lehetőségekről;
- Tájékoztató az útvonal szélesebb környezetében (Barcsi, Csurgói, Nagyatádi járás) található turisztikai vállalkozások számára nyújtandó, digitalizációs fejlesztésekhez igénybe vehető maximum 3000 euró összegű vissza nem térítendő támogatási (voucher) lehetőségről.

A rendezvény helyszíne: Barcs és Térsége Vállalkozók Egyesülete, 7570 Barcs, Hősök tere 1/A.

Kérem, részvételét az alábbi [linken](#), vagy a pamer@logframe.hu címen jelezze 2022. december 2-áig.

Pécs, 2022. november 24.

Számítunk részvételére:

Márton György
ügyvezető

Project co-funded by the European Union funds (ERDF, IPA)
DTP3-362-2.2, AMAZING AOE

PROGRAM

Amazing AoE


Turisztikai szolgáltatók számára szervezett tájékoztató rendezvény

Időpont: 2022. december 6.




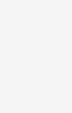
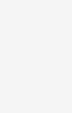
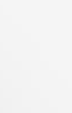
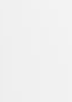
Helyszín: Barcs és Térsége Vállalkozók Egyesülete, 7570 Barcs, Hősök tere 1/A.

9.30 – 10.00	Részvevők érkezése
10.00 – 10.10	Köszöntő Előadó: Pámer Zoltán, CROST Nonprofit Kft.
10.10 – 10.30	Az Európa Amazonasa (Amazon of Europe) „sztori”: az útvonal bemutatása - Csatlakozásban rejlő előnyök és lehetőségek - Honlap és közösségimédia-felületek Előadó: Jelenka György turisztikai szakértő, Somogy Megyei Vállalkozói Központ
10.30 – 10.50	Az Országos Kerékpárosbarát Szolgáltatói Hálózat bemutatása - Csatlakozásban rejlő lehetőségek - Minősítés eljárásrendje Előadó: Benovics Gábor, Magyar Kerékpáros Turisztikai Szövetség
10.50 – 11.00	Kérdések
11.00 – 11.20	Az AoE hálózat bemutatása Előadó: Pámer Zoltán, CROST Nonprofit Kft.
11.20 – 11.40	Az AoE hálózathoz kapcsolódó digitalizációs pályázat bemutatása - Támogatott tevékenységek - Elszámolás módja Előadó: Bolyós Ádám, Nyugat-Pannon Nonprofit Kft.
11.40 – 12.00	Digitalizációs szolgáltatást nyújtó vállalkozások bemutatkozása Előadó: egyeztetés alatt
12.00 – 12.15	Kérdések, vita
12.15 –	Ebéd (Csillag Étterem)

Attendance list:

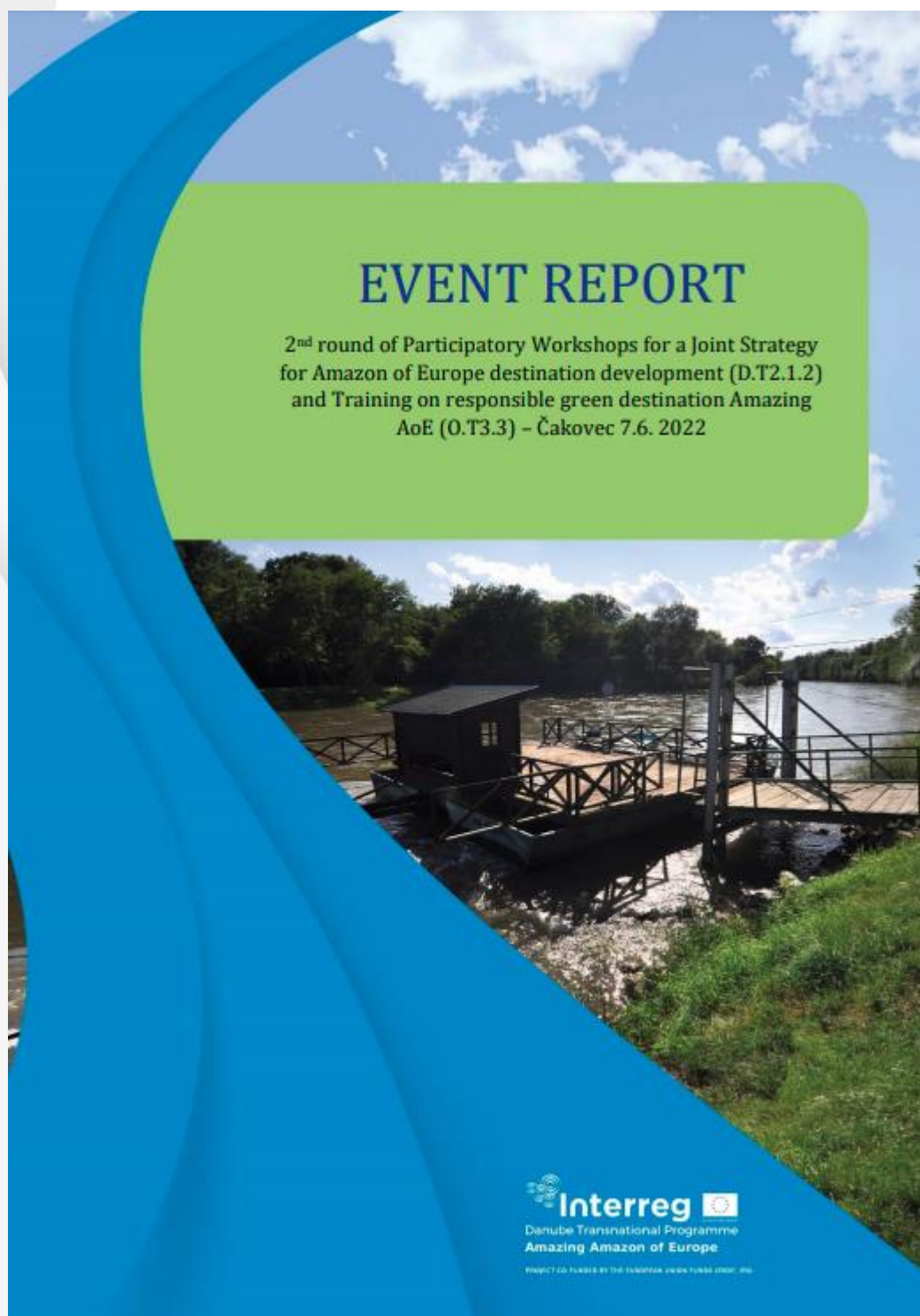


Interreg Danube Transnational Programme Amazing AoE
Amazing AoE
Szolgáltatók képzése – Amazon / Amazing branding workshop
3. workshop

Név	Szervezet	Email	Telefon	Aláírás	Adatvédelmi nyilatkozatot megjelölték
ZELSO ÁRPÁD	TUN-Europa Kft	tun.europa@gmail.com	40/691 9700		<input checked="" type="checkbox"/>
Hirovati Gabov	Brosilic projektirodaja Spusti 1206c	hirovati.gabov@brosilic.hr	385/614-9515		<input checked="" type="checkbox"/>
Tóth Edit	Műn - Műn B. Tanács Egyesület	muen@dmn.hu	20/469 8250		<input checked="" type="checkbox"/>
Tóth (Károly) György	Spartaki Point Képzési Szolgáltató	spartaki@spartaki.com	06/70 6306090		<input checked="" type="checkbox"/>
Pászti László	Humana Kommunikációs	laszlo.paszti@gmail.com	06/30 4723001		<input checked="" type="checkbox"/>
DOLYEVITS ELIZABETH	Molotilla Közösségi	dolyevits@gmail.com	+36 70 3627023		<input checked="" type="checkbox"/>
Pálfi Nóra	Wattal - Remény TDM Egyesület	palfi.nora@wattal.hu	36/490 0006		<input checked="" type="checkbox"/>
Horváth Zoltán	Szociális Szolgáltató Közvetítő Alapítvány	szoci@szoci.hu	06/30 311 156		<input checked="" type="checkbox"/>
ANDRÁS ANITA	L. D. K. H. Kft. H. Pálfi Nóra	andras.anita@gmail.com	20/011-9786		<input checked="" type="checkbox"/>
DOLYEVITS ELIZABETH	Dredna Vevőszövetés	dolyevits@gmail.com	208 777755		<input checked="" type="checkbox"/>

4.4. Tourism Board Međimurje

4.4.1. External training 1





Project	Responsible Green Destination Amazon of Europe
Acronym	Amazing AoE
Duration	1.7.2020 – 31.12.2022
Website	http://www.interreg-danube.eu/approved-projects/amazing-aoe

Project co-funded by European Union funds (ERDF, IPA)

2

Work Package	WP2
Output/Deliverable	Storytelling design
Author	Jaka Oman
E-mail	jaka@resna-igra.si
Institution	Resna igra
Date	27.6. 2022

TYPE OF EVENT (CHOOSE FROM):

D.T2.1.2 Regional participation workshops with stakeholders on strategy development

Date of event: 7.6. 2022

Location of event: Tourism board of Medjimurje county, Čakovec - Croatia

Number of participants: 13

Short summary of event:

The workshop consisted of 3 main parts:

1. AoE Story

For the purpose of this workshop a case story was designed for the AoE region with the purpose to:

- Show an example on how a story for a touristic product looks like
- To explain in details to the participants (especially to the service providers), what the big story of the AoE is, so that they can then communicate this story further to their customers

More details on the AoE story can be found in the presentation under the appendices.

2. Flow, storytelling and the hero's journey

In order to understand a customer in tourism, who seeks not only a good service but a good experience or even a transformative experience, one needs to understand the underlying psychology and more specifically the flow state, because flow is an indicator of a good experience. Therefore the background of flow state was explained, following

3

the presentation of two main tools for flow management, which are most important for tourism (flow cycle and the challenge&skills graph).

Further the structure of a story and the Hero's Journey by Joseph Campbell was presented, with the purpose to give the participants a framework, that would serve as a basis for their local stories.

3. Local stories designed with LEGO® SERIOUS PLAY® methodology

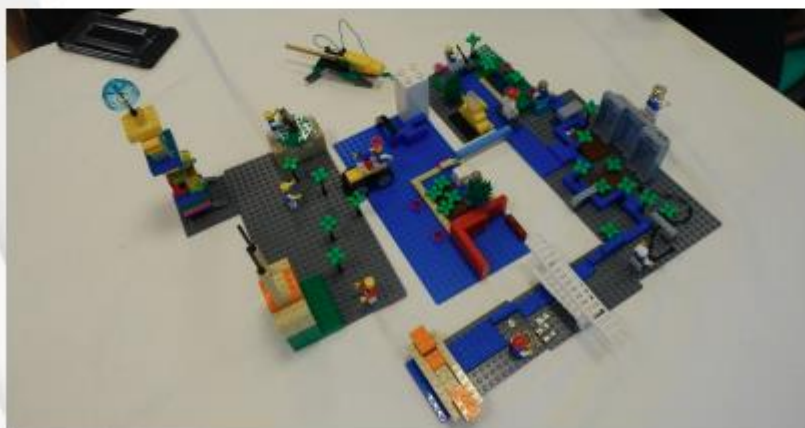
The participants then designed and presented their local stories through the models from Lego bricks. This initial stories were then joined together into a bigger story of the region and even with the big AoE story. These are the final shared models from groups:

Group 1:



Our guests from Berlin arrive in a private jet to the hotel St. Martin on Mura, from then they take the boat to Kotoriba. There is the tradition craft of making baskets from dried corn leaves. Further they go to the traditional house and make a local sweet dish called Gibanica. Then in Donji Vidovec, where they sleep in tents and the next day they go to search for gold with a washing technique along the river Drava. They take home their precious souvenir (bits of gold). At the end they return to the hotel St. Martin, where they can relax. What is important for the tourists is the local touristic center that offers the needed support in order for everything to run smooth. The biggest challenges for the tourists that make the great experience are the boat trip, finding gold, making the baskets with hand, and cooking/baking the local dishes. You need to challenges to fight the evil in a form of already instant prepared food (Glovo/Wolt).

Group 2:



We have here tourists from Poland, who come to Međimurje and their goal/challenge is to get to know the area, the crafts, the local food, the nature. They begin in Muršćak, undiscovered jungle forest. Then Stari Grad (Old City) with the dragon story. Further they go to Dolja Dubrava and search for gold along the Drava river with the washing technique. Here is where the evil comes in since the tourists can find trash and polluted water, thanks to the local people, who are yet not aware of the nature preservation and importance of a good touristic experience. What follows is another challenge, where to find sleep accommodation and what to choose in the end. A hotel or a local authentic apartment house? With the support from the local tourist workers, they are convinced to go to a small local house where they are even treated with a api therapy (from bee products), which gives them the strength to go to upper Međimurje. They go to the St. Jerome's church in Štrigova with quads. They finish the adventure with a wine tasting at the Maderkin breg, which is yet another great and unforgettable experience.

Targeted groups at event (fill in the table):

IMPORTANT: Please count organizations not people.

Project co-funded by European Union funds (ERDF, IPA)

TARGET GROUPS	VALUE REACHED	REACHED ORGANIZATIONS	ALREADY REPORTED IN PREVIOUS REPORTING PERIODS (yes/no)
Local public Authority	2	Medjimurje county, Tourism board Štrigova	Yes, no
Regional public Authority			
Sectoral agency	1	Redea	yes
Interest groups including NGOs	1	LAG Medimurski doli i bregi	no
SME			
Infrastructure and (public) service provider	1	Terme Sveti Martin	no
National public authority			

Other comments:

Attached evidence for reporting:

- Invitation
- Agenda
- Attendance list,
- 1-3 photos taken during the event,
- Presentations (if any), etc.

Please upload the Event Report and all relevant materials to [Amazing AoE Google Drive](#) in the relevant folder and send Anja Krajnik (anja.krajnik@iskriva.net) the link to the folder (put Urška Dolinar: urska.dolinar@iskriva.net in "cc").

Invitation:



POZIVNICA

Responsible Green Destination Amazon of Europe

Interreg Danube Transnational Programme Project - DTP3-362-2.2

Turistička zajednica Međimurske županije, partner na projektu Responsible Green Destination Amazon of Europe, poziva vas na sudjelovanje na:

STORYTELLING RADIONICU (with LEGO® SERIOUS PLAY® method) ZA RAZVOJ NOVIH TURISTIČKIH PROIZVODA

koja će se održati u **utorak 07.06.2022. godine s početkom u 10.00 sati** u prostorijama Turističke zajednice Međimurske županije, B.J.Jelačića 22 E, Čakovec. Predviđeno vrijeme trajanja radionice je do 14.00 sati.

Turistička zajednica Međimurske u suradnji s još 13 organizacija iz Austrije, Slovenije, Hrvatske, Mađarske i Srbije, povezuje 12 zaštićenih područja i ujedinjuje 5 država duž 3 rijeke (700 km) u jednu zajedničku odgovornu zelenu destinaciju Amazon of Europe. Cilj nam je poboljšati održivi gospodarski rast i razvoj turizma temeljenog na prepoznatljivoj prirodnoj i kulturnoj baštini, što će rezultirati suradnjom mreže ključnih aktera i omogućiti okoliš za visokokvalitetni turizam, reagirajući na ograničene resurse ekosustava.

Glavni cilj radionice je prikupiti uvid u turističke i proizvodne potencijale svake regije. Ideja radionice je intenzivno aktivirati lokalne stručnjake i profesionalce kako bi stekli detaljne informacije o trenutnoj situaciji o prirodnim i kulturnim atrakcijama, (potencijalnim) turističkim proizvodima, infrastrukturnoj podršci (npr. smještaj, prijevoz) i ljudskim resursima.

Molimo vas da nam potvrdite vaš dolazak na radionicu.

Turistička zajednica Međimurske županije

Projektni coordinator

Iva Vurušić Mađarić

Project co-funded by the European Union funds (ERDF, IPA)
DTP3-362-2.2, AMAZING AOE

Agenda:

See the general agenda written in chapter 4 and the summary of this event reports

Attendance list:



ATTENDANCE LIST			
Project	Responsible Green Destination Amazing Amazon of Europe		
Type of meeting	Workshop Storytelling Lego serious method		
Place and date	TZMZ, B.Jelačića 22E, Čakovec, 7.6.2022.		
#	Name and surname	Organisation	Signature
1	IVANA KEKNER TRALČEC	STRIGOVA TOURISM BOARD	<i>Ivana Kekner Tralčec</i>
2	VANJA ČIČEK	PI REDEA	<i>Vanja Čiček</i>
3	IVES MAJLIĆ	LAG MDID	<i>Ives Majlić</i>
4	VEDRANA BARDALIĆ	LAG MDID	<i>Vedrana Bardalić</i>
5	IVANA HAJDINIČEK	PI REDEA	<i>Ivana Hajdiniček</i>
6	MATEJA ŽIVČEC	PI REDEA	<i>Mateja Živčec</i>
7	MARIJA STANKOVIĆ	MEĐIMURSKA ŽUPANIJA	<i>Marija Stanković</i>
8	JASMINKA BEGIĆ	MEĐIMURSKA ŽUPANIJA	<i>Jasminka Begić</i>
9	MAJA ŠKEJ	TERME SVETI MARTIN	<i>Maja Škej</i>
10	JOSEF MIHEC	TZ STRIGOVA	<i>Josef Mihec</i>
11	RUDI GRUNT	TZ MEĐIMURSKA ŽUPANIJE	<i>Rudi Grunt</i>
12	PETRA MURKOVIC	TZ MEĐIMURSKA ŽUPANIJE	<i>Petra Murković</i>

Project co-funded by European Union funds (ERDF, IPA)

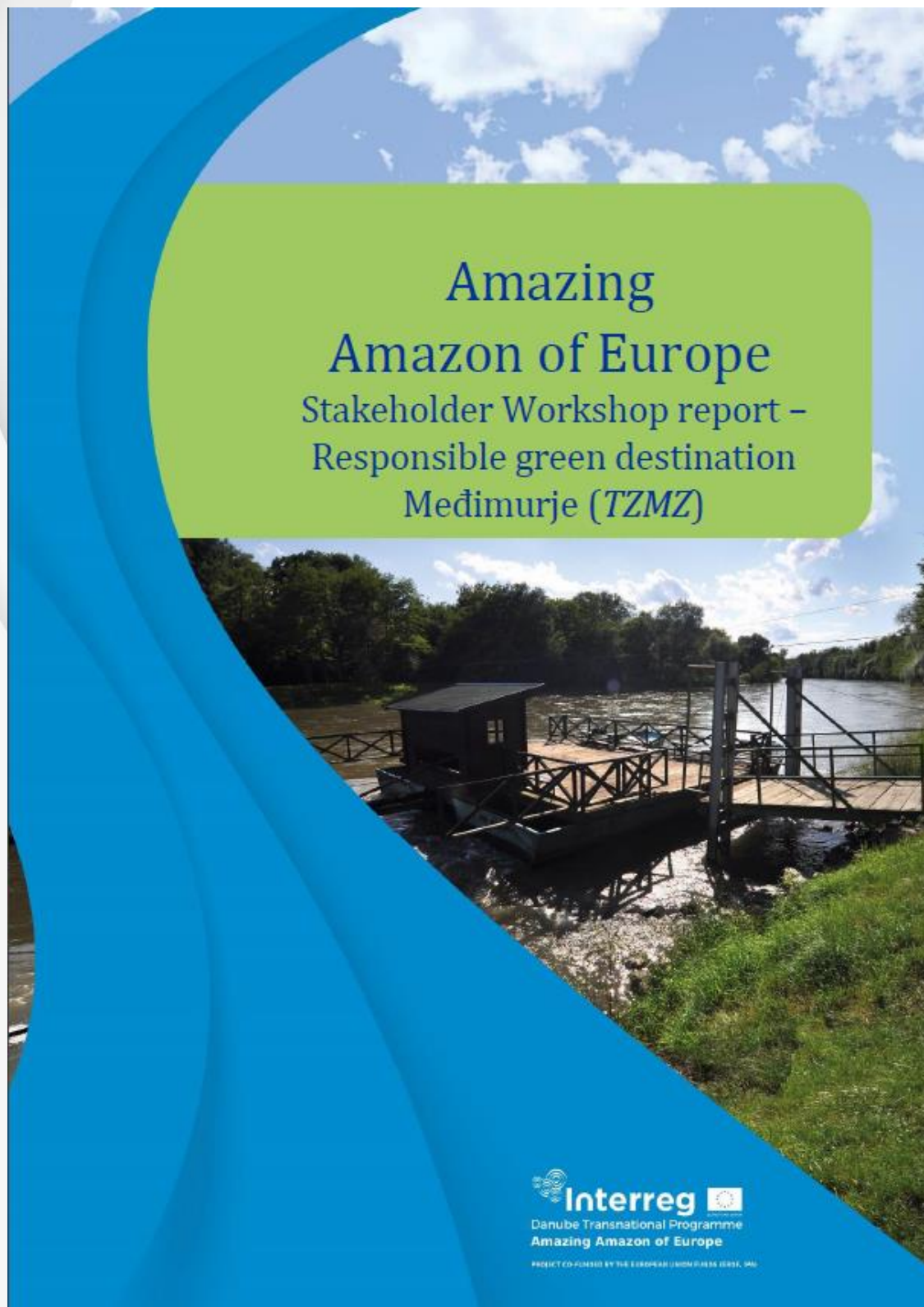


13	JAKA OMAN	REŠKA IGRA	<i>Jaka Oman</i>
14			
15			

Pictures:



4.4.2. External training 2



Project	Responsible Green Destination Amazon of Europe
Acronym	Amazing AoE
Duration	1.7.2020 – 31.12.2022
Website	http://www.interreg-danube.eu/approved-projects/amazing-aoe

Work Package	WP T3 - Establishing the destination AoE - model and strategy
Output/Deliverable	Input for O.T2.1 and O.T2.3
Author	Petra Murković
Institution	Tourism board of Međimurje county
Date	1.12.2023.

INDEX

1. Summary of the Workshop.....	4
2. Agenda.....	4
3. List of participants.....	5

1. SUMMARY OF THE WORKSHOP

The Tourist Board of Međimurje County, a partner in the Responsible Green Destination Amazon of Europe project organized workshop »RESPONSIBLE GREEN DESTINATION «.

DATE: 28.11.2022.

LOCATION: Čakovec in Center for Sustainable development, B.J.Jelačića 22F

Tourism stakeholder from the destination were invited in order to become familiar with the Amazing Aoe project and the possibilities of GD and EU Eco label certification.

First part of the workshop, we introduced the stakeholders to the project itself and all the benefits of the project. Also, considering that the Međimurje County is in the process of certifying the destination for the Green Destinations certificate, we introduced the stakeholders to the GD certificate and the EU Ecolabel for private rentals. Holiday Home Lina, as the first private facility in Međimurje that has the Eu ECO label, is presented as an example of good practice.

Second part of the workshop, the destination's new tourist products such as the Ecomuseum and the hop on hop off system were presented.

The main goal is to familiarize stakeholders with the development of the sustainable destination of Međimurje, as well as to encourage them to actively participate in the sustainability of the destination itself through the certification process of private accommodation facilities.

2. AGENDA

Time	Theme	Presenter/workshop leader
17:00	Amazing Amazon of Europe project	Iva Vurušić Mađarić, project manager
17:30	Certificate Green Destinations	Katarina Miličević, Tourism lab
18:00	Certificate EU Ecolabel	Davor Križaić,
18:30	Holiday Home Lina – an example of good practice	Zvonko Lajtman, Holiday Home Lina
18:45-19:00	Break and dinner	
19:00 - 19:30	Ecomuseum Međimurje	Rudi Grula, director of TB Međimurje county
19:30 – 20:00	Hop on Hop off	Jelena Berečić, Rudi travel agency

3. LIST OF PARTICIPANTS

No.	First and last name	Organization	Target group
1.	Sandra Nedeljko	Pansion Mamica	Accommodation service providers
2.	Darinka Kovačić	Holiday Home Vinola	Accommodation service providers
3.	Silvija Kranjčec	Holiday house "The View"	Accommodation service providers
4.	Biserka Lajtman	Holiday Home Lina	Accommodation service providers
5.	Zvonko Lajtman	Holiday Home Lina	Accommodation service providers
6.	Davor Križaić	Boje znanja	Tourism industry service providers
7.	Marijan Hren	OPG Hren	Service providers
8.	Mirjana Biber Hren	OPG Hren	Service providers
9.	Zoran Sršan	OPG Sršan	Service providers
10.	Horvat Ivanka	PG Geler	Service providers
11.	Damijan Bermanec	Grad Prelog	Local authority
12.	Vesna Osojnicki	Apartman Osojnicki	Accommodation service providers
13.	Blaženka Novak	Kuća za odmor	Accommodation service providers
14.	David Novinščak	TZ Sveti Martin na Muri	Local tourism board
15.	Stipe Rosandić	Tourism Lab	Tourism industry service providers
16.	Katarina Miletić	Tourism Lab	Tourism industry service providers
17.			

Invitation:



Međimurje
u pokretu



POZIVNICA

Odgovorna zelena destinacija Amazon of Europe

Interreg Danube Transnational Programme Project - DTP3-362-2.2

Turistička zajednica Međimurske županije, partner na projektu Responsible Green Destination Amazon of Europe, poziva vas na sudjelovanje na:

ODGOVORNA ZELENA DESTINACIJA - RADIONICA

koja će se održati u **ponedjeljak 28.11.2022. godine s početkom u 17.00 sati** u prostorijama **Centra za održivi razvoj, B.J.Jelačića 22F (prostor bivše vojarnje, zgrada pokraj studentske menze)**. Predviđeno vrijeme trajanja radionice je do 20.00 sati.

Turistička zajednica Međimurske u suradnji s još 13 organizacija iz Austrije, Slovenije, Hrvatske, Mađarske i Srbije, povezuje 12 zaštićenih područja i ujedinjuje 5 država duž 3 rijeke (700 km) u jednu zajedničku odgovornu zelenu destinaciju "Amazon of Europe". Cilj je poboljšati održivi gospodarski rast i razvoj turizma temeljenog na prepoznatljivoj prirodnoj i kulturnoj baštini, što će unaprijediti suradnju među regijama te omogućiti okruženje za razvoj visokokvalitetnog turizma kao odgovor na ograničene resurse ekosustava.

Dnevni red radionice je sljedeći:

Rudi Gula, direktor TZ Međimurske županije "Ekomuzej Međimurje"

TZ Međimurske županije, projekt "Amazing Amazon of Europe"

Jelena Berečić, agencija Rudi express, Hop on, Hop off autobus

Katarina Miličević, Tourism LAB, predstavljanje procesa certificiranja "Green Destination"

Davor Križaić, Certifikat ECO LABEL

Zvonko Lajtman, Primjer dobre prakse certificiranja ECO LABELA "Holiday Home Lina"

Glavni cilj radionice je prikupiti uvid u turističke i proizvodne potencijale regije te poboljšati kapacitete za odgovoran zeleni turizam.

Ljubazno Vas molimo da svoje sudjelovanje potvrdite do **25.11.2022. (petak)** putem e-maila **petra.tzmz@gmail.com**.

Turistička zajednica Međimurske županije

Projektni koordinator



Project co-funded by the European Union funds (ERDF, IPA)
DTP3-362-2.2. AMAZING AOE

Participation list:

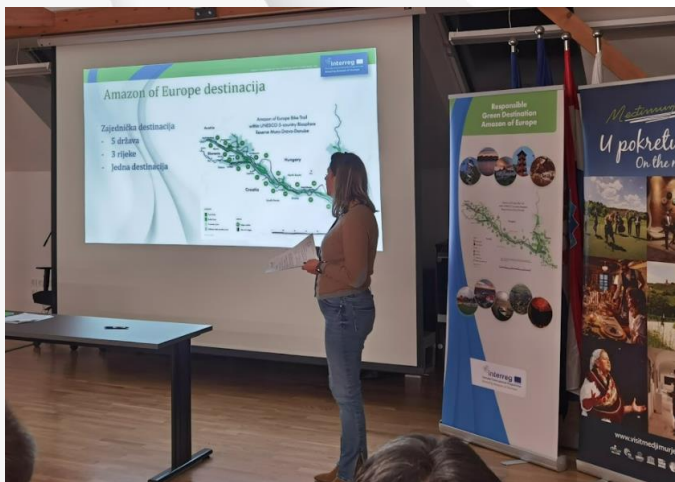


ATTENDANCE LIST	
Projekt	Responsible Green Destination Amazing Amazon of Europe
Vrsta sastanka	Radionica s dionicima - Odgovorna zelena destinacija
Mjesto i datum	TZMZ, B.Jelačića 22E, Čakovec, 28.11.2022.

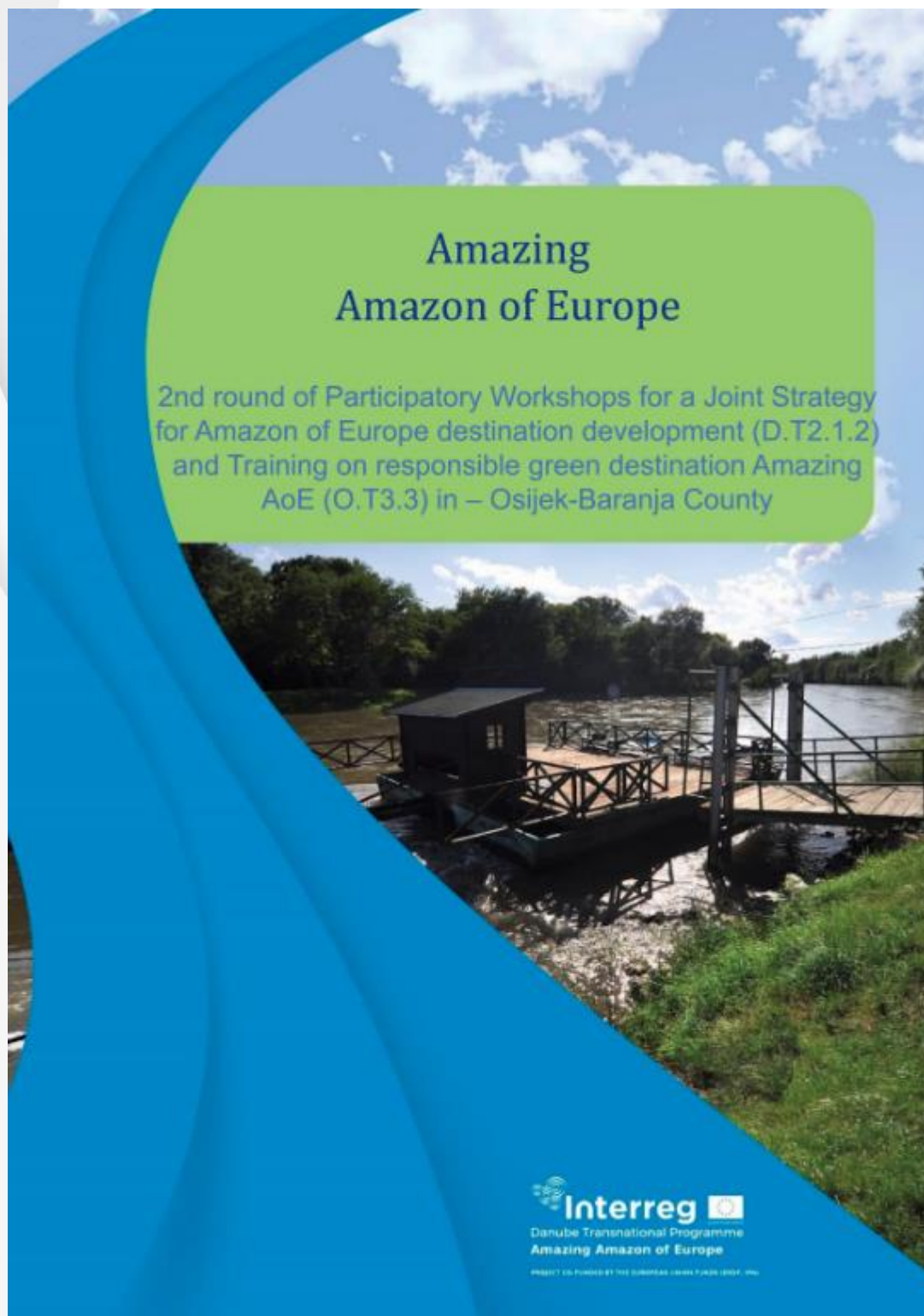
#	Ime i prezime	Organizacija i kontakt	Potpis
1	CANDRA NEDEJKO	PANSON HATICA TUSCINE 091 576 3986	[Signature]
2	DARINKA KOVAČIĆ	HOLIDAY HOME VINOVA, 0981687022	[Signature]
3	SILVNA KRANJČEĆ	HOLIDAY HOUSE "THE VIEW"	[Signature]
4	ZIJERKA LAJTMAN	OPG NOHOKOS	[Signature]
5	ZVONKO LAJTMAN	HOLIDAY HOME LINA	[Signature]
6	DAVOR KRIŽANIĆ	POSE ZNAMJA	[Signature]
7	MARJAN HREN	OPG HREN	[Signature]
8	MIRJANA BIBER AREN	+	[Signature]
9	ZORAN SRŠAN	OPG SRŠAN	[Signature]
10	TORVAJ IVANKA	PG BEZER JIDJ	[Signature]
11	MIRJANA ŠIŠE - HREN	OPG HREN	[Signature]
12	DAMIJAN BERMAČIĆ	GRAD PRUGA 031 566 3310, damijan.bermacic@grad-pruga.hr	[Signature]

13			
16	DARINKA KOVAČIĆ	ZS ZARLI VINOVA NOHOKOS	[Signature]
12	SILVNA KRANJČEĆ	KRKA SI ODRUŠ	[Signature]
14	ZVONKO LAJTMAN	IS VEDIVASKE SODARIE	[Signature]
13	MIRJANA ŠIŠE - HREN	OPG HREN	[Signature]

Pictures:



4.5. Osijek-Baranja County



Project	Responsible Green Destination Amazon of Europe
Acronym	Amazing AoE
Duration	1.7.2020 – 31.12.2022
Website	http://www.interreg-danube.eu/approved-projects/amazing-aoe
Work Package	WP T2 - Developing the AoE Destination: joint strategy and flagship tourism products
Output/Deliverable	Input for O.T2.1 and O.T2.3
Author	Ivana Kiščinal
Institution	OBC
Date	June 9th,2022.

INDEX

1. Summary of the Workshop	4
2. Agenda	4
3. List of participants	5
4. Additional information / notes	6

1. SUMMARY OF THE WORKSHOP

Responsible green destination European Amazon

2nd round of Participatory Workshops for a Joint Strategy for Amazon of Europe destination development (D.T2.1.2) and Training on responsible green destination Amazing AoE (O.T3.3) in Osijek-Baranja County

Date: 8th of June 2022

Location: Hotel Osijek, Šamačka 4, Osijek

Objectives:

- train local service providers on how to use storytelling as an effective marketing tool for responsible tourism
- ensure that everyone in the AoE destination is familiar with the European Amazon and can tell the story about it
- connect the stories of local service providers with the story of the European Amazon
- Intensify local tourism professionals, professionals and service providers to become ambassadors of the European Amazon destination who understand its story and the benefits it brings to their organization and the region

2. AGENDA

Time	Theme	Presenter/workshop leader
09:00 – 09:45	Amazing AoE – destination strategy and shared story - a brief introduction to the aim and approach of the workshop - Presentation of the European Amazon strategy proposal	Jaka Oman (Flow, Hero's Journey, Storytelling)
09:45 – 10:00	Break	
10:00 – 11:30	Local stories - Introduction to storytelling - storytelling as an effective marketing tool for responsible tourism	Jaka Oman (Flow, Hero's Journey, Storytelling)

	<ul style="list-style-type: none"> - Presentations of stories of local service providers - Counselling on how to tell a better story 	
11:30 – 11:45	Break	
11:45 – 12:30	<ul style="list-style-type: none"> A shared story of the European Amazon - Connecting local stories with Amazing AoE story - Creating a common story about the European Amazon - Conclusion 	Jaka Oman (Flow, Hero's Journey, Storytelling)
12:30 – 14:00	Lunch	

3. LIST OF PARTICIPANTS

No.	First and last name	Organization	Target group
1.	Jaka Oman	RESNA IGRA	SME
2.	Jovana Ilišević	PODUZETNIČKO-RAZVOJNI CENTAR ERDUT	SC
3.	Davor Ilić	JU ZA ZAŠTITU PRIRODE OBŽ	SC
4.	Snježana Takač	TZ GRADA BELIŠĆA	SC
5.	Srećko Kukić	GRAD OSIJEK	LA
6.	Tomislav Mandir	JU ZA ZAŠTITU PRIRODE OBŽ	SC
7.	Goran Radonić	JU ŽRA OBŽ	RA
8.	Josip Tuličić	OBŽ	RA
9.	Mirela Kalazić	OBŽ	RA
10.	Mario Opačak	OBŽ	RA
11.	Siniša Maurus	TZ GRAD OSIJEK	SC

5

Project co-funded by European Union funds (ERDF, IPA)

12.	Adela Sadiković	JU ŽRA OBŽ	RA
13.	Aleksandra Vuić	OPG BARANJSKI DVORI	SME
14.	Atila Takač	OPG BARANJSKI DVORI	SME
15.	Ivana Šariri	OBŽ	RA
16.	Ivana Kiščinal	JU ŽRA OBŽ	RA
17.	Katarina Huber	EKO CENTAR ZLATNA GREDA	SME
18.	Mislav Barić	UDRUGA ZELENi OSIJEK	NGO
19.	Matej Perkušić	TZ BARANJE	SC
20.	Mislav Matišić	TZ OBŽ	SC
21.	Željka Vrebac	JU ZA ZAŠTITU PRIRODE OBŽ	SC

4. ADDITIONAL INFORMATION / NOTES

On June 8, the 2nd round of Participatory Workshops for the Joint Strategy of Amazon Europe Destination Development (D.T2.1.2) and the Training on Responsible Green Destination Amazing AoE (O.T3.3) in Osijek-Baranja County was organized at the Hotel Osijek. 2022

The workshop was opened with introductory speeches by the leader, Deputy Head of the Administrative Department for Tourism, Culture and Sports Mirela Kalazić.

The workshop included a topic on local stories and storytelling tools and their connection to the Amazing AoE story.

The event brought together 25 participants from various public and private institutions, as well as a significant percentage of service providers from the Amazon route among them.

Invitation:



POZIVNICA

Odgovorna zelena destinacija Europske Amazone

Program transnacionalne suradnje Interreg Dunav, DTP3-362-2.2

Osječko-baranjska županija, partner u projektu "Odgovorna zelena destinacija Europske Amazone" sa zadovoljstvom Vas poziva na sudjelovanje u

participativnoj radionici zajedničke strategije za razvoj destinacije Europska Amazona i trening odgovorne zelene destinacije Europska Amazona

koja će se održati u Osijeku, u Hotel Osijek d.o.o., Šamačka 4, 8. lipnja 2022. godine s početkom u 9:00 sati.

Osječko-baranjska županija dio je UNESCO-ovog petodržavnog rezervata biosfere Mura-Drava-Dunav. U suradnji s 13 drugih organizacija iz Austrije, Slovenije, Hrvatske, Mađarske i Srbije, povezujemo 12 zaštićenih područja i ujedinjujemo 5 zemalja duž 3 rijeke (700 km) u jednu zajedničku odgovornu zelenu destinaciju Europska Amazona. Naš cilj je poboljšati održivi gospodarski rast i razvoj turizma temeljen na izrazitom prirodnom i kulturnom nasljeđu, što će rezultirati suradničkom mrežom ključnih aktera i omogućiti okruženje za visokokvalitetni turizam, a imajući u vidu ograničene resurse ekosustava.

Glavni cilj radionice je stvoriti zajedničku priču za Europsku Amazonu kao održivu turističku destinaciju. Ideja je predstaviti nacrt zajedničke strategije za destinaciju i predstaviti priču o brendu Amazon of Europe. Osim toga, željeli bismo čuti priče lokalnih turističkih usluga i zajedno osmisliti jednu zajedničku priču za destinaciju.

Partnerstvo "Amazing Amazon of Europe" bit će obogaćeno s vašim dragocjenim doprinosom.

Radionica će također uključivati obuku o tome kako koristiti pripovijedanje kao učinkovit marketinški alat za odgovorni turizam te objašnjenje pojmova hero's journey and flow in tourism.

Molimo vas da odgovorite na poziv putem e-pošte najkasnije do **06.06.2022. godine**, te **obvezno navedite broj predstavnika** iz vaše organizacije koji će sudjelovati na radionici.

Osječko-baranjska županija, koordinator projekta

Osijek, 31.06.2022. godine

Project co-funded by the European Union funds (ERDF, IPA)
DTP3-362-2.2, AMAZING AoE

Attendance list:




POTPISNA LISTA



Ime projekta	Amazing Aa1
Vrsta izvora	Radionica razradbe strategije za izvanj destinacije Evropske Amazonu i izvanj odgovornosti izvanj destinacije
Mjesto i datum	Hotel Opatjak, 08.06.2022. godine u Opatjku

#	Ime i prezime	Organizacija	Potpis
1	LEVA OHRAN	RESNA 1992	
2	Josipa Kujali	PORE BRAG	
3	TONJE NAC	JU ZA ZAŠTITU PRISTOJA OBR	
4	Suzana Tarkaj	IZ BERKA BERUŠICA	
5	Gracija Kralj	Grad Opatjak	
6	Tamara Markić	JU ZA ZAŠTITU PRISTOJA OBR	
7	BRANKA ZADONIC	JU EVANJEVSKA RAJONSKA AGENCIJA OBR	
8	Suzil Toluć	UD ZA TOPIVA, KUPON I SPOET, OBR	
9	MIRJANA UDLATY	- - -	
10	MARIO OBRACAL	- - -	

* Podaci o radionici potpisnika (u skladu s člankom 13. stavak 1. i stavkom 3. ODRK).
 Važi za svaki podaci upotrebljavati samo (jednu) svaku organizaciju i organizaciju i organizaciju (u skladu s člankom 13. stavak 1. i stavkom 3. ODRK). Imate pravo pristupa, ispraviti, izmijeniti ili otkazati radionici potpisnika. Imate pravo na pristup i pravo pristupa potpisnika. Također imate pravo da se uključite u radionici potpisnika.

* Navedite potpisnik na potpisniku potpisnika da čine radionici i obilježiti potpisnik i potpisnik potpisnika i obilježiti radionici potpisnika. Osim toga, dopustite korištenje fotografija na kojima se vi na potpisniku i objaviti u skladu s ciljevima projekta Amazing Aa1.

* Projekt sufinanciraju Evropski Unija fondovi (ERDF, IPA)

POTPISNA LISTA

#	Ime i prezime	Organizacija	Potpis
11	JANISKA MAJUSIĆ	IZ grada Opatjeka	
12	ANETA ČIČIĆ	JU ZA OBR	
13	ALEKSANDRA VINC	OPB ZARANJSEI DUCI	
14	ANITA TACIĆ	OPB ZARANJSEI DUCI	
15	Josipa Kujali	PORE BRAG	
16	IVANA ŠRELIĆ	OBR	
17	IVANA KISČIĆ	JU ZA OBR	
18	KATARINA HUBER	ERO KENTAR ILATNA GRECA	
19	MIRJANA UDLATY	UVAJENI ZEMNI OBR	
20	MATEJ POKREŠIĆ	IZ ZA RANJE	
21	MIRJANA UDLATY	IZ OBR	
22	JANISKA MAJUSIĆ	JU ZA ZAŠTITU PRISTOJA OBR	
23			

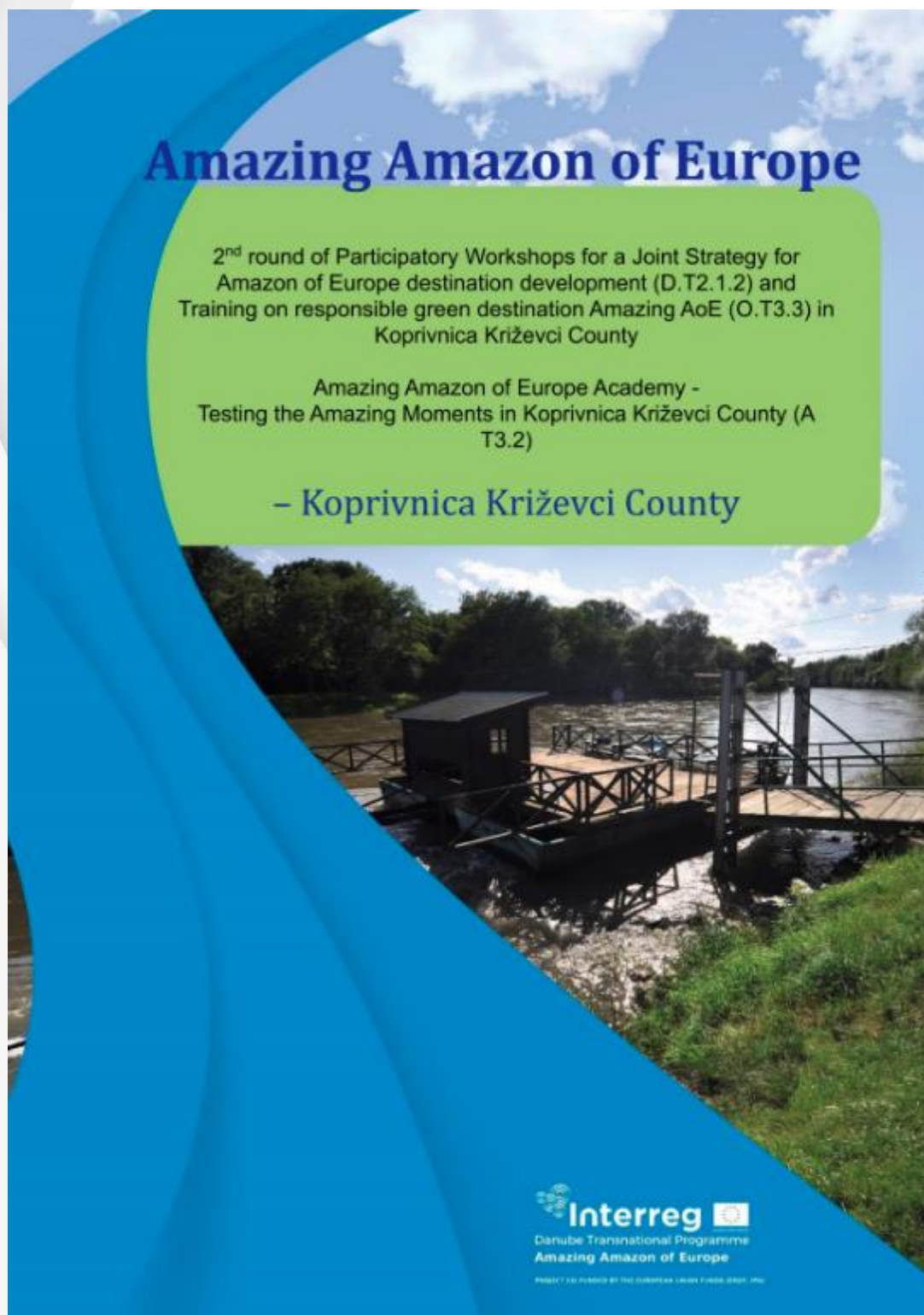
* Podaci o radionici potpisnika (u skladu s člankom 13. stavak 1. i stavkom 3. ODRK).
 Važi za svaki podaci upotrebljavati samo (jednu) svaku organizaciju i organizaciju i organizaciju (u skladu s člankom 13. stavak 1. i stavkom 3. ODRK). Imate pravo pristupa, ispraviti, izmijeniti ili otkazati radionici potpisnika. Imate pravo na pristup i pravo pristupa potpisnika. Također imate pravo da se uključite u radionici potpisnika.

* Navedite potpisnik na potpisniku potpisnika da čine radionici i obilježiti potpisnik i potpisnik potpisnika i obilježiti radionici potpisnika. Osim toga, dopustite korištenje fotografija na kojima se vi na potpisniku i objaviti u skladu s ciljevima projekta Amazing Aa1.

Pictures:



4.6. Koprivnica Križevci County



Project	Responsible Green Destination Amazon of Europe
Acronym	Amazing AoE
Duration	1.7.2020 - 31.12.2022
Website	http://www.interreg-danube.eu/approved-projects/amazing-aoe
Work Package	WP T2 - Developing the AoE Destination: joint strategy and flagship tourism products WP T3 - Establishing the AoE Destination
Output/Deliverable	Input for O.T2.1 and O.T2.3
Author	Vladimir Šadek
Institution	Koprivnica Križevci County
Date	May 18th, 2022

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

2

INDEX

1. Summary of the Workshop	4
2. Agenda	5
3. List of participants	5
4. Additional information / notes	8

1. SUMMARY OF THE WORKSHOP

2nd round of Participatory Workshops for a Joint Strategy for Amazon of Europe destination development (D.T2.1.2) and Training on responsible green destination Amazing AoE (O.T3.3) in Koprivnica Križevci County

Date: 17th of May 2022

Location: Rural household "Stari zanati" Hlebine

Objectives:

- To train local service providers on how to use storytelling as an effective marketing tool for responsible tourism;
- To ensure that everyone in the AoE destination knows Amazon of Europe and can tell the story about it;
- To connect the stories from local service providers with the Amazon of Europe story;
- To intensely activate local tourism experts, professionals, and service providers to become the ambassadors of the Amazon of Europe destination who understand its story and the benefits it brings to their organization and the region.

Amazing Amazon of Europe Academy - Testing the Amazing Moments in Koprivnica Križevci County (A.T3.2)

Date: 17th of May 2022

Location: Rural household "Stari zanati" Hlebine ; Winery Matočec Mičetinac

Objectives:

- To Meet the service provider who realizes the Amazing Moment and will be in direct contact with our future guests;
- To Get a feeling of what the AM is about and what our guests will experience;
- To fill out the AM information sheet to receive all the needed information;
- To See the facilities.

2. AGENDA

2nd round of Participatory Workshops for a Joint Strategy for Amazon of Europe destination development (D.T2.1.2) and Training on responsible green destination Amazing AoE (O.T3.3) in Koprivnica Križevci County

Time	Theme	Presenter/workshop leader
08.30 – 8.40	Opening of workshop and training; introductory welcome word.	KKZ team
08.40 – 9.30	Amazing AoE – destination strategy and the joint story Action plan of development of thematic paths in KKZ - presentation of document draft; feedback of stakeholders on proposed thematic paths	Jasminka Radović, Sjajno j.d.o.o.
09.30 – 10.15	Amazing AoE – destination strategy and the joint story - Short intro to the workshop goal and approach - Presentation of the proposal for the Amazon of Europe strategy - Presentation of the Amazing AoE story	Urška Dolinar, director of the Institute Iskriva Jaka Oman (Flow, Hero's Journey, Storytelling)
10.15 – 10.30	Short break	
10.30 – 12.00	Local stories - Introduction to storytelling – storytelling as an effective marketing tool for responsible tourism - Presentations of stories from local service providers - Consultancy on how to tell a better story	Jaka Oman (Flow, Hero's Journey, Storytelling)
12.00 – 12.10	Short break	
12.00 – 13.00	Joint Amazon of Europe story - Connecting the local stories with the Amazing AoE story - Creating one joint Amazon of Europe story - Wrap up and closure	Jaka Oman (Flow, Hero's Journey, Storytelling)

Amazing Amazon of Europe Academy -
Testing the Amazing Moments in Koprivnica Križevci County (A T3.2)

11.00 – 13.00	<p>Amazing moment 1: World famous Hlebine School of Naive Art Venue: Rural household “Stari zanati” Hlebine</p> <ul style="list-style-type: none"> • Workshop for painting in technique of naive art • Presentation of old crafts of area 	Naive painters and included craftsmans
13.00 – 14.00	Lunch	
14,30 – 16,00	<p>Amazing moment 2: Sandy soil wines Venue: Winery Matočec Mičetinac</p> <ul style="list-style-type: none"> • Presentation of wine production on Đurđevac sands soil • Tasting of unique wines produced on sandy soil 	Marijan Matočec

3. LIST OF PARTICIPANTS

Targeted groups at event (fill in the table):

IMPORTANT: Please count organizations not people.

TARGET GROUPS	VALUE REACHED	REACHED ORGANIZATIONS	ALREADY REPORTED IN PREVIOUS REPORTING PERIODS (yes/no)
Local public Authority	3	Molve Municipality, Legrad Municipality, City of Đurđevac	no
Regional public Authority	1	Koprivnica Križevci County	yes
Sectoral agency	4	PORA, Institute for spatial planning, KKC Tourist Board, Hrvatske šume	no
Interest groups including NGOs		Borik, Bilo, Anno Domini	no
SME	4	Iskriva, Resna igra, Sjajno, Trail Angels	3 yes, 1 no
Infrastructure and (public) service provider	7	OPG Pongrac, Ivančan, OPG Karlovčan, Art centar Ješkovo, Gallery Kolarek, Stari zanati, OPG Matočec	no
National public authority	-	-	-

No	First and last name	Organization	Target group
1.	Petra Lovrenčić	PORA KKŽ	Public institution
2.	Marta Horvat	Mountaineering Association Borik Đurđevac	NGO
3.	Emilija Seidl	Hrvatske šume	Public company
4.	Urška Dolinar	Iskriva	Company
5.	Laura Kopunović	Iskriva	Company
6.	Ines Tuba	Molve Municipality	LA
7.	Ana Valek	Legrad Municipality	LA
8.	Stjepan Pongrac	OPG Pongrac	SME
9.	Matej Ivančan	Rural household Ivančan	SME
10.	Jaka Oman	Resna igra	Company
11.	Ratimir Ljubić	Koprivnica Križevci County	RA
12.	Denis Maksić	Koprivnica Križevci County	RA
13.	Karlo Sigetić	Koprivnica Križevci County	RA
14.	Marinela Čurčić	Koprivnica Križevci County	RA
15.	Saša Strmečki	Koprivnica Križevci County	RA
16.	Jelena Kralj	Koprivnica Križevci County	RA
17.	Vladimir Šadek	Koprivnica Križevci County	RA
18.	Kristina Sočev	KKC Tourist Board	TB
19.	Neven Karlovčan	OPG Karlovčan	SME
20.	Dragutin Ciglar	Art centar Ješkovo	SME
21.	Davor Dasović	-	IND
22.	Zlatko Filipović	Institute for spatial planning	Public institution

23.	Jasmina Radović	Sjajno	Company
24.	Anamarija Zajec-Novak	Accomodation Zajec Kuzminec	SME
25.	Davor Zebec	Accomodation Zajec Kuzminec	SME
26.	Stefanie Dolzer	Trail Angels	Company
27.	Zlatko Kolarek	Gallery Kolarek	SME
28.	Martin Mahović	City of Đurđevac	LA
29.	Tihomir Želimorski	Stari zanati	SME
30.	Dražen Tetec	-	IND
31.	Stjepan Čizmak	Anno Domini	NGO
32.	Damir Petričević	Mountaineering Association Bilo Koprivnica	NGO
33.	Marijan Matočec	OPG Matočec	SME
34.	Andrija Maronić	-	IND

4. ADDITIONAL INFORMATION / NOTES

2nd round of Participatory Workshops for a Joint Strategy for Amazon of Europe destination development (D.T2.1.2) and Training on responsible green destination Amazing AoE (O.T3.3) in Koprivnica Križevci County was organized in Hlebine on My 17th 2022, together with activity Amazing Amazon of Europe Academy -Testing the Amazing Moments in Koprivnica Križevci County (A T3.2). Venue of event was rural household Stari zanati in Hlebine, while part of AoE Academy was held in Mičetinec at premises of Matočec Vinery.

Event was open with introduction speeches by hosts, deputy prefect Ratimir Ljubić and project Manager for KKZ Vladimir Šadek.

At first point of agenda presentation about making of Action plan for development of thematic touristic paths in KKZ, which is part of activity of preparing of sustainability and transferability plan within WP T3, presentation was held by Jasmina Radović from company Sjajno. Presentation about project was held by project manager from Iskriva Urška Dolinar, and after her workshop was led by Jaka Oman from company Resna igra. workshop included theme on local stories and storytelling tool and its connection to Amazing AoE story.

Withing Amazing AoE Academy, testing of two Amazing Moments in Koprivnica Križevci County were held. First was presentation and painting in manners of World famous Hlebine School of Naive Art Venue: Rural household "Stari zanati" Hlebine. Second was presentation about sandy soil wines and wine production in specific area of Đurđevac sands.

Event gathered 34 participants from various public and private institutions, as well as significant percentage of service providers from Amazon route among them.

8

Project co-funded by European Union funds (ERDF, IPA)

Other comments:

Attached evidence for reporting:

- Invitation
- Agenda
- Attendance list,
- 1-3 photos taken during the event,
- Presentations (if any), etc.

Please upload the Event Report and all relevant materials to [Amazing AoE Google Drive](#) in the relevant folder and send Anja Krajnik (anja.krajnik@iskriva.net) the link to the folder (put Urška Dolinar: urska.dolinar@iskriva.net in "cc").

Invitation:



Koprivnica, May 4th 2022

INVITATION

Responsible Green Destination Amazon of Europe

Interreg Danube Transnational Programme Project - DTP3-362-2.2

Koprivnica Križevci County, partner in the project Responsible Green Destination Amazon of Europe is pleased to invite you to participate in the

Participatory Workshop for a Joint Strategy for Amazon of Europe destination development and Training on responsible green destination Amazing AoE,

which will take place in Hlebine, on the May 17th 2022, at 8,30 hours.

Koprivnica Križevci County is part of the UNESCO 5-Country Biosphere Reserve Mura-Drava-Danube. In a cooperation with 13 other organizations from Austria, Slovenia, Croatia, Hungary, and Serbia, we are connecting 12 protected areas and uniting 5 countries along 3 rivers (700km) into one Joint Responsible Green Destination Amazon of Europe. Our objective is to enhance sustainable economic growth and tourism development based on distinctive natural and cultural heritage, which will result in collaboration network of key actors and enable the environment for high-quality tourism, responding to limited resources of ecosystems.

The main goal of the workshop is to create a joint story for the Amazon of Europe as a sustainable tourism destination. The idea is to present the draft joint strategy for the destination and to present the story of the Amazon of Europe brand. Besides, we would like to hear out the stories from local tourism service providers and together design one joint story for the destination. The Amazing Amazon of Europe partnership will be very pleased to receive your valuable input. The workshop will also include the training on how to use storytelling as an effective marketing tool for responsible tourism and explanation of the concepts hero's journey and flow in tourism.

Please respond to the invitation via e-mail until the May 13th, specifying the number of representatives from your organization, that will honour us with attendance.

Koprivnica Križevci County project team members

Project co-funded by the European Union funds (ERDF, IPA)
DTP3-362-2.2, AMAZING AoE

Attendance list:

Interreg
Danube Transnational Programme
Amazing Amazon of Europe


ATTENDANCE LIST / POPIS PRISUTNIH			
Project/Projekt	Responsible Green Destination Amazon of Europe - Amazing AoE		
Type of meeting/Vrsta sastanka	2 nd round of Participatory Workshops for a Joint Strategy for Amazon of Europe destination development (D.T2.1.2) and Training on responsible green destination Amazing AoE (O.T3.3) in Koprivnica Križevci County; Amazing Amazon of Europe Academy - Testing the Amazing Moments in Koprivnica Križevci County (A.T3.2)		
Place and date/Mjesto i datum	Hlebine, Mičetinac, 17 th of May 2022 / 17. svibnja 2022.		
No./Br.	Name and surname/Ime i prezime	Organisation/Organizacija	Signature/Potpis
1.	PETA LOUČENČIĆ	Razvojna agencija ARA KČE	Peta Loučenić
2.	MARTA HORVAT	PD BORIK ŽUĐEVAČ	Marta Horvat
3.	EMILIJA SEIDL	HRVATSKA ŽUPANIJA UPRKOPRIVNIČKO-KRIZEVAČKOJ ŽUPANIJI	Emilija Seidl
4.	URŠKA DOLINAR	ISKRIVA	Urška Dolinar
5.	INES TUBA	OPĆINA MOLVE	Ines Tuba
6.	ANA VALEK	OPĆINA LEGRAD	Ana Valek
7.	MATEJ VRAČIĆ	SELSKO POSREDOVANJE VUKOVAR	Matej Vračić
8.	STJEPAN RONGIČAČ	OTG RONGIČAČ IZLETIŠTU	Stjepan Rongičač
9.	LAURA KOPUNOVIĆ	ISKRIVA	Laura Kopunović
10.	JAKA OMAN	DESPA IGRA	Jaka Oman
11.	LATI MIR LJUBIĆ	KOPRIVNIČKO-KRIZEVAČKA ŽUPANIJA	Lati Mir Lubić
12.	KRISTINA DOŠEV	TR KČE	Kristina Došev


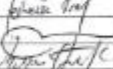
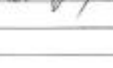
Project co-funded by European Union funds (ERDF, IPA)

Interreg
Danube Transnational Programme
Amazing Amazon of Europe

13.	DENIS MAJESKIĆ	KC KČE	Denis Majeskić
14.	KRISTINA ŠKARIĆ	KC KČE	Kristina Škarić
15.	MARINA BRČIĆ	KČE	Marina Brčić
16.	MILICA KARLOVIĆ	KC - KČE	Milica Karlović
17.	MAGUZAN VIŠIĆ	AIT Center Jesenice	Maguzan Višić
18.	DAVID ŽRNOVIĆ	LONČAR	David Žrnović
19.	ZLATKO FILIPOVIĆ	STAVARNA PROMETNO-POSREDOVANJE	Zlatko Filipović
20.	IVANA RADOVIĆ	STAVARNA PROMETNO-POSREDOVANJE	Ivana Radović
21.	Anamarija Zajac-Novak	Stjepan Zajac, Kuzmina	Anamarija Zajac-Novak
22.	DAVID ŽALOC	-	David Žaloc
23.	Štefan Doležal	Trnava Lingella GmbH	Štefan Doležal
24.	ELIŠKA KALAREK	KC KČE	Eliška Kalarek
25.	SASA STRAČEK	KLAT ŽUPANIJA	Sasa Straček
26.	MARTIN MAHOUČ	GRAD BUKOVAČA	Martin Mahouč
27.	VLAĐIMIR ŠNEK	KČE	Vladimir Šnek
28.	TIHOMIR ŽELIČIĆ	STAVARNA PROMETNO-POSREDOVANJE	Tihomir Želičić
29.	IGOR MARIĆ	-	Igor Marić
30.	ANETA ČIŽMARIĆ	TR KČE	Aneta Čizmarović

Project co-funded by European Union funds (ERDF, IPA)

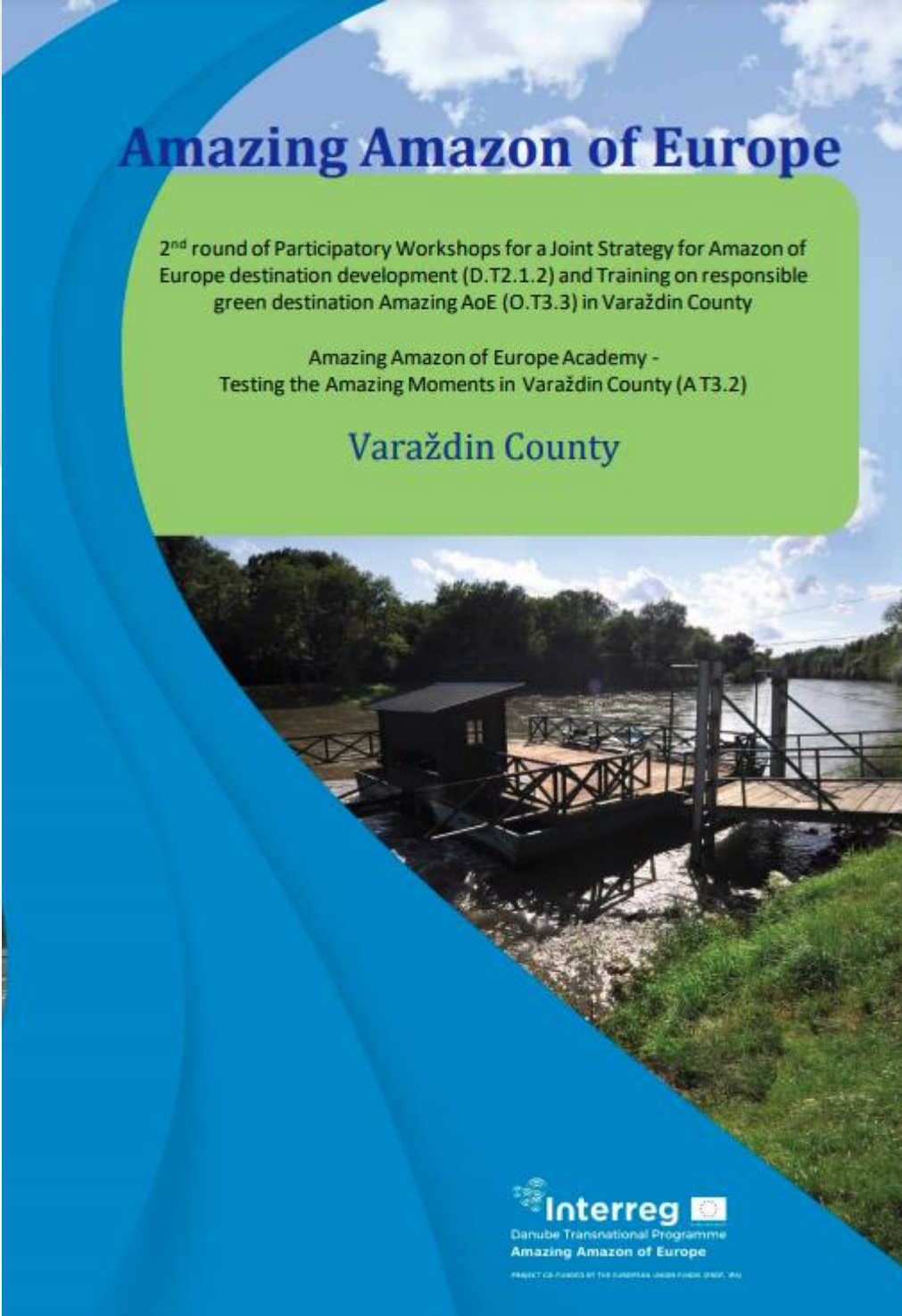

 Danube Transnational Programme
 Amazing Amazon of Europe

31	DAVID TOTREANU	KKE - BUC	
32	ZELENA ERAC	KKE	
33	MARIJAN MATUČEC	ORG - VINARSTVO	
34	Antoni Kordić	IPB/TA	

Pictures:



4.7. Varaždin County





Amazing Amazon of Europe

2nd round of Participatory Workshops for a Joint Strategy for Amazon of Europe destination development (D.T2.1.2) and Training on responsible green destination Amazing AoE (O.T3.3) in Varaždin County

Amazing Amazon of Europe Academy -
Testing the Amazing Moments in Varaždin County (A T3.2)

Varaždin County

 **Interreg** 
Danube Transnational Programme
Amazing Amazon of Europe
PROJECT CO-FUNDED BY THE EUROPEAN UNION FUND (ERDF, IPA)

Project	Responsible Green Destination Amazon of Europe
Acronym	Amazing AoE
Duration	1.7.2020 – 31.12.2022
Website	http://www.interreg-danube.eu/approved-projects/amazing-aoe
Work Package	WP T2 - Developing the AoE Destination: joint strategy and flagship tourism products WP T3 - Establishing the AoE Destination
Output/Deliverable	Input for O.T2.1 and O.T2.3
Author	Petra Martak
Institution	Varaždin County
Date	May 20th, 2022

INDEX

1. Summary of the Workshop.....	4
2. Agenda.....	5
3. List of participants.....	6
4. Additional information / notes.....	8

1. SUMMARY OF THE WORKSHOP

2nd round of Participatory Workshops for a Joint Strategy for Amazon of Europe destination development (D.T2.1.2) and Training on responsible green destination Amazing AoE (O.T3.3) in Varaždin County

Date: 20th of May 2022

Location: Varaždin county, Franjevački trg 7, Varaždin

Objectives:

- To train local service providers on how to use storytelling as an effective marketing tool for responsible tourism;
- To ensure that everyone in the AoE destination knows Amazon of Europe and can tell the story about it;
- To connect the stories from local service providers with the Amazon of Europe story;
- To intensely activate local tourism experts, professionals, and service providers to become the ambassadors of the Amazon of Europe destination who understand its story and the benefits it brings to their organization and the region.

Amazing Amazon of Europe Academy - Testing the Amazing Moments in Varaždin County (A T3.2)

Date: 20th of May 2022

Location: Amazing moment 1: UNESCO heritage and traditional gastronomic products workshops in Lepoglava and Klenovnik
Amazing moment 2: Unforgettable day of truffle hunting and rich truffle cuisine in Novi Marof

Objectives:

- To meet the service provider who realizes the Amazing Moment and will be in direct contact with our future guests;
- To get a feeling of what the AM is about and what our guests will experience;
- To fill out the AM information sheet to receive all the needed information;
- To see the facilities.

2. AGENDA

2nd round of Participatory Workshops for a Joint Strategy for Amazon of Europe destination development (D.T2.1.2) and Training on responsible green destination Amazing AoE (O.T3.3) in Varaždin County

Agenda for the workshop:

09.00 – 9.45	<p>Amazing AoE – destination strategy and the joint story</p> <ul style="list-style-type: none"> - Short intro to the workshop goal and approach - Presentation of the proposal for the Amazon of Europe strategy - Presentation of the Amazing AoE story by Urška Dolinar, director of the Institute Iskriva <p>Facilitator: Jaka Oman (Flow, Hero's Journey, Storytelling)</p>
09.45 – 10.00	Short break
10.0 – 11.30	<p>Local stories</p> <ul style="list-style-type: none"> - Introduction to storytelling – storytelling as an effective marketing tool for responsible tourism - Presentations of stories from local service providers - Consultancy on how to tell a better story <p>Facilitator: Jaka Oman (Flow, Hero's Journey, Storytelling)</p>
11.30 – 11.45	Short break
11.40 – 12.30	<p>Joint Amazon of Europe story</p> <ul style="list-style-type: none"> - Connecting the local stories with the Amazing AoE story - Creating one joint Amazon of Europe story - Wrap up and closure <p>Facilitator: Jaka Oman (Flow, Hero's Journey, Storytelling)</p>
12.30 -	LUNCH and farewell

Agenda for the Testing the Amazing Moments in Varaždin County

10.00 – 13.00	<p>Amazing moment 1: UNESCO heritage and traditional gastronomic products workshops</p> <ul style="list-style-type: none"> • Meeting in the free parking lot near the Varaždin cemetery (Ratimira Hercega 22 street, 42000 Varaždin) • Welcome by your guide (english speaking) • Visiting Lepoglava Lace Gallery, sightseeing and demonstration of Lepoglava lace • Visiting Klenovnik: making and Gingerbread heart workshop
---------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

	<ul style="list-style-type: none"> • Lunch • Farewell and shuttle back <p>+385 098 3708 35 - Silvija Fošnjar – guide Service provider: https://www.horizont-travel.hr/ Ivana Jergan e-mail: ivana@horizont-travel.hr mob: (00385) 91 148 7729</p>
13.00-13.30	<p>self-driving ride to Novi Marof</p> <p>Address: Imanje Pljevl Moždenec 199 42220 Novi Marof</p>
13,30 – 17,00	<p>Amazing moment 2: Unforgettable day of truffle hunting and rich truffle cuisine</p> <ul style="list-style-type: none"> • Welcome by your guide • Meeting with the hunting dogs and the tour guide on location • breakfast made from local delicacies • Story telling - about destination specialties, truffles and action • Truffle hunt • a 5-course lunch that chefs prepare in front of you, using just found truffles <p>+385 099 2166 711 - Snježana Jakopović – service provider https://pijevci.com/wp/lov-na-tartufe/</p>

3. LIST OF PARTICIPANTS

Targeted groups at event (fill in the table):

IMPORTANT: Please count organizations not people.

TARGET GROUPS	VALUE REACHED	REACHED ORGANIZATIONS	ALREADY REPORTED IN PREVIOUS REPORTING PERIODS (yes/no)
Local public Authority	-	-	-
Regional public Authority	1	Varaždin County	yes

Project co-funded by European Union funds (ERDF, IPA)

6

Sectoral agency	-	-	-
Interest groups including NGOs	1	Zadruga Lepoglavske čipke	no
SME	9	Iskriva, JAK, svetovanje in komuniciranje Jaka Oman s.p., Trail Angels, Gastrocom d.o.o.-Park Boutique hotel, OPG Jakopović, Horizont putnička agencija, Svječarsko-medičarsti obrt Slavica, Izletišče Grešna Pilnica Klenovnik, OPG Hrvoić	1 yes, 8 no
Infrastructure and (public) service provider	3	Varaždin county Tourist Board, Novi Marof Tourist Board, Tourist Board područja centra svijeta	1 yes, 2 no
National public authority	-	-	-

No.	First and last name	Organization	Target group
1.	Petra Martak	Varaždin County	Regional public Authority
2.	Urška Dolinar	Iskriva	SME
3.	Ivana Jergan	Horizont putnička agencija Varaždin	SME
4.	Martina Višnjic	Gastrocom d.o.o. – Park Boutique Hotel	SME
5.	Goran Mališ	Varaždin county tourist board	Infrastructure and (public) service provider
6.	Romana Pomper Pozder	Varaždin county tourist board	Infrastructure and (public) service provider
7.	Snježana Jakopović	OPG Jakopović	SME
8.	Andrea Hudoletnjak	OPG Jakopović	SME
9.	Renata Horvatić	Novi Marof tourist board	Infrastructure and (public) service provider
10.	Andreja Horvat	Tourist board područja centar svijeta	Infrastructure and (public) service provider
11.	Laura Kopunović	Iskriva	SME
12.	Jaka Oman	JAK, svetovanje in komuniciranje Jaka Oman s.p.	SME
13.	Stefanie Dolzer	Trail Angels	SME

14.	Silvija Fošnjar	Tour guide – Horizont putnička agencija	SME
15.	Karmen Šoštarić	Zadruga Lepoglavske čipke	NGO
16.	Valentina Gladović-Nedić	Svječarsko-medičarsti obrt Slavica	SME
17.	Izidor Gladović	Izletište Grešna Pilnica Klenovnik	SME
18.	Ivan Đordijevski	Izletište Grešna Pilnica Klenovnik	SME
19.	Stjepan Hrvoić	OPG Hrvoić	SME

4. ADDITIONAL INFORMATION / NOTES

2nd round of Participatory Workshops for a Joint Strategy for Amazon of Europe destination development (D.T2.1.2) and Training on responsible green destination Amazing AoE (O.T3.3) in Varaždin County on My 20th 2022, together with activity Amazing Amazon of Europe Academy - Testing the Amazing Moments in Varaždin County (A T3.2).

Event was open with introduction speeches by host and project Manager for Varaždin County Petra Martak. Presentation about project was held by project manager from Iskriva Urška Dolinar, and after her, workshop was led by Jaka Oman from company Resna igra. Workshop included theme on local stories and storytelling tool and its connection to Amazing AoE story.


Withing Amazing AoE Academy, testing of two Amazing were held. Venue of event was rural household izletište Grešna Pilnica in Klenovnik with a prior visit to the Lace Museum in Lepoglava, while second part of AoE Academy was held in Novi Marof at premises of Pijevci estate.


Other comments:

Attached evidence for reporting:

- Invitation
- Agenda
- Attendance list,
- photos taken during the event,
- Presentations,
- Toolkit for service provider.

Invitation:


Danube Transnational Programme
Amazing Amazon of Europe



REPUBLIKA HRVATSKA
VARAŽDINSKA ŽUPANIJA
Upravni odjel za gospodarstvo
i europske poslove
KLASA: 302-02/19-01/6
URBROJ: 2186-04/6-22-14
Varaždin, 11 srpnja 2022.

POZIV

Responsible Green Destination Amazon of Europe
Interreg Danube Transnational Programme Project - DTP3-362-2.2

Varaždinska županija, partner na projektu Responsible Green Destination Amazon of Europe, sa zadovoljstvom Vas poziva na sudjelovanje na radionici za razvoj novog turističkog proizvoda, kao i predstavljanje zajedničke strategije usmjerene na razvoj Amazon destinacije,

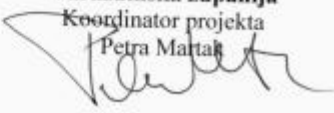
koja će se održati u **Varaždinskoj županiji, Franjevački trg 7,**
42000 Varaždin, 20. svibnja 2022. godine u 09:30 sati.

Varaždinska županija dio je UNESCO rezervata biosfere u 5 zemalja Mura-Drava-Dunav. U suradnji s 13 drugih organizacija iz Austrije, Slovenije, Hrvatske, Mađarske i Srbije, povezujemo 12 zaštićenih područja i ujedinjujemo 5 država uz 3 rijeke (700 km) u jednu zajednički odgovornu zelenu destinaciju pod skraćenim nazivom Amazing Amazon of Europe. Naš cilj je unaprijediti održivi gospodarski rast i razvoj turizma temeljenog na prepoznatljivoj prirodnoj i kulturnoj baštini, što će rezultirati mrežom suradnje ključnih aktera i omogućiti okruženje za visokokvalitetan turizam.

Glavni cilj radionice je prikupiti uvid u ponudu i turistički i proizvodni potencijal svake regije. Ideja radionice je dobiti mišljenja lokalnih stručnjaka, profesionalaca i lidera kako bi dobili detaljne informacije o trenutnoj situaciji o prirodnim i kulturnim atrakcijama, (potencijalnim) turističkim proizvodima, infrastrukturnoj podršci (npr. smještaj, prijevoz) i ljudskim resursima. Ljubazno molimo da svojim dolaskom doprinesete stvaranju novih prilika te kako biste bili informirani o samom projektu Amazing Amazon of Europe, što on donosi te kako se najbolje možete priključiti istom te na taj način ojačali svoju poziciju.

Ljubazno molimo da svoj dolazak potvrdite do 18. svibnja 2022. na linku:
https://docs.google.com/spreadsheets/d/1LGck_W8_N0GlgOjpPT62W4MNUHwaDvcv/edit?usp=sharing&ouid=113077004946996127459&rtoref=true&sd=true.

Srdačan pozdrav,

Varaždinska županija
Koordinator projekta
Petra Martak


Project co-funded by European Union funds (ERDF, IPA)

Attendance list:

Interreg
Danube Transnational Programme
Amazing Amazon of Europe

ATTENDANCE LIST			
Project	Responsible Green Destination Amazon of Europe		
Type of meeting	2nd round of Participatory Workshops for a Joint Strategy for Amazon of Europe destination development (D.T2.1.2) and Training on responsible green destination Amazing AoE (O.T3.3) in Varaždin County		
Place and date	20th of May 2022, Varaždin county, Franjevački trg 7, 42000 Varaždin		
#	Name and surname	Organisation	Signature
1	PEJA MARTAK	Varaždinska županija	<i>[Signature]</i>
2	URSKA DOLINAR	ISKRIVA	<i>[Signature]</i>
3	IVANA JERGAN	HORIZONT PUTNIČKA AGENCIJA VED	<i>[Signature]</i>
4	MARTINA VIŠNJK	Gastrocom d.o.o. - Park Boutique Hotel	<i>[Signature]</i>
5	GORAN MALIŠ	TZ VARAŽDINSKE ŽUPANIJE	<i>[Signature]</i>
6	ROMANA ROPOR TOLDER	TZ VARAŽDINSKE ŽUPANIJE	<i>[Signature]</i>
7	SUZIJANA JAKOVIĆ	OPĆ JAKOVIĆ	<i>[Signature]</i>
8	ANDREA HODOLETOVAK	OPĆ JAKOVIĆ	<i>[Signature]</i>
9	RENATA KOVATIC	TZ GRADA NOVOG MAROPA	<i>[Signature]</i>
10	ANDREJA HORVAT	TZ PODRUČJA CENTAR SVIJETA	<i>[Signature]</i>
11	LAURA KOPUNJIČ	ISKRIVA	Laura Kopunjič

Interreg
Danube Transnational Programme
Amazing Amazon of Europe

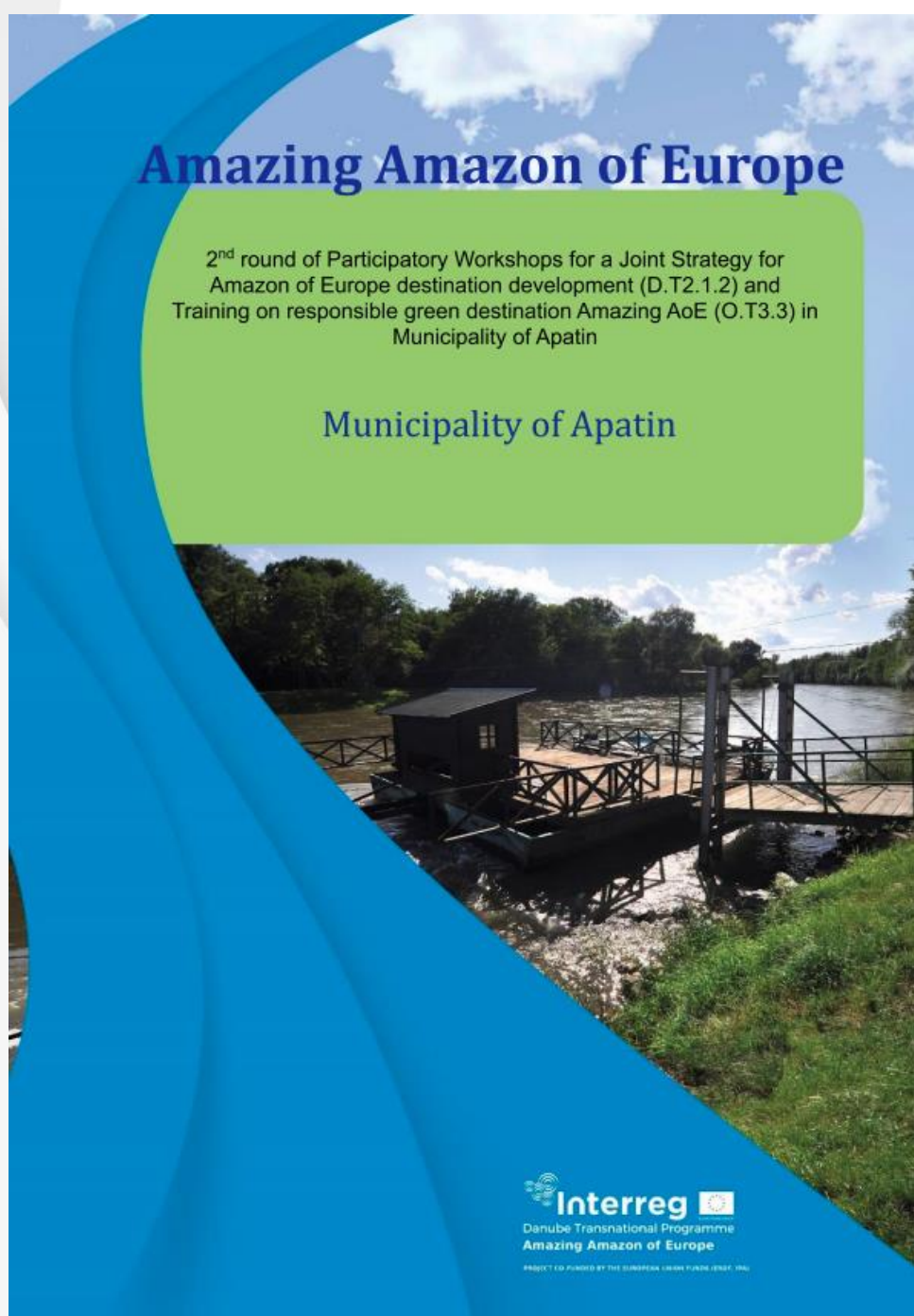
#	Name and surname	Organisation	Signature
12	JAKA OKRAT	RESTNA IGRA	<i>[Signature]</i>
13			
14			

Pictures:



4.8. Municipality of Apatin

4.8.1. External training 1



Project	Responsible Green Destination Amazon of Europe
Acronym	Amazing AoE
Duration	1.7.2020 – 31.12.2022
Website	http://www.interreg-danube.eu/approved-projects/amazing-aoe
Work Package	WP T2 - Developing the AoE Destination: joint strategy and flagship tourism products WP T3 - Establishing the AoE Destination
Output/Deliverable	Input for O.T2.1 and O.T2.3
Author	Renata Kuruc
Institution	Municipality of Apatin
Date	10th of June, 2022

Project co-funded by European Union funds (ERDF, IPA)

2

INDEX

1. Summary of the Workshop	4
2. Agenda	5
3. List of participants	5
4. Additional information / notes	6

1. SUMMARY OF THE WORKSHOP

2nd round of Participatory Workshops for a Joint Strategy for Amazon of Europe destination development (D.T2.1.2) and Training on responsible green destination Amazing AoE (O.T3.3) in Municipality of Apatin

Date: 10th of June 2022

Location: Marina Apatin

Objectives:

- To train local service providers on how to use storytelling as an effective marketing tool for responsible tourism;
- To ensure that everyone in the AoE destination knows Amazon of Europe and can tell the story about it;
- To connect the stories from local service providers with the Amazon of Europe story;
- To intensely activate local tourism experts, professionals, and service providers to become the ambassadors of the Amazon of Europe destination who understand its story and the benefits it brings to their organization and the region.

2. AGENDA

2nd round of Participatory Workshops for a Joint Strategy for Amazon of Europe destination development (D.T2.1.2) and Training on responsible green destination Amazing AoE (O.T3.3) in Municipality of Apatin

09.00 – 9.45	<p>Amazing AoE – destination strategy and the joint story</p> <ul style="list-style-type: none"> - Short intro to the workshop goal and approach - Presentation of the proposal for the Amazon of Europe strategy - Presentation of the Amazing AoE story - Renata Kuruc, project manager from Apatin <p>Facilitator: Jaka Oman (Flow, Hero's Journey, Storytelling)</p>
09.45 – 10.00	Short break
10.0 – 11. 30	Local stories

	<ul style="list-style-type: none"> - Introduction to storytelling – storytelling as an effective marketing tool for responsible tourism - Presentations of stories from local service providers - Consultancy on how to tell a better story <p>Facilitator: Jaka Oman (Flow, Hero’s Journey, Storytelling)</p>
11.30 – 11.45	Short break
11.40 – 12.30	<p>Joint Amazon of Europe story</p> <ul style="list-style-type: none"> - Connecting the local stories with the Amazing AoE story - Creating one joint Amazon of Europe story - Wrap up and closure <p>Facilitator: Jaka Oman (Flow, Hero’s Journey, Storytelling)</p>
12.30 -	LUNCH and farewell

1. AoE Story

For the purpose of this workshop a case story was designed for the AoE region with the purpose to:

- Show an example on how a story for a touristic product looks like
- To explain in details to the participants (especially to the service providers), what the big story of the AoE is, so that they can then communicate this story further to their customers

More details on the AoE story can be found in the presentation under the appendices.

2. Flow, storytelling and the hero's journey

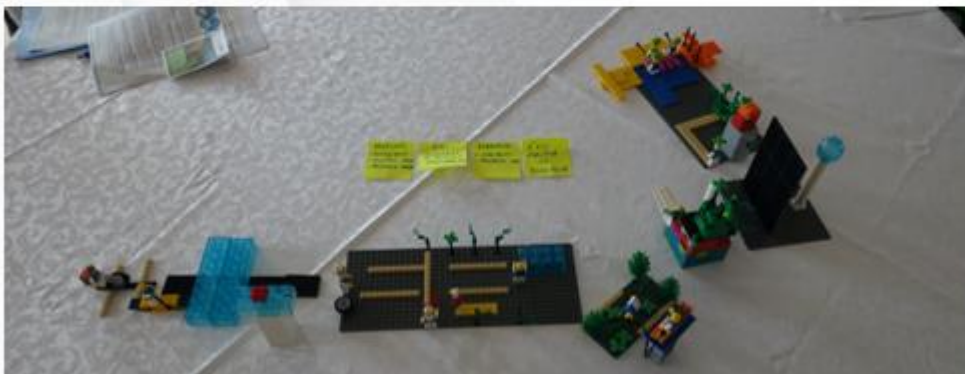
In order to understand a customer in tourism, who seeks not only a good service but a good experience or even a transformative experience, one needs to understand the underlying psychology and more specifically the flow state, because flow is an indicator of a good experience. Therefore the background of flow state was explained, following the presentation of two main tools for flow management, which are most important for tourism (flow cycle and the challenge&skills graph).

Further the structure of a story and the Hero's Journey by Joseph Campbell was presented, with the purpose to give the participants a framework, that would serve as a basis for their local stories.

3. Local stories designed with LEGO® SERIOUS PLAY® methodology

The participants then designed and presented their local stories through the models from Lego bricks. This initial stories were then joined together into a bigger story of the region and even with the big AoE story. These are the final shared models from groups:

Group 1:



Project co-funded by European Union funds (ERDF, IPA)

4

The adventure that engages all the human senses begins on the river bend, where a cyclist wants to cross the rivers and has to rely on local support to provide a bridge, which has already happened in the past so the bridge is there. The local people are crucial to provide information about interesting routes and assist the tourist to go past the possible obstacles (road closure). Since the desire is to experience something different, the tourist wants to dive and there is a diving center or goes fishing on the river. After the experiences there is a need for some local food and rest.

The adversary that was mentioned in this case is the climate change that brought draught in the area, which lead to birds leaving the nests, which let us be aware that we all have to be responsible for the nature.

Group 2:



The potential tourist comes to Apatin and gets the best info in the marina hotel. He can come with his boat or his car. The accommodation is there (hotel, local appartments). There are bird watching experts, untouched nature with good local food. If there are guests with negative thoughts they are invited on the river with a canoe or SUP board, which put them in a flow state and will make the bad thoughts go away. The adversary here is weather (mosquitos), that needs to be managed. Next there is local community who is not organized sufficiently and need to connect. On the one hand these are the beneficiaries, but also the adversaries to them selves. One cannot do tourism by him/herself, the need for connecting and inviting new workers in tourism is crucial. In terms of benefactors the service providers, they have a lot to offer: there is accommodations, restaurants, adventures (on the water with boat), bike services, untouched nature and there is hospitality among touristic workers.

Targeted groups at event:

IMPORTANT: Please count organizations not people.

TARGET GROUPS	VALUE REACHED	REACHED ORGANIZATIONS	ALREADY REPORTED IN PREVIOUS REPORTING PERIODS (yes/no)
Local public Authority	5	<ul style="list-style-type: none"> - Municipality of Apatin - Tourist organization Apatin - Public institution for water management "West Bačka Sombor" - Public company "Vojvodina Forest" Sombor - Public company Marina Apatin 	No in MoA Report
Regional public Authority	/		
Sectoral agency	/		
Interest groups including NGOs	4	<ul style="list-style-type: none"> -Association of sport fishermen "Bucov" Apatin - Nature conservation association "The old Danube" Apatin - Nature conservation association "Franz Spaizer" Apatin -Association "Gornje Podunavlje" Apatin 	
SME	1	Catering service	
Infrastructure and (public) service provider	6	<ul style="list-style-type: none"> -Accommodation "Neverland" -Accommodation "Harmonija" - Accommodations and Restaurant "Kraljevski vrt" Apatin - Accommodation and Restaurant "Garden House" Apatin -Marina Apatin - Association "Gornje Podunavlje" Apatin-service provider for Amazing Moments 	
National public authority	/		

3. LIST OF PARTICIPANTS

No.	First and last name	Organization	Target group
1.	Saša Aćimović	Accommodation "Neverland"	SME/Service provider
2.	Biljana Cvetičanin	Accommodation "Harmonija"	SME/Service provider
3.	Gojko Grbić	Tourist organization Apatin	Public institution
4.	Franja Vajsenburger	Public institution for water management "West Bačka" Sombor	Public company
5.	Milan Čopić	Association of sport fishermen "Bucov" Apatin	NGO
6.	Nenad Spremo	Nature conservation association "The old Danube" Apatin	NGO
7.	Vlasta Milenković	Nature conservation association "Franz Spajzer" Apatin	NGO
8.	Renata Kuruc	Municipality of Apatin	Public institution
9.	Jaka Oman	Resna igra, Slovenia	SME
10.	Marko Drača	Association of sport fishermen "Bucov" Apatin	NGO
11.	Nataša Stanković Radočaj	Accommodation and Restaurant "Kraljevski vrt" Apatin	SME/Service provider
12.	Tomislav Egelić	Accommodation and Restaurant "Garden House" Apatin	SME/Service provider
13.	Biljana Prica Egelić	Accommodation and Restaurant "Garden House" Apatin	SME/Service provider
14.	Ljubiša Mrkobrada	Association "Gornje Podunavlje" Apatin	NGO/Service provider
15.	Radmila Šakić Peurača	Public company "Vojvodina Forest" Sombor	Public company
16.	Marija Pavić	Marina Apatin	Public company/Service provider
17.	Dragana Čović	Catering service	SME
18.			

19.			
20.			

4. ADDITIONAL INFORMATION / NOTES

2nd round of Participatory Workshops for a Joint Strategy for Amazon of Europe destination development (D.T2.1.2) and Training on responsible green destination Amazing AoE (O.T3.3) in Municipality of Apatin was organized in Apatin on 10th of June 2022. Venue of event was lare hall of Public company for management to passenger port and marina Apatin, in Apatin.

Event was open with introduction speeches by host, project Manager for Municipality of Apatin Renata Kuruc and Jaka Oman from Resna igra, from Slovenia.

Short presentation about project was held by project manager from Municipality of Apatin Renata Kuruc, and after her, presentation was led by Jaka Oman from company Resna igra.

Workshop participants was created your own local stories with storytelling tool and connected them to Amazing AoE story. Participants talked about potentials, strengths and weaknesses and problems in our area, and how to solve those problems together.

It was very useful for all of them, and their mutual communication and connection is especially important for the future of the destination Amazon of Europe.

Workshop gathered about 20 participants from various public and private institutions, as well as significant number of service providers from Amazon of Europe Bike Trail route.

Invitation:



 **Interreg** 
Danube Transnational Programme
Amazing Amazon of Europe

INVITATION

Responsible Green Destination Amazon of Europe
Interreg Danube Transnational Programme Project - DTP3-362-2.2

Municipality of Apatin, partner in the project Responsible Green Destination Amazon of Europe is pleased to invite all stakeholders to participate in the

2nd Participatory Workshop for a Joint Strategy for Amazon of Europe destination development and Training on responsible green destination Amazing AoE,

which will take place in **Marina Apatin, Dunavska obala bb, 25260 Apatin, on the 10th of June 2022 at 9 am.**

Municipality of Apatin is part of the UNESCO 5-Country Biosphere Reserve Mura-Drava-Danube. In a cooperation with 13 other organizations from Austria, Slovenia, Croatia, Hungary, and Serbia, we are connecting 12 protected areas and uniting 5 countries along 3 rivers (700km) into one Joint Responsible Green Destination Amazon of Europe. Our objective is to enhance sustainable economic growth and tourism development based on distinctive natural and cultural heritage, which will result in collaboration network of key actors and enable the environment for high-quality tourism, responding to limited resources of ecosystems.

The main goal of the workshop is to create a joint story for the Amazon of Europe as a sustainable tourism destination. The idea is to present the draft joint strategy for the destination and to present the story of the Amazon of Europe brand. Besides, we would like to hear out the stories from local tourism service providers and together design one joint story for the destination. The Amazing Amazon of Europe partnership will be very pleased to receive your valuable input. The workshop will also include the training on how to use storytelling as an effective marketing tool for responsible tourism and explanation of the concepts hero's journey and flow in tourism.

Please respond to the invitation via e-mail **until the 7th of June 2022**, specifying the number of representatives from your organization, that will honour us with attendance.

Renata Kuruc, Project Coordinator

Municipality of Apatin

(signature)

Apatin, 5th of June 2022.

Project co-funded by the European Union funds (ERDF, IPA)
DTP3-362-2.2, AMAZING AOE

#

Attendance list:

Interreg Danube Transnational Programme
Amazing Amazon of Europe

ATTENDANCE LIST

Project: Responsible Green Production Amazon of Europe
Type of meeting: 2nd round of Participatory Workshops for a Joint Strategy for Amazon of Europe Destination Development (J2.1.2) and Training on responsible green production Amazing Aot (J2.1.3)
Place and date: 30th June 2022, Amazing Aot (J2.1.3)

#	Name and surname	Organization	Signature
1	Lucas Bruchon	C.T.H. "ALCANTARA"	<i>Lucas</i>
2	Ignacio Cuadros	CIUDAD DE MADRID	<i>Ignacio</i>
3	Conrado Cabal	TURISTAS ORGANIZADOS	<i>Conrado</i>
4	Wolfgang Peter	VO "ZARNOVA BRES" ZEMANE	<i>Wolfgang</i>
5	Costa Milos	U.S.R. "BUREV" APOSTH	<i>Costa</i>
6	Deja Jurek	P.O. "PRAKAZA" APOSTH	<i>Deja</i>
7	Blanka Klemenec	P.O. LONCA APOSTH	<i>Blanka</i>
8	Blanka Kuruc	MUNICIPALITY OF APOSTH	<i>Blanka</i>
9	Jaka Oman	RESNA IGRA	<i>Jaka</i>
10	Oraca Marko	USA "BUCINA" APOSTH	<i>Oraca</i>

Project co-funded by European Union funds (ERDF, IPA)

Interreg Danube Transnational Programme
Amazing Amazon of Europe

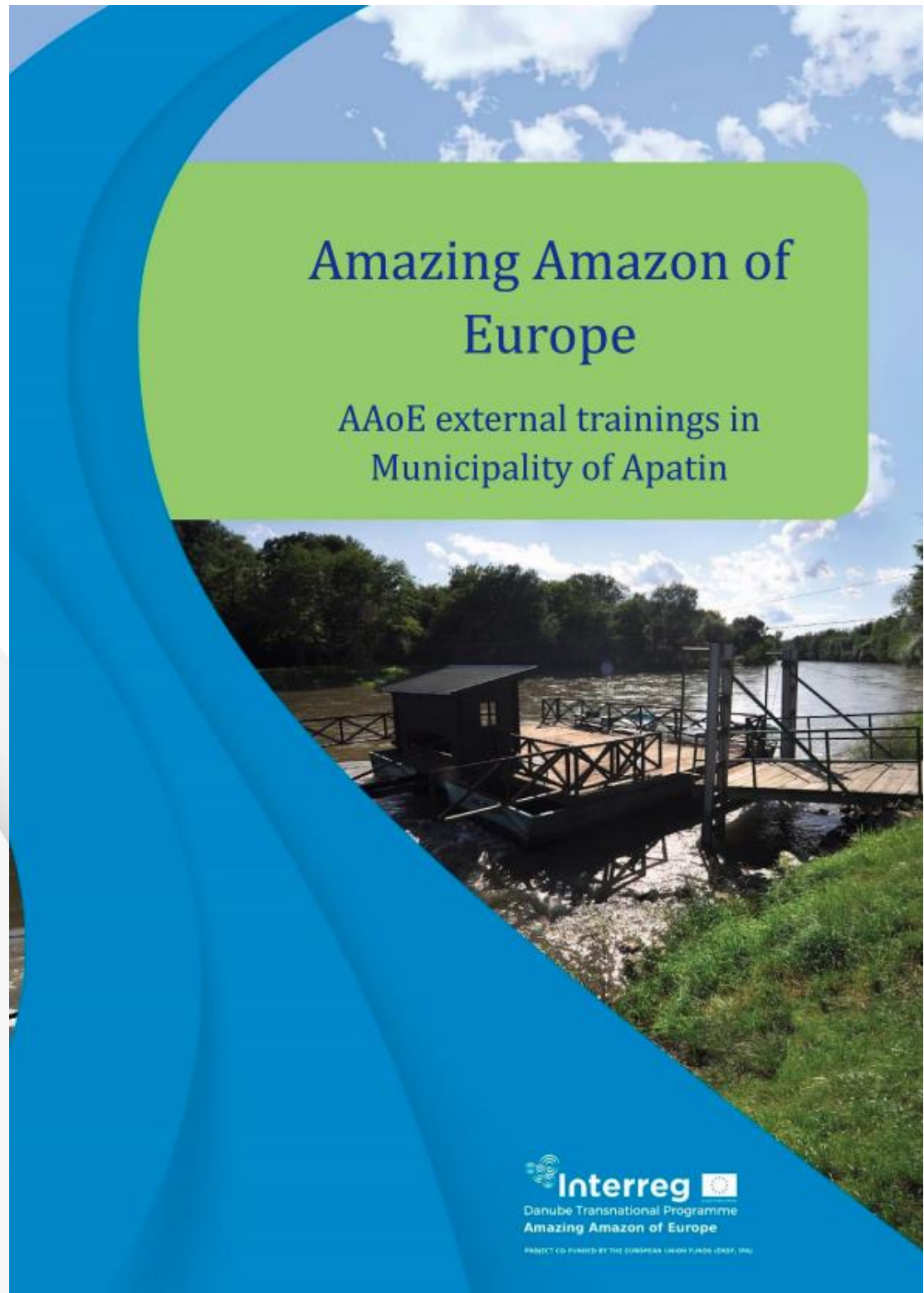
1	Nataša Stanić Jankić	S.U.R. "KALPISKA VET"	<i>Nataša</i>
2	Blanka Kuruc	U.S.R. "BUREV" APOSTH	<i>Blanka</i>
3	Josipa Marjanec	NOVOSTRANA OVAJE POLJOPRIVRE APOSTH	<i>Josipa</i>
4	Blanka Kuruc	U.S.R. "BUREV" APOSTH	<i>Blanka</i>
5	Blanka Kuruc	U.S.R. "BUREV" APOSTH	<i>Blanka</i>
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Information on data protection (the spreadsheet with data): The data in this spreadsheet is used for the preparation of the report and is not shared with any other organization. The data is used for the preparation of the report and is not shared with any other organization. The data is used for the preparation of the report and is not shared with any other organization. The data is used for the preparation of the report and is not shared with any other organization.

Pictures:



4.8.2. External training 2



TEXT TEMPLATE FOR LOCAL MEDIA

May we introduce: The Amazon of Europe Destination

1.250 km bike experience, 27 stages, 20+ amazing experiences, 5 countries, 3 rivers, 1 river journey and the world's first UNESCO 5-country biosphere park

All this awaits you in the rising, active travel destination Amazon of Europe which stretches from Austria, through Slovenia, Croatia and Hungary to Serbia. The highlights, which are accessible to guests as well for the locals, are the Amazon of Europe Bike Trail, the River Journey and the Amazing Moments.

The **Amazon of Europe Bike Trail** is the new, comfortably bookable, long-distance bike trail in eastern Europe, divided into two routes - the southern and the northern route. Although so different, however, both have one thing in common. The starting and finishing point of the Amazon of Europe Bike Trail. Starting in Mureck (AUT), both go along the rivers Mura, Drava and Danube, through a total of five countries and different cultures and find their destination in Mohac (HUN).

The **Amazing Moments** are experiences, which are dedicated to nature, culture and culinary and make the highlights of the so different regions to the bike travelers a tangible experience. The spectrum ranges from bird watching, truffle hunting, traditional maize paper weaving to pottery and cooking classes and much more.

The **River Journey** is a guided group tour down the heart of the five countries - the three river majesties. Within one week we paddle from one confluence to the other, where once Mura and Drava meet and once Drava and Danube. Thereby a unique insight into the natural spectacles at the water opens up to our paddlers, as never offered before.

Our guests can look forward to many spectacular experiences, multifaceted natural spectacles, inspiring encounters with people of the regions and exciting cultures, traditional delicacies, diverse landscapes and special places. It is no coincidence that the region around the Amazon of Europe has been designated by UNESCO as the world's first 5-country biosphere park Mur-Drava-Danube because of its natural features.

Explore this still unknown travel destination and experience it from its most beautiful side - untouched, boundless, diverse and authentic.

The official Amazon of Europe Bike Trail booking center for all cases

Our experts from the official Amazon of Europe booking center will support you in planning and organizing your individual Amazon of Europe trip and will make it to something unforgettable. Can't be done, doesn't exist. They service the Bike Trail, the River Journey as well as the Amazing Moments.

Your advantages of the Amazon of Europe booking center at a glance

- Kingfishers's service with:

- TOP advice and information
- 12/7 hotline

2

Project co-funded by European Union funds (ERDF, IPA)



- Creation of a customized bike experience including Amazing Moments
- Individual travel documents
 - Luggage service from stage to stage
 - Shuttle and return transfer as part of the
- mobility service
 - Rental bike (optional)

Your **partners** on site: (possibility to introduce the respective partner; team photo, give them trust and the possibility to contact you)

INVITATION - On Serbian language:

Poštovani,

u sklopu EU projekta "Amazing Amazon of Europe" finansiranog iz transnacionalnog programa Dunav, Opština Apatin kao partner organizuje predavanja na temu Hospitality, part 2. Ova predavanja deo su obuke u sklopu Amazon of Europe Akademije i nastavak obuke koju smo sprovodili prošle godine u okviru prethodnog projekta Amazon of Europe Bike Trail.

Cilj obuke je da se podigne svest lokalnog stanovništva i lokalnih pružaoca usluga, kao lokalnih AoE stručnjaka na području pet zemalja, o "Amazing Amazon of Europe" destinaciji, njenim vodećim proizvodima – Amazing Moments i River Journey i AoE Booking centru, te kako promovisati ove turističke proizvode.

Korist ovog treninga će biti ta da meštani, pružaoci usluga upoznaju novu destinaciju sa svim njenim mogućnostima i šansama i da mogu da budu „ambasadori“, posebno kada se sretnu sa našim biciklističkim gostima.

Često se vidi da lokalno stanovništvo još uvek nije svesno da je AoE Bike Trail vodeći proizvod, ili bilo koji drugi sjajan rezultat ovog projekta, AoE Booking centar sa svim svojim uslugama, druga dva vodeća proizvoda – River Journey i Amazing Moments.

Na ovoj obuci, profesor Ivkov sa PMF-a u Novom Sadu, će nam govoriti o ugostiteljstvu i svim onim znanjima i veštinama kojima pružaoci usluga treba da ovladaju.

Predavanja će se održati u 11,00 h, u sredu, 07.12.2022., u sali Opštinskog kulturnog centra na spratu, u Apatinu i sve zajedno sa zakuskom trajće do oko 13,30 sati.

Radujem se susretu sa Vama i srdačno Vas pozdravljam!

Renata Kuruc, ecc.

PROJEKTNI MENADŽER

za „Amazon of Europe Bike Trail“

i "Amazing Amazon of Europe"

KANCELARIJA ZA LOKALNI EKONOMSKI RAZVOJ

OPŠTINA APATIN

Tel.: +381 (0)25/772-122; lokal: 618 Mob: +381(0)63/729-6019

E-mail: renata.kuruc@apatin.rs

Agenda:



Amazon of Europe Bike Trail
 AoE Bike Trail Academy
 7th of December 2022.


D.T2.1.2. „Amazon of Europe“ Academy – Hospitality Consulting for service providers from the area of the Municipality of Apatin, part 2

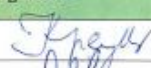


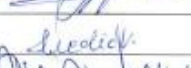

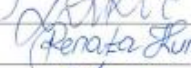
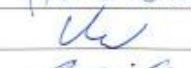



Aims of the meeting are:


- to provide the necessary training for service and accommodation providers
- to provide the necessary advice to service providers and accommodation providers in the Apatin part of the Amazon of Europe Bike Trail on the topics of hosting and hospitality, customer satisfaction and customer success.
- to provide consultations and lectures for service providers from area of the Municipality of Apatin, on topic Hospitality and Customer relations.



Wednesday, 7th of December 2022.	
11.00 - 11.15	Welcome – Renata Kuruc Project progress information
11.15 - 13.15	Professor Dr. Milan Ivkov - Faculty of Science, Department of Geography, Tourism and Hospitality, Novi Sad - Presentation on the topic Customer satisfaction management
13.15 – 13.30	Short break
13.30 – 14.00	Review of the Assistant professor on the topic of hospitality
14.00 – 14.20	Professor Dr. Milan Ivkov – Conclusions, discussion and questions
14.20 – 15.00	Lunch

Attendance list:



ATTENDANCE LIST			
Project	Responsible Green Destination Amazon of Europe		
Type of meeting	WP T3 establishing the AoE Destination: model and strategy validation, trainings for stakeholders: public organisations and service providers D.T3.2.1. Network of AoE destination ambassadors „Amazon of Europe Academy” - Hospitality Consulting and promotion tools for service providers from the area of the Municipality of Apatin		
Place and date	Apatin, 07 th of December 2022.		
#	Name and surname	Organisation	Signature
1	Ljiljana KREC	JP „Dunavska obala” Apatin	
2	Marija Pavić	JP „Dunavska obala” Apatin	
3	Sanjela Čerčević	MLC APATIN	
4	Maja Sturua	Municipality of Apatin	
5	Vanja Medić	Televizijska stacija Apatin	
6	Juica Žuriston	-II-	
7	Nemanja Lakić	-II-	
8	RENATA KURUĆ	Municipality of Apatin	
9	ĐOĐUK ĐANIJELOVIĆ	T.O. APATIN	
10	GOJKO RADOVIĆ	S.O. „KRAŠIJEKLI VRT”	





1	Nemanja Jović	Televizijska organizacija Apatin	
2	BEČKA ČIČKOVIĆ	TRAGU XOP	
3			

Pictures:



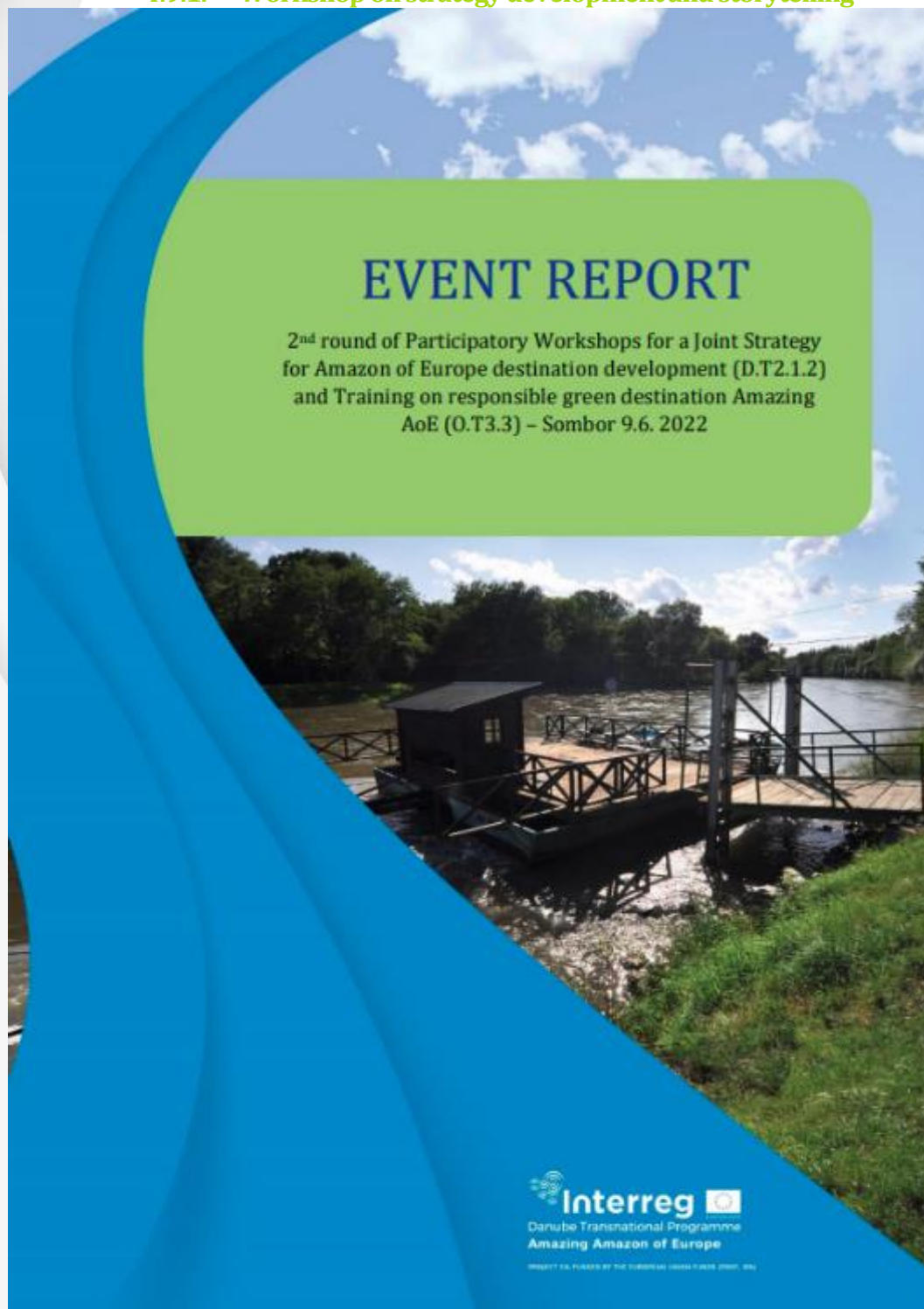
IT

- Airbnb...
- Self check-in/out
- Паметне собе
- AR
- Телефон као кључ или новчаник (beacon with gps)



4.9. City of Sombor

4.9.1. Workshop on strategy development and storytelling



Project	Responsible Green Destination Amazon of Europe
Acronym	Amazing AoE
Duration	1.7.2020 – 31.12.2022
Website	http://www.interreg-danube.eu/approved-projects/amazing-aoe

Work Package	WP T2 - Developing the AoE Destination: joint strategy and flagship tourism products
Output/Deliverable	Storytelling design
Author	Jaka Oman
E-mail	jaka@resna-igra.si
Institution	Resna igra
Date	27.6. 2022

TYPE OF EVENT:

- D.T2.1.2 Regional participation workshops with stakeholders on strategy development

Date of event: 9.6. 2022

Location of event: Sombor – Serbia, Restaurant and lodging Karibo

Number of participants: 19

Short summary of event:

The workshop consisted of 3 main parts:

1. AoE Story

For the purpose of this workshop a case story was designed for the AoE region with the purpose to:

- Show an example on how a story for a touristic product looks like
- To explain in details to the participants (especially to the service providers), what the big story of the AoE is, so that they can then communicate this story further to their customers

More details on the AoE story can be found in the presentation under the appendices.

2. Flow, storytelling and the hero's journey



In order to understand a customer in tourism, who seeks not only a good service but a good experience or even a transformative experience, one needs to understand the underlying psychology and more specifically the flow state, because flow is an indicator of a good experience. Therefore the background of flow state was explained, following the presentation of two main tools for flow management, which are most important for tourism (flow cycle and the challenge&skills graph).

Further the structure of a story and the Hero's Journey by Joseph Campbell was presented, with the purpose to give the participants a framework, that would serve as a basis for their local stories.

3. Local stories designed with LEGO® SERIOUS PLAY® methodology

The participants then designed and presented their local stories through the models from Lego bricks. This initial stories were then joined together into a bigger story of the region and even with the big AoE story. These are the final shared models from groups:

Group 1:



The hero in this story is a tourists will good intentions and a clear goal to relax and rest and have a great unforgettable adventure. He is either a cyclist or comes with a car and comes initially in Sombor. He can have a flat tire, but gets the needed support from the local cycling community. After this is fixed the tourists finds the accommodation in the

Project co-funded by European Union funds (ERDF, IPA)

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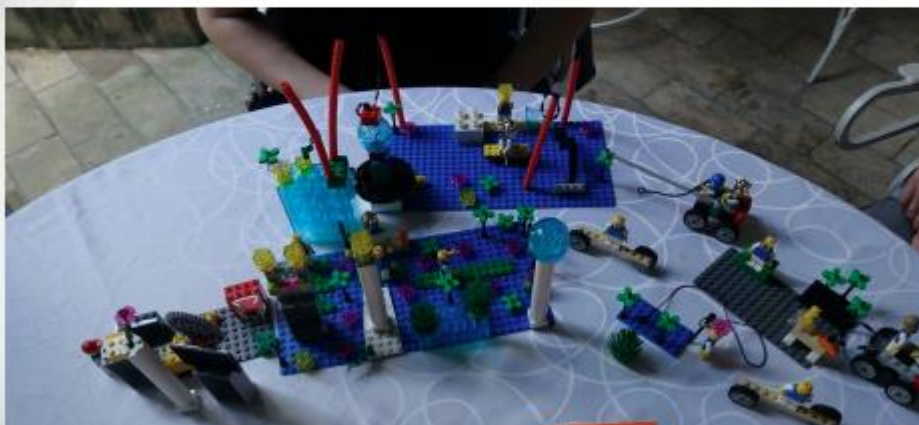
nature. Then the river activities with boats take place, where the tourists can experience some issues with local people who are making noises and bother him/her (adversaries), but the good thing is that there also are local people aware of the importance of peace and also importance of tourism. The day ends in a local restaurant (čarda), where fish are prepared or a tourist can prepare the meal (e.g. paprikaš – local stew) himself so he learns how to cook locally. At the evening there is also local music playing who make the experience unforgettable. River swimming, walks in the nature make a relaxing next day, but the adversary here are bug river cruising ships, who are polluting the river with their waste waters and trash, which are discarded in the river immediately after entering Serbian territory.

Group 2:



The classic situation is looking at the Sombor town with all its historical sights, but going around can be a challenge where bad roads, opening times and lack of resources are seen as adversaries. The main support comes from the local service providers, who make sure the area is nice and clean (some bees can be killed due to the use of insecticides, which is an adversary in this case). Still there needs money to be invested in advertising and development and budgets from EU projects like AoE are crucial.

Group 3:



The adventure starts in Sombor Theater Festival and the guests are joining the evenings activities in the city. For some local hotel owners this is not welcomed and they appear as adversaries, but the local authorities (inspectors) as benefactors take care of the situation and provide the necessary support and mediation for the guests to have a good time. The guests are then treated the next day to Upper Donava region for river activities (boats, fishing, riding the bicycles along the river, swimming) and after that going to have lunch on a Fiaker horse carriage. The adversary can be also the weather, but the support from the local touristic center is crucial. What also can happen as an adversary is the lack of boards along the river and only one Fiaker horse carriage in town.

Targeted groups at event:

IMPORTANT: Please count organizations not people.

TARGET GROUPS	VALUE REACHED	REACHED ORGANIZATIONS	ALREADY REPORTED IN PREVIOUS REPORTING PERIODS (yes/no)
Local public Authority			
Regional public Authority			
Sectoral agency	1	City of Sombor touristic organisation	yes
Interest groups including NGOs	3	Association of Old Crafts Cycling club Sombor "Podunav" beekeeping association	no

SME	4	"Dida Hornjakov salaš" restaurant "Naš salaš" etno restaurant "Cvrčak" accomodation Restaurant and accomodation "Karibo"	1 yes (Restaurant and accomodation "Karibo"), 3 no
Infrastructure and (public) service provider	1	JP Vojvodinavode	no
National public authority			

Other comments:

Attached evidence for reporting:

- Invitation
- Agenda
- Attendance list,
- 1-3 photos taken during the event,
- Presentations (if any), etc.

Please upload the Event Report and all relevant materials to [Amazing AoE Google Drive](#) in the relevant folder and send Anja Krajnik (anja.krajnik@iskriva.net) the link to the folder (put Urška Dolinar: urska.dolinar@iskriva.net in "cc").

Invitation:

Poštovani,

u okviru realizacije projekta "Evropski Amazon - biciklistička staza" i "Čudesni Amazon" u ČETVRTAK 09.06.2022. godine, sa početkom u 09:00 časova održaće se radionica za pružaoce usluga u turizmu na teritoriji Grada Sombora. Radionica se održava u restoranu i prenoćištu Karibo, Rade Končara 12, Sombor.

Ukoliko želite da budete među pružiocima usluga za bicikliste potrebno je da ispred svake organizacije prisustvuje minimum jedna osoba. Molim Vas da prisustvo prijavite na mail mihael.plac@gmail.com ili telefon 025/468-160, do srede, 08.06.2022. godine u 15:00 časova, broj mesta je ograničen.

NAPOMINJEMO DA NE POSTOJE NIKAKVE FINANSIJSKE OBAVEZE, SAMO ŽELJA I VOLJA DA SE UČESTVUJE I BUDE DEO SISTEMA PRUŽAOCA USLUGA.

Detaljnu Agendu obuke možete naći u prilogu maila.

"Evropski Amazon - biciklistička staza" i "Čudesni Amazon" su projekti odobreni u okviru Dunavskog transnacionalnog programa koji kroz saradnju organizacija iz pet zemalja ima za cilj uspostavljanje međunarodno prepoznatog i održivog cikloturističkog proizvoda na području 5-državnog UNESCO rezervata biosfere Mura-Drava-Dunav (TBR MDD).

Projekti su sufinansirani u okviru Dunavskog Transnacionalnog programa Evropske unije (ERDF i IPA fondova).

Za sva pitanja stojimo Vam na raspolaganju,

Projektni tim Grada Sombora

Saša Milić

Agenda:

09.00 – 9.45	<p>Amazing AoE – destination strategy and the joint story</p> <ul style="list-style-type: none"> - Short intro to the workshop goal and approach - Presentation of the proposal for the Amazon of Europe strategy - Presentation of the Amazing AoE story by Urška Dolinar, director of the Institute Iskriva <p>Facilitator: Jaka Oman (Flow, Hero's Journey, Storytelling)</p>
09.45 – 10.00	<p>Short break</p>
10.0 – 11. 30	<p>Local stories</p> <ul style="list-style-type: none"> - Introduction to storytelling – storytelling as an effective marketing tool for responsible tourism - Presentations of stories from local service providers - Consultancy on how to tell a better story <p>Facilitator: Jaka Oman (Flow, Hero's Journey, Storytelling)</p>
11.30 – 11. 45	<p>Short break</p>
11.40 – 12.30	<p>Joint Amazon of Europe story</p> <ul style="list-style-type: none"> - Connecting the local stories with the Amazing AoE story - Creating one joint Amazon of Europe story - Wrap up and closure <p>Facilitator: Jaka Oman (Flow, Hero's Journey, Storytelling)</p>
12.30 -	<p>LUNCH and farewell</p>

Attendance list:

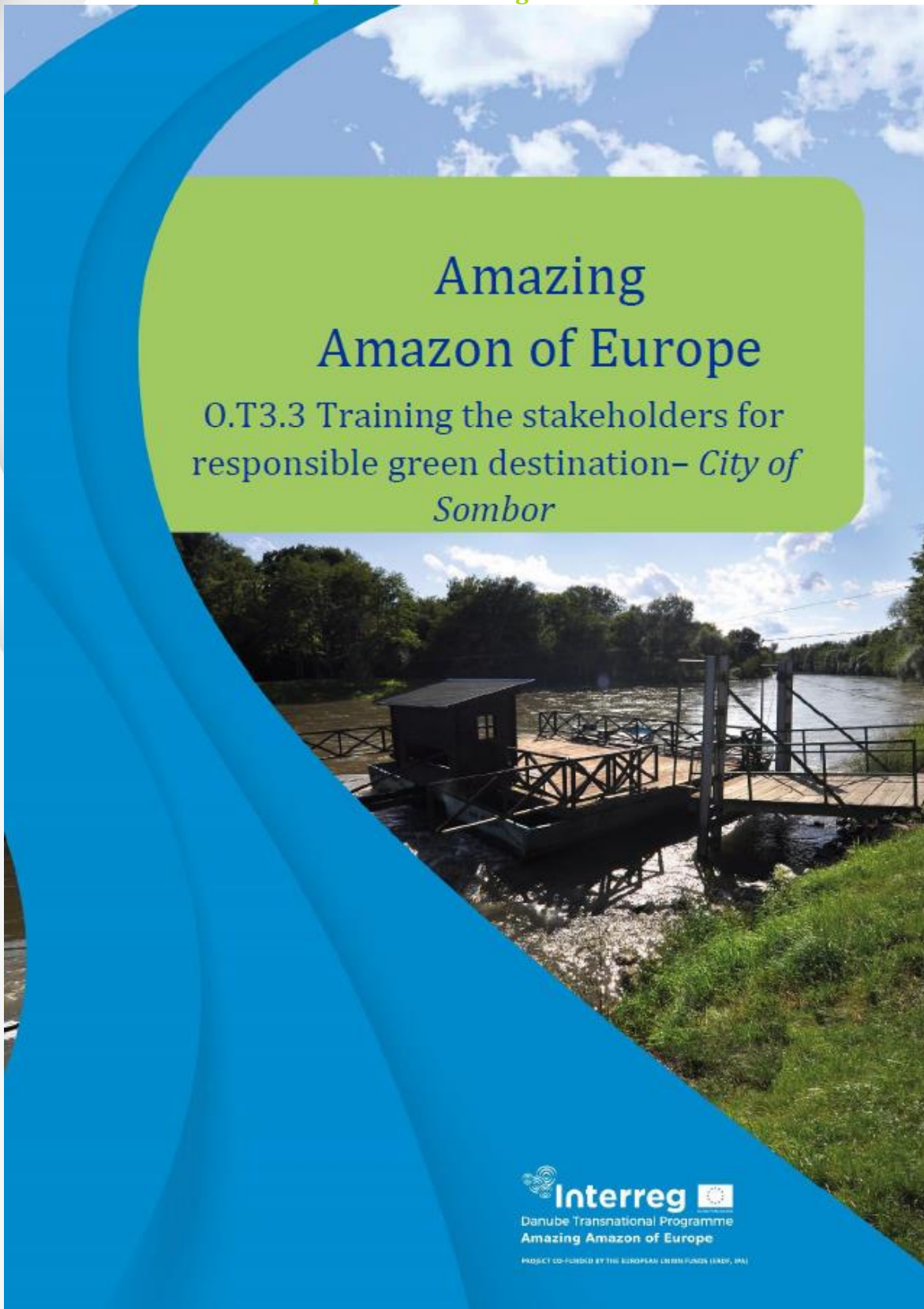
No.	First and last name	Organization	Target group
1	Marko Mijić	Adri Nostalgia Zagreb	SAŽET
2	Vesna Katanec	POSREDOVANJE CROATIA	DOMAGOJEVIĆ
3	Bećković ANICA	PODUPRANA - POKLONJENI	- OBOJE TRENUTNO DOMAGOJEVIĆ
4	Predrag Topolac	KLUBUSI KLUBUSI KLUBUSI	
5	Sara Mijić	Google učenički klub	ZFO
6	Rade Markanović	GRADSKA UPRAVA ZAPOSLENOSTI	UPRAVA
7	Polio Branica	GRADSKA UPRAVA ZAPOSLENOSTI	UPRAVA
8	Lana Gusić	GRADSKA UPRAVA ZAPOSLENOSTI	
9	Katerina Vikić	TIG Sombor	YCHANGA
10	Božana Božić	TIG ČENGEL	- II -
11	Štefan Štefan	GRADSKA UPRAVA ZAPOSLENOSTI	UPRAVA
12	Sara Bošnjak	GRADSKA UPRAVA ZAPOSLENOSTI	OPROBA
13	Mirnel Piac	- II -	UPRAVA
14	JAKA OMANI	RESNAE KOP	
15	Radmila Jukić	JR Univerzitet	
16	Zorica Mitić	TIG/S	
17	DRAGANA FARKAČ	NAISNAJ	OTNO REKREACIJA / DYOZNA FUNK
18	FARKAČ JIJKA	UPRAVA ZAPOSLENOSTI	PA UO
19	Jelena Todović	KRIBO 30	Juni
20.			

Project co-funded by European Union funds (ERDF, IPA) 5

Pictures:



4.9.2. Workshop on basic knowledge of AoE destination



Amazing Amazon of Europe

O.T3.3 Training the stakeholders for
responsible green destination- *City of
Sombor*

Project	Responsible Green Destination Amazon of Europe
Acronym	Amazing AoE
Duration	1.7.2020 – 31.12.2022
Website	http://www.interreg-danube.eu/approved-projects/amazing-aoe

Work Package	WP T3 Establishing the AoE destination: model and strategy validation
Activity	A.T3.3 Training the stakeholders for responsible green destination
Author	Project team
Institution	City of Sombor
Date	December 05, 2022.

INDEX

1. Summary of the event4
2. Agenda5
3. List of participants6
4. Additional information / notes6

1. SUMMARY OF THE EVENT

Title of the event: *Basic knowledge of AoE destinations*

Date: *5th December 2022.*

Location: *Museum of the Danube Swabians, Sombor, Zmaj Jovina bb*

Objectives: *Acquaintance of stakeholders with the basic terms of the destination*

Participants: *Stakeholders (cycling clubs, cycling services, tourist organization, accommodations, public company Vojvodina Forests, non-governmental organizations, national council GERHARD)*

Main results: *Assistance to stakeholders in attracting as many cyclists as possible*

2. AGENDA

	Basic knowledge of AoE destinations Lecturer: Lanji Hnis, M.Sc. Isabel
09:30-10:45	Basic knowledge: <i>AoE Destination</i> Basic knowledge: <i>DMO destination management organization</i>
10:45-11:15	Coffee break
11:15-12:30	Basic knowledge: <i>Develop cycle tourism</i>
12:30-13:00	Questions and answers
13:00-14:00	Lunch

3. LIST OF PARTICIPANTS

4. ADDITIONAL INFORMATION / NOTES

Expert consultant Izabel Lanji Hnis told the participants about the development of leading products through destinations in Serbia, which are related to the European Amazon. Also, they are familiar with the concept of destination, tourist product, services that necessarily include the environment as a very important factor.

In the following, she referred to the types of tourism, the existence of the DMO (destination management organization), as well as its mission and vision, then package arrangements for cyclists that include booking. The trends in the development of cycle tourism are particularly highlighted, all through sustainable development.



Invitation:

From: Branka Polić [<mailto:bpolic@sombor.rs>]
Sent: Monday, December 05, 2022 1:20 PM
To: 'pekezstrahinja@yahoo.com'; 'anadj@visitsombor.org'; 'info@visitsombor.org'; 'direktorsq@sgsombor.co.rs'; 'srpgp.sgsombor@gmail.com'; 'doostankovic@gmail.com'; 'barcodes02@gmail.com'; 'carda@restoranandric.co.rs'; 'office@campingsosul.com'; 'pikecsinisa@gmail.com'; 'sebesfokcarda@gmail.com'; 'repcija@hotelandric.co.rs'; 'rosaale@gmail.com'; 'pcelarstvoperiskic@gmail.com'; 'etnokucamalibodrog@yahoo.com'; 'skituljokoturs@gmail.com'; 'nqoopodunav@gmail.com'; 'ognjanov.ivanka@gmail.com'; 'giannimarton71@gmail.com'; 'nora13.sqr@gmail.com'; 'prenocistecvrak@sbb.rs'; 'manager@oldbrick.rs'; 'siljanovic@yahoo.com'; 'kozoderovic@gmail.com'; 'snezav58@gmail.com'; 'rencantun@gmail.com'; 'vukovictamaraop@gmail.com'; 'st.querhard@mts.rs'; 'dvqerhard@gmail.com'; 'vladislav.turner@gmail.com'; 'dnationalrat@mts.rs'; 'soeducentar@yahoo.com'; 'todoric.jeca@gmail.com'; 'gocakozoderovic@gmail.com'; 'sailfunb@gmail.com
Cc: 'Saša Milić'; 'sasabosnjak1996@gmail.com'; 'Mihael Plac'; 'skonjevic@sombor.rs
Subject: Poziv na edukacije

Poštovani,

Obaveštavamo Vas da Grad Sombor organizuje tri edukacije u okviru projekta Amazing AoE. Iste će se održati dana: 09.12.2022.godine, 12.12.2022.godine i 14.12.2022.godine u period od 09:30 do 14:00 časova.

Obzirom da ste prepoznati kao potencijalni učesnici u implementaciji održivosti projekta Amazing AoE, molimo Vas da Vašim prisustvom doprinesete realizaciji edukativnih aktivnosti koje su neophodan preduslov za nastavak implementacije ovog važnog međunarodnog projekta.

Molimo Vas da Vaše prisustvo potvrdite putem mejla (bpolic@sombor.rs) najkasnije do 07.12.2022.godine (sreda) u 12 časova.

P.S. O mestu održavanja radionica, kao i o agendi bićete naknadno obavješteni.

S poštovanjem

U ime projektnog tima Grada Sombora,

Branka Polić, inspektor za zaštitu životne sredine

Gradska uprava grada Sombor

Trg cara Uroša 1

Sombor







Attendance list:



Training for Stakeholders

Training No	1		
Date	05	12	2022

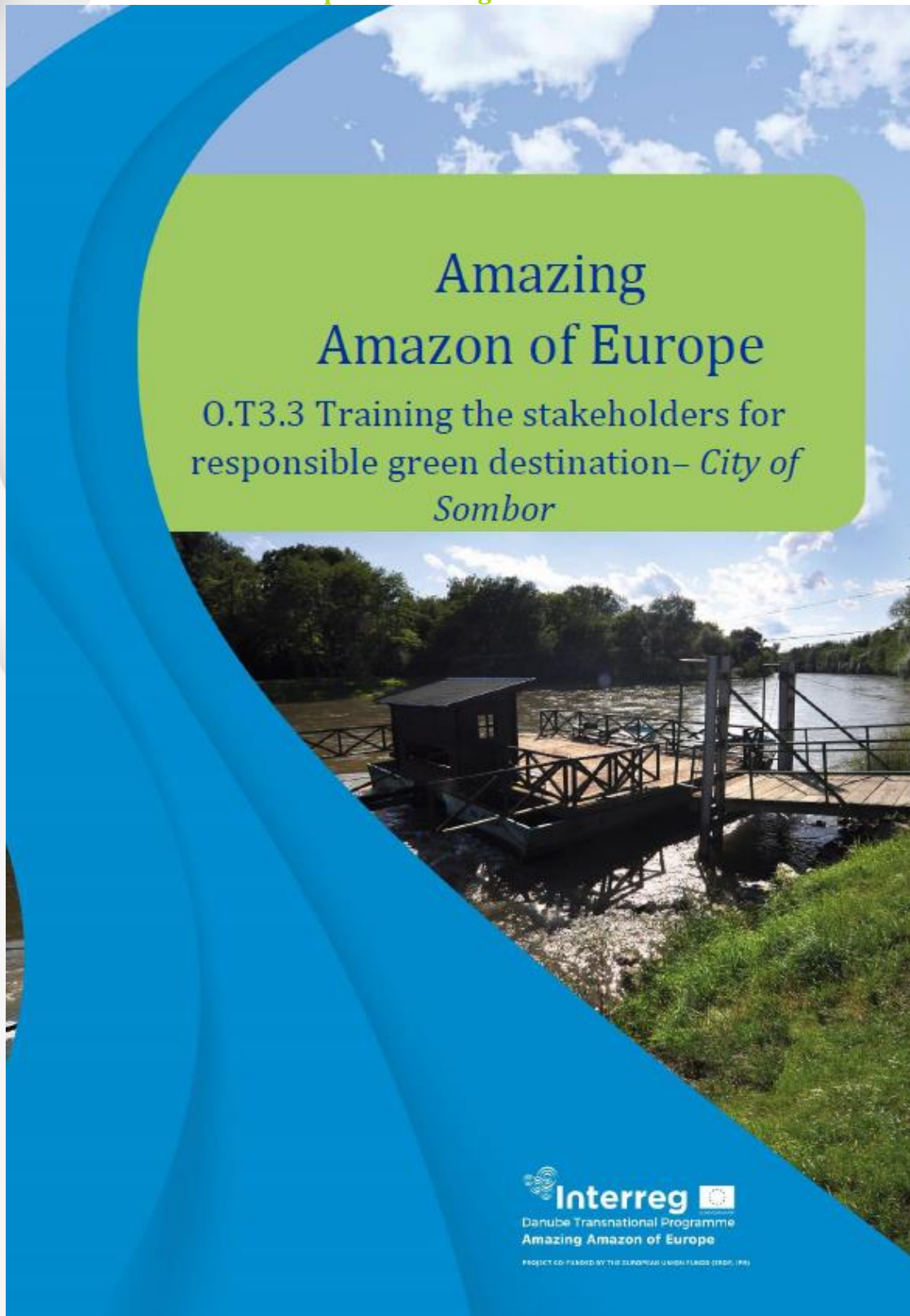
No	First and last name	Organisation	Email	Signature
1	VESELIN PAULJEVIC	City of Sombor	pauljevic@gmail.com	
2	SARA BOSNAN	city of Sombor	sarabosnyal1999@gmail.com	
3	POPĐANA KOZDEROVIC	— —	gscakozderovic@gmail.com	
4	JADRANKA ŠTANIC	INOVATIVNA MREŽA	jadrankastanic@gmail.com	
5	RAMI KUIS 'ZABEL	FOND TURISTIČKI KRUGOV Mikroregion Suseda-blic	ramkuis@gmail.com	

6	Sonia Romić-Sreć	RC SOMBOR	sonja.24@gmail.com	
7	Rudolf U. Rurac	JPO Vojvodina	ururac@jpo.vojvodina.gov.rs	
8	Dečuro Sazid	USPE	USUZIC@GMAIL.COM	DECURO SAZID
9	Marija Njico	Orkestr Angosa Sreć	njicmarija@gmail.com	
10	ANDRANI STERVA	EUROBIZES	ANDRANICE@GMAIL.COM	
11	PERIŠIĆ ANIKA	UG "PODUNAV"	perisic@podunav.com	Perisic
12	DRAGICA TRAVIĆ	UG "PODUNAV"	dragicatravic@gmail.com	DRAGICA TRAVIC
13	MILUTIN PLAC	GO SOMBOR	milutin.plac@gmail.com	
14	ROBERT MARON	BICIKLISTICKI KLUB SOLIBUL	maronr@solibul.com	

15	VANJA VUKIĆA	BICIKLISTIČKI KLUB SOMBOR	VANJA.VUKICA@YHOO.CY	Vanja Vukica
16	ЛУЦКА КЕЖЕДЕРОВА	ЦИКЛОКОЛТУРА	kezederova@gmail.com	Lucy Kezederova
17	MILICA BARAC	SOMBORSKI EDUCATION CENTAR	barac.milica.92@gmail.com	Milica Barac
18	RUŽICA RAKUJE	SEC	RUZICARAKUJE@ YAHOO.COM	R. Rakuje
19	БОЈАНА БОЧИЊА	TOT COMBOP	bojana@mitsanlat.org	Bojana
20	Кристина Милош	MG SOMBOR	info@mg-sombor.org	Kristina
21	Aleksandra Kerestis	Old Brick pub	manager@oldbrick.rs	Aleksandra
22	Лана Милић	TY COMBOP	sasa.milic@sombor.rs	Lana
23	Полет Бранка	TY COMBOP	bpolic@sombor.rs	Poljet B.

24	Marija Rung	Muzej Podmarkti Sombor	marij.rung@gmail.com	Marija Rung
25	BOJAN VUKIĆIĆ	3.12.1971	sankjumb@gmail.com	Bojan
26	VATANIŠKIĆ	PREMIJSTE CURDAN	premijske@sb.rs	Vataniškić
27	BOJANA BUKIĆIĆ	GRADSKI MUZEJ SOMBOR	bojana@p22.rs	Bojana
28	David Firanj	GRADSKI MUZEJ SOMBOR	DAVIDFIRANJ.GMS@GMAIL.COM	David Firanj
29	APARANA CUMAJDROVIĆ	JEN "PROCTOR" CMLFOP	siljanovic@yahoo.com	Aparana
30	Reuc Anka	NACIONALNI BAVET NEKADUS MIZANMUSI NA	0637262789	Reuc Anka
31	VIŠIĆ SNEŽANA	UDRUŽENJE "KORONA" "JANUARI" DO	063 717 33 70	Višić
32				

4.9.3. Workshop on Marketing Skills



Project	Responsible Green Destination Amazon of Europe
Acronym	Amazing AoE
Duration	1.7.2020 - 31.12.2022
Website	http://www.interreg-danube.eu/approved-projects/amazing-aoe

Work Package	WP T3 Establishing the AoE destination: model and strategy validation
Activity	A.T3.3 Training the stakeholders for responsible green destination
Author	Project team
Institution	City of Sombor
Date	December 08, 2022.

INDEX

1. Summary of the event4
2. Agenda5
3. List of participants6
4. Additional information / notes6

1. SUMMARY OF THE EVENT

Title of the event: *Marketing skills*

Date: *8th December 2022.*

Location: *Dida Hornjakov Salaš, Sombor, Gradina 65*

Objectives: *Introducing stakeholders to marketing skills*

Participants: *Stakeholders (cycling clubs, cycling services, tourist organization, accommodations, public company Vojvodina Forests, non-governmental organizations, national council GERHARD)*

Main results: *Application of marketing skills in work*

2. AGENDA

	Marketing skills Lecturer: Stantić, Dr. Jadranka
09:30-10:45	Marketing skills: <i>How to build communication channels of AoE destinations and leading tourism products on social networks</i> Marketing skills: <i>How to build a destination brand and valorize them</i>
10:45-11:15	Coffee break
11:15-12:30	Marketing skills: <i>How to raise awareness within local communities</i> Marketing skills: <i>The influence of social networks</i>
12:30-13:00	Questions and answers
13:00-14:00	Lunch

3. LIST OF PARTICIPANTS

4. ADDITIONAL INFORMATION / NOTES

Expert consultant Jadranka Stantić introduced the participants to the way of communication with clients. She explained to them what is meant by the terms Flagship in tourism, flagship service, flagship destination, flagship social media. Special emphasis is placed on service quality and service dimensions (reliability, trust, empathy and responsibility). She talked about key challenges and advantages for employers, competition, advantages of marketing products and experience (accuracy and authenticity), influence of media (facebook, instagram...) and increased visibility - SERC on mobile devices and desktop.

It is important to mention the HARO (Help A Report Out) website, which connects journalists in order to search for information.



Invitation:

From: Branka Polić [<mailto:bpolic@sombor.rs>]
Sent: Monday, December 05, 2022 1:20 PM
To: 'pekezstrahinja@yahoo.com'; 'anadj@visitsombor.org'; 'info@visitsombor.org'; 'direktorsq@sqssombor.co.rs'; 'srpgp.sqsombor@gmail.com'; 'doostankovic@gmail.com'; 'barcodes02@gmail.com'; 'carda@restoranandric.co.rs'; 'office@campingqsosul.com'; 'pikecsinisa@gmail.com'; 'sebesfokcarda@gmail.com'; 'repcija@hotelandric.co.rs'; 'rosaale@gmail.com'; 'pcelarstvoperiskic@gmail.com'; 'etnokucamalibodroq@yahoo.com'; 'skituljokoturs@gmail.com'; 'ngopodunav@gmail.com'; 'ognjanov.ivanka@gmail.com'; 'giannimarton71@gmail.com'; 'nora13.sqr@gmail.com'; 'prenocistecvrca@sbb.rs'; 'manager@oldbrick.rs'; 'siljanovic@yahoo.com'; 'kozoderovic@gmail.com'; 'snezanav58@gmail.com'; 'rencantun@gmail.com'; 'vukovictamarap@gmail.com'; 'st.gerhard@mts.rs'; 'dvgerhard@gmail.com'; 'vladislav.turner@gmail.com'; 'dnationalrat@mts.rs'; 'soeducentar@yahoo.com'; 'todoric.jeca@gmail.com'; 'gocakozoderovic@gmail.com'; 'sailfunb@gmail.com'
Cc: 'Saša Milić'; 'sasabosnjak1996@gmail.com'; 'Mihael Plac'; 'skonjevic@sombor.rs'
Subject: Poziv na edukacije

Poštovani,

Obaveštavamo Vas da Grad Sombor organizuje tri edukacije u okviru projekta Amazing AoE. Iste će se održati dana: 09.12.2022.godine, 12.12.2022.godine i 14.12.2022.godine u period od 09:30 do 14:00 časova.

Obzirom da ste prepoznati kao potencijalni učesnici u implementaciji održivosti projekta Amazing AoE, molimo Vas da Vašim prisustvom doprinesete realizaciji edukativnih aktivnosti koje su neophodan predušlov za nastavak implementacije ovog važnog međunarodnog projekta.

Molimo Vas da Vaše prisustvo potvrdite putem mejla (bpolic@sombor.rs) najkasnije do 07.12.2022.godine (sreda) u 12 časova.

P.S. O mestu održavanja radionica, kao i o agendi bićete naknadno obavešteni.

S poštovanjem

U ime projektnog tima Grada Sombora,

Branka Polić, inspektor za zaštitu životne sredine

Gradska uprava grada Sombor

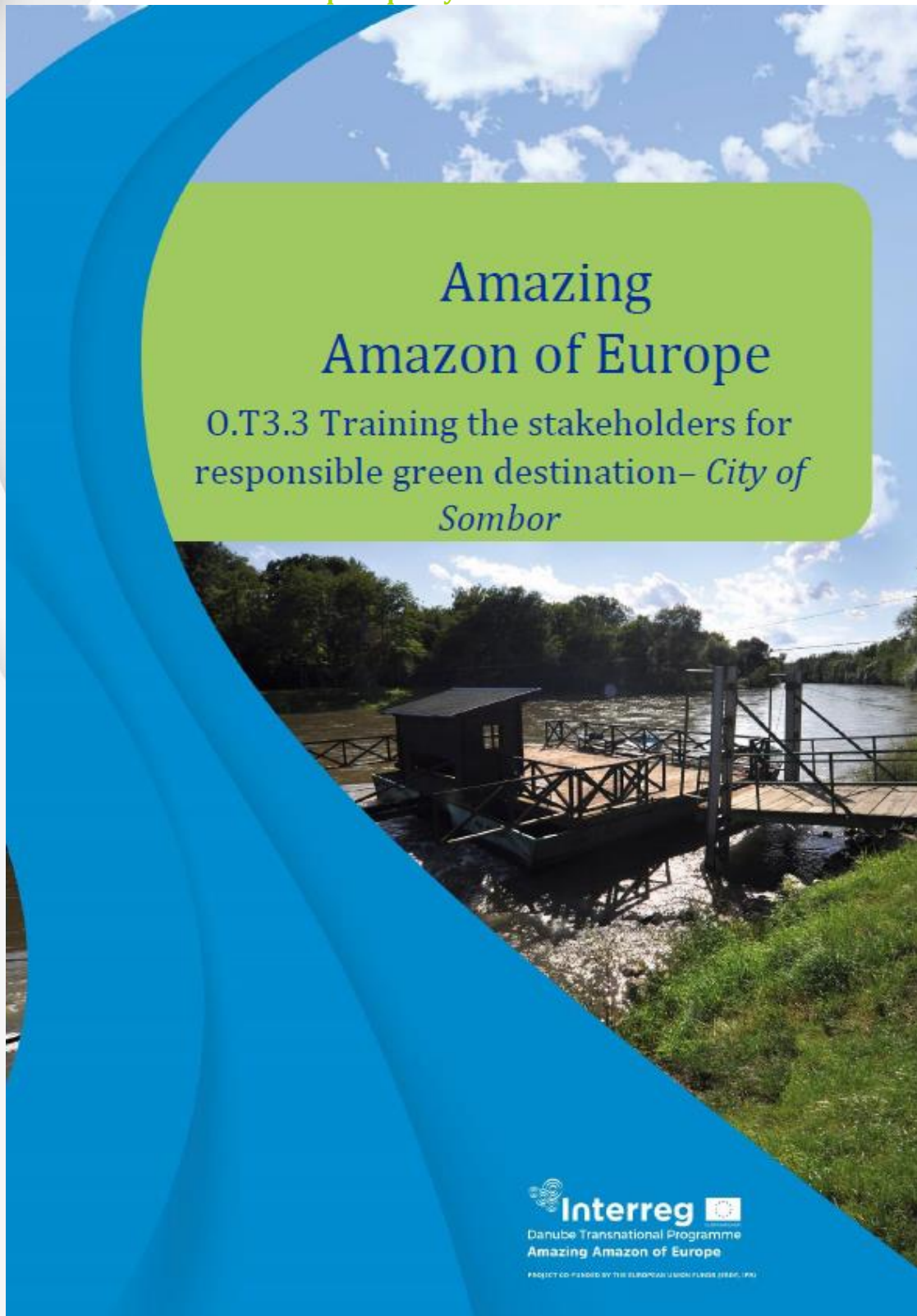
Trg cara Uroša 1

Sombor

Attendance list:

Interreg Danube Transnational Programme Amazing Amazon of Europe		Training for Stakeholders		
Training No	5			
Date	07.12.2022			
No	First and last name	Organisation	Email	Signature
1	Touut Branka	TJ COMBOR	branka@combor.rs	Touut Branka
2	Ljiljana Kostić	PT COMBOR	ljiljana.kostic@combor.rs	Ljiljana Kostić
3	Milica Pruić	BTU SOMBOR	milica.pruic@btu.rs	Milica Pruić
4	Marija Krstić	Olda Koprivica salaš	marija.krstic@olda.rs	Marija Krstić
5	Stefan Jović	PG Stefan Jović	stefan.jovic76@gmail.com	Stefan Jović
6	VANJA VUKIĆ	Biciklistički klub SOMBOR	065/3000686	Vanja Vukić
7	ROBERT HARTON	BICIKLISTIČKI KLUB SOMBOR	g.harton@stetom.com 063-776-76-11	Robert Harton
8	KOZDENOVIĆ DUŠAN	CIKLOKULTURA	063/599-549	Kozdenović Dušan
9	ANDRIJA STEVIĆ	EUROBIČEŽ	084/2188442	Andrija Stević
10	PERIČIĆ ANICA	U.G. PODUNAV	063/5342125	Anica Peričić
11	DRAGICA PAVIĆ	U.G. PODUNAV	065-807-6639	Dragica Pavić
12	MILICA BARAĆ	SOMBORSKI EDUKATIVNI CENTAR	barac.milica.32@gmail.com	Milica Barać
13	RUŽICA RAKIĆ	SEC	RUZICARAKIC@YAHOO.COM	Ružica Rakić
14	BOJANA BOJKIĆ	TJ COMBOR	info@tjcombor.org	Bojana Bojković
15	POPIJA KOZDENOVIĆ	MEĐIOBILNI BIKSISTET Y COMBOR	062 334090 g.kozdenovic@combor.rs	Popija Kozdenović
16	KATARINA SNEŽANA	UD ZA SOCIJALNU CUVAN	063 990 966 preko@stevanovic.com.rs	Katarina Snežana
17	LANI KVIŠIĆ	FOND TURISTIČKI KLUBIĆI MIKROKRAJINA - Tolić	063/1171017 lanikvishic@gmail.com	Lani Kvišić
18	JADANKA JANIĆ	INOVATIVNI MREŽI	062/661 249 j.kvishic@combor.rs	Jadanka Janić
19	RADMILO G. PERIĆ	J.P. VOŠKODIČIĆ	062/800 550 stjepan.ivanovic@combor.rs	Radmila G. Perić
20	SOKA KRSTIĆ	OLDBECK PUB SOMBOR	062 234 358 marketing@oldbeck.rs	Soka Krstić
21	BRANKO VUKIĆ	GODIŠNJA TOVARNI APARTMANI	064 886 0025 vuk.branko@combor.rs	Branko Vukić
22	VIŠIĆ SVEŽANA	Udruženje Novaca "Geokod" fo	063 717 33 70	Višić Svežana
23	RENC ANTON	Udruženje Novaca "Geokod"	063 72 62 789	Renc Anton

4.9.4. Workshop on quality of services



Project	Responsible Green Destination Amazon of Europe
Acronym	Amazing AoE
Duration	1.7.2020 - 31.12.2022
Website	http://www.interreg-danube.eu/approved-projects/amazing-aoe

Work Package	WP T3 Establishing the AoE destination: model and strategy validation
Activity	A.T3.3 Training the stakeholders for responsible green destination
Author	Project team
Institution	City of Sombor
Date	December 12, 2022.

INDEX

1. Summary of the event4
2. Agenda5
3. List of participants6
4. Additional information / notes6

1. SUMMARY OF THE EVENT

Title of the event: *Quality of services*

Date: *12th December 2022.*

Location: *Museum of the Danube Swabians, Sombor, Zmaj Jovina bb*

Objectives: *Acquaintance of stakeholders with the importance of service quality*

Participants: *Stakeholders (cycling clubs, cycling services, tourist organization, accommodations, public company Vojvodina Forests, non-governmental organizations, national council GERHARD)*

Main results: *To provide services to users in the best possible way*

2. AGENDA

	Quality of services Lecturer: Lanji Hnis, M.Sc. Isabel
09:30-10:45	Quality of services: <i>Basic skills in providing international services</i> Quality of services: <i>Special skills to provide service on leading products</i>
10:45-11:15	Coffee break
11:15-12:30	Quality of services: <i>Sustainable tourism</i>
12:30-13:00	Questions and answers
13:00-14:00	Lunch

3. LIST OF PARTICIPANTS

4. ADDITIONAL INFORMATION / NOTES

Izabel Lanji Hnis, an expert consultant, told the participants about the importance of service quality, about the basic and special skills of providers to meet the needs of international users of cycling tourism services. As it must be constant, uniform and must correspond to the expectations of cycling tourists. The "Bike friendly" info board is very important as a sign of respect.

She talked about the conditions that accommodation must meet in order to be part of the booking center. Then also about the way to get information about user satisfaction, because that is the main goal.

The inevitable topic was the sustainable development of tourism in the European Amazon.



Invitation:

From: Branka Polić [<mailto:bpolic@sombor.rs>]
Sent: Monday, December 05, 2022 1:20 PM
To: 'pekezstrahinja@yahoo.com'; 'anadj@visitsombor.org'; 'info@visitsombor.org'; 'direktorsq@sq.sombor.co.rs'; 'srpq.sq.sombor@gmail.com'; 'doostankovic@gmail.com'; 'barcodes02@gmail.com'; 'carda@restoranandric.co.rs'; 'office@campingsosul.com'; 'pikecsinisa@gmail.com'; 'sebesfokcarda@gmail.com'; 'repcija@hotelandric.co.rs'; 'rosaale@gmail.com'; 'pcelarstvoperiskic@gmail.com'; 'etnokucamalibodrog@yahoo.com'; 'sktulikoturs@gmail.com'; 'ngopodunav@gmail.com'; 'ognjanov.ivanka@gmail.com'; 'giannimarton71@gmail.com'; 'nora13.sqr@gmail.com'; 'prenocistecvrak@sbb.rs'; 'manager@oldbrick.rs'; 'siljanovic@yahoo.com'; 'kozoderovic@gmail.com'; 'snezanav58@gmail.com'; 'rencantun@gmail.com'; 'vukovictamaraop@gmail.com'; 'st.qerhard@mts.rs'; 'dvqerhard@gmail.com'; 'vladislav.turner@gmail.com'; 'dnationalrat@mts.rs'; 'soeducentar@yahoo.com'; 'todoric.ieca@gmail.com'; 'gocakozoderovic@gmail.com'; 'sailfunb@gmail.com'
Cc: 'Saša Milić'; 'sasabosniak1996@gmail.com'; 'Mihael Plac'; 'skonjevic@sombor.rs'
Subject: Poziv na edukacije

Poštovani,

Obaveštavam Vas da Grad Sombor organizuje tri edukacije u okviru projekta Amazing AoE. Iste će se održati dana: 09.12.2022.godine, 12.12.2022.godine i 14.12.2022.godine u period od 09:30 do 14:00 časova.

Obzirom da ste prepoznati kao potencijalni učesnici u implementaciji održivosti projekta Amazing AoE, molimo Vas da Vašim prisustvom doprinesete realizaciji edukativnih aktivnosti koje su neophodan preduslov za nastavak implementacije ovog važnog međunarodnog projekta.

Molimo Vas da Vaše prisustvo potvrdite putem mejla (bpolic@sombor.rs) najkasnije do 07.12.2022.godine (sreda) u 12 časova.

P.S. O mestu održavanja radionica, kao i o agendi bićete naknadno obavješteni.

S poštovanjem

U ime projektnog tima Grada Sombora,

Branka Polić, inspektor za zaštitu životne sredine

Gradska uprava grada Sombor

Trg cara Uroša 1

Sombor

Attendance list:



Interreg
Danube Transnational Programme
Amazing Amazon of Europe

Training for Stakeholders

Training No: 3
Date: 12.12.2022

No	First and last name	Organisation	Email	Signature
1	Branka Polić	GRAD SOMBOR	bpolic@sombor.rs	[Signature]
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18	Rajica Kovacko	"	"	R. Kovacko
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24	RENČO ANTON	HUN "Gerhard"	06372 62 789	Renčo Anton
25	Nenad Mujic	Orda Merganov sala	0531936172	N. Mujic
26	Jovic Stefan	PG Stefan Jovic	0615680102	Stefan Jovic
27				

4.10. Die Oststeirische Städtekooperation



Project	Responsible Green Destination Amazon of Europe
Acronym	Amazing AoE
Duration	1.7.2020 – 31.12.2022
Website	http://www.interreg-danube.eu/approved-projects/amazing-aoe
Work Package	
Output/Deliverable	
Author	Wolfgang Weber
E-mail	office@8staedte.at
Institution	GeoSys Wirtschafts- und Regionalentwicklungs GmbH
Date	27.9.2022

TYPE OF EVENT (CHOOSE FROM):

- D. T3.3 Training the stakeholders for responsible green destination

Date of event:

27th of September 2022

Location of event:

Castle Kornberg, Dörfel 2, A-8330 Feldbach

Number of participants:

8

Short summary of event:

The main objective of the workshop was to inform and to train regional representatives concerning AoE-matters:

Special focus of the training: marketing and social media "Future image" of AoE for the Styrian thermal spa and volcano region

Moderated by Wolfgang Weber, GeoSys Wirtschafts- und Regionalentwicklungs GmbH, external expert.

Agenda

10.00	Opening
10.10 a.m.	Short project presentation (aims and current activities, aim of the meeting)
10.30 a.m.	Presentation of training materials
11.45 a.m.	Coffee Break
12.00 am	Discussion
1.00 pm	End of Meeting



Main outcomes of the event

During the workshops several products were discussed, in which way they could be involved in the regional marketing activities of the »Thermen- und Vulkanland«:

- The Amazon of Europe Bike Trail as a complementary offer for visitors to the Thermen- und Vulkanland
- Amazing Moments as additional offer, and how to promote them
- Creating individual packages with aspects from AoE Bike Trail and existing packages of the Thermen- und Vulkanland
- Season-related Social-Media Marketing, planned for the next year as contribution for sustainability of project results
- Clarifying the roles of regional stakeholders (8Cities, Thermen- und Vulkanland, Castle Road, Rote 66, Private Organisations)

Please upload the Event Report and all relevant materials to [Amazing AoE Google Drive](#) in the relevant folder and send Anja Krajnik (anja.krajnik@iskriva.net) the link to the folder (put Urška Dolinar: urska.dolinar@iskriva.net in "cc").



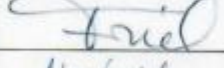
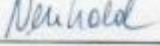




Attendance list:

List of Participants

Responsible Green Destination Amazon of Europe
Interreg Danube Transnational Programme Project - DTP3-362-2.2

Training Workshop for regional stakeholders
Kornberg Castle, Dörfel 2, 8330 Feldbach
on the 27th of September, at 10 a.m.

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Project co-funded by the European Union funds (ERDF, IPA)
DTP3-362-2.2 AMAZING ACE

5. RESULTS AND OUTPUTS

The Amazon of Europe Bike Trail (AoE BT) Academy has been established during the Amazon of Europe Bike Trail project to train the service providers in important topics which are relevant for the whole customer success of the AoE BT. The current project Amazing Amazon of Europe is a follow up project, which continues with the implementation of further trainings based on the findings of the AOE BT Academy. The results of this implementation are different kinds of trainings where stakeholders and service providers gained different skills. The applied capacity building measurements withing the internal stakeholder trainings and the development of two of the three flagship tourism products, the Amazing Moments nature and culture & culinary, was one achievement. It can be said that the held trainings for stakeholders have been successfully be implemented. Also, the development of the new flagship products.

Service providers and important stakeholders where informed and trained to be able to transfer the values, the idea, the story and much more of this new bike destination. They got important insights in service and product quality measurements and were first hand trained in those two success decisive areas. Also, the inclusion of the regional partners within this whole process is part of the capacity building measures. They can apply the gained know-how to develop new Amazing Moments in the near future.

The main goal of creating a joint story for the Amazon of Europe as a sustainable tourism region within the workshop series of the story telling workshop within the external trainings was reached. Successfully. Many different service providers and stakeholder, covering most of the AoE destination, were trained in the joint story of the AoE destination and how to include their individual story within it. Also giving them a feeling of what it means to be part of this and how the individuals can support the greater success of this new destination was transmitted. The service providers and stakeholders got trained in how to use storytelling as an effective marketing tool for responsible tourism and got the knowledge of the concepts hero's journey and flow in tourism.

Also the external trainings beside the story telling workshop where covering the proposed topics of the training curriculum.

It is obvious, that it will be a never-ending process of learning and development. Therefore, it is great to see, that almost all visited stakeholders are motivated to take those actions and efforts, for the final goal of having a successful new green destination, Amazon of Europe. Especially the points service quality and language skills still need to be improved.