



21-28 JULY 2019

SUMMER UNIVERSITY ON “INTEGRATED MANAGEMENT, SUSTAINABLE TOURISM AND PROMOTION OF BIOSPHERE RESERVES”



BULGARIAN
BIODIVERSITY
FOUNDATION



United Nations
Educational, Scientific and
Cultural Organization



Central Balkan
Biosphere Reserve since 2017
Man and the Biosphere Programme



United Nations
Educational, Scientific and
Cultural Organization

Regional Bureau
for Science and Culture
in Europe



Ministry of Environment and
Water of the Republic of Bulgaria





DETAILED AGENDA

SUMMER UNIVERSITY

"Integrated Management, Sustainable Tourism, and Promotion of Biosphere Reserves (BRs)"

Sunday 21 July to Sunday 28 July 2019, Central Balkan BR, Bulgaria

METHODOLOGICAL APPROACH

The event will include theoretic sessions, discussions, and interactive sessions as well as group work, field visits, and meetings in significant 'hotspots' in the area (organic farms, wineries, guest-houses, open-air museums, eco-paths, etc.).

During the group work sessions, each group (facilitated by a tutor) will investigate a specific topic, while combining their findings with input from lectures and visits. The foreseen topics are:

- A. Large-scale joint communication projects promoting the MAB programme (locally and internationally) *
- B. Connecting and involving young people into the MAB network*
- C. Enhancement of local products and tourist services for the sustainable development of the territory
- D. Education for Sustainable Development projects within BRs

**Groups A and B are preferably aimed at participants who are in connection with a Biosphere Reserve*

The lectures and group work will be held by highly experienced professors from the University of Athens and the Bulgarian Academy of Sciences, as well as practitioners from Italy, Spain, Greece, and Bulgaria, such as Prof. Michael Scoullas, Dott. Filippo Lenzerini, and Mr. Jonathan Baker. Below you can see the detailed agenda.



DETAILED AGENDA

SUNDAY 21/07

Up to 17:00 – Arrivals and registration.

Participants are expected to arrive to Sofia Airport by noon or early afternoon. Depending on landing times, transport will be organized from the airport to Chateau Copsa close to Karlovo (the first main venue of the Summer University, approx. 2.5h drive) where participants will settle in their rooms.

17.00-19:30 – Ice breaking (or welcome) sessions: Welcome note, team building activities, and distribution of materials.

The event will start with a short introduction of all participants and ice-breaking activities. An introduction to the agenda and the organization team will follow. The session will conclude with a presentation by Bulgarian Biodiversity Foundation.

19:30 – 20:30 – Dinner at [Chateau Copsa](#), Central Balkan Biosphere Reserve.

MONDAY 22/07 – Opening Day 1: MAB Programme, Management and Local Policies

8:00 – Breakfast at Chateau Copsa and Leaving to Karlovo at 8:45.

9:00 – 10:00 – Welcome notes by Emil Kabaivanov [Mayor of Karlovo] or Stoyo Karagenski [Deputy-Mayor of Karlovo], Gencho Iliev [Director of Central Balkan National Park], Dimitar Kalugerov [Ministry of Environment and Waters of Republic of Bulgaria], Hristo Georgiev, [National Commission of UNESCO in Bulgaria] and Romyana Ivanova [Executive Director of Bulgarian Biodiversity Foundation].

10:00 – 11:00 – Keynote speaker: Jonathan Baker, [Programme Specialist, Head of Science unit UNESCO Regional Bureau for Science and Culture in Europe] - UNESCO MAB Program and Biosphere Reserve goals].

The Opening session of the Summer University will start with a welcome note by the organizers and local authorities and will continue with the keynote speaker Mr. Jonathan Baker from UNESCO Venice Office. The intervention will present the objectives of the UNESCO MAB programme and the size and structure of the worldwide network of Biosphere Reserves, as well as the main projects of the MAB programme.

11:00 – 11:15 – Coffee Break.

11:15 – 12:00 – Presentation of Bulgarian MAB Committee, and Bulgarian BRs:



- Vladimir Vladimirov [Chair of Bulgarian MAB Committee] and Tsvetelina Ivanova [Ministry of Environment and Water]: Presentation of Bulgarian MAB Committee
- Bulgarian BRs: Sergey Aleksandrov [Central Balkan National Park Directorate]: Presentation of "Central Balkan Biosphere Reserve", Mariya Mihaylova - [Chervenata Stena BR](#), Momchil Petrov - [Srebarna BR](#), Stanislav Georgiev - [Uzunbudjak BR](#)

The session will start with an overview of the work done by the Bulgarian MAB Committee and will continue with a presentation about Central Balkan Biosphere Reserve, its history and rich biodiversity, as well as its potential for future development and management. After that, representatives from other BRs in Bulgaria will present the other three BRs in Bulgaria.

12:00 – 13:00 – Filippo Lenzerini [Punto 3] - Exchange of experiences and peer training among local stakeholders in BRs.

The session will focus on the opportunities that the international MAB network offers to BRs' stakeholders to share knowledge, develop cooperation projects, and attract funds. Some experiences will be presented, and participants will be stimulated to think about new opportunities.

13:00 – 14:00 – Lunch at a nearby restaurant in the center of Karlovo and transfer back to Chateau Copsa.

14:30 -16:00 – Free time at Chateau Copsa.

Free time at the hotel. Participants will have time to enjoy the scenery, check their e-mails and rest by the pool. They will be asked to be back at the hotel lobby at 16:00h for the afternoon sessions.

16:00 – 17:00 - Integrated approaches and methods for sustainable management of biosphere reserves; MAB Networks: M. Scoullou [Greek National Committee of Man and the Biosphere Program of UNESCO] - Integrated approaches and methods for sustainable management of biosphere reserves.

The intervention will focus on the Integrative Methodological Framework (IMF) that combines approaches from the Integrated Coastal Zone Management and Water Resources Management and the Ecosystem Based Approach (EBA). Such approaches can be applied within the BR or any other 'designated' site or conservation area. Ref: <https://www.gwp.org/globalassets/global/toolbox/references/imf-guidelines-final.pdf>.

17:00 – 17:15 – Coffee Break at Chateau Copsa.

17:15 – 18:00 – Formation of working groups, first session with the tutor (aims, roles, way of work in each group).

There will be four groups which will work together during the designated time for group work. During this first session, the participants will be divided to 4 groups based on their preferences



indicated in the application form. Once the groups are formed, they will start working with their tutor in order to discuss their goals and way of work:

- A. Large-scale joint communication projects promoting the MAB programme (locally and internationally) *
- B. Connecting and involving young people into the MAB network*
- C. Enhancement of local products and tourist services for the sustainable development of the territory
- D. Education for Sustainable Development projects within BRs

**Groups A and B are preferably aimed at participants who are in connection with a Biosphere Reserve*

18:30 – 19:30 – Guided walking tour to the historic town of Karlovo.

The evening agenda will include a guided visit to the center of [Karlovo](#), where participants will be given the chance to explore the city and its traditions.

20:00 – Dinner at Edno Vreme Restaurant in Karlovo + local dances from the Balkans.

Seated dinner at a traditional Bulgarian restaurant in the city center of Karlovo. Before dinner, the participants will have the chance to see the performance of authentic local folklore clubs. After dinner, the buses will drive the participants back to the hotel (around 15mins drive).

TUESDAY 23/07 – Sustainable Tourism and Education for Sustainable Development (ESD)

The second day will focus on Sustainable Tourism and will combine some talks about ESD. The day will give the participants the chance to explore the mountain, learn more about the management of the protected area and the possibilities the region provides for sustainable tourism. The afternoon session will focus on Education for Sustainable development and will help the working groups learn more about the topic. The day will include a hike in the mountain, so participants will be asked to wear comfortable shoes, a hat, and bring sunscreen and water. Pocket lunch will be provided.

8:00 – Breakfast at Chateau Copsa.

8:30 – Early leaving from the hotel.

8:30 – 9:30 – Transfer to “Pod Balkana” organic dairy farm: On site talk + cheese tasting.



The morning will start with a short stop at "Pod Balkana" farm which is not just producing organic cheese and yoghurt, but also has developed a visitor's center where customers can buy and see how the cheese is produced. The owners will shortly talk about their farm and their business model. In addition, the director of Bioselena – Tencho Hristov will also talk about their collaboration and how their organization assist farmers in the BR.

9:40 – 10:30 – Transfer to Central Balkan National Park Directorate visitors' center in Kalofer.

The day will continue with a visit in the National Park Directorate visitors' center in Kalofer where the local experts will tell us more about the National park and its biodiversity and importance. If there is enough time, a short movie about Central Balkan will be presented.

10:30 – 11:00 – Transfer to the "Byala reka Eco-trail" in the mountains.

The buses will then drive the participants to the mountain to the beginning of the "Byala Reka" Eco-trail.

11:00 – 13:00 – Hiking in "Byala reka Eco-trail" with a local guide.

The "Byala reka" Eco trail has been designed by the park directorate and includes many educational signs along its way. The hike should take about 2 hours and is relatively easy, however comfortable or hiking shoes are a must.

13:00 – 14:00 – Pocket lunch (provided by Lift Sopot) at a camping site.

The day will continue with a lunch break in the mountains close to the river. Participants will be provided with a pocket lunch in the morning and will have to carry it by themselves.

14:00 – 14:30 – Transfer back to the hotel.

The buses will then transport the participants back to the hotel for some free time.

14:30 – 16:00 – Free time

Free time at the hotel. Participants will have time to enjoy the scenery, check their e-mails and rest by the pool. They will be asked to be back at the lobby of the hotel at 16:00h. for the afternoon sessions.

16:00 – 17:00 - Education for Sustainable Development [prof. M. Scoullos].

The session will present the evolution of Education for Sustainable Development (ESD) and emphasize on how its philosophy, concepts, and methods can be linked with the management of BRs and other designated and conservation areas. Moreover, the presentation will update us on ESD related developments and priorities stemming from the recent UNESCO Forum in Hanoi.

Ref: <http://mio-ecsde.org/protarea/book.html>

17:00 – 17:15 – Coffee break.

17:15 – 19:00 – Group work.



The afternoon will continue with group work where participants divided into 4 groups will work on their projects and will try to accommodate the key take-aways from the day.

20:00 – Dinner at Chateau Copsa.

WEDNESDAY 24/07 – Day 3: Sustainable Agriculture, Local Products and Business

The third day of the Summer University will focus on Sustainable Agriculture and Local Products and Business and will present to the participants some local businesses which are working closely with the natural resources of the BR. The participants will have the chance to see different business models and reflect on the day during the time devoted for group work.

8:45 – The buses will leave for Lift Sopot at 8:45h.

09.00 - 11:00 – Breakfast visit at Lift Sopot and on-site talk about paragliding and combined tourist products and activities [Lift Sopot].

The day will start with a breakfast visit at Lift Sopot which is run by the same owners of the organic farm in Rozino which will be visited afterwards. The lift is one of the entry points to the Central Balkan Mountains and is used by many tourists who like to hike or bike (there are several mountainous paths for hikers, as well as downhill bike routes). Since 2005, the lift has also become extremely popular for paragliders. In 2018, the Paragliding World Cup was held here and welcomed many contesters from around the world.

11:00 - 11:30 – After the visit to the Lift the participants will get on the buses and will be transferred to Rozino Organic Farm.

11.30 - 13.00 – Visit of Rozino Organic Farm and On-site lecture on Sustainable Agriculture and Business [Tsenko Tsenkov, Rozino Organic Farm) + Overview of Organic Farming in Bulgaria [Tencho Hristov, [Bioselena](#)].

The visit to the farm will start with a walk around the farm where the participants will have the chance to see the animals and follow the process of milk and cheese making. Almost all the milk produced in Rozino Organic Farm is used to produce high-quality natural gelato which is then sold in Lift Sopot and in Sofia. The farm also produces a variety of chesses. During the visit, Mr. Tsenko Tsenkov who is taking care of the animals will explain about the Jersey breed and why they have made such selection. In addition, a representative from the farm will focus on the development of the farm and their vision and goals, while an expert from Bioselena will talk about their mutual cooperation with regards to organic farming in general.

13:00 – 14:00 – Lunch provided by Rozino Organic Farm.



Lunch will be served outdoors and will be provided by Rozino Organic Farm.

14:00 – 15:30 – Group work.

After lunch, the participants will be asked to gather in groups and work on their projects while also reflect on the discussions from the day.

15:30 – 16:00 – At 15:30 the participants will get on the buses and will be transferred to “[Bulgarian Rose](#)” Distillery.

16:00 – 16:45 Visit to Bulgarian Rose Distillery.

This is one of the largest rose oil factories in the region which produces a variety of rose oil products. The participants will be given a guided tour and will be presented to the process of rose oil production.

17:00 – 19:30 – Transfer back to the hotel and free time.

20:00 – Dinner and Wine tasting at Chateau Copsa

The last day at Chateau Copsa will be accompanied by a wine tasting organized by the Hotel. Chateau Copsa owns 50 hectares of vineyards, located in the very heart of the Rose Valley. This wine microregion, tucked away between the southern slope of the Balkan Mountains and Sredna Gora, is extremely suitable for cultivating high quality white grape varieties. The unsurpassed fragrance of the rose and lavender fields, the constant movement of air masses, the mild climate due to the two mountains surrounding the valley, all this contribute to the unique terroir of the region, which participants will be given the chance to taste.

THURSDAY 25/07 – Branding and Marketing

The fourth day of the summer university will be used to travel from the Southern Part of the BR to its Northern Part. The day will also include sessions and visits related to Branding and marketing.

8:00 – Breakfast at Chateau Copsa.

9:00 – Leaving the hotel to the Northern part of Central Balkan Biosphere reserve.

10:00 – 11:00 Visit of Rosa Damascena Visitors’ center at Skobelevo.

The participants will visit a new modern center which has used the rose oil as a brand and has developed a successful visitor’s center. The guided tour will provide a little bit more background about the rose oil production and their story.

11:00 – 13:00 – Transfer to Oreshak – The ride should take a little over two hours.

13:00 – 14:00 – Right after the participants arrive, lunch will be served at Casa Art Restaurant.



After lunch, the participants will be guided to their houses – there will be two guest houses where the participants will be accommodated – “Trite Pati” and “Oreshaka”. Breakfast will be served at the guest houses (participants will be responsible for washing their own dishes and cups). Lunch and dinner will be served at Casa Art Restaurant.

14:00 – 16:00 – Free time.

16:00 – 17:00 - BR Branding Strategies (F. Lenzerini)

The session will focus on how to define a Biosphere Reserve Branding strategy, following the Lima Action Plan and in coherence with the “Communication and Branding toolkit” realized by EuroMAB staff. During the session will be also presented some concrete and different example of BRs' project connected to the use of MAB and BR brand on products and services.

17:00 – 17:30 – Cheese tasting organized by Cosmos Restaurant.

17:30-18:00 - Green Cheese from Central Balkan [Tzvetan Dimitrov, “Edinenie” project].

The session will present the “Edinenie” (Unity) project which Tzvetan Dimitrov is running together with several restaurants in Sofia (“Cosmos”, “Fabriga Daga”, and “Raketa Rakia Bar”). The project is focusing on long forgotten or well preserved local traditional foods and products, and is trying to transform them into modern and traditional meals and recipes. The specific “green cheese” is only produced in the village of Cherni Vit by a local man called Tzvetan Dimitrov who has managed to draw interest around its unique product and has created not only demand but also interesting ways of presenting it to the public collaborating with high-skilled chefs.

18:00-18:30 Slow Food Bulgaria [Desislava Dimitrova, Slow Food Bulgaria].

The session will describe the work of the Slow Food organization in Bulgaria and its connections to Biosphere Reserves. An overview of different projects and events will be presented, and focus will be put on the different possibilities to present local products and promote them.

18:30 – 19:30 – Group work.

At the end of the day, the participants will be asked to gather in their respective groups and continue working on their projects while reflecting on the things they have learnt during the days so far.

20:00 – Dinner at Casa Art.

FRIDAY 26/07 – Science and Tourism

The fifth day of the summer university will focus on science and tourism. There will be some interesting talks about ecosystem services and human activity and in the afternoon, focus will be put on possibilities to preserve the nature and promote tourism at the same time. Alternative forms of promotion of



protected areas and examples of citizen science will be given to the participants. The day will end with an open event where local people will be invited to learn more about the work of the summer university participants and presentations will be given.

8:00 – Breakfast at the guest houses where participants will be accommodated. Breakfast will be delivered from a local restaurant at 8:00 and participants will be responsible for their own cutlery.

9:00 – 10:00 – Biosphere Reserves and Ecosystem Services [prof. Stoyan Nedkov, Bulgarian Academy of Sciences].

The focus of the lecture is the concept of ecosystem services and its implementation in studies and management of the biosphere reserves. Ecosystem services are the benefits that people obtain from ecosystems and thus they can be used to represent the environmental interrelations between the main aspects of sustainability. The management of human-environmental systems, such as biosphere reserves, is strongly accompanied by several decisions about the intensity of human actions, which potentially affect natural or nature-near ecological systems. The ecosystem services concept can be used as a tool to identify the variety of useful function of the ecosystems and the corresponding needs of the society in order to define trade-offs and synergies as a result of particular human activity. The lecture will present methods for mapping and assessment of ecosystem services with some practical examples of their implementation.

10:00 – 11:00 – Sustainable tourism - mission possible – Eleonora Yosifova [Bulgarian Association for Alternative Tourism].

The afternoon session will focus on Sustainable Tourism and will be held by a representative of [Bulgarian Association for Alternative Tourism](#) and will focus on the meaning of sustainable tourism, its main ideas and why it is important to develop it worldwide. The lector will also present the tourism situation in Bulgaria and compare it with the other countries. At the end, the session will show some best practices and will initiate a discussion with the group.

11:00 – 13:00 - Group work

The participants will have the morning to finalize their presentations which will be given at the open event later during the day. They should prepare slides in English and preferably choose one Bulgarian to give the presentation because the event will be open to the public. The presentations should present their work and ideas following the guidelines from the tutor.

11:00 – 11:15 – Coffee break.

13:00 – 14:00 – Lunch at Casa Art Hotel.

14:00 – 16:00 – Free time at the guest houses.



16:00 – 16:40 - Botanical Tours as an education and promotional tool [Rossen Vassilev, Bulgarian Biodiversity Foundation].

The session will focus on the experience of BBF in organizing botanical lectures and traveling seminars for amateurs. A growing interest on Bulgarian nature and biodiversity among wide range of people of different sex, age and occupation is established in recent years. This is the reason to develop curriculum for lectures and series of guided tours dedicated to the extremely rich wild flora and protected areas of the country. The botanical tours of BBF are assessed as successful instrument for non-formal education and public promotion of nature conservation initiatives.

16:40 – 17:00 – Transfer to Troyan.

17:15 – 19:00 – Presentation of the result of project work to local administrators and BRs stakeholders:

Welcome note by the Mayor of Troyan: Donka Mihaylova.

The session will be open to the public and will include an overview of the MaB programme, as well as presentations from the participants which will present their group work and ideas.

19:00 – Dinner cocktail at the Cultural – Info Center in Troyan.

SATURDAY 27/07 – Conclusions, Recommendations and Evaluation

8:00 – Breakfast at the guest houses where participants will be accommodated. Breakfast will be delivered from a local restaurant at 8:00 and participants will be responsible for their own cutlery.

8:50 – 9:00 – Transfer to the National Exhibition of Crafts and Arts in Oreshak.

9:00 – 10:00 Visit of the National Exhibition of Crafts and Arts in Oreshak [Ivan Chakarov, Oreshak]

The day will start with a guided visit to the National Exhibition of Crafts and Arts in Oreshak, where participants will be given the chance to learn more about the local crafts and the work of the center with regards to preserving the traditions and working with the locals and the youth. After the guided visit, the participants will continue with the sessions in one of the exhibit halls of the center.

10:00 – 11:00 Festivals as a promotional tool for attracting tourists [Stoyan Stoyanov, ProWay PR Agency].

The session will present different examples from various festivals in Bulgaria focusing on local products or cultural aspects which are used as a promotional tool and aim not only to attract tourists but also to present the local heritage in a modern and interesting way.

11:00 – 11:15 – Coffee break.

11:15 – 13:00 – Pottery workshop at the National Exhibition of Crafts and Arts in Oreshak

The participants will be given the chance to try traditional pottery-making techniques and create their own art objects with the guidance of a local craft expert. The region of Troyan has rich clay



deposits needed for good quality ceramics and is popular with its unique ceramic designs which the participants will try to replicate and produce.

13:00 – 14:00 – Lunch at Casa Art.

14:00 – 15:00 – Free time at the guest houses.

15:00 – 17:00 Leaving the hotel to a guided visit to Troyan monastery and the city of Troyan.

The Troyan monastery is the third biggest monastery in Bulgaria and the third in significance as well. According to the monastery's chronicles, the Troyan Monastery was established in the beginning of 17th century by several hermits who also brought with themselves the miracle-working icon of "Holy Virgin Troerouchitsa" (three-handed Holy Mother). The monks won the respect of the local residents who started visiting them for prayer and advice. Subsequently, a church consecrated to the Holy Virgin was built. After the visit to the monastery, the participants will have a guided tour to the old part of the city of Troyan.

17:15 – 18:00 – Wrap up session and evaluation of the summer university

The summer university will end with an evaluation session where the participants will have to provide their feedback about the overall experience. Cultural Info center in Troyan.

18:00 – 19:00 – Free time in Troyan and transfer back to Oreshak

20:00 – Dinner at Casa Art Hotel.

SUNDAY 28/07 – Departures

9:30 – Leaving for Sofia Airport (approx. 2h15min).



ORGANISERS

The Summer University is co-organized and supported by:



Bulgarian Biodiversity Foundation

<http://bbf.biodiversity.bg/>



Central Balkan Biosphere Reserve and Central Balkan National Park

<https://visitcentralbalkan.net/>



UNESCO Regional Bureau for Science and Culture in Europe

www.unesco.org/new/en/venice



Ministry of Environment and Water of the Republic of Bulgaria

<https://www.moew.government.bg/en/>



Mediterranean Information Office for Environment, Culture and Sustainable Development (www.mio-ecsde.org) through its education initiative MEDIES (www.medies.net).



UNESCO Chair and Network on Sustainable Development Management and Education in the Mediterranean of the University of Athens

<http://unescochair.chem.uoa.gr/>



Rozino Organic Farm, Lift Sopot and Gelatto and Latte

<https://www.instagram.com/gelatoandlatte>

<https://lift-sopot.com/>



Chateau Copsa, Karlovo and Hotel Casa Art, Oreshak

<https://copsa.bg/en/>

<https://arthotel.bg/en/>



Municipality of Troyan and Municipality of Karlovo

<https://www.troyan.bg/>

<http://karlovo.bg/>