

G2839

Istanbul, 13 May 2011

19TH MEETING OF THE BSEC-URTA GENERAL ASSEMBLY

International-Bucharest Hotel
Bucharest -Romania
Monday, 16 May 2011, at 10:00 hrs

SPECIAL BSEC-URTA LEADERS MEETING ON THE OCCASION OF 10TH ANNIVERSARY (7-10 SEPTEMBER 2011 - ANTALYA, TURKEY)

The BSEC-URTA was founded by eleven founding Members in Antalya, Turkey on 24 October 2001, and hence it will celebrate its 10th Anniversary in the current year. At a special session held in Istanbul, Turkey on 25 February 2011, the BSEC-URTA Management Council decided that the 10th Anniversary of the BSEC-URTA could be helpful to create a new regional momentum to search and identify key strategic targets, which should be pursued in the next decade efficiently by the BSEC-URTA together with all its public and private stakeholders.

It was also noted that such a regional momentum could also be beneficial to refresh the invaluable spirit of cooperation and solidarity among leaders of the BSEC-URTA Members and Observers, which was provided 10 years ago.

BSEC-URTA Management Council entrusted pursuance of this strategic matter to the BSEC-URTA Honorary President Mr. Cetin Nuhoglu to be assisted by the BSEC-URTA International Secretariat.

BSEC-URTA Honorary President and Secretary General maintained working contacts in compliance with instruction of the BSEC-URTA Management Council in March and April 2011. These working contacts were reported to and guided by the BSEC-URTA President, regularly.

As a result of these activities, it is proposed that a high level **Search Conference** is organized in Antalya, Turkey on 7-10 September 2011 (check-in: 7 September / check-out: 10 September) with the participation of the Presidents of the BSEC-URTA Member Associations and high level representatives of the BSEC-URTA Observers as well as the BSEC Organization, its Related Bodies, the IRU and Ministries of Transport of the BSEC Member States.

What is a Search Conference?

The Search Conference is a special scientific activity, which is held usually for two days and in a retreat location away from work. It is a methodology of participatory planning and management, which brings together roughly 30-40 relevant stakeholders to be part of a decision-making process.

Ideal stakeholders are those, who can affect or be affected by the future of the system, decision makers with relevant experience or individuals with accumulated knowledge. The main purpose of such an event is to collaboratively design creative strategies for defining an ideal future.

In sum, the purpose of the Search Conference is to bring together individuals, who are not normally in direct contact collectively, and to engage them in a participative design and problem solving process. The Search Conference is organized as a series of small-group workshops alternating with meetings of the larger group, until the task is completed. A professional moderating team is present at the Conference, but members of this team do not intervene in the discussion's content and do not have to be specialists familiar with the content. The moderators' role is to be process facilitator, who helps to sustain a participatory dialogue and assures democratic procedures to be followed.

Expected Benefits

The proposed Search Conference will constitute a special activity on the occasion of the 10th Anniversary of the BSEC-URTA. Therefore, one of the direct benefits of such a "public-private" activity will be reinforced dialogue among all stakeholders as well as a refreshed commitment to work together and increased solidarity between the key decision makers from the BSEC-URTA Members, Observers, BSEC Organization, its Related Bodies as well as national competent authorities.

Moreover, carrying out a systematic and guided exercise as such a Search Conference; it is also expected that all concerned stakeholders as mentioned above, will find an opportunity to analyse collectively “today” and perform a shared “future design”.

Typically, the last stage of the Search Conference will conclude with a “strategic road map”, which maps out an ideal action plan for moving on to a designed future from the present.

In a nutshell, if such a Search Conference can be conducted with active participation and involvement of desired decision makers, a common vision can be developed about actual problems of the BSEC road transport industry, which should be solved in “public-private” partnership, and all participants will reach a shared strategic road map, where they each have contributed throughout such a dynamic process.

Therefore, it is expected that one of the main indirect benefits of such a Search Conference will be a closer stakeholder partnership and feeling of ‘ownership’ in dealing with the actual problems of the BSEC road transport industry.

Next Steps

Subject to approval of work of the Management Council by the BSEC-URTA General Assembly, the BSEC-URTA International Secretariat will be mandated to organize a special Search Conference in Antalya, Turkey on 7-10 September 2011.

The Search Conference will be planned and realized under leadership of the BSEC-URTA Management Council.

Expected results of the Search Conference will be presented to the BSEC Transport Forum, which is proposed to be organized in partnership by the BSEC-URTA and the BSEC PERMIS under the Russian Chairmanship-in-office of the BSEC Organization in November 2011.

The BSEC Transport Forum will also provide an opportunity for a special BSEC-URTA 10th Anniversary cocktail with the participation of all BSEC-URTA partners and stakeholders.

* * *

BSEC-URTA Search Conference®

The Purpose of the Study

The purpose of the BSEC-URTA Search Conference will to create a common vision and strategies for BSEC-URTA to realize its main objectives in partnership with its leading stakeholders. The Search Conference will initiate a participatory approach to help the stakeholders to design the next 10 years and to generate commitment to bring it about. Consequently, collective action can be undertaken to bring the future about by the secretariat and member countries.

The Benefits of the Search Conference to BSEC-URTA

- Create a common vision and strategies
- Set up common goals
- Create an organizational development agenda
- Form action plans for the agreed common vision
- Improve information sharing and communication among the management team
- Integrate views and gravitate them to decisions
- Provide a common direction for implementation
- Procure and develop application oriented accumulated knowledge
- Create a participative, collaborative, common future design and action environment
- Allow participants learn from each other
- Scrutinize and share common values
- Create an experience for a democratic dialogue engagement and participative management environment
- Provide an extensive conciliation

* * *

What Is the Search Conference Method?

The Search Conference is a 2 day workshop held in a retreat location away from work. It is a methodology of participatory planning and management which brings together roughly 30-40 relevant stakeholders to be part of a decision-making process. Stakeholders are those who can affect or be affected by the future of the system, decision makers with relevant experience or individuals with accumulated knowledge. The purpose of the event is to collaboratively design creative strategies for defining an ideal future.

Equal weight is given to the changes in the contextual and procedural environments in order to seek and achieve design of most desirable futures in the time allotted to discussions.

It is a working arrangement which enables the creation of common ground for finding solutions to common or extraordinary problems; identifying what is required for reaching a better future; and choosing among mutually agreed goals as well as defining targeted future option.

Although in a classical conference arrangement, one or several experts are expected to make presentations to an audience, in a Search Conference, on the contrary, all of the participants are active and contribute to the reaching of a conclusion under in the framework of the methodology utilized.

The search is for collective wisdom. By means of intensive interaction, participants gain, at every stage of the Search Conference, an understanding of the similarities and differences among their arguments. A reflective scheme is thus operated so that the group collectively processes data that is generated by the group itself to achieve coherent information and knowledge production, as well as arriving at collective wisdom.

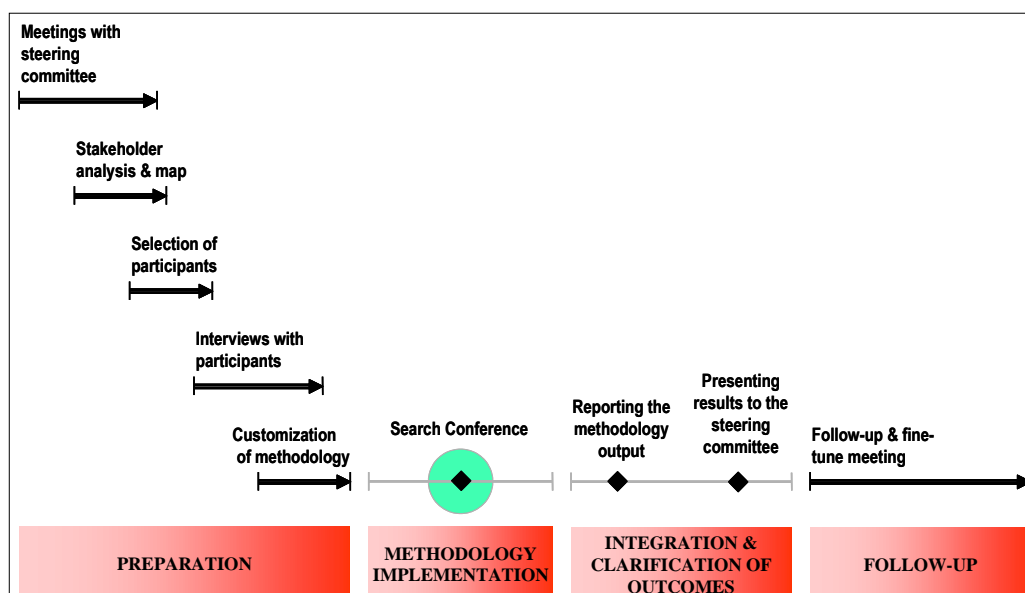
In sum, the purpose of the Search Conference is to bring together individuals who are not normally in direct contact, and to engage them in a participative design and problem solving process. The Conference is organized as a series of small-group workshops alternating with meetings of the larger group, until the task is completed. A professional moderating team is present at the conference, but members of this team do not intervene in the discussion's content and do not have to be specialists familiar with the content. The moderators' role is to be the process facilitator who helps to sustain a participatory dialogue and assures democratic procedures to be followed.

The Search Conference Process

Due to the fact that participative method implementations are based on the bringing together of many stakeholders for creating "common ground" in a previously arranged limited time, preparations prior to the method and evaluation of outcomes become even more significant.

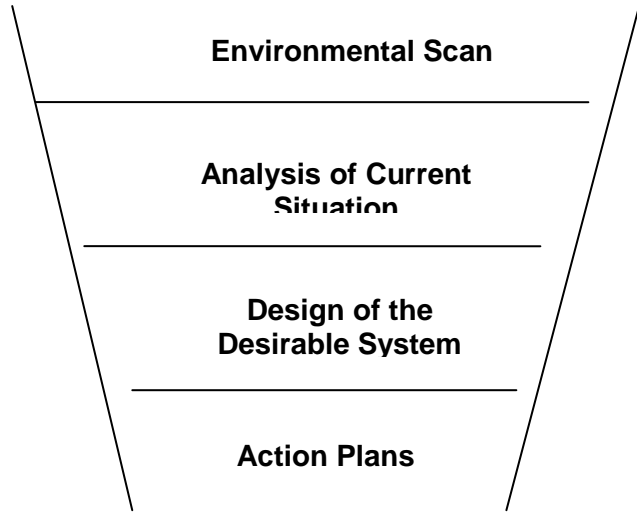
Prior to the Search Conference, an initial meeting serving as a mutual information session for both the method and the organization is held with a Steering Committee. Again with this committee, the important task of stakeholder mapping is done via which the Search Conference participants are determined. Consequently, reciprocal informational interviews with the participants take place in order to successfully realize the Search Conference method and to meet participant expectations. Once the technical requirements of the Conference (as seating arrangements, computers, flip-charts, etc.) organized, the Search Conference takes place.

Following the Search Conference, all work done throughout the conference (brainstorming, presentations, evaluation sessions, etc.) is reported in minutes. Consequently and in case desired by the Steering Committee, a meeting is held where the Search Conference outputs are discussed.



Search Conference Agenda and Management

The Search Conference agenda starts off with a wide focus which consequently narrows down. The trends brainstorming session ends with input for the next stage of creating scenarios for the environment the company operates in. In later stage group analyses the main organizational competences and weaknesses, operational environment and its future, and promotes a common understanding among the participants of the organization's past and present. In the consequent stage, the work progresses to the conference's main task of "future design". At this



stage, the participants design the desired organizational future. The last stage of the Search Conference concludes with the "strategic road map" exercise that determines the mapping out of an action plan for moving on to a designed future from the present.

The objective of the Search Conference is to bring stakeholders together, who do not have a direct relationship with each other in the daily routine. These stakeholders design the future collaboratively. The Conference is organized as a series of small-group workshops alternating with meetings of the larger group, until the task is completed. The conference is run by a moderator, who is not involved in the content of the discussions. The task of the moderator is to implement the process and to keep track of the time rather. The moderator does not have to be a specialist about the topic to be discussed.

Agenda of the Search Conference

Search conference agenda will be designed in accordance with the purpose of the search conference in close consultation with the BSEC-URTA Management Council and its International Secretariat.

* * *