

# FORUM VARNA 2030



**How it is possible, via the FORUM,  
even in times of greater challenges,  
to continue increasing the  
attractiveness of the city  
of Varna at 365 days a year**

**FORUM to support the on-going  
development of Varna as a  
European city of culture.**



**For the citizens of Varna and the  
representatives of various  
institutions and generations from  
the following areas:**



**Art and culture, education,  
politics, business, leisure, sports,  
youth, residential, tourism, IT  
technology, events, telework,  
media, health, environment etc.**

## **CONTENT ( Handbook Part I )**

### **Foreword**

handbook – procedure -invitation  
Agenda 2030 > Bulgaria 2030

### **Chapter 1**

The guiding idea - from Bulgaria 2030 to Varna 2030

### **Chapter 2**

Why Handbook Part I and PART II

### **Chapter 3**

Impact of FORUM impulses already from 2023/24 onwards

### **Chapter 4**

The development of Western European cities in the South like  
France - Varna, the Pearl of Eastern Europe on the Black Sea

### **Chapter 5**

The 7 key sectors for a broad user audience

### **Chapter 6**

Impact for the tourism sector

### **Chapter 7**

Location with high quality of life also for  
the over 50s and the senior generations

## **Chapter 8**

The 3 phases of establishment - Sharing the responsibilities on more shoulders

## **Chapter 9**

Bottom UP - an implementation path that complements the previous procedure

## **Chapter 10**

The FORUM - Basics – Members - Organisation

- **Basic principles**
  - no economic enterprise
  - legal form - framework conditions
- **THE MEMBERS**
  - founding members
  - what is the composition of the membership
  - active and passive members
  - the age group of members
  - youth, students up to seniors
- **Organisation & the functions**
  - FORUM Coordinator
  - FORUM Presidents
  - Expert Counsellor
- **Supporters** – Sponsorship, not only from Varna

## **Chapter 11**

The initiators of the Handbook Part I with the FORUM Model

## **Chapter 12**

Conclusion & Invitation

## **Foreword**

### **handbook - procedure - invitation**

---

**We live in a time of great turbulence and changes. In such times, there are not only very great challenges, but especially then the call for change often also offers completely new opportunities. In turbulent times like these, this is unfortunately often overlooked for too long.**

**It is then often forgotten in times of such moods that the individual still has an unchanged, rich potential of life and professional experience, just as everyone has numerous contacts during his or her life. We should all become much more aware of this, especially in times like these.**

**For the common benefit and for the shaping of our future, we do not have to put our heads in the sand and we do not have to wait for anything, but should be able to come together to multiply this existing, strong cooperative and collective potential.**

**Not only the various countries, but also especially the larger cities, as well as their inhabitants, must face very great challenges and new situations in these days.**

**We may have to let go of some ideas and plans now, or postpone them for an indefinite period. In the end, however, we humans always have and need new, life-worthy perspectives that give us courage, that we look forward to, each for himself, each in his family, each entrepreneur, and his employees, and thus also an urban community like Varna.**

**This is exactly what the present Part I of the FORUM VARNA 2030 Handbook concerns, and it is about the fact that a group, interested right now in such a further, positive development, gets together, and**

**discusses possible perspectives or projects, which will then be defined as a result in Part II of the Handbook.**

**However, it is important for us that we are not misunderstood and people think that we consider the 7 core topics we propose as the only important or complete ones.**

**In fact, this is the reason why the handbook exists in 2 parts. In the present part I, we first propose and describe 7 key area themes. In further meetings between an interested circle, the final determination of the 7 key sectors with the preferred perspectives can be made. In Part II of the handbook, this final, collective result is then written down.**

**Thus, the essential core of this handbook Part I is a proposal with the invitation that Varna citizens from different aspects of life, as well as all those interested in this development, come together, and meet regularly through a new platform especially created for this purpose, the FORUM VARNA2030. A setting for this purpose is proposed with the FORUM procedure and organization structure in this Part I of the Handbook.**

**There might be activities or co-operations on certain aspects of the 7 key sectors in the very near future and others will perhaps only be given more attention over the next years, when a group of interested people has come together.**

**Basically, the actual FORUM development over the next 7 years depends solely on how many and who wants to participate with their competences and contacts. By the forum, with regularly organized meetings, the opportunities, to the benefit of many, are to be considerably increased and processes are to be optimized in the best possible way.**

**The initiators of this Handbook can make a further input - beyond writing this FORUM foundation guideline in Handbook Part I. Beside their present "sponsoring" contribution, as invitation to the FORUM**

foundation-activities, they can introduce their experiences to the topic of "future-oriented living", up to the development of multi-office buildings, for example. Here already many years ago shared community offices were integrated, the very beginning of the coworking. Due to the increasing acceptance of teleworking, this will lead to highly interesting developments in the near future.

In addition - especially in times like these more and more important - the initiators of the FORUM Handbook have project development experiences in the renewable energy sector of solar power plants, as one of them started his professional career at SIEMENS as a project engineer in the power plant development sector.

In order to guide different possibilities and chances as early as possible into a more targeted way, the handbook was written as a first basis, so that a circle of similar thinking and searching people in and around Varna can come together.

It will also turn out what is perhaps already planned in a similar or complementary form. Of course, it is also possible that it will become obvious that some other proposals, plans and priorities should be considered in the later part II of the handbook.

The world of tomorrow will no longer be the same, it will be different in many areas. Several things will no longer function in the same way, and some aspects will have to be created from a new perspective. How this will also take shape here in the greater Varna Region will certainly be worked out by many institutions and citizens who have already been successfully active for a long time.

The Forum Varna2030 is therefore just another, additional chance, for everyone who has ideas and is looking for opportunities for implementation with new contacts, or who would like to support others.

But if we discuss before all interested people have sat down together under this guiding idea, which is the purpose of the 6-month forum-establishment phase, we could come to a point which Michelangelo already wanted to remind us of:

**" The greater danger is not that we set our aims too high and fail to achieve them,  
but that we set our aims too low and achieve them."**

**Michelangelo**

It will be possible, of course, to form new, private or business friendships or collaborations along the way, because of similar bases of interest.

The challenges are great. Let us do it together now, for our future and the future of our children and the generations coming after us. Let us together experience and create many new, interesting and enriching things on the way to the target of 2030.

We are looking forward to everyone who follows this invitation and wants to become part of this innovative circle for the establishment of the FORUM VARNA 2030.

**Heinz Günther, Dipl. Ing. - author of the Handbook**

**&**

**Ivan Ivanov, Dipl. Econ. - Co-author ( translator in Bulgarian and consultant for the implementation of the FORUM model on Bulgaria/ Varna )**

## **Agenda2030 > Bulgaria 2030**

### **some more FORUM-aspects**

Nowadays, every large city is faced with numerous new tasks and challenges, not least due to a continuously expected increase in population.

However, this does not only concern the procurement and providing of living space. At the same time, the need for jobs as well as educational and leisure facilities for children, young people, students, etc. is also growing. The same applies to the need for social, medical, and cultural facilities.

This handbook presents a way forward for an urban community to successfully manage at least a relevant part of these current challenges, even in today's turbulent times of rapid change.

The FORUM coordination model presented here, which is to carry the guiding idea of Varna2030, is a lasting European cultural city expansion model that will have an impact far beyond the borders of Bulgaria. It does substantial and exemplary justice to the developments of a rapidly changing, global and increasingly insecure world.

In 2015, the UN world community adopted Agenda 2030, a roadmap for the future.

Agenda 2030 means "Transforming our World, the 2030 Agenda for Sustainable Development".

As a result, a meeting was held in Bulgaria within the framework of the Council for Concerted Action, in which the government, trade unions and employers participated. A draft National Programme for the Development of Bulgaria until 2030 was discussed. The document was called "Developing Bulgaria 2030".

**The reference of VARNA2030 and the FORUM VARNA2030 to the United Nations Agenda 2030 and to the speech of the Bulgarian President in 2016 at the United Nations in NEW York will be discussed in more detail at the end of Chapter 1.**

**The FORUM is a contemporary implementation model that is dedicated to 7 important focal points of social, economic and cultural coexistence. This includes, among other things, a gradual city district expansion with contemporary residential architecture for young families, as well as housing concepts for the older generation, up to retirement age.**

**An attached special rehabilitation facility and a modern, international telework centre with coworking and coliving further round off a contemporary, modern living and working for all generations.**

**Numerous innovative and - wherever possible - also affordable leisure facilities in an adjacent natural environment for children, young people, families and weekend visitors can be a further enrichment for all generations who live, work or relax here and spend their leisure time here.**

**Parking facilities at the gates of the city with shuttle bus services to relieve the city centre for the residents and weekend visitors of the new facilities are another important aspect of a future-oriented, modern urban expansion.**

**The FORUM VARNA 2030 is thus a contemporary communication, contact and information exchange forum, based on the guiding principle VARNA 2030 for the common path into a new future for all Varna citizens or future residents, as well as interested institutions and companies from all over Bulgaria, Eastern and Western Europe, as well as internationally.**

**The use of all cultural and recreational sports areas, as well as the new, modern telecommunication possibilities, which include telework**

**business facilities, enables more and more people to enjoy the already existing and still specifically developing attractiveness of the city of Varna 365 days a year.**

**This handbook is a guiding principle and at the same time an invitation for the coming together of more like-minded people who, together with their respective experiences and contacts, partly through new cooperations, can implement their ideas, projects and plans even better in Varna.**

**This can develop in a relaxed and informal way via ONLINE FORUM meetings into the most diverse plans, projects and perhaps also new friendships.**

**In the end, the focus is always on a concrete, clear goal or project, which is then also presented to other VARNA2030 interested parties through the exchange of the FORUM. Synergy effects should also be recognised earlier and better utilised.**

**About 15 years ago, Heinz Günther, one of the authors of the handbook and a former Siemens engineer in the power plant sector, decided to turn to the country of Bulgaria in his function as a project developer and management consultant for the younger generation, which is actively interested in positive changes. This led to a first exchange about future intentions with Ivan Ivanov, the co-author and translator of this handbook, which at that time led to the foundation of ARTOL3000 European Business Group.**

**The personal ideas, the observations of current events, as well as the experience made during many years on different levels, in combination with an ideal starting situation of the city of Varna and its seaside location, have moved the two to write this handbook. As the first members of the FORUM VARNA 2030, they would like to inform many more interested people in Varna and throughout the country and invite them to join in.**

**The present handbook FORUM VARNA 2030 is an interactive realisation model, because it invites an extended circle of users who will be later directly affected to actively participate in the process from the very beginning.**

**This is done by presenting the central idea and an initial framework with a realisation model in this handbook PART I, where, based on this, other interested parties can meet over a period of 6 months.**

**Nowadays, this can also be done ONLINE from time to time. PART II of the handbook will then be discussed in detail, with concrete possibilities for each of the 7 key sectors, and this will then be jointly determined as the final basis for shaping the future of Varna 2030.**

**This collective preparatory phase for the establishment of the Forum is called the "Establishment FORUM VARNA 2030". After these approx. 6 months, those who are still interested will together launch the official foundation of the FORUM VARNA 2030.**

**At the meetings during the "Establishment FORUM"-period for Part II of the handbook, suggestions, ideas for improvement, etc. are welcome, so that new projects, teams, company groups, organisational structures can grow and flourish.**

*W*e can't change the wind,

*but we can*

*set the right sailing*

*Aristoteles*

## Chapter 1

### The guiding idea - from Bulgaria 2030 to Varna 2030

---

#### **What the FORUM wants to support additionally:**

**An attractive cultural city extension that has an impact far beyond the borders of Bulgaria, and which is highly in tune with the new developments in Europe and the demands of many citizens, in a rapidly changing, global world.**

**The various areas of interest in urban coexistence are to be better identified as early as possible, and then re-aligned and harmonised with each other in order to sustainably increase the quality of life in Varna for an ever-larger circle.**

Basically, the task of this FORUM VARNA 2030 handbook is to first inform on a broad level about the guiding idea and implementation path of VARNA 2030 and then to serve as an implementation guide for all interested decision-makers and potential participants. This is addressed to all citizens and entrepreneurs, politicians, cultural workers and artists from all walks of life, university teachers, youth associations, students, etc.

At the same time, it represents the basis for the establishment and operation of a FORUM contact and information platform that promotes and coordinates this development and in which citizens, entrepreneurs, politicians, artists, teachers, etc. can participate.

The VARNA 2030 handbook with the forum is also intended to open an additional door and provide support for the institutions that have already been active so far, in order to jointly achieve an even better and more rapid contemporary, further shaping of urban life in Varna and the entire surrounding area.

**The already existing intentions on the part of the city of Varna for the expansion of the city of Varna can thus be taken up if there is interest, and through the participation of a broader base from within society, possibly even further, new impulses can be given.**

**The FORUM should also have a harmonising effect on the different goals of the fields of art, business, modern living, politics, education, etc. It offers a new platform that brings the different areas and needs of a society, represented by politicians and those active in the world of culture, education, and business, a little closer together on the most current topics.**

**Often people meet mainly at the political level and others at the business level, and again, separately, some interested citizens, artists, educational organisations meet to exchange ideas.**

**Of course, each stakeholder group or organisation must and will first pursue and prioritise its own interests, commitments, tasks and goals.**

**But in such a long-lasting process, a permanent structure that harmonises all the different areas of interest more strongly again, which the FORUMA VARNA 2030 offers, is certainly of decisive, additional benefit for all those involved. The central task is thus the coordination and timely, mutual information and support or cooperation of the members for the benefit of all and the goal.**

**In Varna, the cultural city expansion model "Varna 2030" offers the chance of a contemporary further development for all age groups, especially for young people, for families from Bulgaria and Eastern Europe, as well as for small companies, larger enterprises and self-employed people. Through such a structured, new holistic cultural city expansion project, the uniqueness of the Black Sea can be expanded even further and this can be made visible throughout Europe and internationally with much more self-confidence than before.**

**The Black Sea, the Rivera, the Cote Azur of Eastern Europe with Varna, the "Eastern European Nice".**

**VARNA 2030 is a cultural city expansion project over a period of approx. 7 years with additional, culturally enriching elements. The existing attractiveness of the seaside city of Varna is to be further developed into an attractive magnet for people, companies and industry, especially again with an increased FOCUS as the "Nice on the Black Sea" for all Eastern Europeans.**

**Varna is an oasis for living, working, leisure and holidays for a very broad international target group, but especially for the well-known cultural group of Eastern Europeans. In view of the development in the telework sector, this should also motivate larger companies or industrial sectors to relocate.**

**This development is to be strengthened by the FORUM with impulses, due to the involvement of the young generation, the students and especially the artists and cultural workers of all directions. Varna should be perceived far beyond its borders as a versatile, inspiring, international meeting place on the Black Sea, with the most diverse attractions that can be found here 365 days a year.**

**The world in the changing tele-age is currently facing new, major challenges of serious proportions that affect all areas of social coexistence. The authors of this handbook have taken up the call for new ways to continue shaping a positive, shared future worth living in, also in and around our cities.**

**If the already numerous existing potentials coordinate and unite even more closely via a FORUM, the already excellent location of Varna will have even greater prospects for the future, which has obviously not yet been recognised by many people from other countries.**

**It is therefore also important to bring this into the right light in a jointly coordinated and even better way. An exemplary, trend-setting**

**European city of the future with economic potential and a high quality of life can be made even more visible and unmistakable through joint FORUM activities.**

**The approach presented here is a long-term model for the expansion and reactivation of the city of culture that is planned for several years. However, shortly after the establishment and foundation of the FORUM, its publicity on a broader basis can achieve an additionally strengthened magnetic effect as an attractive, Eastern European future location on the Black Sea.**

**With the help of the new FORUM, which will take on a coordinating role over a longer period of time, the desired early information and involvement of interested circles from the population can be realised much better. This will enable support on a broader basis for all already existing social sectors and institutions in the city of Varna.**

**It is now more important than ever to meet the challenges in such difficult times together and spread over even more shoulders. A coordinated, regular exchange - with a view to a common goal that is coordinated in more detail in the course of the establishment process - is therefore an indispensable element for such a cultural city expansion project.**

**Especially in times of a global crisis situation, it is particularly important to choose a path where people from all areas of society, economy, culture, education, environment and now currently also on the topic of supplies and optimisation in the energy sector etc. join forces.**

**Especially now, in times like these, we should all together stop pointing our fingers at the politicians and expecting them to solve the problems of the current time on their own and that they would have to fix everything conveniently for us again.**

**A new kind of mutual support, stronger than has ever been usual and necessary before, will mean that Varna, especially now, as a traditional, Eastern European city on the Black Sea, can lead by example - and even beyond the country's borders - and show new ways.**

**The implementation model with the FORUM VARNA 2030 enables many interested people, who are hereby invited to participate with their possibilities, ideas, contacts, know-how, to continuously inform themselves and to actively shape the future of Varna in a positive way.**

**This handbook with the "Bottom Up" implementation model "FORUM VARNA 2030" is an invitation to many actors in Varna and to interested people all over Bulgaria. Bulgarians who may currently live or work in other countries should also be able to see the new developments and perspectives of Varna very soon and, if they wish, even participate via ONLINE FORUM meetings.**

**Of course, the FORUM VARNA2030, together with the future active and passive members, can also offer additional support to the city of Varna in particular - if desired - and include already existing goals and areas of interest of the city. This can then be coordinated in more detail during the 6-month FORUM establishment phase.**

**With the FORUM VARNA 2030 there is definitely the possibility that, with the appropriate interest from possible participants, an interesting circle of supporters, from all areas of social life in Varna, will come together.**

**An additional, strong magnetic effect, which is achieved very early - namely after the foundation of the FORUM - should, due to the pointed out, new VARNA2030 perspectives, very soon cause a chain reaction of new communities of interest and synergy effects, whereby even further support can be set in motion.**

The prospects for the city of Varna, which have been made widely visible through the VARNA2030 FORUM, are also intended to encourage new businesses to set up in Varna long before 2030.

People of all ages, but especially young people during studies and at work, as well as the modern business world are increasingly using the new communication tools, such as TELEWORK.

Young people and students will be opened the door to completely new, joint fields of activity by also enabling their active participation, e.g. in the development and expansion of the TELEWORK AREA.

In this context, the topic of TELEWORK offers Varna another great opportunity to expand as a Bulgaria-wide and international future location for TELEWORKERS on the Black Sea. In all cities, including Varna, this is already evident in the approach to the coworking sector.

The current trends of willingness to outsource telework jobs on a large scale - which now already include numerous large international companies - are certainly a completely new, highly interesting perspective for young teleworkers, with an attractive Black Sea location like Varna.

Here, too, it is therefore important to set a new course together and quickly in order not to become uncoordinatedly random as just another, but to become

**THE NEW EASTERN EUROPEAN FUTURE TELEWORK LOCATION on the Black Sea and attract competence potential. The Global Work Desk on the Black Sea.**

Varna has the potential to *become* the most attractive and modern **TELEWORK CENTRE in Eastern Europe on the Black Sea** very quickly due to the strong international trend towards *teleworking and coworking*.

**Varna can develop into a modern telework & business location of the future, not only for young Bulgarians from all over the country, but also for other international, dynamic teleworkers and the establishment of modern, flexible companies. A new or remodelled from existing buildings and structures, a modern cultural & business centre with 365-day operation for congresses and other events can then round off this development.**

**The cards will be reshuffled from now on and in the following year for this important and new business future topic, which will also result in jobs and new company settlements.**

**Only the city and region of a country that reacts quickly now and has something interesting to offer very soon will secure a lasting locational advantage. It will be able to make a name for itself not only nationwide but also internationally in a completely new, modern telework business landscape that is just beginning to emerge.**

### **The positive impact of FORUM on the broad society**

**All areas and age groups of social life, from youth to senior citizens, should be addressed, motivated and enriched by Varna2030.**

**Mention should also be made of the senior citizens in Varna and from all over Bulgaria, as well as from other countries, especially from the cultural area of Eastern Europe, who have long been familiar with Varna and the Black Sea. They will also feel much more attracted to Varna and the Black Sea because of the prospects for VARNA2030 that have been outlined after the founding of the FORUM.**

**The FORUM VARNA2030 implementation model is in no way intended to call into question existing structures and proven functions in the city and other existing institutions. On the contrary, it is precisely the existing areas, competences and resources that in some cases may**

be could be supported by a rapid, newly activated involvement of an even broader social stratum through the FORUM VARNA 2030.

This will not only make it easier to meet the increased challenges, but also to better collectively cope with the new tasks that may arise from a crisis.

Even better and more easily affordable solutions and models for the most diverse areas and topics are to be applied by offering and enabling additional, active participation in certain realisations or projects as quickly as possible. This is an aspect that will have a positively enriching effect, especially for young people.

Despite and even more so because of the current difficult times, many citizens of all ages should be offered new, life-enriching perspectives in terms of leisure time, sports, exercise, and weekend activities, where they can also actively participate in the development and where extremely cost-minimised solutions are therefore very conceivable.

*Tell me and I forget.*

*Show me and I will remember.*

*Let me do it and I understand.*

*Confucius (553 - 473 BC)*

In all areas, such as youth, leisure, family, art, culture, education, business, etc., it is precisely early and - wherever possible - active inclusion that plays an increasingly important role in today's major challenges.

This is true for leisure time as well as for business design and especially now even more so for the TELE communication sector. It is not only about participation in the brainstorming process, but also

about the targeted promotion and motivation for new cooperations during the subsequent development and expansion.

### **why VARNA2030 - why now**

#### **The AGENDA 2030 - BULGARIA 2030 - VARNA 2030**

In April 2016, the Bulgarian President gave a speech at the UN (United Nation) in New York, from whose published document we briefly outline below.

The following shows that VARNA2030 basically follows these guidelines of Bulgaria 2030 and thus the city of Varna can also support the targeted development Bulgaria2030 in this way.

The joint platform FORUM VARNA 2030 thus promotes and supports the better participation of civil society, as the Bulgarian President had pointed out in his New York speech, among others, to the United Nations in 2016 with "Bulgaria 2030":

The following are short excerpts from the speech:

*Bulgaria has already started the process of framing a mechanism for the national implementation of the 2030 Agenda.*

*We are elaborating our National Program for Development Bulgaria 2030 by also actively engaging the civil society, business, young people, academia and the media.*

*.....Official development aid has to focus on empowering people and making them self-reliant....*

*.....We also support educational, health and economic projects in the Western Balkans and the Black Sea region....*

*.....placing children at the heart of the Agenda....*

*and his closing words:*

*...Ladies and Gentlemen, It is time to take action. We need to think smart, act sustainably and change our approach if we want to achieve the goals set out in the 2030 Agenda and leave future generations a healthy and prosperous planet....*

**This is exactly what FORUM VARNA2030 has set itself the task of doing, the targeted increased integration of civil society, i.e. in the case of Varna, of citizens from the most diverse areas, including young people via the bottom-up procedure.**

The Varna 2030 Forum thus represents - in addition to certainly other measures already underway for the city and region of Varna - current, socially relevant goals and projects, in the sense that it is also intended in the AGENDA 2030 and the "Bulgaria 2030" project derived from it.

## **Chapter 2**

### **Why Handbook Part I and PART II**

---

The explanations in Part I of this Handbook present the guiding idea and the implementation tool FORUM VARNA 2030.

The interests of the various sectors will be jointly reviewed again during an approx. 6-month establishment phase of the FORUM VARNA2030. Afterwards, the respective goals, projects and activities will be determined based on this. This is then summarised in the joint manual PART II. In this way, the entrepreneurial interests, the interests of those involved in culture, the educational institutes, the city, the citizens of all generations, including the youth and senior generation, are considered more optimally from the very beginning.

The commitment of actively integrating, interested citizens is desired and also needed in such a project, if something life-enriching is to be formed new, not only through passive consent, but also through early, active participation of representatives of all areas, out of a modern, demanding society.

In the Varna 2030 Handbook Part I, the authors first make proposals on 7 socially relevant key aspects of future development, which are intended to serve as a framework for discussion.

In the approx. 6-month period of the "Establishment Forum VARNA2030", described in more detail later, the final definition of the details of these 7 core areas will be jointly undertaken by an extended group of participants.

Then the joint result of these details building on Part I on the respective 7 core areas is summarised in Part II of the manual. i.e. Part

I of the manual is updated with the final details and joint determinations in Part II.

This will of course be done in consultation with the city of Varna. The participation of appropriate persons and responsible persons on the part of the city in the creation of Part II would make sense and would certainly be welcomed by all interested parties.

Over the 6-month joint updating of Handbook Part II, various chapters, project types, variants and perhaps even new, or complementary and optimising developments and solutions will emerge, be it in the cultural, artistic, philosophical, business, health, environmental, construction, financing, etc.

The basic procedure in the preparatory phase - up to the final establishment of the FORUM - as well as the organisational structure, can be found in the detailed explanations and illustrations in the detailed chapter on the FORUM VARNA2030 that follows later. In a further chapter, the special features of this form of realisation, which is also called "bottom-up" realisation, will be dealt with in more detail.

Those who would like to continue to actively participate in the *FORUM* after the approx. 6-month "*FORUM VARNA2030 establishment phase*" can, for example, decide to permanently participate in one of the 7 core areas (7 Forums) after the FORUM as an organization has been founded. The concept of how the general organisational structure of the FORUM is set up can be found in the chapter describing the procedure and organisational structure of the Forum in more detail.

So anyone who is still interested after the establishment and definition of the 7 key sectors can later actively participate in the forum as a representative of one of the core areas or also in several core areas. These are generally private individuals. Of course, these private individuals can and usually will also be employees, owners of

**companies, or representatives of any other institution, just as private individuals can also participate in any other club or association.**

**An Eastern European city in such a privileged seaside location as Varna has a special opportunity right now, in times of great change, to present itself even more attractively than before, as a city with future potential and quality of life, by setting a new course.**

**This is also about using the opportunity that exists through a merger via the FORUM and rethinking the already existing potential of Varna in its entirety once again together. This can then be taken into account in the design of the 7 core areas during the 6-month phase of the "Establishment Forum Meetings".**

**In this context, it is important that the rapidly changing needs, with the most diverse social and cultural aspects, are also reconsidered and reconciled in the best possible way.**

**In order to meet this demand, the possible synergy effects of the individual areas among each other are to be improved and intensified via the forum - in addition to the partly already existing and new intentions and planning measures.**

**The desire to coordinate individual areas and projects well with each other or even to use mutual synergy effects is, of course, nothing new. However, to do this in a practicable way for a larger group of diverse interests of citizens and institutions of a city is always a difficult task for those responsible.**

**In essence, it is about keeping motivation and support stable over a longer planning period.**

**An implementation methodology that meets today's requirements in the best possible way is therefore crucial. For this reason, the VARNA2030 FORUM should take on a permanent coordinating**

**function for the exchange of information between all participants and areas until the year 2030.**

**Here, after a joint establishment and the 6 month start-up phase, the focus is more on moderation and mutual consultation, the exchange of information and contacts, and not on an all-organising management.**

**The forum is therefore a purely private association of citizens, similar to an association or club, or is also comparable to a cooperative, for example, which has the purpose of ensuring that any existing income is only ever used to achieve the goal, i.e. no profits are sought or made.**

**The Forum therefore has no entrepreneurial goal and no entrepreneurial function, but everything, including any income, sponsoring or even donations, is to be used and directed only towards the better stabilisation and achievement of a common goal.**

**The purpose of the FORUM is to have permanent access to a wider circle of diverse competences, experiences and contacts as additional support.**

**The VARNA 2030 Handbook PART I is addressed to all citizens as well as politicians, entrepreneurs, artists and cultural institutions, as well as university teachers and students. It aims to present the current guiding idea to a wide circle of the urban society.**

**This FORUM platform is also intended to coordinate and harmonise existing goals and projects in the fields of art, business, modern living, politics, education, etc., as well as those that are now emerging. The FORUM is thus a permanently established platform that aims to harmonise different directions and current aspirations of social life in an optimal way.**

**By inviting participation from a broader spectrum of the urban community, the overall development of VARNA2030 will be sustainably placed on a more solid foundation.**

**Anyone who is interested can therefore, as a first step, participate in the 6-month establishment FORUM VARNA2030. First of all, they can actively help to shape PART II of the handbook by commenting on the core area that corresponds to their concerns and know-how and making suggestions.**

**It is meant to be a useful, additional, and lasting support for all, so that the various areas of administration and economy are not too far removed from the possibilities and the potential of citizens, artists, educational institutions, etc. On the contrary, it is precisely a matter of bringing the different resources back into line and using them even more now than before.**

**Of course, each group in a particular area, be it administration, business, art and culture, education, leisure, sport, etc., mainly has its own goals in mind first. In certain cases, however, their development can certainly be improved and optimised with such a FORUM platform that promotes mutual exchange, certainly also with regard to the city marketing that can be further optimised or supplemented by it.**

**The core task of the VARNA 2030 FORUM is solely and exclusively to provide long-term support for a goal that has been jointly and finally defined in detail (Manual PART II) for the benefit of all. In this way, entrepreneurial, urban planning, civic, artistic, tourism and educational interests etc. can be harmonised even better in the future.**

**Well-intentioned visions and goals are often lost when they are mainly placed on the shoulders of politicians alone and they alone are expected to solve many major current problems quickly, but at the same time they are also expected to initiate far-reaching changes.**

**This will become more and more difficult in the future due to the complexity and increasingly rapid developments, e.g. in the telecommunications sector.**

**If time is lost in the process, all of us together can miss many a great opportunity, which must be seized swiftly for everyone's benefit right now.**

**More than ever before, an invitation to participation to a broader part of the urban, civil society is thus meaningful and important, so that even better a minimum of co-responsibility or participation is also made possible from below (Bottom UP) from the citizenry of private persons with the most diverse areas of interest. (Bottom UP > see later chapter for explanation).**

**This was exactly what the Bulgarian President had pointed out in his speech at the UN in New York, namely that Bulgaria wants to pay more attention to and include the engagement of a broad civil society in the future.**

**However, it will become increasingly difficult to burden only the politicians with this task and to expect very long-term and far-reaching changes or renewals from them. A stronger and also coordinated alliance, newly founded in the middle of a city's society, can certainly provide valuable support to city politicians in such tasks.**

**In a society based on the democratic principle, where elections take place cyclically and at relatively short intervals, the temporary change in political leadership certainly plays a role in whether and to what extent long-term goals and projects can be realised after the start.**

**A lot of time and energy is lost, frustration and resignation can arise and often - sometimes out of disappointment - nothing fundamentally big is tackled again. However, no political leadership can be blamed for this alone, because, especially in times like these, it is also a matter of tackling things together and becoming active.**

**The FORUM VARNA 2030 serves as a meeting point and common crystallisation point for precisely this purpose. It is intended to activate and promote valuable support from all areas of society, especially for such longer-term, larger goals and projects.**

**Something extensively new, culturally, and also urbanistically enriching, is even better possible when citizens come together as representatives of all areas. However, this should not only happen - as is so often the case - in the initial phase when the goal is euphorically formulated. Especially after the start, i.e. in the long run, it is important that a responsible group of representatives of the different core areas actively contributes additional aspects in a coordinating way.**

**Of course, in the course of the years, under such a guiding principle, other new people and institutions can and should join and support and enrich the project and those active in the FORUM VARNA2030.**

**It is not participation at the beginning, in the often-enthusiastic discussion or definition of goals, that leads to success, but only permanent, overarching coordination until the goal is reached. Of course, this is not a particularly new insight, but what is new is the fact that one does not only continue to TALK about such things, but that a circle of interested people now quickly gets together and then DOES this and not only at the start, but remains active permanently through mutual information and meetings, which is now also easier partly to do ONLINE.**

**The FORUM-VARNA2030 platform will be created during the approx. 6-month information exchange with the purpose of later establishing the FORUM as an institution. This means that anyone who is interested in principle can register and initially participate in the 6-month establishment phase, even if he or she may not be able or willing to actively participate in the forum after its foundation.**

**In principle, the forum is not entrepreneurially active, but takes over the coordination of information and contact exchange with the members, in the sense of the goal, comparable to the association in a club, where a group of people with similar interests come together on a topic and one meets from time to time, whereby everyone has a different activity privately or in their professional life.**

**The Varna 2030 Handbook thus sets out a direction in Part I and then continues to set out jointly detailed objectives for each of the 7 core areas in Part II. The aim is to enable representatives of all these areas to actively participate and contribute to the design.**

**In today's world, citizens are more and more aware of the new media. More than ever before, some are also willing to actively participate, at times ONLINE in certain cases. The Forum now opens a door for these citizens to participate.**

**Soon after the foundation of the forum, which is the case after the 6-month establishment phase, many young people, students, also become even more aware of the attractiveness that is then recognisably presented.**

**Bulgarians from other parts of the country or former citizens of Varna should also become even more aware of what an attractive city with a future on the Black Sea they could live in in the future, soon after the Forum is founded - i.e. long before 2030.**

**Soon after the FORUM VARNA2030 activities and the handbook with PART II become known, many people should no longer ask themselves whether they must go abroad to work. People should and will realise that with such perspectives it might be better to stay here, and those who want to can even actively participate in setting this course now.**

**Many a Bulgarian who is currently abroad might return to his home country if he sees that a city that is already so attractive will become an even more interesting and stronger attraction in the future.**

**The TELEWORK sector, with its unprecedented new opportunities, is of course playing a special role right now. New professional perspectives are opening up, whereby one is no longer so dependent on going where the work is, but through telework, the work will come to the TELEWORKERS.**

**A change in the way companies think will inevitably follow this trend, which will soon result in new companies settling in Varna that will follow this new TELEWORK TREND. With this impulse, FORUM Varna 2030 will of course have an effect far beyond the gates of the city and create an even stronger, sustainable magnet effect.**

**Economic and socio-political developments that call for change not only in Bulgaria, but internationally and in Europe, can also be highlighted within the framework of the Forum activities and taken up where appropriate.**

**The aim is to achieve an important, culturally demanding effect that brings people together, in which Varna, as a modern European city of the future, lives up to its former role and opportunity in the Eastern European part, as an attractive city on the Black Sea - even more so than before.**

**With Varna 2030, the people in the eastern part of Europe are to be offered a jewel that continues to rise and that people not only like to visit on holiday. For Europeans of all countries, Eastern and Western Europe, but especially for Bulgarians at home and abroad, Varna 2030 can become a highly attractive place with a high quality of life, especially for the senior generation. But also young people and business people from all sectors will very soon see completely new perspectives and opportunities.**

Young families, too, will be better able to find work with the new companies that are gradually settling here - possibly also with corporations - because of the recognisable new perspectives. They should be more attracted by the prospects and upcoming development not only from 2030, but from the announcement of Varna 2030, i.e. already from 2023.

Of course, FORUM Varna 2030 can and would also like to contribute to the reinforcement of existing goals or the reactivation of certain goals of the city. These may be components of goals that were targeted in an earlier programme called "*Varna 2010-20*".

At the end of this development phase Varna2030, a modern, exemplary, Eastern European cultural, holiday and economic location on the Black Sea for the whole of Eastern Europe should once again exist and be visible to citizens of all generations in Varna, Bulgaria and also far beyond the borders of the country.

After the FORUM VARNA2030 has been founded, one can then actively participate as a FORUM coordinator for a respective core area.

Of course, project teams or groups can also join forces for specific core area projects. A forum coordinator thus forms the information interface and communication level to the companies or external institutions and entrepreneurs who would like to get involved in a project or venture or who have perhaps already been active for a long time.

Certainly, there are already many innovative projects, companies, institutions that have already started or at least planned interesting projects in Varna and the surrounding area that can be assigned to one of the core areas. This is why the core issue is to offer an opportunity to better coordinate existing and also jointly newly identified opportunities among each other and perhaps also to use synergy effects or to identify new cooperation opportunities.

**This Part I of the handbook is intended to inform as large a circle as possible and, if interested, to invite them to participate in the Founding FORUM, at least during these first 6 months. In doing so, you can get an impression of whether and how you would like to continue to actively participate in the future with your plans and projects, which may have been running for a long time, or with ideas and suggestions for completely new plans.**

**The handbook is also intended to stimulate reflection and give impulses in the most diverse areas of life. It is also meant to make you think about whether you really have to leave your roots at home if you want change or whether you can perhaps go down completely new paths that will exist here in Varna in the future, i.e. on your doorstep.**

**New forms of housing, such as multigenerational projects or 50+ housing projects that integrate the senior aspect from the earliest stage, or new, sustainably affordable senior housing models are - among many other things - also currently a major challenge in these times. This is where the future co-founders of the Forum or their companies can also contribute and where the initiators and authors of the handbook can also contribute with their experience as developers.**

**The FORUM will be a communication platform for living and working under the sign of increased challenges during the next years in the Varna of the 3rd millennium, taking up and passing on impulses.**

**The design process of the FORUM will be dynamic, i.e. everyone may see something completely different for themselves where they contribute or make suggestions.**

**The FORUM should and can also keep us mutually awake, encourage us to do things together, also call on us to communicate more openly, to make greater use of the internet for ONLINE meetings. In the end, new friendships with like-minded people can also form, or various kinds of new cooperations can emerge.**

The purpose of this handbook is not to pass on fundamental, new knowledge and to delve into certain changes that may be needed in our society and in many areas.

This handbook aims to provide a decisive, contemporary, new impulse with the proposed FORUM and at the same time to be an implementation tool for further enrichment of the city of Varna, with the aim of sustainably increasing the quality of life.

It wants to give impulses and encourage people to look for new ways and to have more courage to use opportunities and new contacts for change through a better togetherness again.

Bulgaria and Varna, with their own existing potential and location, especially for their Eastern European neighbours, do not have to look to other countries and wait; on the contrary, with this new form of coordinated, urban-oriented cooperation, they can also serve as a role model for their Eastern European neighbours in the future.

Finding complementary, new ways of revitalising coexistence and steady urban expansion through concerted, purposeful action is what is particularly important in times of change like these.

Of course, what is proposed is not revolutionary new. But it will certainly be revolutionary if we not only talk about it, but also implement and tackle it as a future-oriented city with the interested citizens, all institutions and companies, for which this handbook serves as a first step as an invitation to FORUM participation.

It is basically a matter of getting something off the ground quickly, where it can be seen that this will occupy many people, namely the shaping of a future that continues to be worth living in a rapidly developing time with great changes.

**What is being striven for is therefore nothing particularly new, but to tackle and implement it in concrete terms is certainly not an everyday occurrence and will therefore also have an extensive impact.**

**This could later serve as a model for other cities in Eastern and Western Europe, which in turn will permanently change the status of Varna beyond the borders of Bulgaria.**

**To give just one example, an early involvement of the architecture sector, as well as of students in the higher semesters of all fields, is part of the FORUM philosophy. The findings, procedures and involvement of the art, culture and education sector in particular could also be disseminated nationally and internationally, e.g. through the examination papers of students in a particular field, and thus also reported on.**

**This, too, can increase the attention and magnetic effect of Varna as a pearl on the Black Sea. Further immigration of interested students from all disciplines to Varna University could be the result.**

**In principle, the field of education and science should not only be informed about what is happening, but representatives of this field are of course also invited to inform themselves about the FORUM and to actively participate.**

**Young students in Varna will then no longer have to think about which country they might move to after graduation - as has unfortunately often been the case up to now. If these new perspectives are kept in mind even after Varna2030 becomes known, i.e. after FORUM VARNA2030 becomes known on a broader basis in 2023, many a decision could soon turn out differently.**

**Among other things, teleworking (Global Work Desk) is the topic of one of the 7 forums, which also could be interesting for students from Varna and internationally.**

**The aim is to create a highly magnetic effect with very great potential for the future, which will radiate to many areas and also to existing and new company settlements.**

**The field of art, culture, as well as the educational and recreational requirements for young people, until they graduate from a profession or university, must of necessity also meet completely new demands.**

**If a city wants to not only remain an attractive centre of attraction in the future, but also redefine itself far beyond its borders throughout the country, in Eastern and Western Europe and internationally, and become an attractive, international centre of attraction even more so than before, then it needs more than just one major, overarching goal.**

**The division into individual core areas of the new city district expansion, as well as a definition of the target groups, is necessary for structural organisational reasons, so that the actors can join forces according to their respective areas of competence. The boundaries are of course interlocking, as the areas partly overlap or also complement each other and should also promote each other.**

## **Chapter 3**

### **Impact of FORUM impulses possible as early as 2023/24**

The positive image of Varna, which has already existed for a long time and continues to have strong development potential, is only to be made even more visible through the FORUM activities.

Thus, long before 2030, an increased attraction effect will be generated and it will be recognisable in which direction Varna is currently developing as a modern cultural city on its way into the third millennium.

This should have a positive effect on private, entrepreneurial and cultural decision-making processes at a very early stage, i.e. from the announcement of the foundation of the FORUM VARNA2030. Then, once again, a wider circle will be motivated to become involved in the FORUM in one way or another, perhaps with such perspectives.

Thus, the impulses of the FORUM can already have a positive effect long before 2030. The attractiveness of various areas of society can thus be increased at an early stage, after Varna2030 has been announced.

If such a project is to be implemented quickly over a period of approximately 7 years, then this "bottom up" implementation model, in which the FORUM VARNA 2030 is the pivotal point on behalf of the citizens, has the potential to make the attractiveness and appeal of Varna clearly visible far beyond the city limits, even during these 7 years.

Once these new VARNA2030 perspectives become known, as soon as the details of current projects and new projects are summarised in the handbook PART II and can be shown, many people will be able to get a better picture for their future decisions regarding living or working in Varna. It will also continue to attract the attention of a wide audience, far beyond the city limits, throughout Bulgaria, but also in other countries.

In the process, further contacts and at the same time a "VARNA2030 network of interested parties" can and should be established. Interested parties can either participate passively or actively.

This appeals to citizens all over Bulgaria, in Eastern Europe, EU-wide and internationally. As already mentioned, this can even be strengthened by a targeted development of a location for TELEWORKER in VARNA, following the new worldwide coworking and coliving trend, with regard to new IT company settlements.

Students, many of whom have so far emigrated abroad after completing their studies, could also be motivated to work and live permanently in Varna if there were the prospect of a first location for TELEWORKERS in Varna on the Black Sea, rounded off by good coworking and coliving work and housing offers.

The new global trend should not go unmentioned here: more and more younger people are settling in attractive locations for a period of several months and are active professionally in the sense of coliving with a coworking office, only to move on after a few months. The resulting new potential for competence contacts and relationships, which will certainly continue to exist in the long term when these nomads move on, is also likely to be interesting in view of the steadily growing trend. Furthermore, they will report internationally on their activities and the quality of life here and attract new immigrants. All of these are completely new possibilities and opportunities, where Varna

**can therefore now, following the trend, carve out a location advantage for itself early on and confidently secure a place on the international stage. This, in turn, has a general influence on economic developments and new jobs and business fields, which can continue to settle here ONLINE.**

## **Chapter 4**

### **The development of Western European cities in the south - France, etc. Varna, the Pearl of Eastern Europe on the Black Sea**

---

**Varna with its Black Sea coast > in the future even more clearly unmistakable: THE No. 1 Eastern European quality location for many Eastern Europeans and as a result gradually also more and more for Western Europeans and internationally an increasingly interesting, charming address and alternative.**

**This is followed by a look at the past development of other European cities and regions with similarly attractive potential in terms of sea location and, in some cases, ideal climate.**

**France's Cote d'Azur, the beaches and areas around Nice, Cannes, etc., have been purposefully developed over the past century, due to their advantageous location, and are still a strong attraction for millions of Europeans, as well as a worldwide audience.**

**Following the development on France's Cote d'Azur, a similar development also occurred in Spain, with a strong magnetic effect and appeal, especially initially for very many Western Europeans.**

**Some cities in Spain and France are therefore still benefiting today from the targeted development of their preferred southern seacoast location. Nice and the Cote Azur play a special role in the consciousness of many people worldwide.**

**Varna and the entire surrounding seacoast area has a special memory and significance, especially for all Eastern European countries, because of its similar cultural past.**

**For various reasons, Spain and France will of course not be the only preferred location for a large part of the Eastern European public. Especially not since, as in Varna, for example, a very high-quality tourism infrastructure has already been established here, including solidly developed airport connections.**

**Spain and France, and of course Italy, are now attractive locations, but most of them have also become extremely expensive.**

**Furthermore, there are still cultural and language barriers between the entire Eastern European market and these countries. In addition, there is the geographically better proximity and travel time to the Black Sea coast for the entire Eastern European market.**

**Up to now, Eastern European citizens and companies in particular have been offered very little that is comparably attractive to what Varna already has to offer. As far as hotel holiday areas are concerned, Varna already has a lot of attractive things to offer with Golden Sands. This also applies, due to many new measures, to visitors to the city itself, as far as tourists in general are concerned.**

**The new cultural city expansion model VARNA2030 is based, among other things, on the fact that fundamentally a city like Varna, like all larger cities in these times, will continue to expand continuously and therefore must and will expand to larger, new areas.**

**It is precisely now that the opportunity can be taken that certain areas do not develop individually, resulting from the respective situation or the space available, only independently of each other, without using synergy effects or complementing each other.**

**In the process, an even more targeted positioning in general as THE No. 1 Black Sea city of all Eastern Europe should be made visible again within the framework of all Varna 2030 activities.**

**When one area expands, e.g. housing, there is also a growing need for other areas of a city's social life to grow with it. Over the decades, this has naturally been a more or less complementary, natural growth process in cities.**

**But sometimes circumstances arise and there is a window of opportunity - as is possible with the Varna2030 announcement as early as 2023 - to once again make a much more far-reaching, overarching reorientation and again a clearer positioning as THE PEARL ON THE BLACK SEA FOR ALL EASTERN EUROPEANS possible.**

**We live in fast-moving times, where many demands, perspectives and opportunities in our global world are changing rapidly and simultaneously. A jointly rethought and redesigned positioning with a coordinated presentation in a contemporary new form, which will be unmistakably perceived throughout Eastern Europe and thus inevitably in Western Europe as well, is a perfect opportunity in connection with the FORUM VARNA 2030 activities.**

**A certain circle of interested parties should agree on an overriding, common goal, including this repositioning and its presentation. If they keep coordinating and everyone makes contacts and provides know-how for their area, the city of Varna will not only be perceived as the most modern and attractive Eastern European city on the Black Sea through a spatial city expansion, but also through its charisma.**

**Varna can - once again together with the areas of culture, business, tourism, education, housing, etc. - be rethought. –**

**Varna can be rethought and present itself even more self-confidently than before as THE No. 1 location for Eastern Europeans and expand its status throughout Europe and internationally as the city of the future on the Black Sea.**

**Nice, the world-famous and charming city on the Cote Azur, can be used as a comparison.**

**Varna, as the "Nice on the Black Sea", as the "Pearl on the Riviera of Eastern Europe", is to present itself again more strongly than ever before to a growing public in many areas. Varna is not only interesting as an attractive tourist location, but also as a location for people who are looking for a place to live and work 365 days a year.**

**Of course, this also includes attracting new companies. Increasing the attractiveness for art, culture & education circles is another component of the task of the FORUM VARNA 2030.**

**We find examples of lasting quality of life and magnetism not only in France, on the Cote Azur or on the Riviera, but also some cities on the Mediterranean coast in Spain have this combined charm as an attractive tourist location by the sea and at the same time a very strong business location, such as Valencia in Spain.**

**These are cities and seaside coastal areas which, as similar points of attraction, are still a permanent magnet for an audience of millions from Western European countries.**

**Eastern Europe - even in relative terms - has nowhere near the large crowds and developed potential as France and Spain or the Florida coasts of the USA.**

**Unlike in Spain and France's Cote Azur, where these advantages have to be shared by several cities, Eastern Europe, due to a different**

development during the last decades - until today - basically has only one city that stands out considerably from the others in terms of these qualities. This must not only be preserved, but must now be expanded with further, completely new impulses, which can be specifically supported through the FORUM VARNA 2030 activities and members.

The diamond of Varna on the Black Sea, which has of course already existed for a long time but is still somewhat unpolished, is basically only lacking a final polish in which several areas of social life are specifically reunited spatially and functionally, expanded and made known, where fresh impulses can be added by FORUM Varna 2030 members, among others.

Hardly any other city on the Black Sea already has such great potential in terms of appeal and attractiveness, especially for Eastern Europeans, most of whom still have their own further expansion ahead of them.

This is also always with the intention of creating increased attractiveness for the settlement of new companies as well as additional jobs and to be a new magnet, also for the settlement of skilled workers.

It is therefore important to take advantage of this unique opportunity, especially at the present time, to regroup and to make itself more visible to all Eastern Europeans as THE old and even more so the new Black Sea No. 1 location.

Of course, this automatically has a strong effect on additional interested parties and further users from Western Europe and internationally.

## **Chapter 5**

### **The 7 core areas for a broad user target group**

---

**Certain areas of urban coexistence, in terms of social, cultural and economic impact, among others, have a priority depending on current events. Priorities will, of course, always change over time. For the goal and task of the FORUM until 2030, and in order to better accompany the development and impact among each other in a harmonising way, 7 areas have been defined, which are called "CORE AREAS".**

**To ensure that the development of these 7 core areas has a harmonising effect on the various interests and needs, there is also a mutual exchange of information between these core areas, even in the early phase of planned projects. If other initiators or organisations are interested, existing projects can also be taken into account and assigned to a core area.**

**The 7 core areas are assigned to the 7 FORUMs of "FORUM VARNA 2030". These will then coordinate and dedicate themselves to the respective core area in detail. It is important, however, that there is always a timely exchange of information on the respective projects and developments of one of these core areas.**

<b>VARNA 2030</b>		<b>the 7 keysegments</b>	
<b>Art &amp; Culture</b>	European Art & Culture Theme Park Varna	<b>FORUM1</b>	
<b>Modern housing in Bulgaria</b>	Residential Park VARNA 2030 etc.	<b>FORUM2</b>	
<b>Leisure &amp; Sport</b>	Black Sea Leisure Park Varna South	<b>FORUM3</b>	
<b>Education &amp; Innovation Meeting Point</b>	Exchange of information and experience between the education and business sectors	<b>FORUM4</b>	
<b>GLOBAL WORKDESK VARNA</b>	TELEWORKING - coworking - coliving	<b>FORUM5</b>	
<b>Black Sea Convention &amp; Recreation Center VARNA</b>		<b>FORUM6</b>	
<b>HEALTH, ENVIRONMENT, TRAFFIC</b>		<b>FORUM7</b>	

This gives a better chance to receive additional impulses or to recognise possible support or synergy effects at an early stage.

For example, the rapidly expanding area of teleworking, as well as many other possibilities of IT technology, will be able to give almost every one of the 7 core areas quite fresh impulses.

**The cross-connection of education or art to business, or art and culture to youth, sport, congresses can certainly bring in completely new points of view.**

**Furthermore, art can play an additional enriching role in participation in urban design or new residential parks, as well as in aesthetic marketing and advertising.**

**New business and educational congress concepts, with increased involvement of the arts, can certainly open interesting doors for Varna in advance in marketing and promotion, too.**

**This is only a small part of new possibilities and synergy effects where the FORUM would like to provide inspiration and promote this - among other things through regular FORUM MEETINGS/ROUND TABLES.**

**The development of the 7 priority areas is promoted by the "FORUM VARNA 2030" via the 7 different forums and accompanied in the long term, within the framework of regular meetings - partly ONLINE meetings.**

**Thus, due to the current state of communication media or other IT technologies, highly interesting, further doors can open for education, art and culture, as well as any kind of business and entrepreneurship.**

**It will also be very useful and certainly cost-minimising for those involved in all 7 areas if they now coordinate even better with each other and give each other impulses and also offer each other know-how or cooperation. This could, for example, also be - in addition to the usual marketing activities - a complementary, jointly coordinated VARNA2030 marketing via the FORUM relationship network of citizens.**

If integration into the Forum is desired for projects that have already been planned in Varna or have already been started, this is not only possible, but this flexibility and openness for cooperation is precisely an important part of the philosophy that FORUM VARNA2030 wants to motivate.

Of course, a project of such a superordinate nature should also have a positive effect on the existing urban and peri-urban area at a very early stage. This effect can then also positively complement previous measures.

The task of this FORUM is therefore also particularly about the fact that the part of competitive thinking, which has meanwhile become somewhat too pronounced in our society, is developing back into a much more useful form of collegial thinking, of cooperative thinking.

There is basically nothing wrong with competition as a motivator and "motor" of a respective development, as long as it does not overlook or prevent the benefit of joint actions, where people complement each other with their different abilities, possibilities and also contacts.

Therefore, FORUM Varna2030 will again focus on the coexistence and harmonious coexistence of many different personalities, which can be private individuals as well as representatives of various organisations and who have a wide range of skills, opportunities, experiences and contacts.

Through a better exchange among each other, one can achieve much more together, while continuing to accept the differences. Basically everyone knows that. But the problem was already recognised in the 18th century by a German poet who is still famous today and described it as follows:

It is not enough to know, It is not enough to want

One must also apply, One must also do

Johann Wolfgang von Goethe

**This is exactly what the Varna2030 Forum is about, because the basic idea is basically nothing revolutionary new. However, if an entire urban society really does it, which is what the "VARNA 2030 FORUM Handbook" is inviting the people of Varna to do right now, then it will become visible for the first time, far beyond the borders of a city, what is nevertheless possible together, even in these times of greatest challenges.**

## **Chapter 6**

### **Impact on the tourism industry**

---

**The multifaceted challenges are a unique opportunity for Varna in particular, with its already existing attractiveness and location, as well as the certainly already existing intentions for further expansion.**

**Of course, these FORUM activities will then automatically have an impact on the attractive hotel and holiday environment, and not just from 2030, but long before.**

**It is therefore important to use the opportunity so that this existing future potential of Varna on the Black Sea coast, especially for Eastern Europeans, does not continue to develop purely by chance, according to individual interests, but, through currently completely new coordination, for the benefit of all involved.**

**Through a clearly announced expansion model "Varna 2030" with specifically expanded cultural content and aspirations, Varna can develop much more rapidly as such a prosperous coastal city region for the whole of Eastern Europe, attracting a wide variety of business-active groups, future residents and later also more holidaymakers.**

**As a result of this development, it could also be conceivable that other consulates and countries will then set up their representation here. This is especially true because Varna will make a name for itself as THE Eastern European teleworking location on the Black Sea coast, which can attract attention not only in Bulgaria and Europe, but also internationally.**

**The boundaries of job opportunities are being completely redistributed and now Varna, if tackled swiftly, has a great opportunity here.**

**It is certainly understandable that Varna 2030 - if it is made clearly visible beyond the borders of Bulgaria as a future-oriented cultural city and THE pearl on the Black Sea of Eastern Europe - will also result in an additional boost in attractiveness for guests and entrepreneurs from Western Europe.**

**Varna can then, due to the already existing potential and the already existing, partly attractive hotel-beach infrastructure, unlike e.g. Florida and Spain, not only unilaterally offer a new home to many holiday visitors or senior citizens and expand. It can also give a new impulse to the economy through a well-developed and publicised telework location No.1, the “Global Work Desk” on the Black Sea.**

## **Chapter 7**

### **Location with quality of life also for the 50+ and older generations**

---

**In times of far-reaching change in society, one also wonders what about the potential of today's "young" and partly still active seniors, the ex-entrepreneurs, masters & craftsmen, professors, teachers, managers, bankers ?**

**An admittedly small, but nevertheless increasing group counts itself as dynamically active even in their 60s or 70s. If not in the active sense, then this is at least a numerically increasing group that is also looking around for new housing concepts, similar to the cohousing for seniors that is gradually spreading worldwide. Many of this target group, also from all the major Eastern European cities, can well imagine living in a seaside city environment that suits them later in life.**

**It is also possible that one no longer wants to be active in one's old field of activity, i.e. that one changes one's occupation and field of activity again at an earlier age, before 55. The telework possibilities will invite many people to rethink this and to set a new course towards a new life culture as a 50+ family member long before retirement age.**

**Something has obviously been silently ignored here for a very long time in many countries and has gone in the wrong direction, which means another very interesting, big opportunity for the seaside city of Varna.**

**It can also show itself to an increasingly larger circle of the 60+ generation as a liveable city and invite them in.**

## Chapter 8

### The 3 phases of establishment - Shared on more shoulders

The path through the 6-month "Forum Establishment Phase" to become an active FORUM-VARNA2030 member or passive supporter.

Man kennt FORUM VARNA 2030 über:	Bei weiterem Interesse meldet man sich an beim:	Nach ca. 6 Monaten Etablierungsphase kann man weiter dabei sein als:
Prospekt Präsentation oder Handbuch	ETABLIERUNGS-FORUM VARNA 2030	AKTIVES oder passives FORUM-MITGLIED
Schritt 1	Schritt 2	Schritt 3

#### STEP 1

Dissemination of the VARNA2030 Handbook and Guide with a brief overview of the main points - interested parties can then read the Varna2030 PART I Handbook in detail.

#### STEP 2

Start of the Establishment Forum Varna2030, within the framework of an approx. 6-month preparation for the later Forum 2030 foundation, with joint further elaboration of the individual core areas for PART 2 of the handbook in a larger circle.

The result of this approx. 6-month establishment phase, with the detailed specifications of the individual core areas, is then the basis for the later foundation of FORUM VARNA2030. In this phase, it can

also become clear who, for example, would like to participate as one of the coordinators in a respective FORUM.

Of course, someone can also decide to simply become a passive member. This person will always be kept up to date on current developments. Even as a passive member, one can give a signal of support by increasing the number of members and, together with other passive members, make it visible that one is basically very interested in such a development.

### **STEP 3**

After the official joint foundation of Forum Varna2030, research is carried out for project partners, companies, institutions, etc. that want to take over a part or several segments of the respective core areas on an external business level, or as an institution or association - in the sense of the guiding principle.

A small organisation emerges from the FORUM of active supporters during Phase II of the Establishment Forum. A structure is then founded, based on an association. This structure is the permanent bearer of this guiding idea and the common goal.

Through overarching communication with the exchange of contacts and information, the respective projects and intentions up to 2030 are supported in an advisory and coordinating capacity.

It is important to note that the FORUM's task is not active business management. The main task is to meet from time to time in a relaxed and creative "club atmosphere" and gradually build up and maintain a VARNA2030 contact and information network together.

It should always pass on impulses and pick up new ones, as well as maintain the guiding idea and further dissemination and development. Through conference calls, former Varna citizens or Bulgarians

currently living abroad can also be actively involved in certain VARNA2030 ONLINE meetings, after the establishment period.

## **Chapter 9**

### **Bottom UP - an implementation path that complements the previous approach**

---

#### **What is "BOTTOM UP" and "TOP DOWN" Development?**

The FORUM is the hub of a BOTTOM UP development. As a rule, urban expansions, just like individual projects, are always developed and realised in a "top down" process, i.e. in fixed structures from top to bottom, by the respective responsible persons and organizations of a city.

After that, a project is made accessible to a group of users. Of course, this was and still is a common procedure in many cases and in principle for organisations.

In the present case, however, it is a matter of jointly shaping a cultural city development even more intensively, not only from the structural aspect of the expansion of a city, but also from the cultural and social aspect, in accordance with the rapidly changing possibilities and demands of all generations.

This also includes the current concerns of young people up to the point of study or vocational training. Furthermore, especially in today's times, the changed situations and needs of the older generation must be taken into account in new ways.

**This results in a different approach. This is called "bottom up" development, which in this case means that through the active participation of representatives of the various social sectors and also the age groups, the city once again receives additional, new impulses and broad support from below.**

**Therefore, the various user groups from all sectors of society are included in the process. In the usual "top down" realisation, this is realised by the city politicians, or department heads or managing directors with the resources of a city organisation available to them for a market.**

**However, studies have already shown that "bottom up" approaches in the case of large-scale urban cultural regeneration projects - through a broader participation of the population – can result in a richer and more colourful cultural regeneration in the end. This is also the case when less money was available for certain purposes than in the usual TOP DOWN.**

**In such cases, the result has been a significantly higher identification of citizens with their city and a commitment of residents from all walks of life and age groups.**

**In order to ensure the implementation of such an extensive BOTTOM-UP project from within the current society not only for a euphoric start-up phase, but also for the realisation over the entire, longer period of time, the "FORUM Varna2030" will be set up in the present case right at the beginning.**

**The resulting FORUM, as an additional support to the resources that have always existed in a city, thus takes on the coordinating role of such a future-oriented bottom-up development.**

**It can of course be available to the city in certain situations with its members, i.e. their competences and contacts function, if this is wanted.**

**Of course, in the spirit of personal Varna civic engagement, members of the municipality can also play a certain role in the FORUM, which is aspired to and would be useful.**

**Those who want to actively participate and contribute with their experience, contacts and other possibilities can get a first impression during the 6-month establishment phase and contribute there with suggestions. After that, he or she can participate as an active member in the FORUM foundation. Those who would like to support the guiding idea but only want to be kept up to date on developments can, as already mentioned, of course also become passive members.**

## Chapter 10

### THE FORUM - Mission - Organisation - Members

---

The forum promotes the regular exchange of contacts, information and ideas with regard to the goal.

#### **The central TASK**

Even in times of great challenges, the attractiveness of the city is to be further increased and interested people from the various social spheres of life are to be given the opportunity to participate in the process.

#### **The GOAL**

Varna will be visible beyond the borders of Bulgaria as a future-oriented, Eastern European city of culture with steadily increasing attractiveness until 2030. The FORUM also supports the increase of attractiveness as a business location and the well-being of residents and visitors.

#### **Fundamental**

The FORUM VARNA 2030 is a special FORUM for the promotion of a contemporary further development of the cultural city of Varna until the year 2030. Varna should very quickly gain even greater regional, national and international appeal as the pearl of Eastern Europe on the Black Sea.

This will be achieved through increased involvement of a wider circle from society than has been the case so far. FORUM members are

**regularly informed about developments and the various possible active engagement of members is coordinated accordingly.**

**In this way, precisely because of the currently more difficult developments in our world, the resources that already exist in the city can be supported and given additional impulses from the perspective of the citizens.**

**Through coordination with the city and other relevant, existing institutions of the urban society, all interested sectors should derive added value from it.**

**An innovation process with synergy effects is thus to be set in motion quickly from 2023 by the FORUM VARNA2030 and accompany the development permanently until 2030.**

**Of course, the special FORUM realisation model does not want to and cannot question the previous approaches and existing structures for implementation or compete with them.**

**On the contrary, the strong development of Varna, which is already underway, should simply be supported by such a contemporary addition, in addition to what has been done so far, via further, new impulses, from below, from the urban society.**

**The dynamics and the breeding ground of the FORUM will be carried from the beginning, until the realisation year, by an additional circle of Varna citizens who want to actively participate and contribute to FORUM Varna2030, or signal their basic support as passive members.**

**A demanding urban development that wants to meet the sometimes rapidly changing demands of today's society, even in more difficult times, also requires correspondingly new, adapted, contemporary approaches.**

**In the case of more extensive projects, which usually extend over several years, the usual procedures can often no longer take sufficient**

**account of this circumstance. A support of already existing resources, which develops voluntarily and thus out of motivated citizens of an urban society, can represent a decisive, additional benefit.**

**An overarching platform such as the FORUM, which is available to all the different citizens and community organisations as a support, can meet such increased demands. There, the most up-to-date information, interests, as well as offers of support in the core areas can be looked at from the perspective of the city's residents.**

**Through the FORUM, the respective representatives of all sectors of society, organisations or institutions can thus permanently contribute, examine, advise and also - with regard to the jointly defined goal - constructively participate.**

**The FORUM VARNA 2030 will be launched in the first phase of approx. 6 months as an "Establishment FORUM VARNA 2030". During this time, there will be a regular exchange of information and contacts. This will take place at times in the context of personal meetings.**

**In the course of these 6 months, a circle of interested parties will emerge who - based on their respective experiences, possibilities, contacts, etc. - would like to actively participate in the further development of Varna2030.**

**From the circle of participants in the establishment forum, the circle of members for the foundation of an organisation, the "FORUM VARNA3000", is formed. This organisation, with its members as a registered organisation, an association, continues to take on only a superordinate coordination, with regard to the goal, as well as, through mutual information, the harmonising overall design of the 7 core areas.**

**Often, in the hustle and bustle of current events, with sometimes rapid changes in the framework conditions or politically emerging changes,**

goals are formulated that, especially if they were long-term, easily fade away again or are lost altogether.

This can be done more easily if there is an overarching structure that takes on a coordinating role of information and interests, with regard to a strong, overarching goal, which in this case is the task of the Forum in the period up to 2030.

**In accordance with the aspiration and sustainable goal, an additional task for the VARNA2030 FORUM is derived from this, which permanently harmonises the different interests and partners.**

**The central task is therefore to maintain communication and a network of relationships with regular exchange of information,** similar to CLUB members. This is achieved by meeting from time to time in a friendly, collegial "club atmosphere", which is – after establishment – nowadays in some cases also possible ONLINE.

In addition to a FORUM contact network, an interesting information platform can also develop. This is where information and impulses for mutual exchange on the various plans and projects are gathered. This can enable and promote synergy effects.

The Forum is thus a temporary association of interests. Special attention will be paid to the rapid, even stronger increase of Varna's attractiveness as a year-round location. Therefore, the new possibilities and perspectives of VARNA 2030, inspired by the FORUM, are to be made visible at a very early stage, beyond the borders of Varna.

The central task is to maintain the goal of VARNA 2030 through continuous communication and promotion of information exchange, as well as the gradual establishment of an information and contact network.

In the FORUM, mutual information between the 7 Forums ensures that they are as optimally coordinated and develop as possible. One area should not be forgotten, neglected or suppressed at the expense of another.

This applies in particular to the early inclusion of education, art and culture, as well as the new opportunity of creating modern teleworking jobs. Here too, because of the highly topical opportunity, it should be mentioned once again that the city of Varna, due to its seaside location with high year-round recreational value, can develop a lead in the new topic of telework, not only on a national, but also on an international level, if the approach is coordinated early and quickly from now on.

### **No economic enterprise - comparable to an association or club**

It is very important to recognise and clearly separate that this FORUM VARNA2030, which connects the different areas, is not an economic enterprise, but an organisation with a social claim.

In its nature, the FORUM is comparable to an association or CLUB, i.e. it is not an organisation or company with the purpose of generating business profits for the owners or members within the organisation. It is only intended to identify and work out new opportunities or impulses and to promote or suggest exchange and cooperation between members and external organisations that may be involved.

Any income or donations will be re-spent accordingly for the purpose of furthering the goal. In the event of a possible increase in size and membership, only activities coordinating and managing this specific goal will be paid for, if required on a later step of expansion.

**The important, economic aspect, resulting out of VARNA2030 Impulses, comes to bear in the individual core project areas - unchanged as before - because this is where the economic considerations and decisions are made by the respective companies and institutions interested in them, and where projects and business are launched.**

**Thus, during the entire term until 2030, there is only a mutual informing and partly also an actively coordinating role of the members. Basically, it is nothing different from the usual clubs or associations, which also have no profit goals, but are active in the sense of certain overriding interests.**

**The active supporters of a society come together to promote a common goal, VARNA 2030.**

**People regularly exchange views on the goal or topic represented by the FORUM and can contribute with donations or sponsorship. Active participation, e.g. in a function as FORUM coordinator, is also considered sponsoring.**

**Just as in a swimming club, sports club, tennis club or golf club, there can and will of course be contact and exchange of information among the members, where each member can then also cooperate separately and outside the club with their companies.**

**The members can offer themselves to each other as service providers, advisors, cooperation partners, or perhaps also as investors, etc. and, of course, also look for external partners or give impulses to organisations that could possibly be useful for the implementation of VARNA 2030 goals.**

**Via the FORUM, friendly tips and advice can thus also be obtained from members, which can continue to a wide variety of project cooperations, depending on the desired commitment, know-how and personal or entrepreneurial interests.**

**Business, cooperation, and projects that are directed towards the goal should be created and promoted as a matter of priority, but by far not only this, also and especially social and cultural aspects and projects that can be integrated here should be taken into account and jointly initiated.**

### **The legal form - framework conditions - articles of association**

**It could be a certain form of association or the implementation form of a club, or a foundation that takes over the fulfilment of this task. The optimal form will emerge during the establishment phase of the Varna 2030 Forum, also based on the circle of interested parties.**

**The definition of all framework conditions with the common goal, i.e. the FORUM statutes, is done after final coordination with all areas and interests, also by interchanging information with the city of Varna. This will then be laid down in the FORUM founding document, if possible and if desired with the involvement and participation of representatives of the City of Varna.**

**From its foundation, the FORUM has the task to carry the guiding idea until 2030 and to support the 7 core areas, which were jointly elaborated and defined in detail in Part II of the manual, in a coordinating and advisory capacity via regular monthly round tables and communication between all members.**

## **THE MEMBERS**

**What is the composition of the membership**

**active and passive members**

**This can generally be all private individuals, including private individuals who are also representatives of companies, arts-cultural or educational organisations, associations, and other organisations.**

**The FORUM members will certainly be mainly from Varna and the surrounding area. However, they do not have to be from Varna only, they can live all over Bulgaria. Bulgarians who currently live and are active in other countries are also invited.**

**If someone wants to actively support this FORUM and the goal, which is nowadays easily possible via ONLINE Meetings/ROUND TABLES even at a distance, or if someone just want to signal his support for the goal as a passive member, he will receive regular information about the progress.**

**Everyone is therefore invited and should - just like the authors of this Varna2030 Handbook - for a respective active participation and contribution to the VARNA 2030 ROUND TABLES - make a proposal on how they would like to contribute, which will be considered as member sponsorship.**

**Of course, it is also possible to become a founding member if you want to become a passive member without participating in the ROUND TABLES.**

**Then you regularly receive information on developments, e.g. sometimes also after important meetings or decisions.**

**The initiators provide this FORUM realisation model with the Varna2030 Handbook for joint, further development as a business consultancy KNOW HOW and thus as their voluntary sponsorship**

**contribution for the further positive development of the city of Varna and the FORUM to be founded.**

**This should also be a preceding example, a motivation and invitation to others who would also like to get actively involved in the FORUM with their possibilities. However, there is no obligation for a certain amount, a certain scope and a certain type of sponsorship. It is left to the free decision if, and in which way and amount one wants to get involved.**

**This can therefore also be through regular activities, as well as through financial sponsorship to cover administrative costs, etc. Furthermore, the provision of resources and premises, the sponsoring of presentation events including the premises, as well as support for advertising and PR, among many other variants, are also conceivable.**

**The topic of sponsorship will be explained later on.**

**The FORUM is an implementation tool on a voluntary citizen level, in addition to the usual management areas of individual companies and organisations. The companies will then conduct their business externally, in the usual way, for specific projects on the respective core areas or participate as representatives of other institutions.**

**The FORUM should take into account the integration and continuation of already existing plans and efforts of institutions, associations and companies in Varna and the surrounding area. Therefore, in addition to every actively interested citizen, representatives of various institutions, companies, associations and educational sectors of the city of Varna are invited to participate in the FORUM Varna2030.**

**A permanently lively process is to take place through the participation of various competences that come together in the FORUM and regularly exchange information, contacts and ideas. Maybe one or the other even remembers earlier ideas or contacts that could possibly be integrated now.**

**The Club Forum Varna2030 aims to better harmonise the most diverse interests and cultural aspects, i.e. also the interests of youth, young families, senior citizens, as well as aspects of art, culture and education.**

## **Founding members**

**Anyone who wishes to be a founding member of this purely private organisation of citizens from Varna, Bulgaria, or indeed from any European country or internationally, makes a specific voluntary donation as an active contribution, which can take a variety of forms.**

**As already mentioned, no amount is prescribed and instead of money or contributions in kind, there is also the possibility of actively committing a few hours per month, e.g. by regularly participating in the MEETINGS/ROUND TABLES, which is also considered sponsoring and fulfilling the entry requirement as an active member.**

## **What is the composition of the membership**

**The Varna2030 Forum, like any association or club, is composed of volunteers from the citizenry. These in turn can be owners or employees of companies or various organisations, also from education, politics, etc. In this way, many areas or developments of the city, as well as companies and institutions in the greater Varna area, are to be additionally supported in the future on a permanent basis, from a broader basis of the civic society.**

**Various people, entrepreneurs, politicians, pensioners, students, etc. can participate, each voluntarily for certain resources, as contact persons and advisors. In contrast to the initial 6-month establishment FORUM, the FORUM is financed from its foundation onwards through**

**membership fees and especially through sponsoring by the active participants, similar to what is usual in associations or CLUBs.**

## **active and passive members**

**You are an active member if you perform a FUNCTION as either a FORUM Coordinator, FORUM President or Expert Councillor.**

**OR**

**If you at least agree to participate in the monthly ROUND TABLES and sponsor as a start, the time for the monthly ROUND TABLE participation will also already be counted and recognised as a sponsorship contribution.**

**Active members, even if they do not take on a FUNCTION in the organisation, can of course get more intensively involved in certain topics and participate in discussions.**

**The FORUM VARNA 2030 supports an approach, through cooperation of citizens from various social sectors, who are invited to actively contribute with their possibilities and skills in a supportive way to the urban expansion activities for the benefit of Varna.**

**Only individual persons, i.e. citizens and not a company, are ever intended as FORUM members.**

**Those who cannot or do not want to actively participate, but still want to support this project, pay a small, more symbolic annual fee as a passive member, similar to other associations. In this way, they can show that they are generally interested in such a development as a citizen and will therefore continue to be informed about the status and activities as a passive member, when the occasion arises, but at the**

latest quarterly. Of course, he can also submit tips and suggestions in writing to the FORUM Varna 2030.

The active people make a voluntary sponsoring/donation proposal for the start, what they would like to bring in. They agree to meet regularly, but at least 1x a month. If this is not possible for you, you can also participate in a meeting ONLINE. Once meeting minutes have been written by a special FORUM section, each active member who participated in a meeting will receive a copy.

Of course, you can always switch from active to passive again and vice versa.

## **The Member Age Group**

**from young people, students to senior citizens**

The invitation to participate actively in FORUM or as a passive member, goes out to all men and women from the youthful age, from 18 years, to students, citizens, to the elderly citizens, who wish for a dynamically developing positive city culture, leisure culture and a motivating educational life.

Since FORUM 3 is dedicated to the topic of leisure and sport, it is possible, especially in this FORUM, to register here as a JUNIOR FORUM member even at the age of 16, in order to meet friends, make new friends or take part in certain planned self-development activities, e.g. at weekends.

**Senior citizens from all areas of business, social, political and cultural life in Bulgaria are particularly invited to participate in the FORUM. They are also urgently needed in these times,** because they are part of a group of experienced people who are indispensable for a dynamic, lively further development of urban culture. They can bring all their life experience, professional experience, contacts, etc. to the table.

Since the meetings and ROUND TABLES can now also take place completely simply and easily ONLINE, this provides VARNA2030 with a completely new and very strong additional realisation potential, which could never before be used in this way.

We must now seize this opportunity together. Let us tackle it. Together, for our future, that of our children, grandchildren, friends, business partners and many families and people who can then build their future on such a foundation.

In this sense, the authors have taken a very first step and extend a hand to anyone who feels in any way addressed by reading the handbook to be there with us.

Those who do not have the opportunity and time to support us could still do something for Varna 2030, namely by ensuring that this information on FORUM VARNA 2030 is simply distributed further and further.

Organisation & the functions		
<b>Organisation</b> 		<b>FORUM President</b>  VARNA south
		<b>FORUM President</b>  VARNA town and surroundings
<b>EXPERT CONSULTANT ( 2-4 )</b>		
	<b>FORUM-COORDINATOR:</b>	<b>active members</b>
<b>FORUM1</b>	Name (1-2)	
<b>FORUM2</b>	Name (1-2)	
<b>FORUM3</b>	Name (1-2)	
<b>FORUM4</b>	Name (1-2)	
<b>FORUM5</b>	Name (1-2)	
<b>FORUM6</b>	Name (1-2)	
<b>FORUM7</b>	Name (1-2)	
<b>passive members</b>		

**A FORUM COORDINATOR can be active for one of the core areas. However, several people can also work side by side and in a coordinated manner on specific topics or functions. They only take on a coordinating role, but not a managerial function, where business and projects are dealt with. Of course, it is possible for a company manager or company owner to take on a coordinating function in one of the 7 core areas at the FORUM.**

**The FORUM is primarily dedicated to two areas of the city, namely the existing city and the entire surrounding area, which is primarily represented by one of the two FORUM presidents. Another focus is the expansion with the various new building possibilities in the area of Varna SOUTH, which is primarily represented by the second FORUM president. However, he can also provide general support for new building projects in the city area, if the president responsible for this area agrees with this support.**

**The 2 FORUM-VARNA2030 Presidents can belong to any professional and experience group. Both are supported by the Expert Council.**

**Depending on the circle and the number of interested, active participants or on the stage of development, the president can also take care of certain areas as coordinator at the beginning. The function of both FORUM presidents can also be taken over by one person at the beginning - at the start and in the founding phase - or also initially by a FORUM coordinator.**

**Thus, a solid structure of active members, who then also take on a function in the organisation in a targeted manner, will gradually build up and develop dynamically according to the interest of the citizens.**

## **FORUM Coordinator**

If you are an active FORUM member and would like to get involved in a more targeted way and contribute your experience, opportunities, ideas and contacts, you can take on the role of a "FORUM coordinator".

The FORUM coordinator then selects the core area or FORUM for which he/she either has experience or for which he/she would like to specifically advocate and represent. The organisational structure is designed for dynamic growth. Therefore, over time, several coordinators can act in parallel - e.g. to a FORUM 1. They then coordinate their priorities and activities with each other.

As a rule, each FORUM coordinator participates in the ONLINE ROUND TABLE and reports regularly on current topics concerning his or her FORUM area.

## **FORUM Presidents**

In addition, the FORUM must be continuously represented by two FORUM Presidents - for such a long-term project with this very high demand. The 2 FORUM Presidents can belong to any age, professional and experience group. At least one of the two FORUM presidents should participate in a FORUM-Meeting/ROUND TABLE. As a rule, however, both should always participate.

## **Expert Consultant**

The 2 FORUM Presidents are supported by Experts Consultants. From the beginning, these are already 2 persons, namely the author and co-

**author of this manual with the FORUM implementation model. They are available at all times to advise the presidents on fundamental questions concerning the establishment and further development of the Forum. The two are also available as expert Consultant on the topic of future-oriented housing concepts, as well as cohousing, coliving, coworking and office developments for teleworking.**

**This group of experts is to be gradually expanded by at least 2 more persons. One of them should have at least 10 years of experience in the business sector. Another person should have long-term experience in the cultural or educational sector. The persons from the FORUM Expert Council do not have to participate regularly, but should at least take turns in the ONLINE Meetings.**

## **Supporter - Sponsorship**

**When we speak of sponsoring here, we are not referring to financial sponsoring alone. It can also be sponsoring through active time commitment by members, or an entrepreneur contributes certain services from his company or makes something available. The "minimum sponsoring" of an active member is to actually take the time once a month for the Forum Meeting and to participate in the communication and the exchange of information.**

**Another form of sponsoring is conceivable if, for example, an advertising company or an internet marketing company would take on certain advertising activities for the FORUM as sponsoring and then, of course, as a side effect, at the same time as the regional and supra-regional VARNA 2030 dissemination as a company can show itself through this.**

Of course, support is also possible as a passive member by only contributing a smaller annual amount as a passive sponsor, which is more of a signal of fundamental support, although of course donations that go beyond this to specifically promote the VANA 2030 goal can also be a sensible investment for passive members.

As also mentioned above, you can contribute as sponsorship any number of hours per week or month if you want to actively participate in the FORUM, which is the minimum time for the monthly ROUND TABLE.

Those who really want to be actively involved in the FORUM should consider their initial sponsorship proposal during the establishment forum phase - where they first obtain non-binding basic information and participate - and then make a proposal for active founding membership. During the 6-month establishment phase, they can also consider whether and which function they would like to take on in the FORUM organisation.

Basically, it is similar to the initiators who bring this manual with the present FORUM implementation model, as their contribution of a start-up sponsorship.

The active function of the FORUM organisation is then initially fixed until 2030.

### **FORUM supporters and members - not only from Varna - Bulgaria-wide and abroad**

Every Bulgarian, not only those from Varna, but also all Bulgarians living in other countries can register as an active, but at least as a passive member and will then always receive the latest information. Through this symbolic gesture of passive membership, you can also help, together with other passive members, to set a positive sign for such new developments in Eastern Europe.

**Anyone who is interested in such an attractive development in their home country Bulgaria, which definitely has the potential to become a transnational, Eastern European role model, is now very welcome. Of course, if they register as a passive FORUM member, they can still participate with any kind of sponsorship.**

**Of course, he would then also be published on a VARNA 2030 sponsor list - if he so wishes. Every member on the sponsorship list helps twice, firstly with some voluntary contribution to the FORUM and secondly by making the strength of the foundation and the pillars on which Varna2030 is built more and more visible as the list of active and passive members grows.**

**Of course, the FORUM does not exclude anyone, i.e. generally any person, or representative of an institution or company, who finds this development in Eastern Europe interesting and would like to promote it, i.e. not only Bulgarians, can get involved through a small sponsorship or passive membership.**

**So basically this is exactly what Heinz Günther, together with Ivan Ivanov, his Bulgarian business partner and friend, are also providing with this manual and special development model. A future-oriented FORUM realisation model as their start-up sponsorship contribution.**

**Heinz Günther had recognised and perceived - through a friendship and subsequently further conversations with Bulgarians, as well as due to his project activities in Bulgaria - what potential the city of Varna in particular holds for the people here. After his observations and many journeys and stays in Bulgaria, compared to Western European countries, it was already foreseeable for him many years ago that the flow of time would one day offer an extraordinary opportunity for Varna.**

**The only thing we need to do now is to build on this by bringing together many experienced people in a coordinated way, spread over**

many shoulders, via the FORUM, for the further positive future of the city of Varna.

## **Chapter 11**

### **The initiators of Handbook Part I with the FORUMModel**

The authors and initiators of FORUM VARNA 2030, with the bottom-up implementation model proposed in Part I of the manual, have many years of know-how as business consultants and project developers. In the meantime, a first project has also been realised in Bulgaria. This was developed by the ARTOL3000 European Business Group and then the realisation with the construction, until completion in 2019, was managed by the initiators of this handbook. One of the owners has decades of know-how in the project development sector and has been active in various EU countries over the past decades.

He has also gained experience through his activities on Mallorca and in southern Spain. Among other things, he played a leading role in setting up and expanding the European-wide marketing network with offices in many EU countries in order to build up a mountain village in Spain in the traditional Arabic style. This had already led to people from 16 different EU countries settling there more than 20 years ago, before the possibilities offered by the new media today.

The professional experience of the German partner of ARTOL3000, Heinz Günther, as well as the education and professional experience of the Bulgarian partner Ivan Ivanov, who also lived and worked in Germany for several years and later developed a project in Bulgaria, have both shown the great potential and current opportunity for the continued positive development of the city of Varna.

## **Chapter 12**

### **Summary and invitation**

---

**Due to its privileged location by the sea, Varna has always had a special position for the entire Eastern European region. The existing potential must continue to be developed, especially from this point of view. The year-round attractiveness should be given a special and even higher priority than before.**

**By focusing more on this and working together with a wide range of sectors and interest groups, the strong magnetic effect can be extended far beyond the summer months to all other seasons. This will of course have an additional positive effect on the economy and thus also on jobs.**

**The FORUM Varna2030 offers an additional chance and opportunity to tread new paths together in order to present itself as a vital, impulse-giving coastal city of the future that radiates throughout Bulgaria, Eastern Europe, Western Europe and internationally.**

**This then applies not only to the existing attractive city districts and the already strongly positively developed holiday areas and beaches in the surrounding area, but can also radiate out into the entire Varna region and the surrounding coastal area on the Black Sea.**

**In the last 2 years, for example, a certain reversal of the generally strong rural exodus towards the city can be observed in many European cities. Some urban office complexes do not even seem to fill up in post-Corona times.**

**It is therefore important to continue to observe this current trend in the new developments that can be observed there, especially because**

of the possibility of relocating workplaces to the telework sector, and to take advantage of interesting realisation opportunities in good time.

In general, this can have a greater impact on the positive environmental design and quality of life of a city or a city region than has been the case up to now, and a larger city region of Varna could possibly also have a relieving effect on the residents in the further expanding city.

Here, among other things, considerations regarding infrastructure play an even more important role in a future even more closely integrated, expanded city region than has perhaps been envisaged so far.

With the FORUM, Varna will be able to demonstrate even more clearly - not only after its completion in 2030, but already from the establishment of the FORUM VARNA 2030 - this continuing positive, contemporary transformation towards a 365-day attractiveness.

In Western Europe there are already examples of the development of seaside cities. For Varna, too, there is a special opportunity right now not only to expand the already considerable potential and positive image through the previous procedure alone, but also to offer the city additional support on an even broader level through the Citizens' FORUM VARNA 2030.

Currently, there is a chance that the city of Varna will be recognised and confirmed as THE "Pearl on the Black Sea" by all Eastern Europeans, and that they will be happy to visit it at all times of the year. Of course, this development will then also increase the existing level of recognition among Western European countries.

So let's do it, let's use the time and create something new, together and for the benefit of all. Together, let's perhaps also soon set an example for other areas, countries and cities.

**It is important that we do not always point the finger at politics and expect it to regulate everything on its own or that we criticise what should have been done better. Every individual, and therefore all of us, are needed right now, perhaps more than ever before.**

**A lot has already been done in Varna and achieved in recent years. In order to continue to make Varna known as "THE city on the Black Sea with interesting prospects for the future" on a level that is unmistakably perceptible far beyond Bulgaria, we should perhaps give additional support to the politicians and municipal institutions in times that have become considerably more difficult.**

**Much will become possible if we address and bring together all functional and social areas in the development of larger projects and do not, as is unfortunately often the case in our fast-moving times, delimit ourselves even further. Exactly the opposite is now more important than ever before and for this purpose a tool that can be used by many, the FORUM VARNA 2030 implementation model, has been conceived.**

**If we manage to do this, one day Varna, as a trend-setting, Eastern European city, will also be able to give impulses that go far beyond its national borders.**

**The initiators of this handbook have decided, on the basis of experience, together with others whom we hereby invite, to share the responsibility for realising such a goal through the FORUM.**

**For many, the size that a project can take on, the scope of a subject area, is often overwhelming and is then the reason not to approach the matter at all.**

**We just need to do it and just work on it and sit down together, NOW AND NOT LATER, and each in the way that is comfortable and possible for him.**

**Within the last 50,000 years, humanity has gone through about 800 human lifetimes. It is only in the last few generations that many of the most serious changes for humanity have taken place.**

**And in many cases these are not only positive. With the existing increase in speed due to computer and genetic technology, among other things, we will no longer have to experience world-changing progress in 30-, 50- or 100-year steps.**

**We will already experience in this current decade what is negative, but also what is positive in the most diverse areas.**

**Technical development has put a communication tool in our hands at the right time.**

**With such a project, one will of course immediately think of investment and the necessary investors. However, in the case of this Citizens' FORUM, another, also very important investment is first in demand, which is very often forgotten or overlooked.**

**As an investment, the first priority here is not so much to ask for money, but first of all to take time, i.e. to INVEST some TIME and to sit down together in the FORUM and exchange ideas. Of course, this will and should also lead to impulses for various new business opportunities and interesting investments outside the FORUM.**

**It is worthwhile, together with others, to act for a better, happier, harmonious future of us, our fellow human beings, children, grandchildren and perhaps even the parents, right now.**

**There are certainly also quite different, life-enriching ways of implementation. One possible way is marked out with the FORUM Varna 2030 for the city of Varna, as the pearl of Eastern Europe on the Black Sea.**

**You are cordially invited - in whatever way - to participate through FORUM Varna 2030, to be part of it and also to send this handbook or**

the **LINK** to the page [www.artol3000.de/forumvarna](http://www.artol3000.de/forumvarna) to your friends, business partners, etc.

**Isn't VARNA2030 an interesting and quite achievable goal?**

**Doesn't the idea of being involved in some way, actively or passively, appeal to you?**

**Then it is not only the goal or the perspective that is life-enriching, but also the common path to get there.**

**With this in mind, we look forward to seeing you and an interesting circle from FORUM members**

**Thank you for your attention**

**Heinz Günther, Dipl. Ing. - Author of the Handbook**

**&**

**Ivan Ivanov, Dipl. Econ. - Co-author / Translator in Bulgarian**

**(Consultant for the implementation of the FORUM model in Bulgaria/ Varna ) VARNA - October 2022**