



# TRANSDANUBE



## INVITATION

### **Kick-Off-Meeting of TRANSDANUBE**

December 10<sup>th</sup> – 12<sup>th</sup>, 2012

Event-Hotel Modul

Peter Jordan-Straße 78

A-1190 Vienna

*Dear Sir or Madam,*

*The Environment Agency Austria is very happy to invite you to the first Partner meeting of the project TRANSDANUBE, which was successfully submitted in the 4<sup>th</sup> call of the ETC-program South-East-Europe.*

*This meeting will be the official start of our project and will take place at Vienna, organized by our project partner Danube Tourism Commission.*

*During the two days of the meeting the project participants – financing project partner, associated strategic partner and observer – as well as main stakeholder will have the first time the opportunity to present themselves and their expectations of the project, to find a common understanding and methodology for the joint implementation of the activities, to learn about the requirements of such a project and to get into discussions about sustainable transport and tourism.*

*We are looking forward to meeting you in Vienna*

*Günther Lichtblau*

*Environment Agency Austria  
Head of department Transport & Noise*



# TRANSDANUBE



**TRANSDANUBE** aims to identify solutions for mobility management through sustainable accessibility and interconnectivity between cities and regions along the Danube and within participating regions by environmentally sound mobility like trains and busses, dial a ride busses and taxis, environmentally friendly alternative vehicles, ships and boats or bicycles. Special focus lies on the environmentally friendly accessibility of tourism regions and nature park. A transnational report of the state of the art on sustainable mobility as well as a good practice collection will be the basis for a common soft mobility vision for the Danube region.

Regional partners will implement their sustainable transport offers and develop soft mobility packages and regional marketing plans in strong cooperation with the main stakeholders on different levels. Existing mobility and tourism offers will be presented via a digital map, another main transnational output of the project.

**TRANSDANUBE**, led by the Environment Agency Austria, was successfully submitted at the 4th call of the transnational ETC-program South-East-Europe in November 2011. The project started at the beginning of October 2012 and will take two years. 14 financing project partners of 8 countries, mainly from the regional level will implement their soft mobility & tourism activities in the Danube Region till September 2014 with an overall budget of 2,37 Mio Euro – 85 % cofounded by ERDF resp. IPA-Fonds. With more than 30 Associated strategic partners resp. observers the project enjoys widespread support at transnational, national and regional level.

## AGENDA - DRAFT

**Monday, December 10<sup>th</sup>, 2012**

<b>13:00</b>	<i>Welcome coffee</i>	
<b>13:30</b>	<b>Modul 1 - Introduction</b>	
	<ul style="list-style-type: none"> <li>Sustainable Mobility &amp; Tourism – the challenge</li> </ul>	Robert Thaler (Ministry of Environment, AT)
	<ul style="list-style-type: none"> <li>European Strategy of the Danube Region</li> </ul>	Sabine Maigel (Danube Office Ulm)
	<ul style="list-style-type: none"> <li>Transdanube – an overview of the project</li> </ul>	Günther Lichtblau (Environment Agency Austria, AT)
	<ul style="list-style-type: none"> <li>Introduction of project partners</li> </ul>	Each financing partner
<b>15:15</b>	<i>Coffee Break</i>	
<b>15:45</b>	<b>Modul 2 – Project Management</b>	
	<ul style="list-style-type: none"> <li>Formal requirements of the project implementation</li> </ul>	Agnes Kurzweil (Environment Agency Austria, AT) Cornelia Stehlik (prisma solutions)
	<ul style="list-style-type: none"> <li>Project Steering Committee – Nomination</li> </ul>	
<b>17:30</b>	End of Day 1	
<b>18:30</b>	Evening event: Walk through the advent in Vienna city, dinner at a Viennese Restaurant	

**Tuesday, December 11<sup>th</sup>, 2012**

<b>9:00</b>	<i>Welcome coffee</i>	
<b>9:15</b>	<b>Modul 3 - Communication</b>	
	<ul style="list-style-type: none"> <li>Objective of the WP</li> </ul>	WP-Lead: PP4
	<ul style="list-style-type: none"> <li>Communication plan – draft</li> </ul>	WP-Lead: PP4
	<ul style="list-style-type: none"> <li>Visual/Corporate Identity</li> </ul>	PP2
<b>10:00</b>	<i>Coffee Break</i>	
<b>10:15</b>	<b>Modul 4 – Working in the WP</b>	
	Common Methodology – overview	Andreas Friedwagner (verracon)
	<b>WP 3 Transport &amp; Tourism System Analysis</b>	WP-Lead: PP8
	<ul style="list-style-type: none"> <li>general overview</li> </ul>	Andreas Friedwagner (verracon)
	<ul style="list-style-type: none"> <li>common methodology</li> </ul>	
	<ul style="list-style-type: none"> <li>State of the Art Analysis &amp; Good practice collection – Overview/next step</li> </ul>	
	Excuse: Good practice collection Regional and Narrow Gauge Railways ACCESS2MOUNTAIN	Ernst Lung (Ministry of Transport, AT)
<b>12:00</b>	<i>Lunch</i>	
<b>13:15</b>	<b>WP 4 Sustainable Mobility Offers + Dem.</b>	WP-Lead: PP2
	<ul style="list-style-type: none"> <li>general overview</li> </ul>	Andreas Friedwagner (verracon)
	<ul style="list-style-type: none"> <li>common methodology</li> </ul>	
	Excuse: EuroVelo	Adam Bodor
<b>14:15</b>	<i>Coffee Break</i>	
<b>14:45</b>	<b>WP 5 Mobility &amp; Tourism Marketing</b>	WP-Lead: PP3
	<ul style="list-style-type: none"> <li>general overview</li> </ul>	Hannes Hoffert (verracon)
	<ul style="list-style-type: none"> <li>common methodology</li> </ul>	
	Excuse: Packaging	Karl Reiner (ÖAR)
	Excuse: Information Systems – existing examples	20% PP - DU
<b>16:00</b>	<i>Coffee Break</i>	
<b>16:15</b>	<b>WP6 – Stakeholder involvement, evaluation, follow-up activities</b>	WP-Lead: PP1
	Evaluation concept – draft	PP1
	Conclusions: next steps, todos etc.	LP
<b>17:30</b>	End of the day 2	
<b>18:30</b>	Evening Event: Heuriger Fuhrgasslhuber	



# TRANSDANUBE



## **Wednesday, December 12<sup>th</sup>, 2012**

9:00 – 13:00 Study visit: guided tour to the new main train-station in Vienna

### **Annotations to the Agenda:**

#### **Meeting organisation:**

##### *Information on participation:*

Please inform us as soon as possible, latest until **30<sup>th</sup> of November 2012**, whether you will participate in the meeting. Please use the attached register-file

##### *Meeting cost:*

The venue, lunch and coffee will be provided.

Cost for travel and accommodation will be at the project partner's own cost.

##### *Accommodation:*

We kindly recommend you to book your rooms individually in Hotel Modul, Peter Jordan-Straße 78, 1190 Vienna, which is happy to offer you its services at a very friendly price (99 Euro per person/night, incl. breakfast). Please, refer to "Soft Mobility, Vienna 10.- 12. 12. 12". Please do your reservation as soon as possible, latest by November 28<sup>th</sup> 2012.

Event-Hotel Modul  
Peter Jordan-Straße 78  
A-1190 Wien  
Tel. +43(1)47660-0  
Fax +43(1)47660-117  
E-mail: [modulhotel@wkw.at](mailto:modulhotel@wkw.at)  
Internet: [www.hotelmodul.at](http://www.hotelmodul.at)

##### *How to get to the venue:*

[http://www.hotelmodul.at/cms/lib/f\\_dbstream.php?tn=tab\\_file&fd=file&mt=application/octetstream&id=123&hxfile&f=Zufahrtsplan.pdf](http://www.hotelmodul.at/cms/lib/f_dbstream.php?tn=tab_file&fd=file&mt=application/octetstream&id=123&hxfile&f=Zufahrtsplan.pdf)

an English description how to get to the hotel, will be provided soon.

##### *Language:*

The project partner meeting will be held in English!