

„A View Ahead Together“,

**INTRODUCTION TO EUSAIR**  
1st Annual Event of ADRION

Catania, 23 May 2018



## EUSAIR FACILITY POINT PRESENTATION:

1. About EUSAIR
2. About Pillars
3. About EUSAIR Facility Point
4. A View Ahead Together



# 1. ABOUT EUSAIR



*„A macro-regional strategy is an integrated framework, endorsed by European Council, to address common challenges faced by a defined geographical area which thereby benefit from strengthened cooperation contributing to achievement of economic, social and territorial cohesion.“*



# EUROPEAN STRATEGY FOR ADRIATIC AND IONIAN REGION

- Adopted in 2014
- 8 participating countries
- Goal: to promote economical and social prosperity and growth in the region by improving its attractiveness, competitiveness and connectivity; contribution to further integration of the Western Balkans
- Governance Structure
  - Governing Board... National Coordinators
  - Pillars - Thematic Steering Group members and Pillar Coordinators
- Action Plan



## 2. ABOUT PILLARS





# FROM THE ACTION PLAN...

## Pillars

Chaired by GR&MN

(ADRION contribution mainly through PA 1)

**BLUE GROWTH**  
Blue technologies  
Fisheries and aquaculture  
Maritime and marine governance and services

**CONNECTING THE REGION**  
Maritime transport  
Intermodal connections to the hinterland  
Energy networks

Chaired by IT&RS

(ADRION contribution through PA 3)

Chaired by SI&BiH

(ADRION contribution through PA 2)

**ENVIRONMENTAL QUALITY**  
The marine environment  
Transnational terrestrial habitats and biodiversity

**SUSTAINABLE TOURISM**  
Diversified tourism offer  
Sustainable and responsible tourism management

Chaired by CR&AL

(ADRION contribution mainly through PA 2)

Capacity building   Research and innovation   Small and medium size business  
Climate change mitigation and adaptation   Disaster risk management

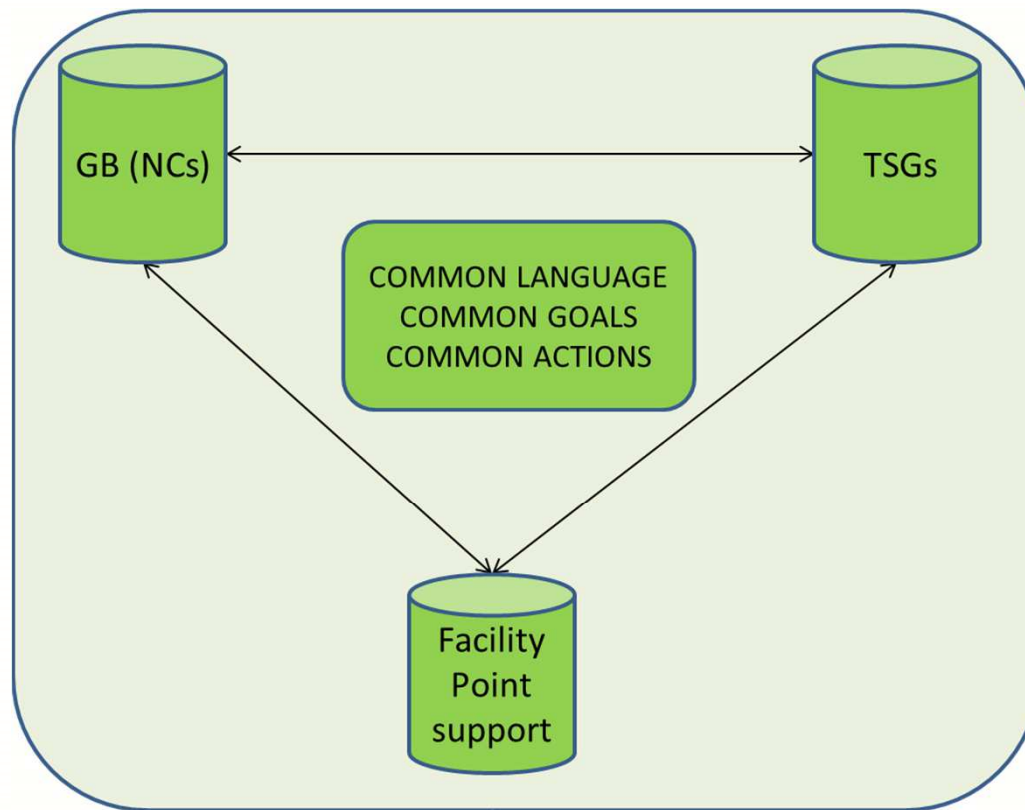


## 4 THEMATIC PILLARS

- Each Pillar chaired by Pillar Coordinators from a tandem of countries (MS, IPA)
- **Each Pillar represented by nominated Thematic Steering Group members from each of 8 EUSAIR countries – presenting „country voice/interest“**
- Regular meetings at least twice a year based on the Strategy‘ Action Plan and Rules of procedures and Other events, liaising with stakeholders at national and macro-regional level
- Different „intra-pillar dynamics“ and process (strategic approach, project development approach, monitoring based approach, liaising with other initiatives in the region...)



### 3. ABOUT EUSAIR FACILITY POINT



national / regional policies and programmes

EU centralizes programmes

Transnational programmes

Cross-border programmes





# STRATEGIC PROJECT OF 9 PARTNERS IN 8 COUNTRIES...

- Supporting Structure for the EUSAIR Governance

- Financed by  **Interreg**   
**ADRIAN** **ADRIATIC-IONIAN**  
European Regional Development Fund - Instrument for Pre-Accession II Fund

- Application Form, Annual Activity Plan, Communication Strategy, Annual Communication Plans
- Actual implementation based on the real needs
- Work Packages:
  - Management
  - Support to TSG and GB
  - Project Development and Financial Dialogues
  - Building Capacities for Monitoring and Evaluation
  - Stakeholder Platform
  - Communication



# DIVISION OF TASKS

- Lead Partner: Slovenia
  - Overall Management
  - Supporting Governing Board
  - **Communication and Visibility**
  - Evaluation
  - Financial Dialogues
  - Capacity Building
- National Partners in all 8 countries:
  - Support to National Coordinators
  - Support to Pillar Coordinators and national Thematic steering Group members
  - **Dialogues with stakeholders!**
  - Financial Dialogues
  - **Pillar related project development**
  - Setting up **monitoring and evaluation** system
  - **Visibility**



## 4. A VIEW AHEAD TOGETHER

*„Macro-regional strategies to facilitate the performance of actions (process and projects) in several sectors in participating countries, to ease necessary adaptation to changes and to improve the preconditions for joint action (better coordination, efficiency, quality). Indirectly, strategies shall contribute to changes in socio-economic indicators in different areas.“*

*(Value added of macroregional strategies, Interact, 2017)*

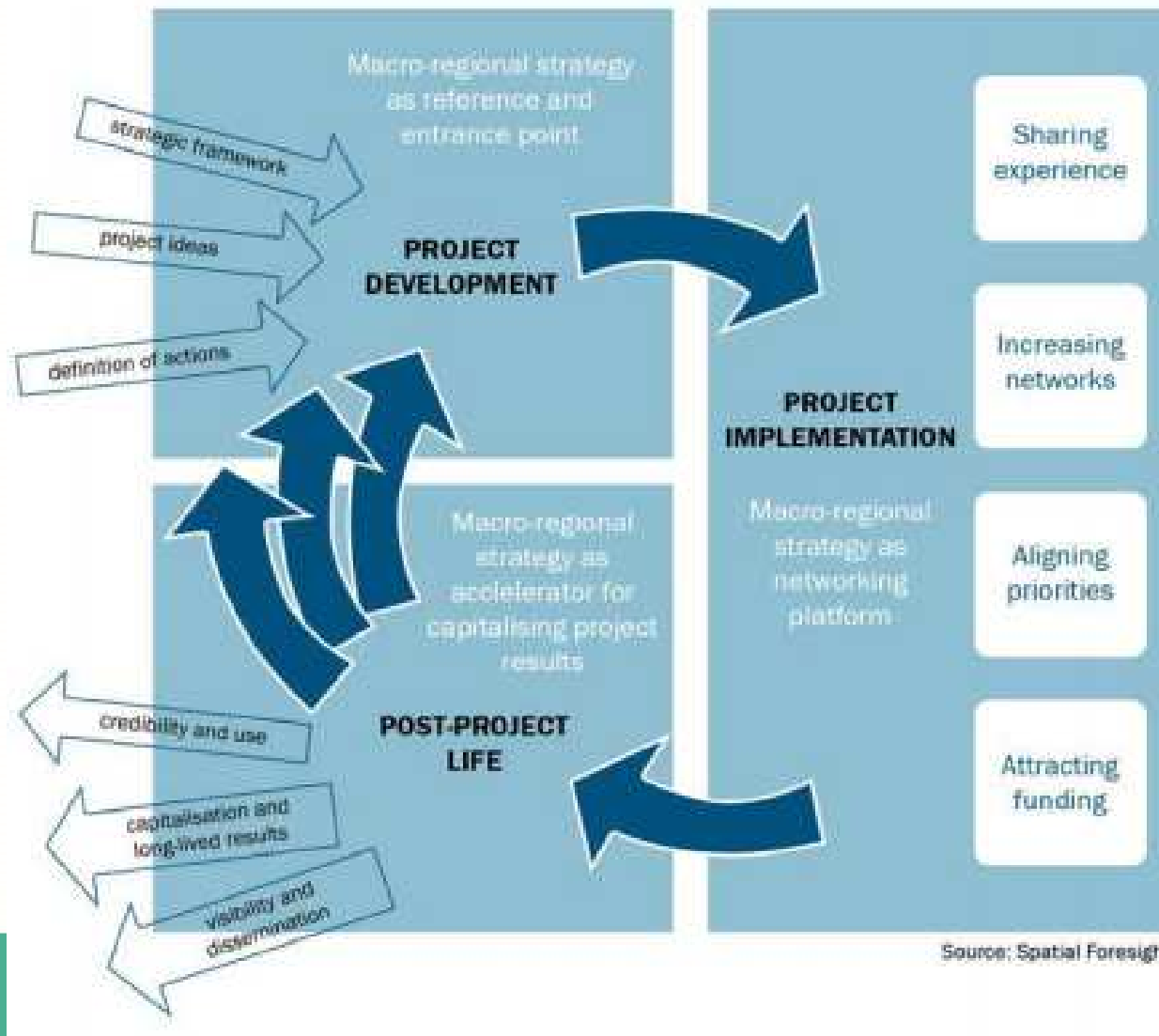


## EUSAIR AIMS TO BECOME A PLATFORM...

- to bring together various actors, policies and financial resources;
- for new pragmatic approaches to find out more efficient policy modalities and better coordination among existing institutions and resources;
- for transnational, cross-sectorial and multi-level governance coordination (top-down/bottom-up).



# PROJECTS vs. STRATEGY





# PROJECTS INVITED TO...

- **Bring „FOOD FOR THOUGHT“ to the EUSAIR** (by active participation at the stakeholders meetings, events, presentations at the meeting, report on needs, results, challenges, learn from each-others' experience...)
- Participate in EUSAIR Monitoring & evaluation process
- **Liaise with national EUSAIR TSG members**
- Connect via website and other social media channels
- Follow EUSAIR calendar
- Inform us about projects' events
- Share interesting content for the EUSAIR Newsletters



## WEBSITE

- General adequate, up-to-date high quality information about EUSAIR achievement, its activities and projects
- Links to Stakeholder Platform and Social Media
- Calendar and on-stop-shop for all relevant events in EUSAIR...

## SOCIAL MEDIA

- Twitter
- You Tube
- Flickr
- Facebook
  
- Wikipedia



## COMMUNICATION CHANNELS

## PUBLIC EVENTS

- Forum
- Thematic events
- Workshops
- „engaging and covering via other channels“

## STAKEHOLDER PLATFORM

- To mobilize and engage all relevant stakeholders
- Online networking tool
- „Dynamic approach“ – forum, partnership database, library...

## INTRANET

- Limited access
- Invitations, background materials for the meetings
- Meeting minutes
- „static approach“

## PUBLICATION AND BRANDED MATERIAL

- (e-)flyers
- Newsletters/newsflash
- ...

## MEDIA COVERAGE

- Media press conferences and briefings



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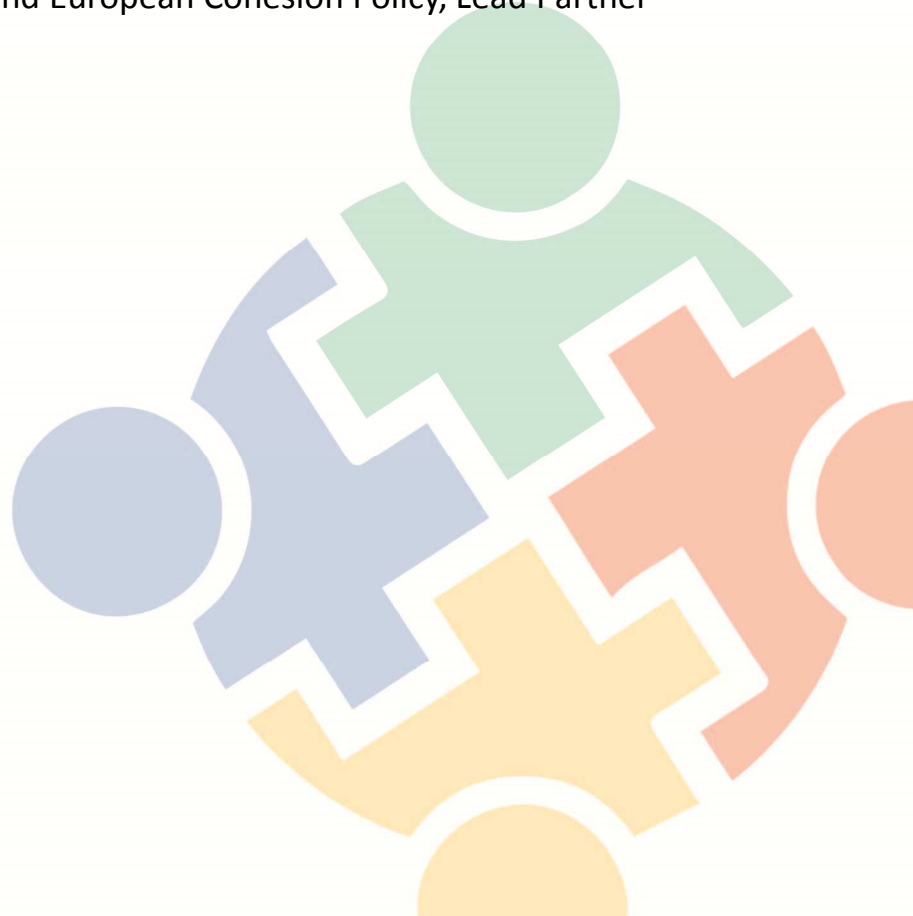
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For a Prosperous and Integrated Adriatic and Ionian Region