



## INVITATION AND FINAL BRIEFING CUPA IMPLEMENTATION LAB

Braşov 26- 28 November 2014

### INTRODUCTION

In the framework of the CUPA programme the seventh Implementation Lab Workshop can be announced, to be held on Wednesday 26<sup>th</sup> till Friday 28<sup>th</sup> of November 2014 in Braşov (Romania).

All CUPA Partners that have enlisted as well as external experts are invited to take part in this Braşov Implementation Lab Workshop, are kindly requested to travel to Braşov on Tuesday 25<sup>th</sup> of November to be able to join the **informal getting together** which will be arranged in the evening of the 25<sup>th</sup> of November 2014. All international participants will be given the opportunity to meet and join for an informal walk through the old city of Braşov and join the informal gathering at 19.00 hours. (**Meeting point: The Lobby of the CUBIX Hotel**, see <http://www.hotelcubix.ro/home/>)

The walk will be guided by the City of Braşov ending around 20.00 hours in the **informal supper in a to be determined restaurant** in a location closely situated to the hotel where the international participants are housed.

The preparatory visit which was made on the 3<sup>rd</sup> and 4<sup>th</sup> September 2014 resulted in a specification of the case study of the Braşov Implementation Lab, which is published on the III website.

The registration of all participants will take place in the CUBIX Hotel (<http://www.hotelcubix.ro/home/>) on Wednesday morning 26<sup>th</sup> of November at 8.30 hours. You will be handed out a name badge, a name plate and a portfolio with the programme update, the list of participants as well as the CV's of the international and national experts. On the registration desk we will have the printed materials about the study case area available.

See for the detailed programme and venues the III website page

<http://iiinstitute.nl/news/cupa-implementation-lab-brasov-romania-2014> (including participation form)

### The case study of the Braşov workshop deals with the Poiana Braşov recreational area.

There is a great concern about the prospects of the recreational area that has a long track record in winter sports. During our preparatory visit, it turned out that the winter temperature on the 1850 meter high mountains slopes was not as cold during winter times (+4°C) as it was expected and that some concerns came to the surface that climate change trends would worsen this situation in coming years. And that the stakeholders should prepare themselves on this effects in such a way that the Poiana Braşov area should be turned into an all year round recreational area. Another impression was that too little effort was made in bringing the valuable characteristics of Braşov and its recreational area known to a wider public, both inside and outside Romania. These first impression are more extensively published on the website of the International Intervention Institute ([www.iiinstitute.nl](http://www.iiinstitute.nl)).

The participants of the workshop will be encouraged to identify different aspects of involving stakeholders also financially and to suggest possible spatial proposals for the introduction of additional or new functions that could easily be combined with functions already established in Poinana Braşov.



According to the Danubian Green House foundation as co-organizer of CUPA Braşov, the **main challenges** for the sustainable development of the Poiana Braşov resort are related to:

- **Defining** (or re defining) **the touristic development potential** of the Poiana Braşov resort.
- **Specifying problems and opportunities that arise from the close vicinity with a major city** and its surrounding urban functional area.
- The need to improve the **level of accessibility**. The resort is accessible by two mountain roads, one of which starts from the center of the city of Braşov. Also, the limited parking generates traffic congestion and difficulty of getting around the resort.
- Providing a **diverse portfolio of services and touristic attractions** for the visitors all year around. For the moment, the number of tourists varies, with peaks during the winter season and mid-summer weekends. It is worth mentioning that on a radius of 20-30 km around Poiana Braşov resort there are a lot of touristic attractions including the historic center of Braşov with the famous Black Church, the Bran Castle (also known as Dracula's castle), various fortified churches, the Braşov Fortress, the ski resorts of Predeal and Sinaia, etc.
- Providing the **infrastructure prerequisites necessary for increasing the rate of occupancy** for all the hotels and guest houses in the resort during the entire year.

A complete case study dossier including the relevant maps are all published on- and downloadable from - the websites of the International Intervision Institute. ([www.iinstitut.nl](http://www.iinstitut.nl))

All participants are urged to visit the website for possible updates of the dossier.

**Request 1:** If not done already please submit the filled out participation form which is also available on the III website ([www.iinstitut.nl](http://www.iinstitut.nl)).

We kindly ask you for attention regarding the following issues that have to be in place to make sure the Braşov Implementation Lab will run smoothly.

Most important in this respect are the **reference cases** that international CUPA participants are invited to present on the first day of the workshop. The idea is to present cases that bear relevance to the Poiana Braşov challenges for which multifunctional area development **concepts** play a role and as before, planning processes involving different stakeholders are problems that have to be dealt with.

**Request 2:** Every participant is invited to present in about 10 power point sheets, a case from their own city or region regarding the ways your city manages touristic site development. These experiences could be helpful as input for the brainstorm workshop on the second day.

**Request 3:** Every participant is requested to (preferably) send in or else bring in hard copy a short CV.

We are looking forward seeing you in Braşov

Also on behalf of Volkmar Pamer, Vincent Neumayer and Ovidiu Slimac kind regards



Huibert A Haccoû, International Intervision Institute

## PROGRAMME

### DAY 1 Wednesday 26<sup>th</sup> of November 2014

08.15 Gathering in hotel lobby of the CUBIX Hotel in Braşov. (<http://www.hotelcubix.ro/home/>) walk to the Braşov City Hall and/or ARO-Palace Hotel, the venue of our Implementation Lab Workshop .

#### 08.30-09.00 Participant registration (location Braşov City Hall and/or ARO-Palace Hotel)

You will be handed out a name badge, a name plate and a portfolio with the programme update, the list of participants as well as the CVs of the international and national experts. On the registration desk we will have the printed materials about the study case area available.

09.00 The CUPA Implementation lab workshop Opening

**Official welcome** by the City of Braşov - George Scripcaru - Mayor of Braşov City and Dragos David - General Manager AMB.

09.30 General introduction to the programme by **Huibert A. Haccoû**, CUPA Facilitator and chair of the Implementation Lab, and **Volkmar Pamer**, City Planner Vienna .

09.45 The CUPA programme and its ambitions by **Vincent Neumayer** Project Manager of Tina Vienna.

10.00 Introduction to the study case area by **Ovidio Slimac** President and **Sorin Peligrad** Vice president of the Regional Centre Competitiveness and Training Centre Casa Verde a Dunării.  
**Formulation of the problem statements;** and a short discussion.

10.30 Coffee break.

11.00 Reference cases: presentations from the in CUPA Participating Cities.

13.00-14.30 Lunch break at the **location Sergiana Restaurant.**

<http://sergianagrup.ro/en/restaurants/sergiana-restaurant/>.

14.30 – 16.30 Bus ride on and around **Poiana Braşov recreation area** and its context.

16.30 Visit Old Town Braşov (Black Church, Citadela of Braşov, etc.)

19.00 Welcome dinner at the restaurant "Coliba Haiducilor"

[http://www.tripadvisor.com/Restaurant\\_Review-g616229-d2355599-Reviews-Coliba\\_Haiducilor-Poiana\\_Brasov\\_Brasov\\_County\\_Central\\_Romania\\_Transylvania.html](http://www.tripadvisor.com/Restaurant_Review-g616229-d2355599-Reviews-Coliba_Haiducilor-Poiana_Brasov_Brasov_County_Central_Romania_Transylvania.html).

21.30 End of day 1.

## DAY 2 Thursday 27<sup>th</sup> of November 2014

- 08.15 Gathering in the hotel lobby of the CUBIX Hotel in Braşov to walk to the workshop venue in the ARO Palace Hotel.
- 08.30 Introduction and Q & A; subgroup formation, two to three subgroups will be formed.
- 09.30 Coffee break
- 10.00 Working session subgroups starting with **Observations**  
Coffee /Tea on side tables in the subgroup rooms.
- 12.30 Lunch ARO PALACE/Sergiana Restaurant Braşov
- 14.00 Working sessions continued with **Suggestions**.  
Coffee/Tea on side tables in the subgroup rooms.
- 15.30 Introduction, formation and instruction of task forces.  
Start of the **Recommendation** phase.
- 17.30-18.00 Coffee Break. End workshop sessions, return to the hotel.
- 18.00-19.00 Facilitators sit together to formulate the main messages to be presented as result of the IL .
- 19.30 Dinner, CUBIX Hotel (<http://www.hotelcubix.ro/home/>)

## DAY 3 Friday 28<sup>th</sup> of November 2014

- 08.10 Gathering in the hotel lobby. Check out of the hotel!
- 08.30 Plenary start of the last IL workshop day.
- 09.00-10.30 Working groups exchange and finalize their recommendations.  
Coffee/Tea on side tables.
- 11.00 Walk to the **City Hall of Braşov**
- 11.30 Presentation of recommendations to the Municipal decision makers and end of the Braşov CUPA IL Lab meeting.
- 12.30-13.00 Press Conference – "Braşov Resolution" (Foreign Ministry of Affairs, Spiru Haret University, Romanian Academy, Braşov City Hall, A.M.B., C.V.D., III, Vienna City Hall, TINA Vienna)
- 13.30 Lunch  
<http://sergianagrup.ro/en/restaurants/sergiana-restaurant/>

## PARTICIPANTS

### INTERNATIONAL PARTICIPANTS:

- **Huibert A. Haccoû**, Managing director of the International Intersivision Institute. Professor urban planning and environmental Sciences School for the Build Environment Saxion University of Applied Sciences Deventer (Netherlands) **[confirmed]**
- **Martijn Kramer**, Managing director of the International Institute for the Urban Environment Delft (Netherlands) **[confirmed]**.
- **Femke A. Haccoû**, Landscape Architect City of Amsterdam, Department for Spatial Planning as Landscape Architect (Netherlands) **[confirmed]**
- **Volkmar Pamer**, Urban planner of the City of Vienna (Austria) **[confirmed]**
- **Vincent Neumayer**, Project Manager, TINA VIENNA, (Austria) **[confirmed]**
- **Sandra Gassner**, Tourist Development Consultant (Austria) **[confirmed]**

### PARTICIPANTS FROM BRAȘOV

The following local and national and international partners are invited to participate: these are urban planners, traffic expert, landscape planners, developers, architects and district representatives.

### DOMESTIC CUPA PARTICIPANTS (to be invited) :

<i>INSTITUTION</i>	<i>Title / Surname and Name</i>	<i>E-mail</i>	<i>Position on IL</i>
City Hall Brasov	Mayor – George SCRIPCARU, Vicemayor – Adrian ATOMEI, Architect Chief – Marilena MANOLACHE	<a href="mailto:scripcaru@brasovcity.ro">scripcaru@brasovcity.ro</a> <a href="mailto:adrian.atomei@brasovcity.ro">adrian.atomei@brasovcity.ro</a> <a href="mailto:arhsef@brasovcity.ro">arhsef@brasovcity.ro</a>	executives
Metropolitan Agency Brasov	General Manager – Dragos DAVID, Projects Coordinator – Eduard BUTAN	<a href="mailto:dragos.david5@gmail.com">dragos.david5@gmail.com</a> <a href="mailto:eduardbutan@yahoo.com">eduardbutan@yahoo.com</a>	executives
County Council Brasov	President – Mihai PASCU	<a href="mailto:mihaiпасcu2004@yahoo.com">mihaiпасcu2004@yahoo.com</a>	guests
Prefecture Brasov	Sandor Ambrus ROMER	<a href="mailto:romer.sandor@gmail.com">romer.sandor@gmail.com</a>	guests
RAT Brasov	Cristian RADU	<a href="mailto:cristian.radu@ratbv.ro">cristian.radu@ratbv.ro</a>	executives
Danubian Green House	President – Ovidiu SLIMAC	<a href="mailto:ovidiu.alimac@casaverdeadunarii.ro">ovidiu.alimac@casaverdeadunarii.ro</a>	executives
EUSDR Danubian Green House	General President - Bogdan BALTAG	<a href="mailto:secretariat@casaverdeadunarii.ro">secretariat@casaverdeadunarii.ro</a>	executives
EUSDR Danubian Green House	Vice President - Sorin PELIGRAD	<a href="mailto:sorin.peligrad@casaverdeadunarii.ro">sorin.peligrad@casaverdeadunarii.ro</a>	executives
EUSDR Danubian Green House	Vice President - Constantin GROSU	<a href="mailto:constantin.grosu@casaverdeadunarii.ro">constantin.grosu@casaverdeadunarii.ro</a>	executives
ANTREC	Maria VISAN	<a href="mailto:maria.stoian@antrec.ro">maria.stoian@antrec.ro</a>	executives
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<b>INSTITUTION</b>	<b>Title / Surname and Name</b>	<b>E-mail</b>	<b>Position on IL</b>
University "Transilvania"	Students -	-	guests
ADR Center	Simion CRETU	<a href="mailto:office@adrcentru.ro">office@adrcentru.ro</a>	guests
University "Spiru Haret" Brasov	Alexandru IONAS	<a href="mailto:ionasalexandru9@gmail.com">ionasalexandru9@gmail.com</a>	guests
ANC	Ovidiu FODOR	<a href="mailto:fodor_ro@yahoo.com">fodor_ro@yahoo.com</a>	guests
Romanian Architect Order	Gheorghe IONASCU	<a href="mailto:gionascu@yahoo.com">gionascu@yahoo.com</a>	executives
Sustainable Development Agency	Luciana CRISTEA	<a href="mailto:Luciana.cristea@addjb.ro">Luciana.cristea@addjb.ro</a>	guests
City Hall of Moeciu	Niculae CLINCIU	<a href="mailto:adiclinciu@yahoo.com">adiclinciu@yahoo.com</a>	guests
SFMT	Manager – Tiberiu FORIS SEO – Eugenia BRAESCU	<a href="mailto:tiberiu.foris@yahoo.com">tiberiu.foris@yahoo.com</a> <a href="mailto:eugenia.braescu@gmail.com">eugenia.braescu@gmail.com</a>	executives
University of Chisinau	Adriana BIRCA	<a href="mailto:birca_adriana@yahoo.com">birca_adriana@yahoo.com</a>	guests
SKV	Marcel SOFARIU	<a href="mailto:marcel.sofariu@skv.ro">marcel.sofariu@skv.ro</a>	executives
Belvedere Hotel	Manager	<a href="mailto:office@hotelbelvederebv.ro">office@hotelbelvederebv.ro</a>	executives
Cubix Hotel	Dan CHIVU	<a href="mailto:dan.chivu@hotelcubix.ro">dan.chivu@hotelcubix.ro</a>	executives
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Pro Invest Association	President – Ciprian B. VISAN	<a href="mailto:president@proinvestromania.org">president@proinvestromania.org</a>	
The house of Viorel/ Coliba Haiducilor	Manager – Viorel NICA	<a href="mailto:info@colibahaiducilor.com">info@colibahaiducilor.com</a>	executives
Centru de prevenire si evaluare si consiliere Antidrog	SEO - Anda SAMSON	<a href="mailto:samsonanda@yahoo.com">samsonanda@yahoo.com</a>	guests
Hotel Sport	Manager – Ana COPOS	<a href="mailto:Reservation-hotelsport@anahotels.ro">Reservation-hotelsport@anahotels.ro</a>	executives
TEX TRUST	Enache STOICA	<a href="mailto:enachestoica@yahoo.com">enachestoica@yahoo.com</a>	executives
District Group	General Director, Bogdan MARINESCU	<a href="mailto:b.m@district-group.com">b.m@district-group.com</a>	executives
Cluster Consortium TRANSYLVANIA	President - Lajos VAJDA	<a href="mailto:vicepresident@clustero.eu">vicepresident@clustero.eu</a>	executives

<b>INSTITUTION</b>	<b>Title / Surname and Name</b>	<b>E-mail</b>	<b>Position on IL</b>
Ministry of Foreign Affairs	CORLĂȚEAN Titus	<a href="mailto:ministru@mae.ro">ministru@mae.ro</a>	Honorary guest
MAE	PODGOREAN Carmen	<a href="mailto:carmen.podgorean@mae.ro">carmen.podgorean@mae.ro</a>	Honorary guest
Ministry of Economy	DRAGOS Marius	<a href="mailto:marius.dragos@dce.gov.ro">marius.dragos@dce.gov.ro</a>	Honorary guest
Ministry of Tourism	BREZOI George	<a href="mailto:George_brezoi@imm.gov.ro">George_brezoi@imm.gov.ro</a>	Honorary guest
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CSR ROMANIAN NETWORK	LUPU Rodica	<a href="mailto:rodica.lupu@actionamresponsabil.ro">rodica.lupu@actionamresponsabil.ro</a>	Honorary guest
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#### INTERNATIONAL CUPA PARTICIPANTS (to be invited):

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- **Dana Hausnerova**, town planning specialist, The Department of Town Planning, City of Bratislava, (SLOVAKIA)
- **Yuriy Kryvoruchko**, Former Head Office of Architecture, Lviv City Council, and Professor at the Polytechnical University of Lviv UKRAINE [yurikryv@polynet.lviv.ua](mailto:yurikryv@polynet.lviv.ua)
- **Yaryna Voronich**, External expert to the City Development Department of Lviv [extrelat@city-adm.lviv.ua](mailto:extrelat@city-adm.lviv.ua)
- **Marek Dinka**, Territorial Coordination Department, City of Bratislava, SLOVAKIA [marek.dinka@bratislava.sk](mailto:marek.dinka@bratislava.sk)
- **Vladimir Hrdy**, MSc Architect, Department for Territorial Systems Coordination City of Bratislava Slovakia [hrdy@bratislava.sk](mailto:hrdy@bratislava.sk)
- **Jadwiga Wojciechowska-Bartnik**, Urbanist at planning department of City office of Lublin, POLAND [jadwiga.wojciechowska@lublin.eu](mailto:jadwiga.wojciechowska@lublin.eu)
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- **Darko Polic**, Architect-planner JP Urbanizam Zavod za urbanizam NoviSad, SERBIA [darko.polic@gmail.com](mailto:darko.polic@gmail.com)
- **Mirela Manasijevic Radojevic**, Architect-planner, JP "Urbanizam" Zavod za urbanizam, Novi Sad, SERBIA. [miradman@gmail.com](mailto:miradman@gmail.com); [mirela.manasijevic@nsurbanizam.rs](mailto:mirela.manasijevic@nsurbanizam.rs)
- **Daniela Patti**, Researcher, City of Rome, Urban projects, Italy [daniela.patti.oneill@gmail.com](mailto:daniela.patti.oneill@gmail.com)
- **Gaja Stelmachowicz-Dziech**, Chief Specialist at Investor Support Center, Municipality of Krakow, POLAND [dziech@um.Krakow.pl](mailto:dziech@um.Krakow.pl)

**PARTICIPATION FORM** will be published on the website [www.iinstitute.nl](http://www.iinstitute.nl)

#### CUPA Implementation Lab workshop Braşov

**To be held from Tuesday 25<sup>th</sup> till Friday 28<sup>th</sup> of November 2014.**

**Participants** are expected to arrive on Tuesday 25<sup>th</sup> of November 2014 in Braşov.

Please send in this filled out participation form as soon as possible.

to: mrs. Andrea Kempen:

E-mail: [info@txt.nl](mailto:info@txt.nl)

and mail copy of the message to [t.haccou@tip.nl](mailto:t.haccou@tip.nl) and [vincent.neumayer@tinavienna.at](mailto:vincent.neumayer@tinavienna.at)

