

**Event:** 1<sup>st</sup> Stakeholder's Forum and the 1<sup>st</sup> Forum for Women-Headed SMEs for the Master Plan for Sustainable Tourism Development in the Sava River Basin

**Date:** Tuesday, June 3, 2025

**Time:** 10:00 – 16:15

**Venue:** Great tower of the Museum of Architecture and Design, Fužine Castle, Rusjanov trg 7, Ljubljana, Slovenia

**Form:** Hybrid (in-person and online participation)

**Language:** English

**The International Sava River Basin Commission (ISRBC) and the Ministry of Natural Resources and Spatial Planning of the Republic of Slovenia (MNVP) have pleasure to invite media representatives to two important events in the framework of the Development of the Master Plan for Sustainable Tourism Development in the Sava River Basin**

With the support of the **World Bank** and the **Global Environment Fund (GEF)**, and implemented by the consulting firms **THR Strategic Tourism Advisors** from Barcelona and **OIKON d.o.o. – Institute of Applied Ecology** from Zagreb, these forums represent an important milestone in the development of ecotourism, nautical and cycling tourism, as well as sustainable development and gender-inclusive entrepreneurship in the five Sava River Basin countries: Slovenia, Croatia, Bosnia and Herzegovina, Serbia and Montenegro.

- **1<sup>st</sup> Stakeholder's Forum (10:00 – 13:00)**

The Forum will bring together tourism experts, public authorities and stakeholders from the mentioned countries (in-person and online) to jointly shape the Vision 2040 for sustainable tourism development in the Sava River Basin, discuss key challenges related to the environment, social issues and navigation, define regional priorities for investment and cooperation, and lay the foundations for an inclusive and green tourism strategy. We expect the attendance of **Slovenian Minister Jože Novak (MNVP)** who will open the Forum together with **Dragan Zeljko**, Executive Secretary of the ISRBC.

- **1<sup>st</sup> Forum for Women-Headed SMEs (14:00 – 16:15)**

In the afternoon, female entrepreneurs and tourism experts from all five countries of the Sava basin will discuss (in-person and online) the obstacles that women face in the tourism sector, explore opportunities for cross-border networking and leadership, and propose the establishment of an Association of Female Entrepreneurs in Tourism of the Sava River Basin.

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## AGENDA

### 1<sup>st</sup> Stakeholder's Forum of the Master Plan for Sustainable Tourism Development in the Sava River Basin

	<b>PART A. WELCOME AND INTRODUCTION</b>
10:00-10:15	Opening, Welcome and Project context
	<b>PART B. VISION AND STRATEGIC ANALYSIS</b>
10:15-10:40	Sustainable tourism in SRB: Vision and Tourism challenges
10:40-10:55	Sustainable tourism in SRB: Environmental challenges
10:55-11:10	Sustainable tourism in SRB: Social challenges
11:10-11:30	Coffee Break
11:30-11:45	Sustainable tourism in SRB: Navigation challenges
11:45-12:10	Sustainable tourism in SRB: Challenges prioritization
	<b>PART C. KEY ISSUES, MAIN CONCLUSIONS AND CLOSURE</b>
12:10-12:45	Key issues to be managed to achieve Vision 2040
12:45-13:00	Main conclusions and forum closure (15 minutes)

**Lunch Break- 45'**

### 1<sup>st</sup> Forum for Women-Headed SMEs

	<b>PART A. WELCOME AND INTRODUCTION</b>
14:00-14:10	Opening and Welcome
	<b>PART B. CHALLENGES FOR WOMEN IN THE DEVELOPMENT OF SUSTAINABLE TOURISM IN THE SAVA RIVER BASIN</b>
14:10-14:25	Introduction
14:25-15:15	Groups discussion
15:15-16:00	Joint conclusions and Joint discussions
	<b>PART C. MAIN CONCLUSIONS AND CLOSURE</b>
16:00-16:15	Main conclusions and forum closure (15 minutes)

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