



**European Commission**  
Enterprise and Industry

# The Iron Curtain Trail

Awareness-raising Workshop for  
Estonia, Finland, Latvia, Lithuania, Poland and Norway

19<sup>th</sup> November 2009, Warsaw, Hotel Sofitel Victoria



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## Draft Programme

**EUROPEAN  
IRON CURTAIN  
TRAIL**



[www.ironcurtaintrail.eu](http://www.ironcurtaintrail.eu)



**Moderation:**

Mr Christian Baumgartner (Naturefriends International) and  
Mr Adam Bodor (European Cyclists' Federation)

	<b>Panels and Speakers</b>
8.00 – 9.00	<b>Registration</b> Time for networking and activities in the Lobby
9.00 – 9.40	<b>Welcome and Opening</b> <i>Ms Katarzyna Sobierajska</i> , Undersecretary of State, Ministry of Sport and Tourism, Poland <i>Mr Francesco Ianniello</i> , European Commission, DG Enterprise and Industry, Tourism Unit <i>Mr Michael Cramer</i> , Member of the European Parliament
9.40 – 10.45	<b>The Iron Curtain Trail as a EuroVelo route – strengths and weaknesses</b> <i>Mr Adam Bodor</i> , ECF <i>Mr Eke Eijgelaar</i> , NHTV Breda University of Applied Sciences  Panel discussion: <i>Mr Michael Cramer</i> , Member of the European Parliament <i>Mr Eke Eijgelaar</i> , NHTV Breda University of Applied Sciences <i>Mr Adam Bodor</i> , ECF <i>Mr Lee Dudley</i> , IUCN, Green Belt Officer  The presentations and the panel focus on the economic dimension of biking tourism in Europe, the potentials of the Iron Curtain Trail and local added value that could be created by the development of a biking route.
10.45 – 11.15	<b>Coffee Break</b>
11.15 – 12.45	<b>Cycling &amp; Tourism - European Good Practices as models for the Iron Curtain Trail</b>  Presentations and Panel discussion: <b>Danube Biking Trail</b> , <i>Mr Nebojša Matijašević</i> , gtz, Program for economic and employment promotion in Serbia, Project Manager Danube Biking Trail <b>Success factor networking – the example ‘Schweiz Mobil’</b> , <i>Mr Christian Weinberger</i> , EcoPlus <b>German Best Practise activities along the Green Belt</b> , <i>Ms Elke Körner</i> , BUND <b>Naturathlon – a bike event along the Green Belt</b> , <i>Mr Daniel Mourek</i> , Czech Environmental Partnership Foundation <b>The Rhön Example – how tourism businesses could profit from the Iron Curtain Trail</b> , <i>Mr Jürgen Krenzer</i> , Rhönschaf-Hotel ‘Krone’ / Rhönerlebnis pur  The presentations and the panel discuss experiences, success factors, challenges and obstacles in European long-distance biking routes or destinations with a focus on biking.
12.45 – 13.00	<b>1<sup>st</sup> conclusion highlighting the success factors and challenges for cycling tourism</b> <i>Mr Christian Baumgartner</i> and <i>Mr Adam Bodor</i>
13.00 – 14.30	<b>Lunch break (Buffet)</b>

14.30 – 15.30	<p><b>The Northern part of the Iron Curtain Trail – biking experiences in the region-Next steps for the Iron Curtain Trail</b></p> <p>Short Presentations:  <b>The Amber Trail in Poland</b>, <i>Mr Krzysztof Florys</i>, Polish Environmental Partnership Foundation  <b>The Baltic Green Belt Project – a contribution to the Iron Curtain Trail</b>, <i>Ms Elke Körner</i>, BUND  <b>ERDF-Project ‘Go cycling through Vidzeme and Southern Estonia’</b>, <i>Mr Raitis Sijats</i>, Vidzeme tourism association, Latvia  <b>The Iron Curtain Trail in Finland</b>, <i>Mr Matti Hirvonen</i>, Network of Finlands Cycling Municipalities</p> <p>Panel discussion:  <i>Mr Krzysztof Florys</i>, Polish Environmental Partnership Foundation  <i>Mr Frank Wurft</i>, Lithuanian Cyclists Community  <i>Mr Raitis Sijats</i>, Vidzeme tourism association, Latvia  <i>Ms Elke Körner</i>, BUND  <i>Mr Adam Bodor</i>, ECF National EuroVelo coordinator  <i>Mr Lee Dudley</i>, IUCN, Green Belt Officer</p> <p>The presentations and the panel discuss next steps and supporting frameworks for the implementation of the Iron Curtain Trail.</p>
15.30 – 16.00	<b>Coffee Break</b>
16.00 – 17.00	<p><b>The Iron Curtain Trail as a means for sustainable regional development European Territorial Cooperation for Cross-Border Projects</b></p> <p>Panel discussion:  <i>Ms Inga Kramarz</i>, Managing Authority Operational Programme ‘South Baltic’, Warsaw (PL)  <i>Ms Aleksandra Rapp</i>, presenting the Operational Programme ‘Central Baltic’  <i>Mr Christian Weinberger</i>, EcoPlus, Financing Experiences from Lower Austria  <i>Ms Margit Säre</i>, South-Estonian Tourism Foundation, Estonia  <i>Mr Jacek Zdrojewski</i>, Pomerania Regional Tourist Organisation, Poland</p> <p>The final panel compares and discusses several financial instruments for the support of cross-border and international projects.</p>
17.00 – 17.15	<p><b>2<sup>nd</sup> conclusion on the need for support of existing and future projects; feedback</b></p> <p><i>Mr Christian Baumgartner</i> and <i>Mr Adam Bodor</i></p>
17.15 – 17.30	<p><b>Closing remarks</b></p> <p><i>Mr Michael Cramer</i>, Member of the European Parliament  <i>Mr Francesco Ianniello</i>, European Commission, DG Enterprise and Industry, Tourism Unit  <i>Ms Katarzyna Sobierajska</i>, Undersecretary of State, Ministry of Sport and Tourism, Poland</p>

**Interpretation** in and from the following languages will be provided:

Polish, English;  
 Finnish, Latvian and Lithuanian  
 (according to participants needs)

**Info Points and video projection** should stimulate networking activities in the lobby.

**Place of the Venue:** Hotel Sofitel Victoria, [www.orbis.pl](http://www.orbis.pl)  
 Królewska 11, 00-065 Warszawa, Poland

**Registration** and further information at <http://ec.europa.eu/iron-curtain-trail>