



**INTERNATIONAL CONFERENCE ON THE BALTIC SEA STRATEGY
Sustainable Coastal Development in the Baltics -
Threats and Opportunities for Developing Tourism and Nature Protection**

The Baltic Sea Region is Unique in the World

May 6 - 7, 2011 The Baltic Beach Hotel, Jūrmala, Latvia

PROGRAM

Friday, May 6

9 00 **Registration**

10 00 **Opening of the Conference**

- Jānis Matulis, President of Keep Latvia Tidy
- Raimonds Vējonis, Minister of Environment and Regional Development of the Republic of Latvia
- H.E. Mats Staffansson, The Swedish Ambassador to Latvia
- Dag Briseid, Senior Adviser/Ambassador at CBSS Presidency, Ministry of Foreign Affairs (Norway)

Session 1

Infrastructure as a very important tool for developing sustainable tourism

Chairman – Hermann Bünz, FES – Baltic office

10 20 *The Baltic Sea Strategy - Opportunity for Sustainable Coast Development, Thomas Johansson, Baltic Sea unit, SIDA (Sweden)*

10 40 *"Iron Curtain Trail" as a project of the Baltic Sea Strategy, Michael Cramer, MEP (Germany)*

11 10 *Sustainable Development of Baltic Sea Region and Latvia 's potentials, Dr. Elmar Römpczyk (Germany)*

11 40 Coffee break

12 00 *Infrastructure examples in Latvia/Sweden, Peo Jonsson (Latvia/Sweden)*

12 30 *Management at the Wadden Sea coast/sea region and the WWF perspective Anja Szczesinski, WWF - Husum (Germany)*

13 00 Lunch





Session 2

How the society and NGOs can benefit to sustainable tourism

Chairman - Thomas Johansson, SIDA

- 14 00 *The relationship between government and civil society – experiences from Norway, Solfrid Foss, Ministry of Environment (Norway)*
- 14 30 *Look Inviting for guests - involve your people, Albert Caspari, InfoBalt (Germany)*
- 15 00 *Over 40 years for a cleaner archipelago and greener boating, Nora Forsman, Keep the Archipelago Tidy (Finland)*
- 15 30 *What we need to know to make a different, Joakim Brodahl, Keep Sweden Tidy (Sweden)*
- 16 00 Coffee break

Session 3

Good examples of cooperation

Chairman – Imants Gross, Nordic Council of Ministers' office in Riga

- 16 20 *The Role of Latvia in the Baltic Sea Tourism Strategy, Asnāte Ziemele, Country Holydays Association (Latvia)*
- 16 50 *From project to policy - successful cooperation in tourism projects - the example of CBSS Baltic 21, Maxi Nachtigall, CBSS (Norway)*
- 17 20 *Campaign "Save Latvian Dunes" – results and perspective, Alda Ozola, Latvian Green Movement (Latvia)*

Exhibitions / info materials

19 00 ***Reception hosted by the Norwegian Presidency of the CBSS, H.E. Mr. Jan Grevstad, the Norwegian Ambassador to Latvia***

