

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.**

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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 in the course of 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, have to 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 of time. 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 FORUM the

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's 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. Ökon. - 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.

**we can't change the wind,
but we can set the right sailing**

Aristoteles

**If you are interested in the full version of the handbook
(free pdf-version), it will be possible, if you register via:**

FORUM VARNA 2030 Handbook-enquiry

via:

www.artol3000.de/forumvarna