



Outdoor Innovationsworkshop in Nationalpark Schwarzwald

What is the future of sustainable health and Ecotourism?

The importance of nature and outdoor experience is steadily increasing in tourism. This increases the demand for outdoor activities. At the same time, in the interests of sustainable health and nature tourism, environmental and nature-friendly criteria should be taken into account when designing these offers. The main theme of this **2-day workshop** in the heart of the Black Forest will be how this compatibility can be achieved through concrete ideas.

The goal is to experiment with methods and exercises outdoors as a catalyst for the development of **new ideas and innovative concepts**. Therefore we combine the innovation method "Effectuation" with approaches from nature and wilderness formation. The **Effectuation** approach focuses on **learning entrepreneurial thinking and acting** through practical principles and an action-guiding process. There will also be keynote speeches by national park experts on sustainable health and nature tourism.

In order to **fully experience the outdoor**, there will be an overnight stay in the heart of the Black Forest. A hike to the hut will be an integral part of the event. Meals are provided during the two days. In the evening will be a joint cooking action by the fire.

The target group is stakeholders (companies, public institutions, associations) in the fields of health and nature tourism, (environmental) education or similar.

The event is supported by the EU project [AlpGov](#) in the framework of the EU Strategy for the Alpine Region ([EUSALP](#)) strategy and therefore free for all participants! This project is co-financed by the European Regional Development Fund through the Interreg Alpine Space programme.

The workshop language will be English.

If you have questions, please contact: Alexandra Hofmann (hofmann@bwcon.de).

[Online registration](#) will remain open until **1st September 2019**.



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Monday, 16th september 2019

Hike through the [Nationalpark Schwarzwald](#)

Meeting point: S-Bahn Station Huzenbach, Füllenbachweg, 72270 Baiersbronn

- 10:00 **Arrival & Opening**
→ Input to the Nationalpark Schwarzwald
- Input: Effectuation**
→ Introduction into the logic of Effectuation and ethics of reticence
- 13:00 **Lunch break**
- Inspirational island: Existing initiatives in health tourism**
→ Exchange of experience about current health tourism initiatives
- Practice: Dive into nature**
→ sensory exercise
- 18:30 **Joint cooking session**
→ de-briefing and reflection

Tuesday, 17th september 2019

Hike through the Nationalpark Schwarzwald

- 8:00 **Breakfast & Energizer**
→ outdoor morning activity as preparation to the creative idea generation part
- 9:30 **Idea generation**
→ for new health tourism initiatives
→ different creative formats adapted to the outdoor context
- 11:00 **Evaluation of ideas**
→ Selection of the top ideas
→ definition of concrete next steps
- 12:00 **Lunch break**
- Wrap-up**
→ final conclusions and feedback
- 16:00 **End of the workshop**