COUNCIL OF EUROPE
CONSEIL DE L'EUROPE

Ministry of Tourism
REPUBLIC OF CROATIA

CEI
CENTRAL EUROPEAN INITIATIVE

In the framework of
Croatian Chairmanship of the Council of Europe and
Presidency of the Central European Initiative

INTERNATIONAL WORKSHOP

The "Cultural Routes of the Olive Tree" as a model for Europe's values, heritage and sustainable development

14-16 November 2018

Mali Lošinj, Croatia

Hotel "Bellevue"

CEI CROATIAN PRESIDENCY 2018

CHAIRMANSHIP OF CROATIA
Council of Europe
May - November 2018

PRÉSIDENCE DE LA CROATIE
Conseil de l'Europe
Mai - Novembre 2018

WEDNESDAY 14 NOVEMBER (18:00 – 22:00)

15:00 – 17:00 Visit
Lošinj's Fragrant Garden
Museum of Apoxyomenos

19:00 Registration of participants

19:30 Welcome Reception with Welcoming Remarks,
Anto Nedić, Deputy Mayor of the Island of Mali Lošinj
Marina Medarić, Deputy Prefect of the County

Promotional video of Mali Lošinj

19:30 – 20:30 Official Opening

- Mario HORVATIĆ, Assistant Minister, Ministry of Foreign and European Affairs, Croatian Chairmanship of the Committee of Ministers of the Council of Europe, the Croatian Chairmanship of the Central European Initiative (CEI),
- Lidija ARSOVA, Central European Initiative
- Stefano DOMINIONI, Council of Europe, Directorate General of Democracy
- Ranka SARAČEVIĆ WüRTH, Chief Conservationist, Ministry of Culture, Republic of Croatia
- Frano MATUŠIĆ, State Secretary, Ministry of Tourism, Republic of Croatia

Finger food and drinks served

THURSDAY 15 NOVEMBER (10:00 – 17:30)

9:30 – 10:45 Introduction: The Cultural Routes of the Council of Europe:
Innovative approaches promoting European cultural heritage,
Sustainable tourism and local development

Primorsko Goranska County Video Clip

Keynote Speeches

- Stefano DOMINIONI, Executive Secretary, Enlarged Partial Agreement on Cultural Routes of the Council of Europe (EPA)
- Sanja PUTICA, Committee on Culture, Parliamentary Assembly of the Council of Europe
- Sanda ČORAK, Institute of Tourism, Republic of Croatia
- Blanka BELOŠEVIĆ, EUSAIR Pillar Coordinator TSG4 - Sustainable tourism, Ministry of Tourism, Republic of Croatia
- Ranka SARAČEVIĆ WüRTH, Chief Conservationist, Ministry of Culture, Republic of Croatia
- Barbara TOCE, Congress of Local and Regional Authorities of the Council of Europe

10:45 – 11:00 Coffee break

11:00 – 12:15 Workshop 1: History, Heritage, and Networks:
Activity overview and current developments

Moderator: Mr Stefano Dominioni, Council of Europe

- Olga MEZERIDOU, Olive Tree Routes, Representative
- Marinella KATSILIERI, Manager of the Cultural Route of the Olive Tree
- Edouard DE LAUBRIE, Head of the "Agriculture & Food" pole, Museum of Civilizations of Europe and the Mediterranean – MUCEM (France)
- Juliana BADURINA, President of the Association of the Olive Groves of Lun
- Gorana MARGARETIĆ, DUNEA, Project Leader, Project "WELL-O-LIVE"
- Mladen BRAJAN and Teodora CIMAŠ, Experts, Olive growing and oil production in Primorje Gorski Kotar County, a presentation

Discussion

12:15 – 13:45 Lunch in the Hotel

13:45 – 15:00 Workshop 2: Integrated tools for local development and sustainable tourism

Moderator: Mr Mario Horvatić, Assistant Minister, Ministry of Foreign and European Affairs, Croatian Chairmanship CoE

- **Constanze METZGER,** joint programme CoE and EC / priority for Adriatic and Ionian Region to "strengthen the Routes of the Olive Tree"
- **Vlasta KLARIĆ,** National Partnership for Cultural Tourism, Croatian Ministry of Tourism
- **Nataša BUŠIĆ,** Forum of the Adriatic and Ionian Chambers of Commerce
- **Đurđica ŠIMIČIĆ,** Jadranka Hotels, Director of Product Development
- **Maja KOVAČEVIĆ,** Head of Unit for International Cooperation, Ministry of Sustainable Development and Tourism, Montenegro
- **Cristina VOJIĆ KRAJCAR,** Tourism Association of the County of Istria

Discussion

15:00 – 16:15 Workshop 3: Creative platforms for intercultural dialogue, citizenship and participation

Moderator: Mr Aleksandar DAJKOVIĆ, Genaral Director, Directorate of Cultural heritage, Ministry of Culture, Montenegro, representing CEI countries (tbc)

- **Kostas ECONOMOPOULOS,** Olive Tree Routes
- **Radoslav BUŽANČIĆ,** Head of Conservation Department- Split, presenting Centre for Culture, Island of Brač
- **Ugo TOIĆ,** Director, Island Development Agency
- **Renata NEVIDAL,** Roman Emperors and Danube Wine Cultural Route, Representative of the Croatian Chamber of Economy
- **Irena GRDINIĆ,** Senior Advisor, Primorje and Gorski Kotar County, The Routes of the Frankopans
- **Raffaella CARIA,** Executive Secretary, European Historic Thermal Towns Association
- **Dalibor CVITKOVIĆ,** Director, Tourist Board Mali Lošinj

Discussion

16:15 – 16:30 Coffee break

16:30 – 17:00 CONCLUSIONS
Three Moderators (Council of Europe, Croatia Chairmanship CoE, CEI Representative)

17:00 – 17:10 Closing remarks by the Croatian Ministry of Tourism

20:00 Dinner in the Hotel

FRIDAY 16 NOVEMBER (10:00 – 14:00)

09:00 – 13:00 Field Visits with Lunch
Family Farm Novak, Osor - griffon vulture sanctuary, hotel "Televin" (lunch)

14:30 Departure of Participants

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Individual visits of the Museum of Apoxyomenos (free of charge) will be possible for those who cannot make it at the scheduled time

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