

# ADRION Citizen summary 2020

## THE YEAR 2020 – FACTS AND FIGURES

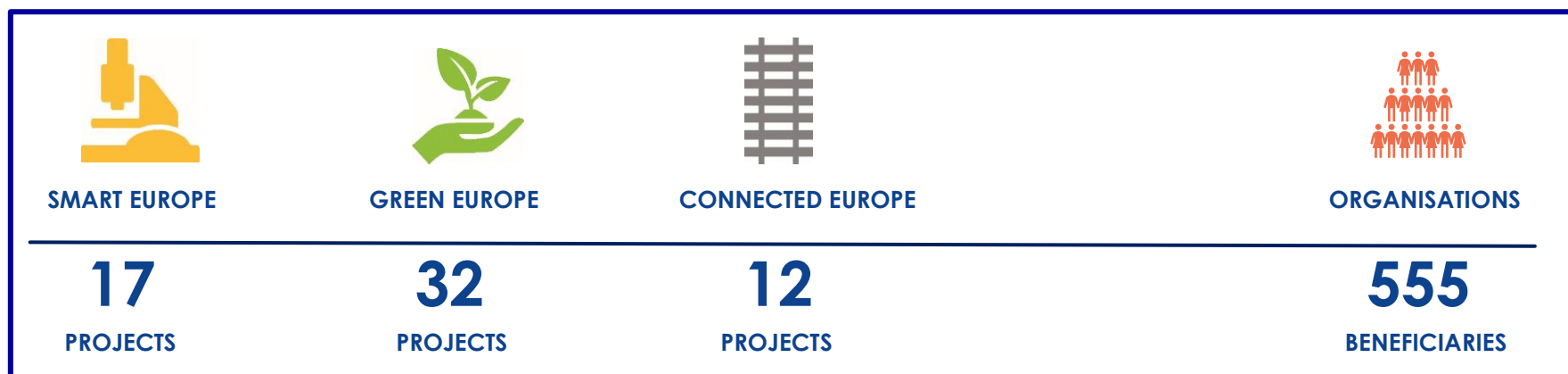
This is a summary of a report on Interreg ADRION activities in 2020. It presents key points and highlights from the year.

### WHAT WE DO

The Interreg ADRION programme acts as policy driver and governance innovator giving support to European integration. ADRION contributes to this objective by supporting transnational cooperation across 8 countries: Albania, Bosnia and Herzegovina, Croatia, Greece, 12 regions and 2 provinces of Italy, Montenegro, Serbia and Slovenia. ADRION helps organisations to exchange good practices, share solutions in the field of sustainable and green transport, smart technologies and innovation, nature conservation and valorisation of natural and cultural heritage.



## ADRION PROJECTS



In 2020 Interreg ADRION funded additionally **5 projects** selected in the frame of the 3<sup>rd</sup> calls for proposals launched in 2019. The projects focus on Smart Specialization Strategy (S3) for Blue Growth, Social Innovation, Maritime Transport and City Transport. Overall ADRION is now funding **61 standard projects** encompassing all priority axes supported by the programme: **17 projects** which supports the blue growth sector (including small scale fishery and aquaculture, shipbuilding and biotechnology), social innovation, energy efficiency and bioeconomy. **13 projects** on environmental protection focusing on biodiversity, nature conservation, marine pollution, risks prevention and management as well as **19 projects** on the valorisation of cultural and natural heritage promoting sustainable tourism and creative industries. **12 projects** contributing to green and sustainable maritime transport, intermodal and urban mobility. The Programme has involved **555 beneficiaries** which includes mostly public organisations (national, regional and local) and research institutes and, to a minor degree, business organisations, SMEs and sectoral agencies.

## ADRION Short Stories

The main results of the 61 projects are being showcased through the campaign

[#ADRIONShortStories](#)



### IMPROVING CONNECTIVITY: HOW INTERMODALITY CAN BOOST TOURISM, CITIES ATTRACTIVENESS AND CITIZENS' WELL-BEING

**Inter-connect** focuses on the promotion of combined transport alternatives including soft mobility measures (e.g. integrated ticketing, harmonized timetables and procedures) to boost rail-sea based passengers transportation in the Adriatic Ionian area.



### INNOXENIA: TRACKING TOURISM INNOVATION IN THE REGION

What do we mean when we talk about innovation in the tourism sector? This is a very broad topic, spanning from technology to creative initiatives. Apparently, innovation is largely present in this sector, but how can we measure its impact on the market as well as on the territories? The ADRION funded project **Innoxenia** has responded to this challenge by developing a comprehensive database called "**Tourism Innovation Observatory**", with the aim to collect data from different sources targeting the tourism destinations of the Adriatic-Ionian area, to analyse trends, and ultimately to draw some considerations which can help operators to improve their business.



On 15 September 2020, a new episode of **SMART REGION** on **EURONEWS** featured the project **I-STORMS**. The project combines the know-how of environmental and meteorological institutions with the on-the-ground experience of municipalities and civil protection agencies dealing with disaster management. I-STORMS seeks to improve the early warning and civil protection procedures in sea storm emergencies through transnational cooperation.

## ADRION Capitalisation Strategy

ADRION has set up **5 Thematic Clusters** composed of funded projects with the scope to facilitate exchanges on complementary topics and to ease the re-use of results.

ADRION Thematic Clusters:

- Blue Growth and related Smart Growth
- Coastal and Marine Environment management
- Towards sustainability in cultural and natural tourism destinations
- Integrated multimodal sustainable water and land transport
- Urban and low carbon intermodal mobility for passengers

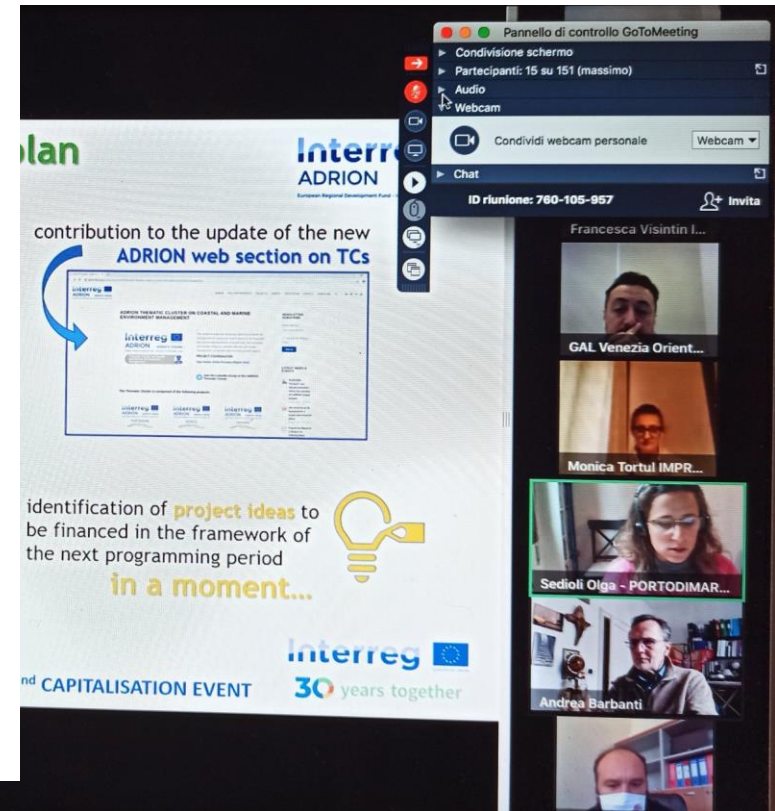


The joint work of the ADRION Thematic Clusters gave inputs to each thematic sector by developing joint policy paper with scientific recommendations and roadmaps for influencing policy debate, new project ideas to be potentially funded, newsletters promoting cluster's activities and the outcomes of the involved projects.

## Programme events

On 3rd and 4th December 2020 ADRION has organised its **Annual Event** back-to-back with the **Programme Capitalisation event**. The overall goal was to strengthen the community of stakeholders and promote the Programme achievements through discussion's panels, showcase of project's results and informative sessions. The Capitalisation event marked the hand-over of the Thematic Cluster's (TCs) activities to the projects funded under the 2nd Call for Proposals. The new projects were asked to join **TC towards sustainability in cultural and natural tourism destinations** and **TC on Coastal and Marine Environment management**. The events gathered more than 150 online attendees.

The Programme gave support to its beneficiaries by organising the **ADRION Implementation Seminar** for 2nd Call projects on 23rd September and **Lead Partner Seminar** for 3rd Calls projects held on 10th September 2020.



## About the future: ADRION Post 2020

Mid 2019 the Programme started to look at its next Programming period (2021-2027). A dedicated Task Force was set up to draft the new cooperation programme. To support the new scheme of the Programme, the Task Force commissioned a **territorial analysis** which was delivered and published in 2020. It highlighted the weak as well as strong points and challenges of the Adriatic-Ionian area, giving a wide overview on the main key sectors as well as thematic areas of the region. A public and stakeholders' consultation was launched to receive feedback from citizens, as well as Programme stakeholders on the relevance of the Policy Objective preliminary identified by the Task Force. Stakeholders' events were also organised to raise the discussion on ADRION post-2020, and ease the compilation of the stakeholders' survey targeted to experts involved in each specific Priority Objective. The events gathered overall more than 300 hundred people.

**If you want to be updated about the Programme,  
follow us on our Twitter and LinkedIn page**



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