

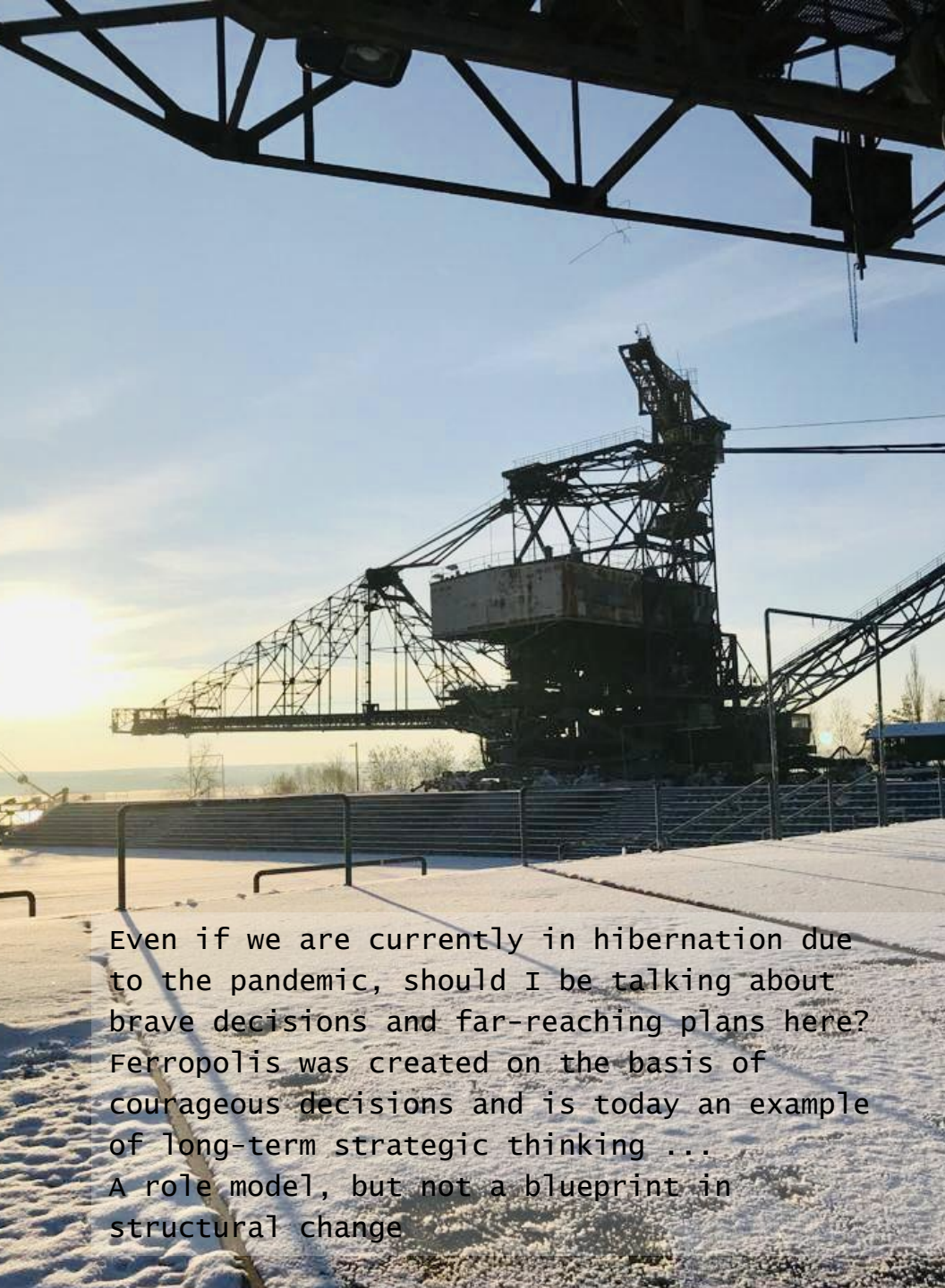


Far-reaching plans – brave decisions
12th Seenland Congress Thies Schröder

FERROPOLIS – City of iron

This is how you know Ferropolis, and this is how we would have liked to have celebrated last year with you: 25 years of Ferropolis - but it was not an anniversary year, but a crisis: The challenge: Rethinking summer, ... We are currently asking ourselves: now a second time? Rethinking summer 2.0?





Even if we are currently in hibernation due to the pandemic, should I be talking about brave decisions and far-reaching plans here? Ferropolis was created on the basis of courageous decisions and is today an example of long-term strategic thinking ... A role model, but not a blueprint in structural change

act from perspective

On the topic of the lecture:
What are actually courageous decisions?
Especially in tourism?
In these days?

Keeping an overview - but from which perspective? The supposedly simple answer: From the perspective of the guests. But guests are not a homogeneous mass.

keep the overview



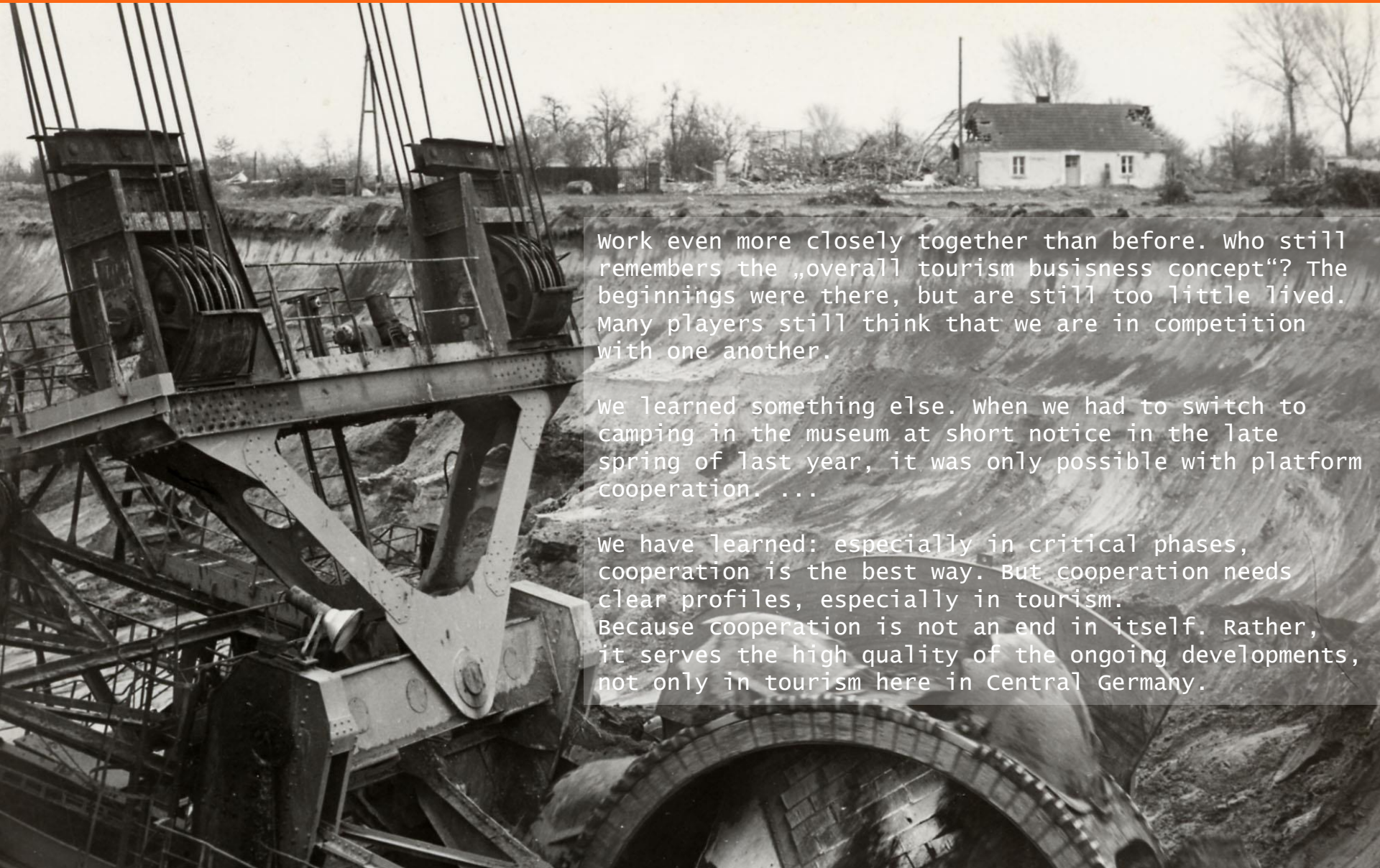
Keeping an overview - but from which perspective? The supposedly simple answer: From the perspective of the guests. But guests are not a homogeneous mass. We got to know many new guest interests in the last year. And made many new friends of industrial culture. With different interests: someone would like a peaceful camping with the family, maybe years ago was with us at a festival, others came in groups and just wanted to celebrate, simulating a festival on a small scale, so to speak.

Keep overview – from what perspective?

But from what perspective? From the perspective of the guests. And from the perspective of the future, of structural change. Because guests expect not only the expected, but also the unexpected, that's what travel is all about.



combine forces



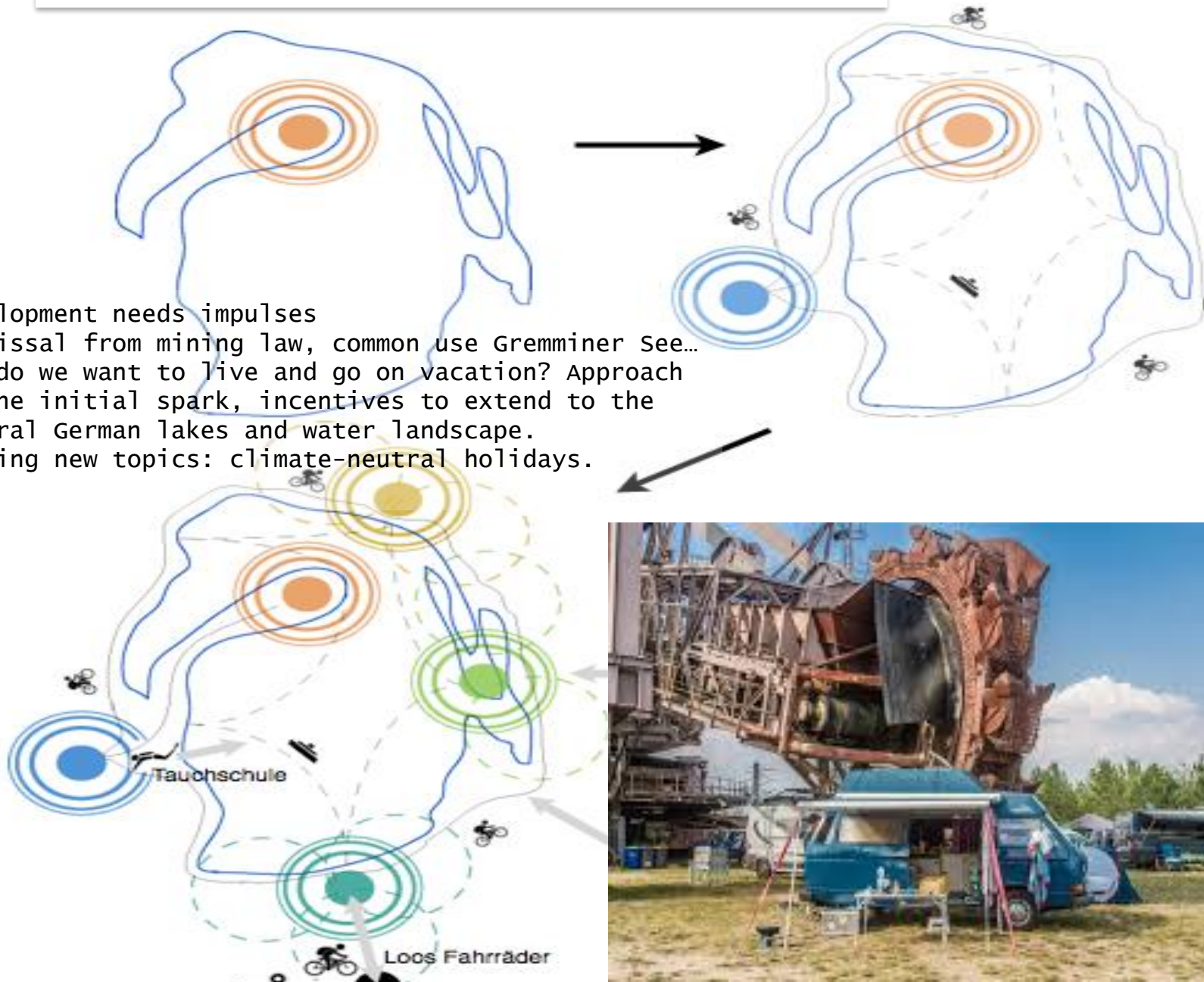
Work even more closely together than before. Who still remembers the „overall tourism business concept“? The beginnings were there, but are still too little lived. Many players still think that we are in competition with one another.

We learned something else. When we had to switch to camping in the museum at short notice in the late spring of last year, it was only possible with platform cooperation. ...

We have learned: especially in critical phases, cooperation is the best way. But cooperation needs clear profiles, especially in tourism. Because cooperation is not an end in itself. Rather, it serves the high quality of the ongoing developments, not only in tourism here in Central Germany.

[creative waves] - Initial ignitions by the water

Development needs impulses
Dismissal from mining law, common use Gremminer See...
How do we want to live and go on vacation? Approach
of the initial spark, incentives to extend to the
Central German lakes and water landscape.
Setting new topics: climate-neutral holidays.



The next chapter

Co-Create = work & Travel



GRÄFENHAINICHEN

Today the lignite age is over - that makes a major difference. We have to start developing a new story in the foreseeable future - the next chapter begins. Also and precisely because the structural change has not been completed and will gain in importance in many areas of the Central German District in the coming years. New chapter - e.g. climate-friendly travel. Or: The Grand Tour into the future. Or: Co-work & Travel ... Co-Create! In 15 years, maybe ten years later, climate neutrality will be achieved. What does that mean for our industry? Foresight .. And for orientation: what did we do 15 years ago? Google Earth, Home Entertainment, the new IBM processor make multimedia applications possible in real time

Is that future?

Post-Pandemic-Perspective

Today we get frightened at such images ... When we see people standing close together on TV, in films, shows, etc. So we get used to social distancing. Will past behavior have a future? For example, will festivals have a future, even after the end of the corona crisis? Or will we travel differently, perceive culture differently? New chapter - e.g. climate-friendly travel. Or: The Grand Tour into the future. Or: Co-work & Travel Co-Create Let's develop the post-pandemic perspective.



Using times of crisis – rethink the summer



New profile, camping experience, pandemic intensified crises, maybe also a crisis of reaching, strengthening resilience. Plan far-reaching, make bold decisions – e.g. inclusion strategy, we are currently examining whether this is our future – open-ended.



That was a brave decision ... Over 100 years ago. Aligned to a social need that could only be guessed at, in the middle of the First world war. From things to come - that appeals to us ... Therefore, Forum Rathenau founded, cooperation with Bitterfeld, Chemical Park and Goitzsche Water Landscape, how does that fit together? Define nothing less than a new landscape?

Kraftwerk Eschornowitz

Fliegeraufn

electron seenland



elektron

Das Seenland elektron ist eine menschengemachte Landschaft mitten in Deutschland. Reformation, Aufklärung und dann die Moderne der Industriegesellschaft prägen die Region. Nun entsteht hier aus einer Bergbauregion eine Zukunftsregion zum Erleben. Nachhaltige chemische, biologische und Materialkreisläufe faszinieren. So wie einst der Bernstein = elektron die Menschheit elektrisierte.

Erleben Sie Kohlenstoff, Stickstoff, Seide, Bernstein und Energie auf eindrucksvolle Weise neu kennen in den Gärten und Bauten des Elektron-Senlandes, und lernen Sie die Chemie zwischen Mensch und Natur im Kreislauf neu kennen.

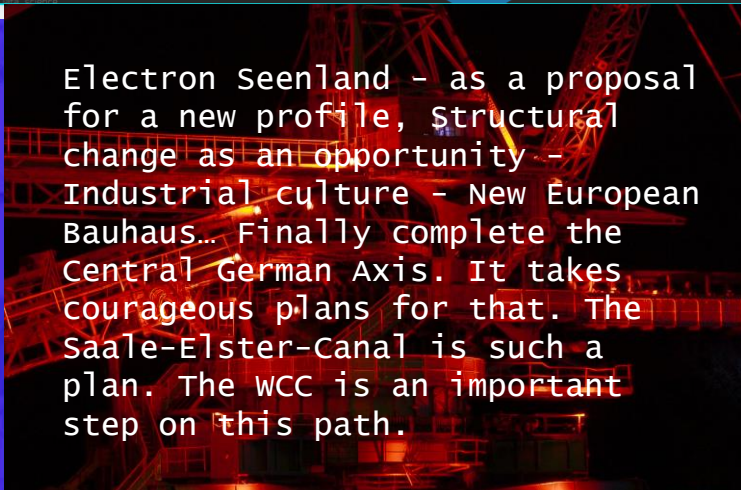
Eine einzigartige Geschichts- und Zukunftsreise.



elektron

Science-experience-tour in Anhalt-Bitterfeld

Industrial Garden Kingdom in the World Heritage Region Anhalt-Dessau-Wittenberg



Electron Seenland - as a proposal for a new profile, structural change as an opportunity - Industrial culture - New European Bauhaus.. Finally complete the central German Axis. It takes courageous plans for that. The Saale-Elster-Canal is such a plan. The WCC is an important step on this path.



Good Luck and see you at Gremminer See