

AGENDA –SUMMER SCHOOL
MAKE A DIFFERENCE – BECOME A GREEN EU LEADER
5-15 August 2010, OHRID, MACEDONIA

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| <p><u>Thursday</u> <u>05.08.2010</u></p> <p>(13:00-14:00)</p> <p>-----</p> <p>(17:00-19:00)</p> | <p><u>Copenhagen Summit and the Global Actors</u> (H.E. Erwan Fuere, Special Representative of the European Union and Head of the Delegation of the European Union)</p> <p>-----</p> <p><u>Understanding the New Global Landscape</u> (Olivera Kostoska, MSc. Faculty of Economics, Prilep)</p> |
| <p><u>Friday</u> <u>06.08.2010</u></p> <p>(10:00-13:00)</p> <p>-----</p> <p>(15:00-17:00)</p> | <p><u>Regionalism and Global Politics: EU environmental policy</u> (Sonja Lepitkova, PhD. Vice Minister, Ministry of Environment and Physical Planning)</p> <p>-----</p> <p><u>The Lisbon Treaty and the Sustainable Development Strategies</u> (Vasko Naumovski, PhD. Vice Premier) + <u>Case study: The Municipality of Ohrid</u> (Goce Simonoski, Head of Sector for Tourism and Local Economic Development)</p> |
| <p><u>Saturday</u> <u>07.08.2010</u></p> <p>(10:00-13:00)</p> <p>-----</p> <p>(15:00-17:00)</p> | <p><u>Metropolitan Environment and the Global Civil Society</u> (Biljana Petrevska, PhD. Faculty of Tourism and Business Logistics, Stip + Mirjana Lozanoska, MSc. Centre for Development of the South-West Planning Region - Struga)</p> <p>-----</p> <p><u>WORKSHOP: Your ideas matter!</u> (Biljana Petreska, PhD. Faculty of Tourism and Business Logistics + Mirjana Lozanoska, MSc. Centre for Development of the South-West Planning Region - Struga)</p> |
| <p><u>Sunday</u> <u>08.08.2010</u></p> <p>(10:00-13:00)</p> <p>-----</p> <p>(15:00-17:00)</p> | <p><u>Corporate Social Responsibility and the environment: Can we provide (ensure) sustainable economic growth without damaging the environment?</u> (Nina Babuskovska, consultant)</p> <p>-----</p> <p><u>CSR strategies to create business and social values</u> (Aleksandar Nikolov Program Manager, Institute for Parliamentary Democracy)</p> |
| <p><u>Monday</u> <u>09.08.2010</u></p> <p>(10:00-13:00)</p> <p>-----</p> <p>(15:00-17:00)</p> | <p><u>CSR: Understanding how CSR influences current and future regulatory practices</u> (Aleksandar Nikolov, Program Manager, Institute for Parliamentary Democracy)</p> <p>-----</p> <p><u>CSR: Fostering successful interaction with governments, NGOs and other key stakeholders</u> (Ljubomir Kekenovski, PhD. Dean, Faculty of Economics, Skopje)</p> |
| <p><u>Tuesday</u> <u>10.08.2010</u></p> | <p><u>'Green' Activity Day</u></p> |
| <p><u>Wednesday</u> <u>11.08.2010</u></p> <p>(10:00-13:00)</p> | <p><u>Leadership in the 21 st century</u> (Leonid Nakov, PhD. Faculty of Economics, Skopje)</p> |

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| ----- (15:00-17:00) | <u>Leadership in organization</u> (Leonid Nakov, PhD. Faculty of Economics, Skopje) |
| <u>Thursday</u> <u>12.08.2010</u> | <u>Leader's impact</u> (Ljupco Trajkovski, consultant: Trajkovski and Partners management consultants) |
| (10:00-13:00) | |
| ----- (15:00-17:00) | <u>WORKSHOP: Leadership and me!</u> (Ljupco Trajkovski, consultant: Trajkovski and Partners management consultants) |
| <u>Friday</u> <u>13.08.2010</u> | <u>Project management (Simulation game for Conflict Resolution: Case Study Albania-Macedonia)</u> (Biljana Petrevska, PhD. Faculty of Tourism and Business Logistics, Stip + Mirjana Lozanoska, MSc. Centre for Development of the South-West Planning Region - Struga) |
| (10:00-13:00) | |
| ----- (15:00-17:00) | |
| <u>Saturday</u> <u>14.08.2010</u> | <u>Final presentation of business cases for corporate social responsibility initiatives;</u> (Aleksandar Nikolov, Program Manager, Institute for Parliamentary Democracy) |
| (10:00-13:00) | |
| ----- (15:00-17:00) | |



METROPOLITAN ENVIRONMENT & GLOBAL CIVIL SOCIETY

Biljana PETREVSKA

August 7, 2010 Ohrid

**I Session:
DYNAMICS OF DECISION
MAKING & ENVIRONMENTAL
REGULATION**

**II Session:
INTEGRATED
METROPOLITAN
ENVIRONMENTAL POLICY**

I Session: DYNAMICS OF DECISION MAKING & ENVIRONMENTAL REGULATION



Environmental Sustainability and Sustainable Development



Environmental Regulation



Tourism and Environment

II Session: INTEGRATED METROPOLITAN ENVIRONMENTAL POLICY (IMEP)



Local Government and Civil Society
Responsibilities for effective
management of environment



General Policy Principles



Sectoral Approaches to IMEP

The background is a solid green color with a subtle, repeating pattern of stylized leaves or plants in a slightly lighter shade of green, creating a textured, organic feel.

ENVIRONMENTAL SUSTAINABILITY & SUSTAINABLE DEVELOPMENT

WHAT IS ...



ENVIRONMENT

includes natural, social, economic, urban, rural and cultural context as experienced by the communities



SUSTAINABILITY

finding a balance between economic growth and protecting the natural and built resources



ENVIRONMENTAL SUSTAINABILITY

adopting and managing sustainable practices, and accomplishing it through a 'sense and respect of place'



SUSTAINABLE DEVELOPMENT

achieving economic growth while maintaining the natural and built environment

ENVIRONMENTAL SUSTAINABILITY

meaning ...



maintaining the overall quality of life



maintaining continuing access to
natural resources



avoiding lasting environmental damage

fundamental objective for:



each country, institution or individual

ENVIRONMENTAL SUSTAINABILITY

How?

Through *legislation* and by sharing responsibilities at all levels of society including governments, regional and local authorities, non-governmental organisations, financial institutions, enterprises and individual citizens.

SUSTAINABLE DEVELOPMENT

... looks for a balance between economic, social and natural environmental needs



... meets the needs of present generations while not undermining the ability of future generations to meet their own needs

SUSTAINABLE DEVELOPMENT

How to achieve it?



Policies must be based on the precautionary principle



Environmental measures must anticipate, prevent and attack the causes of environmental degradation



Strategies must improve relationship between business and environment

SUSTAINABLE DEVELOPMENT

Bottom up management philosophy (recommendations):



Determine the proper low impact energy mix sustainable to the location(s) being served



Cooperate with NGOs in sharing environmentally conscious management techniques



Provide “early warning” of the intended operations, so through environmental planning and control process to evaluate the potential impact (advise or restrict)



Develop plan for risk management

The background of the slide is a vibrant, deep green forest scene. A stream flows through the center, its surface reflecting the surrounding foliage. The water has a slightly rippled texture. Overlaid on the forest are numerous stylized, light green flower-like shapes with multiple pointed petals, scattered across the scene. The overall atmosphere is natural and serene.

TOURISM AND ENVIRONMENT

COMMON TERMS USED

green tourism

low-impact tourism

alternative tourism

soft tourism

responsible tourism

quality tourism

nature tourism

eco tourism

new tourism

ECOTOURISM is a responsible travel to natural areas that conserves the environment and sustains the well-being of local people



ECOTOURISM is a mode of tourism which is environmentally friendly because attracts fewer people and thus allowing greater control and management

MEASURES:

ECOTOURISM

transform

REALITY

❖ General relationship between tourism and the environment

❖ Effects of environmental factors on tourism

❖ Tourism impacts on the environment

SUSTAINABLE TOURISM

Defining it ...

- ✓ as optimal use of natural and cultural resources
- ✓ on an equitable and self-sustaining basis
- ✓ to provide a unique visitor experience and an improved quality of life
- ✓ through partnership among government, private sector and communities

Misperception! it deals with the idea of being immediately 'renewable' or 'ongoing'



Simply: ***SUSTAINABLE TOURISM*** means achieving quality growth in a manner that does not deplete the natural and built environments and preserves the culture, history and heritage of the local community

IMPROVING SUSTAINABILITY IN TOURISM

Methods:



Promoting new forms of tourism which care for environment



Careful selection of accommodation



Building environmental awareness of local people and tourist management



Professional training, education and exchange of best practice



Pilot projects

TOURISM ENVIRONMENTAL PLANNING (1)



Develop tourism in a carefully planned and controlled manner (establish an upper limit on growth)



Use tourism as a means for environmental conservation



Attract environmentally-oriented tourists who respect the environment and are conservation minded in using it

TOURISM ENVIRONMENTAL PLANNING (2)



Maintain a moderate rate of tourism growth (allow sufficient time to plan and develop the area)



Phase development (when one area becomes saturated, a new area can be developed)



Use techniques to reduce seasonal peak use of facilities



Consider alternative tourism development strategies

INTEGRATED METROPOLITAN ENVIRONMENTAL POLICY



INTEGRATED METROPOLITAN ENVIRONMENTAL POLICY (IMEP)

Local Government and Civil Society
Responsibilities for effective
management of environment

General Policy Principles

Sectoral Approaches to IMEP



City of Cape Town

Why?

Its greatest assets are natural environmental beauty and resources

It is culturally diverse with a rich history and built environment

Great host to the last World Cup in football



GENERAL POLICY PRINCIPLES



General Policy Principles (1)

Commitment to:



Adopt and implement the principles and underline approaches to sustainable development



Maximize the benefit for all, while ensuring protected resources for future generations



Protect the constitutional right to a healthy environment



General Policy Principles (2)

Commitment to:



Develop and implement detailed sectoral strategies regarding all environmental issues



Meet the requirements of relevant international, national and provincial environmental legislation



Responsible stewardship of the resources within the local government



General Policy Principles (3)

Commitment to:



Involve of, and partnership with the civil society



Minimize the impact of its activities on the global environment



Promote an ethic of collective environmental responsibility



Open, transparent and effective environmental governance



Implementation of IMEP



Who?

At the highest level of local government



What?

The GPP will guide and act as a framework for environmental governance



Why?

Detailed sectoral strategies (plans, actions, targets, indicators, programs) will be implemented to address particular environmental issues



How?

Through, with and by the sectors and line functions of the CCT in an integrated approach

Effects of IMEP implementation

- IMEP adoption as a corporate policy
- IMEP integration with other corporate policies and strategies
 - Improvement in environmental performance
 - Establishing a policy implementation team
- IMEP integration in local government projects and actions
- Implemented strategies, systems and programs foreseen with IMEP
 - Adoption, using and applying appropriate environmental management tools as part of the overall environmental management strategy of local government



Tools for IMEP



Local Agenda 21



Environmental monitoring tools (public state environmental reporting etc.)



Environmental Management System



Cost-Benefit Analysis



Environmental Risk Management



Sustainable indicators of performance



Enforcement of laws, by-laws, international treaties and strategies



Development of new laws and by-laws



Workshop (120 min)

The City of Greeny is located on a small area and has the following characteristics:

- rich on natural environmental beauty and resources
- bounded by oceans and mountains
- diversity of fauna and flora
- culturally diverse with a history and built environment
- growing population

In order to address the growing needs of a largely impoverished population and to ensure the health of communities, the City of Greeny needs to become economically competitive, both locally and globally. While working towards these goals, it is imperative that the City of Greeny recognizes and effectively manages its unique economic asset, its environment. The central component for achieving this strategy is adopting and applying the fundamental principles and approaches of sustainable development.

Task:

- Identify activities within the "2020 Vision for the Environment in the City of Greeny"
- Apply sectoral approaches to integrated metropolitan environmental policy.

SUMMER SCHOOL

MAKE A DIFFERENCE – BECOME A ‘GREEN’ EU LEADER



Building leadership skills and competence
in the field of providing environmental
sustainability
and increasing the awareness
of the necessity to act and promote
so called ‘green’ activism



MACEDONIA 2010

Предмет: Барање на финансиска поддршка

Почитувани,

Во рамките на предвидените активности за одбележување на 60 годишниот јубилеј од формирањето на Економскиот Факултет при Универзитетот „Св. Кирил и Методиј“ во Скопје, АИЕСЕК – Локален комитет – Скопје во соработка со Тренинг центарот за европска интеграција (ЕИТЦ) при Економскиот Факултет – Скопје дефинираше проект со кој се планира одржување на меѓународна летна школа под наслов „MAKE A DIFFERENCE – BECOME A “GREEN” EU LEADER“.

За таа цел имаме потреба од Ваша финансиска поддршка како би можеле во целост и успешно да ја имплементираме предвидената програма за летната школа. Тргувајќи од верувањето дека и Ваша основна заложба е промовирање на Вашата компанија како општествено одговорна компанија, искрено се надеваме дека, во согласност со Вашите желби и можности, финансиски ќе ја помогнете реализацијата на овој проект.

Во прилог на нашето барање Ви испраќаме:

- Опис на проектот и предлог понуди за компанијата
- Поддршка од Деканот на Економскиот Факултет – Скопје
- Согласност за Спонзорство.

Однапред Ви благодариме на одговорот на нашето барање.

Со почит,



Бобан Ѓорѓиевски
Претседател
АИЕСЕК ЛК Скопје

Почитувани,

Во рамките на одбележувањето на 60 годишниот јубилеј од формирањето на Економскиот Факултет при Универзитетот „Св Кирил и Методиј“ во Скопје, Република Македонија, АИЕСЕК Локален Комитет Скопје во соработка со Тренинг центарот за европска интеграција (ЕИТЦ) при Економскиот Факултет Скопје планира одржување на летна школа под наслов **MAKE A DIFFERENCE - BECOME A 'GREEN' EU LEADER**.

За да можеме успешно да го организираме овој настан и да дадеме локална иницијатива која ќе одекне на глобално ниво, потребни ни се партнери кои размислуваат 'европски' а делуваат 'локално' и кои пред се сакаат да 'направат разлика' во општеството во кое живееме - партнери кои во рамките на своите финансиски можности ќе покажат воља и спремност да ја потврдат својата подршка инвестирајќи во сегашноста и иднината на студентите, **денес студенти утре лидери**

Да размислуваме човечки, да делуваме академски, да веруваме во себе и да ги натераме и другите да веруваат во нас.

Однапред благодариме што заедно со нас одлучивте да 'направите разлика'!

Со почит,

ДЕКАН

Проф. д-р Љубомир Кекеновски



ОЧЕКУВАНИ РЕЗУЛТАТИ

Одржувањето на летната школа ќе овозможи единствено едукативно искуство на 60 млади луѓе во совладување и искористување на можностите на нивното време.

Стекнување на лидерски вештини и компетенции на полето на одржливост на животната средина “environmental sustainability“ и зголемување на свеста за неопходноста од промовирање на таканаречениот ‘зелен’ активизам и ангажираност во насока на негова одржливост.

12 проектни планови креирани од 60 млади лидери на тема зачувување на животната средина на Охридското Езеро, солуција на заштита на истото помеѓу Македонија и Албанија.

Промоција и зацврстување на позицијата на Република Македонија, нејзината традиција, култура, туризам, природни убавини, бизнис и едукација директно пред 30 студенти од земјите на Европската Унија и 30 студенти на Економскиот Факултет - Скопје при Универзитетот „Св Кирил и Методиј“ во Скопје, национални и локални партнери

Преку интегрирана соработка на Економскиот Факултет - Скопје при Универзитетот „Св Кирил и Методиј“ во Скопје и своите студенти да се зачне традиција на организирање на летни школи со цел зголемување на знаењето и позиционирање на факултетот како дел од најуспешните едукативни центри во светот.



ОПШТИ ИНФОРМАЦИИ

цел

- Стекнување на лидерски вештини и компетенции на полето на одржливост на животната средина 'environmental sustainability' и зголемување на свеста за неопходноста од промовирање на таканаречениот 'зелен' активизам и ангажираност во насока на негова одржливост.

организатор

- АИЕСЕК ЛК Скопје во соработка со Тренинг центарот за европска интеграција при Економски Факултет - Скопје, Универзитет "Св Кирил и Методиј" во Скопје.

времетраење

- 10 дена (5-15 Август 2010 година).

локација

- Охрид (Хотел Славија Спектар - Охрид).

целна група

- 30 студенти на Економски Факултет - Скопје при Универзитет "Св Кирил и Методиј" во Скопје;
- 30 студенти од земјите на Европска Унија.

гости спикери

- Реномирани професори и експерти од деловното окружување.

котизација

- 95 €



АГЕНДА

