

Factsheet

Project Data:

Project Partner: 5 project partners from 5 different countries	Applicant/ Lead Partner: Danube Office Ulm/ Neu-Ulm
Project Duration: 01.10.2020 – 30.09.2022	Funded by: State Ministry of Baden-Württemberg
Total Project Budget: 125.816 €	Co-financing (Co-financing-rate 75%): 94.362 €

»Danube Guides Action« focuses on further education and professionalization of the 93 Danube Guides who were trained in a pilot action during the Interreg B, Danube Transnational Programme, project LENA (2017-2019). Danube Guides are special nature-culture guides for the Danube Region with the aim of communicating the valuable natural and cultural heritage of the Danube region by providing suitable offers to different target groups (tourists, schoolchildren, local population, children, people with disabilities etc.). Thus, the project contributes to environmental protection and awareness raising in the Danube region. Therefore, demand-oriented advanced trainings and network meetings are held to stimulate the actual offer development by the trained guides. Another central issue is the continuation and further development of the cooperation between the project partners (PP) in the field of environmental education in order to build up a (regional and transnational) Danube Guides network in the future, serving as a sustainable basis for the brand Danube Guides in the Danube region.

Project Goals:

Qualification of the Danube Guides to independently develop integrated educational opportunities focusing on environmental issues and improve already existing ones.

- Development of a viable cooperation between partner organizations, Danube Guides trainers and Danube Guides at regional and transnational level.
- Further qualification and professionalization of the Danube Guides through regional intensification courses to increase competence and knowledge (capacity building).
- Sensitization of different target groups for the Danube as a lifeline and as a connecting natural and cultural area.

- Support of the local economy, especially in remote regions along the Danube. The new educational opportunities of Danube Guides provide income opportunities in these regions. The corona pandemic reinforces the importance to foster eco-tourism based on small-scale offers instead of mass tourism.

Project Activities:

Danube Guides network/cooperation

- Three transnational meetings for knowledge exchange, networking, learning from each other, discussion of project progress and clarification of questions regarding general project management are planned. The kick-off meeting will be held digitally due to the Corona pandemic.
- Bilateral meetings with 2-3 relevant tourism organizations (and/or regional, tourism infrastructure, tour operators etc.). The meetings take place in person in compliance with the hygiene protection measures or digitally.

Capacity building and intensification

- All PPs organize intensification and networking workshops for the Danube Guides in their respective countries with a focus on capacity building and support in product development.
- A further knowledge transfer and training of the Danube Guides is achieved through webinars. In two to three webinars, specific knowledge can be imparted by an expert lecture and an exchange of good practice can be facilitated.

Marketing/promotion

- In the context of »Danube Guides Action« the already existing homepage (www.danubeguides.net) will be extended and constantly updated. The homepage will promote the developed offers of the guides.
- Further promotion will be achieved by a common brochure. Furthermore, the project will be promoted at other Danube-related, international events in which the PP will participate.

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Project Partners:

Danube Office Ulm/ Neu-Ulm gGmbH	Germany
WWF Bulgaria	Bulgaria
Comana Nature Park Administration	Romania
Non-governmental organization "Podunav" Backi Monostor	Serbia
Regional Development Agency of Gorenjska, BSC, Business Support Center, Ltd, Kranj	Slovenia