



“Examples on processes from SRIA to IP”

The example of the European Strategy for the Adriatic and
Ionian Region - EUSAIR

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➤ **Why** an EU Strategy for the Adriatic and Ionian Region?

- to address shared challenges
- to capitalize on opportunities
- to ensure better coordination and cooperation

➤ The **Adriatic-Ionian Region**

- 8 countries
- More than 70 million people
 - Heterogenous



General objective of EUSAIR is two-fold:

- Promote **sustainable economic and social prosperity** in the Region through growth and job creation
- Foster **integration** of participating Western Balkan (or potential) candidate countries in the EU



➤ **Key factors**

- The Adriatic-Ionian Initiative
- The Maritime Strategy for the Adriatic and Ionian Seas
- EU cross-border and transnational cooperation programmes
- Already existing networks and Fora fostering cooperation and partnerships
- The added-value of the macro-regional strategies

➤ **Timeline of the EUSAIR Action Plan**

- **2012:** The EU Council requested the Commission to present a Strategy for the Adriatic-Ionian Region by end 2014
- **2013:** Consultation process to identify the needs of the Region and define opportunities and challenges
 - A socio-economic analysis in cooperation with external experts
 - The role and expertise of the EU Institutions: DG Regional and Urban Policy, DG Maritime Affairs and Fisheries, Committee of the Regions, the EESC
 - Extended stakeholders' consultation process: a Discussion Paper as key basis & an online consultation



- A pair of countries (National Contact Points) coordinated the development of the action plan for each theme
- Feb. 2014: Stakeholder Conference of the EUSAIR (Workshops)
- June 2014: EUSAIR was adopted through a **Communication** by the Commission and accompanying **Action Plan** to the EU Parliament, the Council, the Committee of the Regions and the EESC
- Sept. - Oct. 2014: EUSAIR was endorsed by the EU General Affairs Council and the EU Council

Section II - EUSAIR NEEDS

8. What are the main topics (economic, environment and social) challenges and opportunities in the Adriatic and Ionian region which would benefit from a macro-regional approach?
9. What are the main administrative and governance challenges in the Region (in particular with focus on macro-regional cooperation)?
10. How can the cooperation and coordination across national borders / at transnational level be improved in the Region?
11. What are the needs in terms of funding and how to improve the use of existing financial instruments to achieve the objectives of the Strategy?

Section III - EUSAIR Solutions

12. What are in your views the main topics on which the EUSAIR should concentrate? (please, tick)

I Driving innovative maritime and marine growth

- Maritime clusters and research
- Blue bio-technologies
- Aquaculture
- Fisheries
- Seabed exploration
- Human capital

II Connecting the Region

- Waterways, air, road and rail systems
- Intermodal nodes
- Security and safety of sea and inland transport modes
- Energy systems and security of supplies
- Increased use of renewable and clean energies, energy efficiency and savings

III Preserving, protecting and improving the quality of the environment

- Marine environment
- Quality of water, air and soils
- Biodiversity and landscapes
- Mitigation and adaptation to climate change
- Natural risks
- Spatial planning

IV Increasing regional attractiveness

- Adriatic and Ionian Region identity natural and cultural heritage
- Tourism
- Human capital
- Inclusion of disadvantaged groups

13. Please indicate any other topics that should be addressed by the EUSAIR.

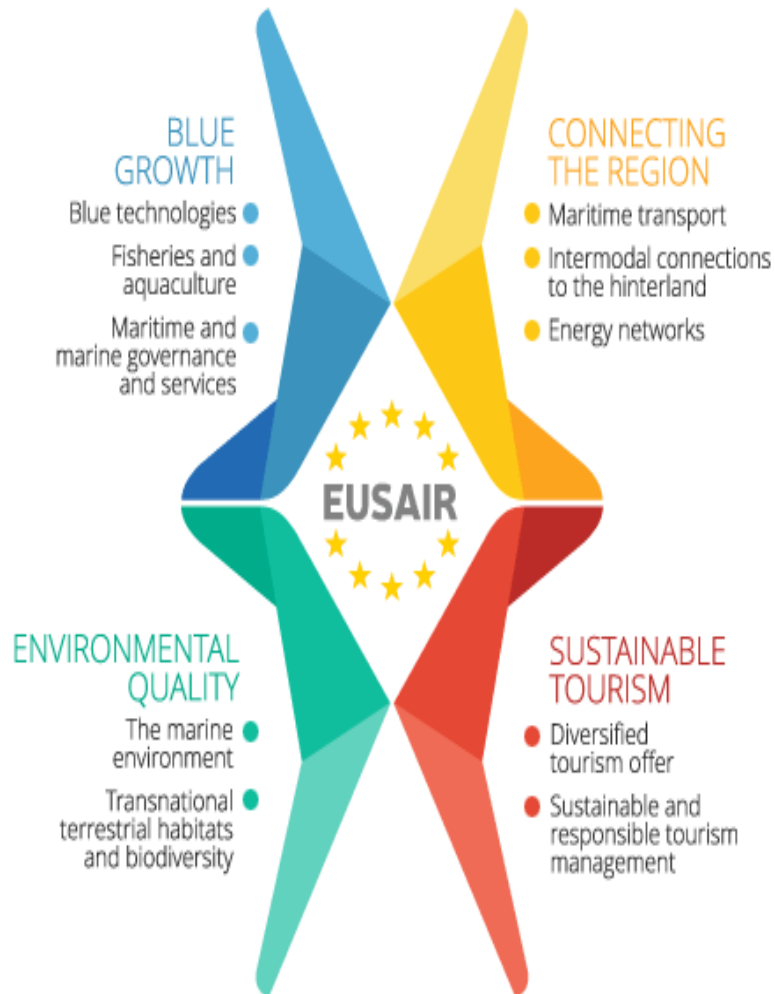
14. Which of the above topics might benefit from being considered together in an integrated approach?

15. What are the main concrete actions and projects, which in the short to medium term, could contribute to fulfilling the objectives of the EUSAIR. Please select relevant pillar and indicate max 4 actions/projects.

Please select relevant pillar for action/project 1:

Pillar I Pillar II Pillar III Pillar IV

➤ Action Plan



- 4 interdependent pillars
- 2 cross-cutting aspects
- Specific objectives per pillar
- Topics-indicative actions-indicative actors and examples of possible projects
- Connection with EU Policies, Strategies
- Links with other pillars



- **EUSAIR governance and management architecture**
 - **The Governing Board (GB):**
 - Co-chaired by the country chairing pro tempore the All and by the Commission (DG REGIO)
 - Standing members: national representatives (2 National Coordinators), Pillar Coordinators, Commission services, representatives from the EP, CoR, AllIG, EESC, Permanent Secretariat of the All, representatives of the Managing Authority of the ADRION Programme and the EUSAIR FP



- Functions: strategic guidelines to the TSGs, coordination, revision of the EUSAIR/Action Plan, monitoring and evaluation framework
 - Meetings and decision-making (by consensus among the National Coordinators)
-
- **4 Thematic Steering Groups (TSGs), one for each pillar**
 - Chaired by 2 Pillar Coordinators
 - Standing members: representatives from the relevant administrations, relevant Commission services
 - Meetings and decision-making rules (RoP)



■ **Functions of TSGs**

- identifying priorities
- developing specific criteria for identifying actions/projects within the pillar
- pinpointing funding sources
- liaising with other TSGs and possible stakeholders
- reporting to the GB

➤ The case of Pillar IV – Action Plan



4. Sustainable tourism (HR + AL)

Developing the full potential of the Region in terms of innovative, sustainable, responsible quality tourism

Diversified tourism offer
(products and services)

Sustainable and responsible
tourism management
(innovation and quality)

Indicative actions per topic

- Brand-building of the Adriatic-Ionian tourist products/ services
- **Sustainable and thematic tourist routes**
- Diversification of the cruise and nautical sectors
- **Fostering Adriatic-Ionian cultural heritage**
- Network of Sustainable tourism businesses and clusters
- Facilitating access to finance for new innovative tourism start-ups
- **Training in vocational and entrepreneurial skills in tourism**
- Action for more sustainable and responsible tourism

The Commission's Report /analysis of the EUSAIR national (and regional) tourism strategies (May 2017) showcased 8 joint proposals/actions with a macro regional dimension for Pillar IV:

- Promotional activities
- Measuring and monitoring sustainable tourism
- Skills and vocational training
- Governance and capacity building concerning the DMOs
- Cultural tourism and local identity (thematic/cultural routes)
- Innovation, ICT and digital agenda
- Link between cultural tourism and creative industries
- Access to financing



➤ **Financing issues**

- EUSAIR mobilizes and brings together existing EU and National Funding Instruments
- EU Structural and Investment Funds and Investment for Pre-accession Assistance (IPA), 2014-2020
- Other direct management Funds (Horizon 2020, LIFE, COSME)
- Interreg – ADRION Programme:
 - 1st call: 35 approved under condition projects
 - 2nd call: first semester 2018



- **Facility Point and Facility Point Plus:** strategic projects approved in May 2016 under the Interreg ADRION Programme.
- Both provide financial and operational support to the EUSAIR aiming at single-pillar and inter-pillar projects of the Region, respectively.



Sustainable Tourism
EUSAIR

- Examples of cross-pillar project proposals to be approved by FPP:
 - “Sustainable infrastructure: promotion of a quality-oriented, sustainable tourism offer in the EUSAIR destinations”, SI-STO
 - “Managing tourism flows in protected areas”
 - “A cooperation platform on the theme of maritime tourism”

***Thank you
for your attention***

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