1st Joint Annual Conference
Fora of the Adriatic and Ionian Chambers of Commerce,
Cities and Universities

Split (Croatia) 16th – 18th October 2018

SUMMARY

- Forum agenda
- WORKGROUP ON BLUE GROWTH
- WORKGROUP ON CONNECTING THE REGION
- WORKGROUP ON ENVIRONMENTAL QUALITY AND AGRICULTURE
- WORKGROUP ON SUSTAINABLE TOURISM
- WORKGROUP ON ECONOMIC ANALYSIS
- WORKGROUP ON SOCIETAL CHALLENGES
- WORKGROUP ON WOMEN ENTREPRENEURSHIP
AGENDA

**Tuesday, 16th October**

17.00 Guided tour of the Historical Complex of Split with the Palace of Diocletian – UNESCO World Heritage Site

16:30 Meeting of the AIC Forum Board of Auditors

17.00 Meetings of the AIC Forum Board of Governors and Auditors and UniAdrion Governing Board *(venue: Croatian Chamber of Economy-County Chamber Split)*

19.30 Welcome cocktail in the cellars of Diocletian’s Palace

**Wednesday, 17th October** *(venue: Hotel Radisson Blu, Split)*

8.30 Registration of the participants

**Plenary Session**

*“Roots and Paths: Past, Present and Future for the Adriatic-Ionian Region”*

Moderator: Mislav Togona, journalist HRT Croatian radiotelevision

9.00 – 10.00 Video and Institutional welcoming greetings

- **Mirjana Cagalj**, President, Forum of the Adriatic and Ionian Chambers of Commerce welcome greeting & film
10.00 – 11.30 1st panel
“People on the move”
Monitoring of all forms of mobility of people (business, students, tourists…)

- Martin O’Connor, CEO, Kylinprime Grupa
- Ljubo Bešlić, Mayor, City of Mostar, member of FAIC
- Dubravka Šuica, Member of the European Parliament
- Dragan Ljutić, Rector, University of Split
- Zlatko Mateša, President, Croatian Olympic Committee
- Barbara Toce, Vice President of Local and Regional Authorities of the Council of Europe, representative Enlarged Partial Agreement on Cultural Routes, Council of Europe
- Diego Marani, senior advisor on cultural policy, European External Action Service

11.30-11.45 Coffee break

11.45-13.15 2nd panel
“Region on the move”
opportunities and trends in financing, transport and tourism with a special focus on digitalization as a prerequisite for a balanced development of the region

- Tomislav Radoš, Vice President, Croatian Chamber of Economy - keynote
- Gabrijela Žalac, Minister, Croatian Ministry of Regional Development and EU Funds
- Sasa Dalipagic, Deputy Minister of Communications and Transport of Bosnia and Herzegovina
- Nikola Dobroslavić, President of the Adriatic Ionian Euroregion
- Peter Lőrincze, Secretary General, Danube Chamber of Commerce Association
- Francesco Ferrero, Loan officer in the Operations department of the Public sector, Adriatic region of European Investment Bank
- Laurent Frideres, Head of Unit for Evidence and Outreach, ESPON Programme “European and macro-regional territorial monitoring tool”

**13.15-13.30 Presentation of the AI-NURECC initiative**

- Stavros Kalognomos, Policy Officer, Conference of the Peripheral Maritime Region CPMR – lead partner of AI-NURECC Initiative

**13.30 Networking lunch**

**14.30– 17.30 Thematic Workgroups in compliance with the EUSAIR pillars.**

- **BLUE GROWTH** “Food from the Sea – status and the outlook”
  Coordinated by: Mr Cosmo Albertini, Bari Chamber of Commerce (Forum AIC)
  Mr Aleksandar Joksimovic, University of Montenegro (Uniadrion)
  with the support of Ms Danica Poparić-Majić, Split Chamber of Economy

- **CONNECTING THE REGION** “Adriatic-Ionian Corridors and follow-up of Cruise sector Event held in Olympia” within AI-NURECC Initiative
  Coordinated by: Mr Platon Marlafekas & Ms Panorea Nikolopoulou, Achaia Chamber (Forum AIC)
  Mr Gentjan Mehmeti, Agricultural University of Tirana (Uniadrion)
  with the support of Mr Rade Maršić, Split Chamber of Economy

- **ENVIRONMENTAL QUALITY AND AGRICULTURE** “Green Macroregion”
  Coordinated by: Ms Odeta Thomaj, Durres Chamber of Commerce (Forum AIC)
  Mr Giuseppe Scarponi, Polytechnic University of Marche (Uniadrion)
  with the support of Ms Anamarija Puzić, Split Chamber of Economy
SUSTAINABLE TOURISM “Creative cultural tourism and sustainable EUSAIR destinations” within AI-NURECC Initiative
Coordinated by: Mr Flavio Burlizzi, Ms Cinzia De Marzo on behalf of Ancona Chamber (Forum AIC)
Mr Slaven Zjalic, University of Zadar (Uniadrion)
with the support of Ms Nataša Bušić, Split Chamber of Economy

WOMEN’S ENTREPRENEURSHIP “Women and Business Success”
Coordinated by: Ms Adriana Radić Brzović, Split Chamber of Economy (Forum AIC)
Ms Jenny Pagge, University of Ioannina (Uniadrion)

ECONOMIC ANALYSIS “Diversity as a Potential”
Coordinated by: Mr Mario Passon and Ms Antonella Cappelletti, Udine Chamber (Forum AIC)
Mr Maurizio Fermeglia and Giuseppe Ieraci, University of Trieste (Uniadrion)
with the support of Ms Vesna Friedl, Split Chamber of Economy

SOCIETAL CHALLENGES “Adriatic-Ionian Region-New People’s Gate?”
Coordinated by: Ms Danijela Lovrić, Chamber of the Bosnia-Herzegovina Federation (Forum AIC)
Mr Stefano Bianchini, University of Bologna (Uniadrion)
with the support of Ms Antonija Bašić, Split Chamber of Economy

18:00 Meeting of the FAIC Board of Governors

Thursday, 18th October
09.30 Ordinary Assemblies (restricted to Fora members)
09:30 Workgroup on EU Project Management (Workgroups coordinators with EU Project Management expert, coordinated by Giovanni Marcantonio, Chieti Pescara Chamber of Commerce)
11.00 Open Assembly: Workgroups’ final document presentation
13.00 Closure

Light lunch
WORKGROUP ON BLUE GROWTH

AGENDA

17/10/2018 at 2.30 p.m.

With the collaboration of Split Chamber of Economy, Ms. Danica Poparic-Majic.

2.30 p.m. – 4.15 p.m.

Key note: Mr Ante Mišura, Assistant Minister, Ministry of Agriculture – Current status of Croatian Fisheries

1) Mr Mario Giordano, Università Politecnica delle Marche, Ancona, Italy – Funding for research in Blue Growth: what can be done to make it more effective

2) Mr Emilio Notti, CNR ITALY, Ancona, Italy - CISP – platform for innovation and development for fisheries

3) Mr Gabriele Chiodi, Chiodi Consulting – CISP, Italy – Selling local fish to great distribution: New perspectives and opportunities

4) Mr Jakov Dulčić, Institute of Oceanography and Fisheries, Split, Croatia – New species in the Adriatic ichthyofauna and potential socio-economic consequences for croatian marine fisheries
5) Ms Božica Marković, Director of Department of agriculture, food industry and forestry within the Croatian Chamber of Economy – Project Fish from Croatia – Eat what’s worth eating

6) Mr Dragan Pezelj, Director, Friškina d.o.o. Split and the Manager of the Cluster of Mariculture Split, Croatia

4.15 p.m. – 4.45 p.m. Discussion with the stakeholders

4.45 p.m. – 5.25 p.m.

7) Mr Kruno Bonačić, Department of Aquaculture, University of Dubrovnik, Croatia - Mali Ston bay - a working model of sustainable aquaculture

8) Mr Marko Mlinar, Hydrographic Institute of the Republic of Croatia - Results of multidisciplinary research of two cross-border (IPA) projects Croatia - Montenegro oriented to Adriatic sea: JASPPer and CoRE

9) Ms Claudia Pučić, Istrian development agency IDA d.o.o. Pula, Croatia – Project BEAT – Blue enhancement action for technology transfer

10) Ms Nevenka Čalić, direktor Navela d.o.o. Pula - Usage of special tools and devices at fish farms to improve fish health, fish yield, safety at work, environment conditions

5.25 p.m. – 5.45 p.m. Conclusions
1. Introduction

The subject of the discussion of the workgroup was FOOD FROM THE SEA – STATUS AND THE OUTLOOK. Coordinators were Bari Chamber of Commerce, Mr. Cosmo Albertini and Ancona Chamber of Commerce, Mr. Stefano Fiorini, and the University of Montenegro, Mr. Aleksandar Joksimović, with the support of Mrs. Danica Poparić-Majić, Split County Chamber.

The moderator was Mr. Joksimovic, and key note was presented by Mr. Mišura, Assistant to the Minister of Agriculture of the Republic of Croatia, who presented the current situation in croatian fisheries and mariculture with the emphasis on the Adriatic-Ionian region.

Presentations were followed by reputable scientists and people involved in fishery business, which presented international marketing experience of fishery products, branding and raising awareness about the need to increase consumption of fish, about the latest scientific knowledge and new species in the Adriatic Ichthyofauna due to climate changes, and about the potential socio-economic consequences for sea fisheries of the region, as well as mechanisms for more effective funding of Blue growth at EU level, and all in order to achieve sustainability of the fisheries and the reduction in the import of fishery products into the EU from third countries.

In the argumented discussion forty participants identified the same or similar problems, and came to the conclusions in order to contribute and to define the future proposals of the joint European projects in accordance with the Blue Economy.
2. Strategic guidelines

- Considering that EU today imports more than 60% of its consumption of fish (including freshwater fish), a common policy of fisheries the EU stresses is the development of mariculture as one of the priorities of the production growth.
- Mariculture is today one of the fastest-growing food production in the world, ecologically acceptable and controlled and as such has a great growth potential.
- In Europe, more than 70% of consumption takes place in a system of wholesale, it is therefore necessary to define the strategy of the Blue marketing how to gain access to the branding and consumption of fish in the retail sector.
- All changes in marine ecosystems have a certain effect on users of marine bio-resources, primarily on marine fisheries. The impact of climate change in the Adriatic Sea is the cause of the occurrence of a number of new species of fish and crustaceans, and the effects can be both positive and negative in the economic sense.
- Special marine reserves within the Natura 2000 areas, such as the Mali Ston Bay in Croatia, can be tourist attractive and environmentally acceptable for the cultivation of shellfish and, as such, a successful example of the viability of mariculture and tourism.
- Implementation of the latest technological innovations in fisheries and mariculture, raises competitiveness and environmental justification of the production.
- It was extremely emphasized the importance of regional cooperation, especially through bilateral or trilateral projects financed by EU funds.
- It was emphasized the participation of women in all aspects of fisheries, from the catch to the sales.
New image and the role of fishermen was recognized, not only as someone who is on the boat and catches the fish, but the person who participates in all activities related to innovation, and synergy in clusters, someone who takes advantage of IT technologies, and finally someone who participates in decision-making.

3. Conclusions

- It is essential to provide the sustainability of the natural resources of the sea and water, and to raise the awareness of consumers in developed countries, especially about the value of the Mediterranean diet.
- A successful cross-border cooperation on projects of mutual interest that include hydrographic, physical, chemical, geological and biological research of the state of sea and shore in the Adriatic-Ionian area, is essential in the provision of future planning in Blue sector’s growth.
- The current scientific and professional cooperation, as well as the current joint projects with countries of the Adriatic-Ionian region are at a high level, and especially intensive are the joint efforts in order to achieve bio-sustainability of the marine waters in front of the bodies of the European Commission.
- The achievement of the desired potential fisheries and mariculture is impossible without the introduction of new technological innovations, therefore, a platform for innovation and the development of fisheries represent the centre of knowledge and expertise dedicated to the research and development of fishing activities and support to the fishing sector through technical, scientific, economic and managerial knowledge for the economic and ecological development in accordance with the Blue economy.
- Marketing projects carried out by the Chambers of Commerce, crotian project Fish from Croatia – Eat what it’s Worth Eating, and italian project Pappa Fish in
schools, are examples of good practices to be followed because they contribute to local consumption of fishery products, achieving their corresponding valuation, and the construction of culture and raise the consumption of fish.

- The future of this sector is in the stronger emerging into producer organisations (FLAG) and in the greater valorization of the activities and products of fisheries, all aimed at the sustainability of fisheries and the reduction of the import of fishery products into the EU from the third countries.

- Clustering in mariculture and fishery is necessary in order to implement the active cooperation with all scientific and professional institutions and in strengthening capacity for the withdrawal of European funds.

- The development of cross-border clusters in Blue technologies and mapping technological competencies of the companies that belong to the Blue sector also is the basis for an effective, practical cooperation among the relevant stakeholders.

- Chambers of Commerce should continue to be the promoter and strong link between all stakeholders in fisheries and mariculture, and also in the promotion of the consumption of fish at the national level and in tourist consumption.

- It is necessary to include even more intensively and to ensure the participation of representatives of all countries, in particular the representatives of scientific institutions from UNIADRION network.

- Food from the sea, in a free or a control led cultivation, is the food of the future, and with the continuous control of anthropogenic activities which may lead to the endangering of marine resources, we need to work together even more intensively on the International cooperation through the identification of common problems and inorder to find adequate solutions, and finally to the define new joint projects in accordance with the Blue economy.
PARTICIPANTS

1) Alabardi Filippo, Adriatic and Ionian Initiative, Italy
2) Antica Davor, Šibenik County Chamber, Croatia
3) Benzon Ivo, RERA Split, Croatia
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10) Đurović Mirko, University of Montenegro, Institut of marine biology, Kotor, Montenegro
11) Dulčić Jakov, Institute of oceanography and fisheries, Split, Croatia
12) Farano Maria, Fondazione Cluster Marche, Italy
13) Fiorini Stefano, Ancona Chamber of Commerce, Marchet, Italy
14) Giordano Mario, Uniadrion, Italy
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19) Krušić Elvis, Navela d.o.o., Croatia
20) Marchese Paolo, ARIES - Venezia Giulia Chamber of Commerce Trieste Gorizia, Italy
21) Marković Božica, Croatian Chamber of Economy, Croatia
22) Mišura Ante, Ministry of Agriculture, Croatia
23) Mlinar Marko, Hydrographic Institute of the Republic of Croatia
24) Notti Emilio, CNR ITALY Ancona, Italy
25) Paić Bojana, LAGUR Galeb, Tribunj, Croatia
26) Pečarević Marijana, University of Dubrovnik, Croatia
27) Pedišić Petar, Zadar County Chamber, Croatia
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31) Pučić Claudia IDA - Istrian development agency Ltd., Croatia
32) Seri Massimo, Comune Fano, Italy
33) Škarić Ivan, Croatian Chamber of Economy, Croatia
34) Šterbić Ivo, I-riba d.o.o. Rovinj, Croatia
35) Šundov Tihana, Hrvatska poljoprivredno-šumarska savjetodavna služba, Croatia
36) Šuta Katarina, County of Split and Dalmatia, Croatia
37) Veronese Marica, ConcentroPordenone, Italy
38) Zanki Duvnjak Linda, Ribarska zadruga Friška riba, Croatia
WORKGROUP ON CONNECTING THE REGION

AGENDA

17/10/2018 at 2.30 p.m.

Forum AIC:
Achaia Chamber of Commerce
Ms. Panorea Nikolopoulou,

UniAdrion:
Agricultural University of Tirana
Mr. Gentjan Methmeti,

With the collaboration of Split Chamber of Economy, Mr. Rade Maršić, and Ancona Chamber of Commerce, Mr. Andrea Mosconi.

Panel 1: The Adriatic – Ionian Corridors (road, rail and air traffic)

Key note: Sanja Steiner, Prof. dr. sc. Faculty of Transport and Traffic Sciences, “Strategic traffic directions in the context of regional development”

1) Tomislav Mihotić, State Secretary at the Ministry of the sea, transport and infrastructure Republic of Croatia, “Railway projects on the Adriatic-Ionian corridor”

2) Slaven Žabo, Croatia Airlines, “Traffic-related Adriatic – Ionian region”

3) Saša Dalipagić, Assistant Minister, Communication and transport BIH presentation, “Possibility of passing the Adriatic - Ionian highway through Bosnia and Herzegovina”.

4) Pierluigi Coppola, EUSAIR Pillar 2 Coordinator (via Skype connection), “The EUSAIR Transport masterplan: state of art”

5) Giuseppe Di Paola and Cesare Bernabei, DG Regio (via Skype connection), "Developing Transport in the EUSAIR"
Panel 2: Cruise Sector in the EUSAIR Area

Moderator: Panorea Nikolopoulou, Achaia Chamber of Economy

1) Mrs Eva Stefanidaki, Researcher University of Aegean, "Workshop on Cruise Sector in the EUSAIR Area, results and follow up - Residents’ perceptions on cruise carrying capacity". (Skype connection)

2) Andrea Mosconi, Chamber of Commerce of Ancona, "Maritime traffic in the Adriatic and Ionian area in 2017"

3) Panorea Nikolopoulou, Chamber of Achaia, "The Cruise Sector: Evolution - Interactions and the addition of Patras in the cruise image"

4) Rodolfo Giampieri, Central Adriatic Port Authority President, "The benefits for the local communities and economies arising from Cruise"

5) Vice Mihanović, Managing Director Split Port Authority, “Presentation port in Split, Cruise sector”

6) Dario Barbarić, Dipl. ing., “Port of Dubrovnik - Passenger port development”.

7) Luka Vukić, Prof. Faculty of Maritime Studies, “Analysis of cruise value chain of tourism in Split”
1. **Introduction**

The table of transports seems to be expanding. This year it hosted over 50 people and 15 presentations were made. The workgroup was divided in 2 panels: one on the Adriatic and Ionian Corridors (road, rail and air traffic) and a second one on the Cruise Sector, following the first AI NURECC event that was organized in Olympia on June about “Cruise sector in the EUSAIR Area: challenges and future perspectives”.

2. **Strategic outlines**

As far as the Adriatic Ionian Corridors are concerned, the importance of national sovereignty was underlined but it was made clear that it should not interfere with the cross border cooperation. The EU is still financing projects on the transport sector.

The projects should be of both national and European importance and according to an EU specialist, there are 3 priorities for the future projects 2021-2017:

1. Interconnection between hinterland and the main ports
2. Cross border connection
3. Water corridors.

It is indicative of the high importance of the transport pillar for the Macrregion that EU is giving more funds for the creation of the new infrastructure, a practice not common for all pillars.

It was pointed out that there is still lack of good cross border connection and one proposal was that new air connections - new flights should be scheduled for the filling of the gaps.

During the first part of the workgroup the participants had the chance to learn about railway projects on the Adriatic Ionian Corridor, new highways, the ports in the SEETO and EUSAIR region and many more very interesting details. It has also been underlined that the EU is interested in a bigger macroregional project for each pillar of the EUSAIR strategy and this will lead to smaller national interconnected projects and this shows the tendencies of the EU and sets the relevant policies, politics and priorities for the future. As for the second part of the workgroup, it focused on the cruise sector, its impact on the local economies, potential additions to the cruise map and the Maritime Traffic in the
Adriatic and Ionian region as a result of the first AI-NURECC event that was held in Olympia on June 27th.

In 2017 traffic in the Adriatic and Ionian area increased both in freight and passengers

- Fright traffic reached 207 million tons (plus 1.4% compared to 2016)
- Container movement continues to increase and has reached for the first time the volume of 3 million TEUs
- Passengers’ movement after a long period of decrease is slowly recovering

And the only segment with a negative trend is the cruise sector.

It seems that cruise may have reached a critical point, that could be defined using a CRUISE CARRYING CAPACITY approach. There is constant need for bigger cruise ships that not all ports have the necessary infrastructure for.
Seasonality is also very important as there are cruise ports busting for 6 months and then there is a huge slow down.

Another aspect of the cruise sector was mentioned for the first time and that is the relation and interdependence between cruise and the hinterland. The cruise sector is mainly creating profits for the cruise agencies but also host cities and the hinterlands should start taking advantage of it. In order for the passengers to stay on the land there must be an organized effort to offer recreational, archaeological and other interesting proposals for them and there are huge opportunities for the local economies to gain from the cruise sector.

There was a presentation made on the port of Patras as a new possible cruise port as it has a number of important advantages as well as a presentation of the port of Dubrovnik which is a primary cruise port already. There was also an interesting analysis on the cruise value chain of tourism in Split.

3. Conclusions

A project proposal that derived from the table was the promotion of a common brand for the macroregion of the Adriatic and Ionian Region starting with the cruise sector. A common brand could create a connectivity bond among our ports that should become a high standard alternative or addition to the already top cruise ports that have been absorbing the benefits of the cruise sector for ages. Participants are aware that past experiences of a common brand in the AI area have’t been easy to manage, then the focus should be only on cruise sector.
4. Action agreed

The workgroup activities have to proceed constantly in order to strengthen the results of the 1st AI-NURECC event: the aim is the definition of a model of business for a type model of cruise host town. Next step will be the diffusion of a short questionnaire about the economic, social and environmental effects of cruise traffic on AI host ports.

PARTICIPANTS

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5. Barać Kata, client service director, remake, Croatia
6. Barbaric Dario, Head of Security, Port Authority of Dubrovnik, Croatia
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10. Biliškov Marin, director of the company, Biliškov nekretnine d.o.o., Croatia
11. Blakcori Yll, Economists, Prishtina, Kosovo
12. Bosco Anna, Councillor, Vasto, Italy
13. Brnjac Nikola, State Secretary, Min. of the Sea Tran. and Infrastructure Croatia
14. Bujšić Vladimir, Secretary for enterp. deve., Municipality of Kotor Montenegro
15. Bulatović Vladimir, Prvi potpredsjednik opštine, Opština Budva, Montenegro
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28. Ferrero Francesco, Banker -Loan Officer, European Investment Bank, Lussemburgo
29. Giampieri Rodolfo, Presidente Autorità di Sistema Portuale del Mare Adriatico Centrale, Italia
30. Gjorgjievski Mate, president SEETO Serbia
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43. Lőrincze Péter, secretary general, DCCA Barbados
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45. Marcantonio Giovanni, Head officer, Camera di Commercio di Chieti Pescara, Azienda speciale "Agenzia di Sviluppo" Italia
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53. Milosevic Dalibor, Deputy minister, Ministry of transport, Montenegro
54. Mohorović Erik, Direktor, Kylin Prime d.o.o., Croazia
55. Morina Blerim, CEO & Founder, Kosovo Enterprise Network, Kosovo
56. Mosconi Andrea, EU Funds Project Manager, Chamber of Commerce of Ancona, Italia
57. Nikolic Zoran, Secretary of Transport Assoc Board, Cham of economy of Montenegro, Montenegro
58. Nikolopoulou Panoraia, Head international relations and exports, Chamber of Achaia, Grecia
59. Nikoloutsos Konstantinos, president, Chamber of commerce of Ilia, Grecia
60. O’Connor Martin, CEO, Kylin Prime Group, Irlanda
61. Ožegović Denis, Vlasnik, Centar za obrazovanje odraslih Ex Cathedra i Auto škola Hajduk d.o.o., Croazia
62. Papaeftimiou Nikolaos, general secretary, Chamber of aetoloakarnania, Grecia
63. Peros Mladen, Member of the Board, AD PLASTIK d.d., Croazia
64. Pigliapoco Fabio, Senior Advisor, Permanent Secretariat of All (Adriatic & Ionian Initiative), Italia
65. Prodan Ivana, Owner - Director, Montanense d.o.o., Croazia
66. Prpić Tomislav, Executive vice president, HDŽI, Croazia
67. Pucic Claudia, Expert associate, Istrian development agency, Croazia
68. Radnic Srecko, Assistant Director, JU RERA S.D., Croazia
69. Rados Tomislav, potpredsjednik Hrvatska gospodarska komora, Croazia
70. Rajič Frankica, assistant, HGK ŽK Split, Croazia
71. Rakusic Ivica, vicesindaco, Citta di Solin, Croazia
72. Raptis Panagiotis, vice president, Chamber of aetoloakarnania, Grecia
73. Reja Elisabetta, civil servant, eusair regional focal point friuli venezia giulia region, Italia
74. Ristić Jovan, Adviser of the Mayor, Municipality of Kotor, Montenegro
75. Rossetti Luigi, Titolare, Redlab DigitalArts, Italia
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77. Skiadaresis Sotiris, president, chamber of lefkada, Grecia
78. Soldo Dario, Director, Croatian Chamber of Economy, Croazia
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CROATIAN CHAMBER OF ECONOMY Croazia
82. Štrlić Sara. Senior Expert Associate CCE- County Chamber Rijeka Croazia
83. Tadin Danica. Head of Banch Office, Hrvatska poljoprivredno šumarska savjetodavna služba, Croazia
84. Tsichritzis Panagiotis. president, Chamber of aetoloakarnania, Grecia
85. Veronese Marica, Project manager Concentro -Special Agency Pordenone Chamber of Commerce, Italia
86. Vlaho Mario, savjetnik zamjenika ministra Ministarstvo komunikacija i prometa Bosne i Hercegovine, Bosnia-Erzegovina
87. Vojnović Jurica. Pročelnik za izgradnju Grad Split, Croazia
88. Vojnović Tomislav, CEO, PROMET D.O.O. Croazia
89. Vujevic Marko, Savjetnik zamjenika ministra komunikacija i prometa BiH Ministarstvo komunikacija i prometa Bosne i Hercegovine, Bosnia-Erzegovina
90. Vujić Vidoje, predsjednik, HGK Županijska komora Rijeka, Croazia
91. Vujnović Aleksandar, Associate, Chamber of Commerce and Industry of Trebinje Region, Bosnia-Erzegovina
92. Vukić Luka, Teaching/Research Assistant, University of Split, Croazia
93. Zovko Ante, assistant ceo, Promet d.o.o., Croazia
94. Žabo Slaven, director, Croatia Airlines, Croazia
95. Lugarić Mladen, HŽPP
96. Glujić Srećko, HŽPP
97. Miličić Jakša, FGAG
98. Labropoulos Marius
99. Sanja Steiner, FPZ ZG
100. Danilović Maja, Luka kotor
101. Suzana Čizmić, HGK
102. Eleonora Tramanoni, Forum AIC

103. Karnaros Anastazus
WORKGROUP ON ENVIRONMENTAL QUALITY AND AGRICULTURE
AGENDA

17/10/2018 at 2.30 p.m.

Forum AIC: Durres Chamber of Commerce
Ms. Odeta Thomaj

UniAdrion: Polytechnic University of Marche
Mr. Giuseppe Scarponi

With the support of Split Chamber of Economy, Ms. Anamarija Puzić.

Moderator: Ana Marija Puzić, Coordinator for Industry and IT and Energy and Environmental protection at the CCE Split County Chamber

Keynote: Prof. Giuseppe Scarponi, Marche Polytechnic University, Italy - Lead in the environment - Signals of reduction from the Antarctic and the Adriatic

1) Željka Gudelj Velaga, Head of the Sector for Implementation of Rural Development Program at the Croatian Ministry of Agriculture - Impact of Agriculture on Environment and Climate

2) Mr. Sc. Marija Šćulac Domac Director of Energy and Environmental Department, Croatian Chamber of Economy, Croatia and Dijana Varlec, Energy and Environmental Department, Croatian Chamber of Economy, Croatia - Towards a circular economy - Secondary raw materials exchange

3) Doc. Dr. Sc Mirjana Milićević, University of Mostar, Faculty of Science and Education, Bosnia and Herzegovina - Environment and Sustainable Development in Rural Areas
4) Dr. Sc. Dragana Đorđević, Institute for Chemistry, Technology and Metallurgy, Belgrade, Serbia - Characteristics Of Atmospheric Aerosol In Urban And Sub-Urban Area Of Central Balkan

5) Dr. Sc. Merica Pletikosić, Environmental Manager at CEMEX Croatia - Sustainable Development and Climate Changes


16.30 - 17.00 Discussion

17.00 – 17.30 Conclusions of the Workgroup Quality of Environment and Agriculture
FINAL DOCUMENT

1. Introduction

The Workgroup Quality of Environment and Agriculture was held in the framework of the 1st Joint Conference of the Adriatic-Ionian Chambers of Commerce, Towns and Universities on October 17 in Split, Croatia. Coordinated by Italy and Albania, prof. Giuseppe Scarponi (Uniadrion) Politecnica delle Marche University, Odeta Thomaj (Forum AIC) Chamber of Commerce and Industry Durrës, with the support of Ana Marija Puzić, HGK Županijska Komora Split. The topic of this year’s Workgroup was "Green Macroregion", and key speaker was Giuseppe Scarponi from Università Politecnica delle Marche and moderator Ana Marija Puzić, Croatian Chamber of Economy Split. The Workgroup brought together about 40 participants, representatives of ministries, academia, chambers of commerce, development agencies and entrepreneurs from the environmental and agriculture sector.

2. Strategic Guidelines

All the presentations of the Workgroup on Environmental Quality and Agriculture have contributed to the debate being extremely interesting and effective, and for establishing common solutions for the preservation and further protection of the Adriatic-Ionian Green Macro region.

Key speaker, Prof. dr. Giuseppe Scarponi from the Marche Polytechnic University, Italy, presented data obtained by analysing the snow collected in Antarctica from the last century (with a fall in concentration since the 1980s) and from seawater (reduced at the beginning of the third millennium), correlating with the decrease of lead gasoline usage. The Adriatic-Ionian macro-region shows a decrease in lead in the sea and seawater
beginning in the early 2000s. The subject research is a successful example of anti-pollution kicks even at a global level. He invited all the audience to join the publication of his scientific articles in a special edition of Molecules.

Željka Gudelj Velaga, Head of the Sector for Implementation of the Rural Development Program at the Ministry of Agriculture of the Republic of Croatia, spoke about the linkage and influence of agriculture to the environment and climate. It presented the main EU agricultural policy guidelines for the period 2014-2020 as well as the agro-environmental measures of the Rural Development Program for the same period affecting the improvement of soil properties and fertility and erosion protection, preservation of biodiversity, landscapes, traditional agricultural production, emission reduction greenhouse gases and generally human health. Ministry of Agriculture for the New Program Period 2021-2027 also plans the establishment of the AKIS (Agricultural Knowledge and Innovation Systems), which provides farmers with relevant knowledge of agricultural innovations as a contribution to the development of bio-economics with a special emphasis on smart agriculture and the application of modern information and communication technologies in agriculture.

Marija Ščulac Domac, Director of the Energy and Environmental Department in the Croatian Chamber of Economy, emphasized the importance of the circular economy, which today represents the biggest challenge for the business community. Identifying the right business models, aligning all business activities with the requirements of a circular package and building a sustainable society is one of the key activities of raising awareness. Building the necessary competencies and infrastructure is one of the priorities, using digital solutions and new, environmentally friendly technologies along with behavioural changes with the aim of saving as much raw material as possible and returning them to production cycles. Dijana Varlec, Energy and Environmental Department, spoke about the need to strengthen the waste market and to establish the Waste Exchange and IT
platform of the supply and demand system of waste within the new Croatian Chamber of Economy communication platform - Digital Chamber (e-Services).

Mirjana Miličević from the University of Mostar, Bosnia and Herzegovina, in her presentation on Environmental Protection and Sustainable Development in Rural Areas, reviewed the situation in Bosnia and Herzegovina and the impact of sustainable multifaceted agriculture and rural development. Environmental protection must be integrated into the rural development planning process, and in particular focus on protection processes from the destruction of landscape and biodiversity, the loss of agricultural land and degradation of the environment caused by the use of inadequate and traditional agricultural practices. She emphasized the need to establish a new economic model, but also to preserve the traditional values and development of rural tourism as drivers of other economic components.

Dragana Đorđević from the Institute of Chemistry, Technology and Metallurgy from Belgrade, Serbia, pointed to the characteristics of atmospheric aerosols in urban and suburban areas of the central Balkans. In her exposition, she discussed the chemical composition of atmospheric aerosols that have a significant impact on human health and in general, the climate, which is also the content and the latest document of the World Health Organization entitled "Quality and Health of the Air". Research shown the damaging impact of local urban (traffic) and regional industrial sources, as well as the dust of marine aerosols and deserts in the central Balkan region. She presented Serbia's potential for the creation of low-carbon society, and in particular the biogas production.

Merica Pletikosić from company Cemex Croatia d.d., Kaštela, Croatia, highlighted one of today's most significant challenges, which is the decarbonisation of the economy by finding new ways of producing and using energy. Significant place in such a concept of sustainable development is the establishment of a waste management system from waste
reduction at the site of creation, primary selection and sorting, recycling, and in particular material and energy recovery. She presented the results of publicity and public opinion attitudes and the public concerned about the obligations of the cement industry and the impact of fossil fuels or waste fuels for reducing greenhouse gas emissions. The results showed that the majority of respondents have not be informed about a topic, suggesting the need for better public preparation through incorporating the principles of sustainable development and socially responsible business in all segments of the project in order to achieve the desired consensus of all participants.

Milan Čupić from company A.T.I. d.o.o., Pula, Croatia, emphasized the importance of regional cooperation and announced the Energy Democracy Summit for promoting the use of its own energy sources in the framework of low-carbon development as a backbone for innovation and excellence that enables industrial growth and the advancement of science. He also announced the 1st International Conference and Exhibition on brandy called "Spirit of Rakia". It is a project involving countries from Central and South-Eastern Europe for building a higher level of scientific knowledge on fruit brandies and other strong alcoholic beverages with the aim of improving their production and promoting their tourist, gastronomic and traditional values.

3. Conclusion

The Adriatic-Ionian Green Macro-Region, due to its specific geographic position, climate, relief and biodiversity, seeks joint sustainable solutions to preserve its wealth, stimulate, and direct further development. This process involves the use of environmentally friendly technologies and materials, the implementation of digital transformation, and generally the promotion of economies that more efficiently utilizes resources, is greener and more competitive. Just the circular economy is an economic model that ensures sustainable resource management, enhances the quality of life and the environment, alleviates climate change, and reduces their negative effects.
All roundtable participants actively participated in making conclusions that focused on the main drivers of competitiveness of the economic systems of the region - the sustainability of the environment and energy and the technological innovation of the process:

1) Focus on the strategic guidelines set out by Europe 20/20/20 for the purpose of developing a green economy (eco-innovation, energy and environmental sustainability) and new EU packages with goals up to 2030 (energy and air, circular wagons, ).

2) The task force has the task of strengthening joint activities on the promotion and education of all environmental stakeholders, and the chambers of commerce are a key point in their association.

3) It is necessary to define joint projects in the European dimension, creating a network of cooperation with universities, research centres and technology parks for the development of new modern and innovative techniques, instruments and materials.

4) Launch projects that will promote integrated and sustainable development of rural areas and smart agriculture where information and communication technology is applied.

5) In order to strengthen the market for waste destined for recycling, create a common platform for the circular economy for the countries of the Adriatic-Ionian region. The platform should enable the exchange of information, experiences and examples of good practice and help achieve the EU's goals of the circular economy.
4. Action agreed

According to the conclusions agreed on the Workgroup Quality of Environment and Agriculture and listed in 3. Conclusion, in the forthcoming period, joint actions will be undertaken for the purpose of their realization.

PARTICIPANTS

1) Giuseppe Scarponi, Polytechnic University of Marche, (UniAdrion), Italy
2) Željka Gudelj Velaga, Ministarstvo poljoprivrede Republike Hrvatske, Croatia
3) Ioannis Petratos, Chamber of Achaia, Greece
4) Marija Sćulac Domac, Hrvatska gospodarska komora, Croatia
5) Dijana Varlec, Hrvatska gospodarska komora, Croatia
6) Davor Antica, Hrvatska gospodarska Komora ŽK Šibenik, Croatia
7) Ana Marija Puzić, Hrvatska gospodarska komora ŽK Split, Croatia
8) Olga Škevin, Hrvatska gospodarska komora ŽK Split, Croatia
9) Denis Sorić, Hrvatska gospodarska komora ŽK Split, Croatia
10) Mirjana Miličević, Sveučilište u Mostaru, Bosnia and Herzegovina
11) Dragana Đorđević, University of Belgrade, Serbia
12) Katja Žanić, Institut za jadranske kulture i melioraciju krša Split, Croatia
13) Slavko Perica, Institut za jadranske kulture i melioraciju krša Split, Croatia
14) Ivo Benzon, Javna ustanova RERA S.D. za koordinaciju i razvoj Splitsko-dalmatinske županije
15) Natalija Rajčić, Županijsko vijeće Splitsko-dalmatinske županije
16) Matea Klarić, Regionalni ured EU parlamentarca Davora Škrleca, Croatia
17) Merica Pletikosić, CEMEX Croatia, Kaštela Sućurac, Croatia
18) Ivan Sabljić, Cian d.o.o., Split, Croatia
19) Milan Ćupić, A.T.I. d.o.o., Pula, Croatia
20) Anđela Dželalija, ALFA ATEST d.o.o., Split, Croatia
21) Marko Mimica, E.C.H.R. d.o.o., Croatia
22) Duje Vlastelica, Eko – Struja d.o.o., Split, Croatia
23) Marina Jakovčević, Eko – Struja d.o.o., Split, Croatia
24) Stjepko Pavišić, Eko – Struja d.o.o., Split, Croatia
25) Alen Ćurin, Ćurin nautika d.o.o., Split, Croatia
26) Gordana Rokvić, Univerzitet u Banjoj Luci, Bosnia and Herzegovina
27) Vesna Hrsto, Ured Vlade Županije Zapadnohercegovačke za europske integracije, Bosnia and Herzegovina
WORKGROUP ON SUSTAINABLE TOURISM
AGENDA

Creative cultural tourism and sustainable EUSAIR destinations within the AI NURECC initiative

17/10/2018 at 2.30 p.m

With the support of Split Chamber of Commerce, Ms. Nataša Bušić.

2:30 – 4:00 p.m.

Panel 1: Creative and cultural industries in the context of the EU Cultural Heritage Year and EU China tourism Year

Moderator: Nataša Bušić, Coordinator for Tourism at the CCE Split County Chamber

Key note: Manos Vougioukas, ECTN Secretary-General

1) Diego Marani, Senior advisor on cultural policy European External Action Service.
2) Flavio Burlizzi, Permanent Delegate of Unioncamere Europa
3) Michele de Vita, Secretary General of the Forum AIC
4) Francesca Farinelli, General Manager of ECAPITAL CULTURE - "ADRIATIC START UP SCHOOL"
5) Tomislav Klarin, University of Zadar – Department for tourism
6) Dr Flora Karagianni, Head of the Office for the Promotion of Scientific Research, European Centre for Byzantine and Postbyzantine Monuments

4:00 – 5:30 p.m.
Panel 2: Sustainable tourism management at macro-regional level, in line with the UN 2030 17 SDGs

**Moderator**: Cinzia De Marzo, EU advisor of the AIC Forum & sustainable tourism expert

**Key note**: Gordon Sillence, Ecotrans Vice President – European Network for sustainable tourism development

1) Blanka Belošević, Croatian Ministry of Tourism - EUSAIR strategy Sustainable tourism pillar coordinator for Croatia,

2) Hrvoje Carić, PhD, Croatian Institute for Tourism – CROSTO Observatory

3) Danko Ćosić, Director of Programmes at the Danube Competence Centre

4) Alenka Soršak, DMOs representative from Ljubljana

5) Nikolina Radmilo Pivčević, Director of Cooltour Travel Agency, Omiš
1. Introduction

Workgroup on sustainable tourism of the AIC Forum, was held on the 17th of October 2018 in Split, as part of the 1st Joint Annual Conference of the Fora of the Adriatic and Ionian Chambers of Commerce, Cities and Universities.

Coordinators of this year’s Workgroup on sustainable tourism were the Ancona Chamber of Commerce and the Zadar University.

The Workgroup has been coordinated by an efficient and competent team, composed of:

- Mr Flavio Burlizzi Permanente Delegate of Unioncamere Europa, on behalf of the Ancona Chamber of Commerce;
- Dr Cinzia De Marzo, EU senior advisor of the AIC Forum & sustainable tourism expert, on behalf of the Ancona Chamber of Commerce;
- Mrs Nataša Bušić, senior expert advisor and Coordinator for Tourism and Agriculture, on behalf of the organiser of the conference, Croatian Chamber of Economy, County Chamber Split,

In addition, professor Slaven Zjalić, from the Zadar University, has been appointed as the contact person.

The Workgroup on Sustainable tourism is in line with the overall EUSAIR strategy and strives towards the implementation of the Action Plan, by encouraging exchanges and concrete actions at macro regional level, and inducing constructive debate.

The theme of this year’s Workgroup has been “Creative cultural tourism and sustainable EUSAIR destinations”, as part of AI NURECC initiative rolling plan
The session was divided into two panels:

1) Creative and cultural industries in the context of the EU Cultural Heritage Year and EU China tourism Year,
2) Sustainable tourism management at macro-regional level, in line with the UN 2030 17 SDGs.

In the framework of the EU Strategy for Adriatic and Ionian Region - EUSAIR, in particular of the Pillar IV ‘Sustainable tourism topics (1) Diversified tourism offer(product and services) and (2) Sustainable and responsible tourism management, the WG for sustainable tourism discussion was aimed at providing additional inputs and ensuring better coordination of the initiatives linked to the priority action 1 (topic 1) 'Fostering Adriatic Ionian cultural heritage' and priority action 2 (topic 2) 'Developing network of Sustainable Tourism businesses and clusters' of EUSAIR Action Plan.

2. Strategic outlines

PANEL I

- **Moderator:** Mrs Nataša Bušić., senior expert adviser & Coordinator for Tourism and Agriculture, County Chamber Split,

The contribution of the qualified speakers of Panel 1, which was focused on the theme Creative and cultural industries in the context of the EU Cultural Heritage Year and EU China tourism year, has generated an added value in order to accommodate a platform of mutual interests for the benefit of each EUSAIR country, by sharing experiences and
by taking into account the EU institutional perspective and cooperation policy, interdisciplinary, transnational and inter-sectoral points of view.

The Keynote speaker of the first panel, Mr Manos Vougioukas, secretary general of the European Cultural Tourism Network (ECTN), the only Pan-European network of destinations, authorities, NGOs and research institutes for sustainable Cultural Tourism development and promotion across Europe, introduced the Charter for Sustainable Cultural Tourism. The purpose of this Charter is to bring together in a single, comprehensive and integrated document the main principles, features, findings, conclusions and recommendations on best practices and priorities regarding Culture & Heritage Tourism. This Charter aims to build on all relevant previous initiatives, declarations, convention, resolutions, opinions and charters, to exploit synergies and facilitate implementation of recommendations by national, regional and local destination authorities and agencies.

The overall aim is to encourage sustainable and responsible tourism policies and actions across Europe and beyond, through engaging culture and heritage with innovation and cohesion.

Dr Diego Marani, Advisor on cultural policy at the European External Action Service (EEAS) presented the EU-Western Balkans Cultural Heritage Routes, a starting point to create networks of cultural heritage sites and of creative industries in this region and in other regions of the world. “A cultural heritage site plays an important role not only in the preservation of memory and cultural identity but also as an economic resource attracting tourist and providing the opportunity for the development of creative industries around the site with activities such as craftsmanship but also new technologies such as apps for the visit of the site, interactive guides and the development of knowledge in restoration techniques“, emphasized Diego Marani.
The panel continued stressing the importance of products and services of cultural heritage tourism with the aim of tackling seasonality of inland, coastal and maritime tourism demand. Mr Flavio Burlizzi, presented the European Network of “Hidden gems” UNESCO sites – Mirabilia, an initiative of 17 Italian Chambers of Commerce whose aim is to enhance the entrepreneurial environment of the whole cultural tourism value chain with an integrated approach. The network is enlarging in other EU countries such as France, preliminary exchanges with Belgium, Bulgaria, Croatia, Greece, Hungary, Spain while other contacts are planned with the Wester Balkans as well through the cooperation with the AIC Forum. Croatian Chamber of Economy County Chamber Split has expressed interest in becoming part of the Network.

Continuing on the same page Mr Massimilano Polacco, vice president of the Ancona Chamber of Commerce gave an introduction and Ms Francesca Farinelli presented the unique possibility of strengthening human resources in culture and creative tourism within the “Ecapital Culture Adriatic start-up school” project, which is a part of the AINURECC initiative and in line with EUSAIR Sustainable tourism pillar. This project’s objective is to improve the quality and innovation of tourism offer and enhance the sustainable and responsible tourism capacities of the tourism actors across the macro-region.

For the third edition of the Ecapital Culture – Adriatic Start up school they are looking for partnership with public and private organisations in the Al countries in order to spread the information about the next call in January 2019, and engage as many candidates as possible from their respective territories. The school will start in May 2019. Mrs Farinelli explained that this is an opportunity for all to learn entrepreneurial management skills in cultural tourism and creative industries and that all expenses for accommodation and travel, will be covered for all participants.
Tomislav Klarin from University of Zadar pointed out the role of creative industry in sustainable tourism. On the example of City of Zadar, he showed how creative architecture may influence the change of tourism identity and branding on the tourism market. Prof. Klarin stressed the opportunity of such process in tourism development, however, he also warned on possible negative effects on the local community and their cultural identity, which could reduce the tourist attractiveness and quality of life of local community.

The last speaker of the 1st panel was dr Flora Karagianni, Head of the Promotion of Scientific Research at the European Centre for Byzantine and Postbyzantine Monuments. She presented the NAVIS project through which the historical ports of the Adriatic and Ionian region are to be connected with the aim of their promotion as the unique destinations of cultural tourism.

By presenting projects and initiatives this panel has called for cooperation:

- Within the Mirabilia network, where the CCE County Chamber Split has expressed interest and will attend the next meeting in Pavia, Italy on the 27th of October
- To all public and private organisations in the AI countries in order to spread the information about the next call of the Ecapital Culture – Start-up School in January 2019, where all that enlist have the opportunity to learn entrepreneurial management skills in cultural tourism and creative industries with all expenses in regards to accommodation and travel covered for the duration of the school.

We can conclude that the panel 1 has, in line with the AI NURECC initiative, addressed its guidelines through involving stakeholders of Chambers, Cities, Universities and other important institutions. The Workgroup has encompassed presentations which have
brought together the culture and creative sectors and has promoted the EUSAIR within the EYCH 2018.

PANEL 2
Moderator: Dr Cinzia De Marzo, EU senior advisor of the AIC Forum & sustainable tourism expert,

With a similar approach, within the Panel 2 'The Sustainable tourism management at macro-regional level, in line with the UN2030 17 SDG's', the WG for sustainable tourism aimed at gathering concrete examples and achievements linked to the EUSAIR Action Plan (Pillar IV - Topic 2) also compared with previous EU macro regional strategies like Danube region, fostering the implementation of monitoring tools (i.e. ETIS implementation at DMO level (Ljubljana), CROSTO International sustainable observatory in Croatia, etc) able to measure the impact that the already set projects and actions, in line with EUSAIR strategy have. The aim of the Workgroup was to promote the exchange of expertise, and to foster further cooperation between the countries of the Adriatic and Ionian region in regard to sustainable tourism, with focus on management, measurement and implementation of indicators and tools.

The keynote speaker of the Panel 2 was Mr Gordon Silience, vice president of Ecotrans (European Network for sustainable tourism development) who said that “All regions are now part of an internationalized economy that offers both challenges and opportunities in the context of overall global to local sustainable development, encapsulated in the UN/EU 2030 Agenda for Change”, he stressed that the time for implementation is now and that the key is in international collaboration, while ICT will make it possible. He also invited to a mutual use of tools that are currently at disposal.
Ms Blanka Belošević from the Ministry of tourism, as the EUSAIR strategy Sustainable tourism pillar coordinator for Croatia, stated that the “Focus of the pillar are two themes; Diversified tourism offer and Sustainable and responsible tourism management” and stressed that “the greatest challenge in reaching these goals is financing”.

In line with the above mentioned, Ms Barbara Toce, vice president of Local and Regional Authorities of the Council of Europe, continued listing European and national strategies of sustainable tourism and concluded that a better international cooperation is necessary for achieving greater improvements, regarding sustainable and responsible tourism.

Dr Hrvoje Carić from the Croatian Institute for Tourism introduced the participants with CROSTO (Croatian Sustainable Tourism Observatory), a long-term international research project of the Institute for tourism established in cooperation with the World Tourism Organization (UNWTO) in order to monitor and measure tourism sustainability in Croatia. CROSTO is a member of International Network of Tourism Observatories (INSTO) which is being developed under auspices of the UNWTO.

Two primary tasks of CROSTO observatory are:
1) Measurement and monitoring of tourism sustainability at regional level;
2) Promotion of measurement and monitoring of tourism sustainability at local level.

As the primary tool for tourism sustainability measurement and monitoring, CROSTO applies European Tourism Indicator System (ETIS), developed by the European Commission.

Carić stated that “Tourism can feel the consequences of pollution, but it can also cause pollution. The point is very simple, the use of resources must be less than the possibility of their renewal. So in order to manage we need to measure.”
In order to compare and connect with other regions, the following speakers presented their best practices:

- **Mr Danko Čosić**, Director of Programmes at the Danube Competence Centre showed a short film about the Danube region
- **Ms Alenka Soršak**, Senior expert advisor – DMO representative from Ljubljana, told us the story of Green Ljubljana
- Concern in regards to small rural towns was expressed by **Ms Nikolina Radmilo Pivčević**, director of the Cooltour travel agency form Omiš, Croatia, showing us the example of Gata, a small rural town in Split – Dalmatia County.

### 1. Main outcomes

From both panels, the following question marks and challenges have been raised and, to tackle those critical issues, some common actions need to be taken:

- In the field of cultural and sustainable tourism (including creative and cultural heritage), there is a great potential in the Adriatic and Ionian area which has to be exploited;
- There is a huge amount of existing projects (transnational, European) which can be capitalized if the key stakeholders will share better information and will foster exchanges;
- How to face the lack of qualified human resources and investments, in order to ensure better integration;
- There is a need to ensure coherence from management to marketing activities, with regards the promotion of tourist destinations (linked with cultural routes, UNESCO sites, natural areas, etc) across the AI countries;
• It is crucial to monitor the socio-cultural and environmental impact of the macro-regional dimension, related to sustainability issues.

4. Actions agreed

The Workgroup has identified a basket of possible common existing and thematic projects, already co-financed by the EU through the territorial cooperation programs, that are in line with EUSAIR Action Plan (the 2 priority actions for Pillar IV) and the AINURECC initiative, which also contribute to the development of an effective multi-actor and multi-level governance of EUSAIR.

The key stakeholders agreed to improve better coordination and collaboration among the respected governments at the AIC macro-regional level, in order to generate a critical mass based on experience/replicable models already done by various stakeholders. This is imperative to avoid fragmentation and to facilitate the deliverable of concrete results.

Within this Workgroup, namely the representatives of the Regions, Cities, Chambers of Commerce and Universities of the Adriatic and Ionian area, have decided to pool their knowledge and expertise to set-up more structured and stronger cooperation among all public and private key stakeholders, aiming at promoting the exchange of expertise, capitalising on project ideas and enhancing business to business solutions in the upcoming months, with a long term perspective.
PARTICIPANTS

1) Alenka Soršak, Ljubljana Tourism, SLOVENIA
2) Alina Nistor, Forum AIC, ITALY
3) Ana Begovic Mihatovic, City of Dubrovnik, CROATIA
4) Ana Brzic, CCE - County Chamber Split, CROATIA
5) Ana Marija Pilato Krilo, City of Dubrovnik Development Agency, CROATIA
6) Anastasios Karnaros, Development Association Of Ilia, GREECE
7) Andelka Šukan, Office of the Prime Minister HB County, BOSNIA AND HERZEGOVINA
8) ANDRIJA FABRIS, City of Korčula, CROATIA
9) Andro Krstulović Opara, City of Split, CROATIA
10) Antonia Trze Biuk, WOTAN d. o. o. Language School, Kaštel Sućurac, CROATIA
11) Antonija Eremut Erceg, Split Development Agency Ltd, CROATIA
12) Barbara Mori, Commercialista, ITALY
13) Barbara Toce, Congress of Local and Regional Authorities, Council of Europe, ITALY
14) Bektash Mema, University Eqrem Çabej Gjirokaster, ALBANIA
15) Blanka Belošević, Ministry of Tourism, CROATIA
WORKGROUP ON ECONOMIC ANALYSIS
AGENDA

“Diversity as a Potential“

17/10/2018 at 2.30 p.m.

**With the collaboration of Split Chamber of Economy, Ms Vesna Friedl**

**Moderator:** prof. Giuseppe Ieraci (Uniadrion)

**Keynote:** Zvonimir Savić, director of Sector for financial institutions and economic analysis, Croatian Chamber of Economy:

Regional particularities; comparison of Croatian counties with the respective sub-regions within the Adriatic and Ionian region

1. ESPON “European and macro-regional territorial monitoring tool for the EUSAIR”, Laurent Frideres and Efrain Larrea

   - Introduction, outline, structure and objectives
   - Brief presentation of the macro-regional tool (prototype) focusing on the indicators and information already included for the EUSAIR by considering pillars/objectives and priority areas
2. Experiences of stakeholders

- prof. Giuseppe Ieraci, Department of Social and Political Sciences, University of Trieste: Policy Analysis Lab
- Vinko Muštra, PhD, Faculty of Economics Split: Regional competitiveness and smart specialization
  a.i. mr. sc. Ana Odak, assistant minister, Directorate for Strategic Planning and Coordination of EU Funds, Ministry of Regional Development and EU Funds
- b. dr. Nina Drakić, director of Sector for economic development, Chamber of Economy of Montenegro: Specificities of the Montenegro economy - the potential of the Adriatic Ionian Region
- c. Anton Starčević, President of the Board Adviser, RAFFEISENBANK AUSTRIA d.d.: Commercial Financing on Diversified Markets

Discussion

8) Output expected

9) Next steps
1. Introduction

The topic of the Workgroup on Economic Analysis was Diversity as a Potential, taking into consideration that the Adriatic-Ionian region is an area of significant socio-economic differences among its countries. It was held in the framework of the 1st Joint Conference Fora of the Adriatic and Ionian Chambers of Commerce, Cities and Universities in Split. For the first time organized and coordinated together by the UNIADRION and FORUM AIC. Coordinators were University of Trieste: Mr. Maurizio Fermeglia and Mr. Giuseppe Ieraci and Pordenone-Udine Chamber of Commerce: Mr. Mario Passon and Ms Antonella Cappelletti, supported by the Mrs Vesna Friedl, Split County Chamber. The moderator was prof. Giuseppe Ieraci.

2. Strategic outlines

Adriatic and Ionian Region (EUSAIR) is highly heterogeneous in economic, infrastructure, demographic and geographic terms. Analysing economic and socio-political basics, harmonizing development infrastructure programs and monitoring the transnational impact of envisaged policies and investments is of crucial importance for achieving sustainable economic and social progress throughout the region. This macroregion includes 8 countries: 4 EU Member States (Croatia, Greece, Italy, Slovenia) and 4 countries outside the EU (Albania, Bosnia and Herzegovina, Montenegro, Serbia). Therefore, the Workgroup, focused on the analysis of regional strengths and weaknesses, and a common reflection on the possibilities for progress. The views of all participants on this topic were interesting; presentations of representatives of chambers of commerce of different countries, as well as ministry and financial institution.
Zvonimir Savić, Director of the Department for Financial Institutions and Economic Analysis of the Croatian Chamber of Economy, presented regional similarities, differences and interesting facts. Looking at GDP per capita, all countries are below the EU average. The number of inhabitants is declining in all countries, and the population is ageing. Of particular importance is the large number of protected UNESCO sites (Italy 49, Greece 16, Albania 2, BiH 3, Montenegro 3, Serbia 5 and Croatia 10).

Although very diverse in economic trends and potentials, Adriatic and Ionian region is rich in cultural and historical heritage. While the use of natural resources might be limited due to geography and negative demographic trends, the potential for economic and cultural cooperation remains visible in the region.

Assistant Minister of Regional Development and EU Funds, Ana Odak presented a new approach to strategic planning in Croatia, from S3 (Sectoral policies, Smart Specialisation Strategy, Regional development) to NDP 2030 (National Development Strategy 2030), highlighting the importance of smart specialization and the creation of functional regions for balanced regional development. Smart specialization and cross-border access to research, development and innovation offers numerous opportunities for collaborating on projects, creating partnerships with similar priorities on the macro-regional level. Full implementation of the EU program can raise GDP by 3%.

Vinko Muštra prof. from the Faculty of Economics in Split gave emphases to the regional competitiveness and smart specialization. Recently Dijkstra et al (2011) defined regional competitiveness as the ability to offer an attractive and sustainable environment for firms and residents to live and work. Regional competitiveness index (RCI) on NUTS II level in 2010, 2013 and 2016 represents a unique tool for measuring this phenomenon and indicating huge differences among the EU regions. At the same time, economic literature underlines the importance of innovation for growth and development and RCI offers evidence for huge differences among regions. European Commission recognizes the need
to unlock the growth potential of the EU through identifying activities that offer the best chance of strengthening a region’s competitiveness, but also and specific challenges on regional level, proposing smart specialization as a new strategic approach to economic development through targeted support to research and innovation.

Nina Drakić, director of Sector for economic development, Chamber of Economy of Montenegro presented specificities of the Montenegro economy and the potential of Adriatic Ionian Region. More intensive cooperation in the Adriatic Ionian Region would strengthen the competitiveness of Montenegro and other countries and would also contribute to, primarily through better transport connections, both land and sea, better linking of the energy market, and stronger cooperation in the tourism sector.

Anton Starčević, president of the Board, Adviser in Raiffeisenbank Austria shared his experience in commercial financing on diversified markets. Commercial principles lead the business of financial institutions. Financing projects from sources without interest to maximize return on capital may look like unconventional competition. However, non-commercial financing is necessary to stimulate growth in regions that are not attractive to commercial financiers. Otherwise, the unattractive regions are stagnant and the population is concentrated in the growing regions.

The presented information and ideas have shown that the diversity and richness of the Adriatic-Ionian region is a potential for the progress of the macroregion. At the same time, it is a challenge for a common reflection of smart, sustainable and inclusive growth throughout the Adriatic and Ionian region.

On this Workgroup, two interesting projects were presented:

ESPON – dashboard – data
- EPAL – economic and policy strategy analysis
Prof. Giuseppe Ieraci presented “Economic and Policy Analysis Lab” – project that takes into account the socio-economic differences among the countries of the Adriatic area and it is specifically addressed to investigate and put forward policy proposals for a better political and economic coordination among the partner countries.

The Economic Sphere - Making Regular Reports on Economic Results and the Political Situation of the Adriatic-Ionian Countries, the Centre for Monitoring and Investigating the Region (MrCAR), whose main task is to collect and analyse reliable and comparable data throughout the region, as well as linking to the set of projects and tools. Objectives: to promote "tools" for investment and/or strategic policies; verification of sustainability of economic and social reforms.

The Socio-political sphere - Editing of an Annual Regular Political Reports (ARPR) on the Adriatic-Ionian countries, with a specific focus on the societal transformations and the viability of the decision-making processes in these countries. Objectives: analysis of socio-demographic transformation; analysis of the systemic constraints of the decision-making processes.

Laurent Frideres, head of Unit for Evidence and Outreach, ESPON Programme and Efrain Larrea introduced European and macro-regional territorial monitoring tool for the EUSAIR (the system that ESPON is currently developing). The objective is to develop a tool to monitor development trends and patterns in Europe, and specifically in the Adriatic and Ionian region. It will support policy makers and other stakeholders with territorial information, data, maps, graphs, analytical features and short reports. The ultimate goal is to provide a good basis for the entire Adriatic-Ionian region based on reliable indicators and their analysis. Particularly highlighted is the problem of comparability of data from EU member states and those that are not.
3. Conclusions

The Adriatic-Ionian Region is highly heterogeneous in economic, infrastructure, demographic and geographic terms. The diversity of the Adriatic-Ionian region is potential for the prosperity of macro region. At the same time, it is a challenge for future policies, decisions and coordination.

There are two different philosophies, but not incompatible, actually complementary to each other:

1. Data collection and analysis (when collecting and analysing data in this region, we face an issue of comparability of data - those from EU member states and those that are not, as well as indicators to choose)
2. Policy and economic expertise.

Since the data does not speak for itself, and policies need a basis, it is necessary to:
   a) Link data and expertise
   b) Relate data and expertise to specific policy areas - tourism, transport and infrastructure, energy (planning, decision-making and encouraging development).

General objective is to improve economic growth and the employment rate while preserving the environment. More intensive cooperation would contribute to the competitiveness of the economies of individual countries (areas: tourism, transport and infrastructure, energy).

We should not forget the importance of smart specialization and creating functional regions for balanced regional development, too. Balanced regional development through regional competitiveness and smart specialization is the path that is supported by the European Commission.
To encourage growth in regions that are not attractive to commercial financiers, it is necessary to provide non-commercial financing. Otherwise, the unattractive regions are stagnant and the population is concentrated in the growing regions.

3. Action agreed
- Linking all active participants and sharing presentations and useful information in future
- Cooperation with the ESPON programme and the use of ESPON tools
- Build a network of stakeholders who make decisions (policies) – especially in the 3 areas
- Organize workshops and conferences to exchange knowledge
- Launch professional study programs on economic analysis

Project proposal:
Economic and Policy Analysis Lab (UNIADRION) - The elaboration of regular reports on the economic performances and the political situation of the Adriatic-Ionian countries.

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3) Drakić Nina  Chamber of Economy of Montenegro
4) Dumanić Marjan  Javna ustanova RERA S.D.
5) Frideres Laurent  ESPON EGTC, Luxembourg
6) Friedl Vesna  Hrvatska gospodarska komora Županijska komora Split
1) Joint Annual Conference, 16th-18th October 2018, Hotel Radisson Blu, Split.

7) Galić Snježana  Galić Tax Consulting d.o.o., Split
8) Gorić Srećko Ekonomski fakultet Sveučilišta u Splitu
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27) Weiss Jakob  Metis GmbH, Vienna
28) Zec Nedjeljko  Skalica d.o.o., Split
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37) Peter Tina HGK
38) Donato Iacobucci Universita Politecnica delle Marche, Ancona
39) Giacomo Nespeca FORUM AIC, Ancona
WORKGROUP ON SOCIETAL CHALLENGES
AGENDA

“Cohesion of the adriatic-ionian region – global challenges”

<table>
<thead>
<tr>
<th>Forum AIC: Chamber of the Bosnia-Herzegovina Federation Ms. Danijela Lovrić</th>
<th>UniAdrion: University of Bologna Mr. Stefano Bianchini</th>
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With the support of Split Chamber of Economy, Ms. Antonija Bašić

Panel I: Adriatic—Ionian Macro Region: Migration Route or Region in Migration?

**Moderator:** Marko Šantić, Chamber of Economy of the Federation of Bosnia and Herzegovina

1) Žarko Dugandžić, professor, University of Mostar, “Contemporary refugee/migration crisis and its reflection on European and BiH reality”

2) Dušan Nikolić, professor, University of Novi Sad, “Influence of migrations on the development of Universities and University Cities”

3) Stefano Bianchini, professor, University of Bologna, “Migrations and Territorial cohesion: potentials and Challenges”

4) Danica Bakotić, professor, University of Split, “Importance of strategic HRM in context of migration and lack of workforce”

5) Saša Mrduljaš, Institute for Social Research, “Adriatic-Ionian area –origin of European civilization”
6) Sladan Bevanda, minister, Ministry of Interior FbiH, 'Suppression of Illegal migration and effectiveness of border control''

Panel 2: Natural Disaster and their Consequences – key challenges Adriatic – Ionian Region

Moderator: Antonija Bašić, Chamber of Economy, County Chamber Split

1) Petar Mišević, Advisor to the President CCE, “Role and importance of the General data protection regulation”
2) Robert Markt, Executive President of the Croatian Red Cross, ‘Crisis resource management’
3) Ante Sanader, vice President CIFT and President of the Croatian Fire Association, ‘Organizing fire association in Croatia’
4) Holta Komino, specialist of General Directorate of Fire and Rescue Service of Albania “Organization of Fire and Rescue Service”
5) Dijana Klarić, project manager, Croatian Meteorological and Hydrological Service, ‘Integrated Strategy for Risk Management of Flooding in Adriatic-Ionian Region’
The Round Table „Social Challenges“ was held on October 17, 2018 at the Radisson Blu Hotel in Split, Croatia. Coordinators of the table were Marko Šantić, president of the Chamber of Economy of Federation of Bosnia and Herzegovina - who also moderated the first panel; and Stefano Bianchini from the University of Bologna. The organizer of this table was Antonija Bašić from Split Chamber of Commerce, and she also moderated the second panel.

Theme of the round table was “Cohesion of the Adriatic-Ionian region – global challenges“ and the table was divided into two panels:

I) Adriatic – Ionian Macro Region: Migration Route or Region in Migration?
II) Natural Disaster and their Consequences – key challenges of the Adriatic – Ionian Region

Panel I
As part of the Conference on the “Present and Future of the Adriatic-Ionian Region” on the Round Table on Social Challenges, the topic of migration was set out. The main question to speakers was to what extent did the Adriatic-Ionian region become a migration route to the European Union, and to what extent it is the source or destination of migration.

Željko Dugandžić from the University of Mostar, addressed the problem of so-called "Balkan routes" from the perspective of Bosnia and Herzegovina. According to Dugandžić, the only ones who really benefited from the current migration crisis are human traffickers and smugglers.
The question is therefore the readiness of BiH to accept a greater number of migrants coming through the "Balkan routes", especially in the context of the outflow of the domestic population into Western countries. He noted that there was a real danger that migrants would remain stuck in front of the EU gate and potentially in BiH, which would be a huge logistical, security and financial challenge for poor and dysfunctional BiH.

Stephano Bianchini of the University of Bologna presented a study on migration trends, both within the Adriatic and Ionian region and across the region. The focus of the research was on migration trends within the Adriatic-Ionian region. Bianchini sees the causes, among others, in the economic crisis, the enlargement of the EU which has made it easier for many people to work throughout the European Union, but also highlights the frequency of cases of family reunification abroad.

However, he emphasizes that migration can be an opportunity, and it is up to us to find a common solution and draw the best out of this problem that has surprised us all in the EU.

Danica Bakotić from the University of Split was up with the issue of brain drain and emphasized the importance of strategic human resource management in the context of migration and lack of workforce. Large outflow of people after EU entry in 2013 is a phenomenon that has occurred also in other neighboring countries since joining the EU. People do not go away just because of the difficult material situation and the economic crisis, but also because of education and personal advancement. The data entered are different if we observe the data from the recipient countries and the countries that they are leaving from. There is also a disparity in statistical monitoring. Automation of work and adoption of new technologies can lead to productivity increase up to 30%, and this can be a solution to the problem of lack of workforce, but we must be aware that in this case we must invest in lifelong learning so that we can give people
the opportunity to stay on the work market. Looking at Croatia, statistical data show that women’s share of the labor market is below 50%, which gives us a lot of room for development in this field of work.

**Dušan Nikolić from the University of Novi Sad** emphasized that the migration of highly educated people in perspective is the most serious problem of each country in southeastern Europe. Only about 3,000 doctors went from Serbia and neighboring countries.

Bearing in mind that the cost of education that the state spends on average for one physician is approximately EUR 250,000, it means that the EUR 750 million worth of value that we have created while the EU allocates about EUR 15 million of pre-accession funds for the education of South East European countries.

What matters to be crucial is to convince the social community that without universities there is no development at all, and accordingly development of the region as well. EU support certainly needs to be greater in the whole of this problem, since all of us ultimately share the same fate.

In addition to this, also **Petar Mišević, Advisor to the President of the Croatian Chamber of Economy** spoke about the important issue of protecting personal data through the GDPR ordinance. "The data is digital gold," Misevic said, adding that we are all aware of the risks associated with social engineering today.

**Saša Mrduljaš from Ivo Pilar Institute** who gave a historical overview of the importance of the Adriatic-Ionian region in the European context, and **Sladan Bevanda, Minister of Internal Affairs of the Herzegovina – Neretva County of Federation of Bosnia and Herzegovina**, who showed unquestionable readiness for inclusion in a common European approach against illegal migration and trafficking.
Panel 2
Panel, whose theme concerned the natural disasters we've had, for start, a chance to hear about the work of the Red Cross and the way in which they mobilize and act in crisis situations. That is, how to maximize the cooperation of companies and humanitarian organizations, to properly direct the donations of citizens, to manage the logistics during crisis events, even in a recovery phase, spoke Executive President of the Croatian Red Cross Mr. Robert Markt. Praiseworthy action undertaken by employees and a large base of volunteers are optimally arranged logistics and thus give the best results. " A neighbor helps first " is the coordination that brings together the country or society of Red Cross Southeast Europe, and can serve everyone as an example of good practice.

We also had the opportunity to hear a lot about fires and how to react when crisis situation occur. About the peculiarities of this industry , Ante Sanader, vice president of the International Organization of protection and rescue CTIF, and also the president of the Croatian Fire Services Association and Holta Komino, an Albanian expert Directorate for Fire and Rescue Service general, have spoken. Sanader stressed that our primary objective should be to strengthen regional cooperation and common responses to problems related to safety and the environment, whether it is by air or by land. He also announced the construction of a regional center for training of operational forces of fire service and civil defense with the ultimate aim of joint cooperation, education and training forces. Here we can see our opportunity to become a key regional player with a unique state of the art polygon for training with eminent experts for training. President of HVZ, Sanader, also proposed the establishment of community firefighters of Adriatic-Ionian region, which would further link helping each other in crisis.

Furthermore, apart from the fire, in the Adriatic-Ionian region problems of flooding from the sea are present as well. A project I-STORMS is presented by the project manager of the State Hydrological Institute, Dijana Klaric. The aim of this project is to construct a common 'risk map' of early warning on flooding should so that certain crisis related to
these issues could be foreseen. During the project the conditions for the creation of public and efficient service at the regional level will be realized, as well as space for the promotion of the region of Croatian experiences and scientific achievements in the study of flooding from the sea in the Adriatic. It is important to stress that the tradition of measurements in Croatia is very old, and more than 160 years they are carrying out various measurements and forecasting in Split and Rijeka.

Round table "Societal Challenges" touched almost all the challenges that society currently faces and on what there must be an answer and solutions. Migrants and migration crises that are commonplace throughout the region, expect long-term solution which Europe has to offer unanimously and for all. We touched upon the issue of migrants in the workforce as well as migrants in terms GDPR and their frequent problems with documents.

The second panel was dedicated to natural disasters, because as we know, fires, earthquakes and floods do not recognize national boundaries and rapidly spread from one country to another. It is therefore very important to be networked with our neighbors, coordinated and to share examples of good practice and experience among countries and each others.

**Conclusion**

1) The European Union is today in front of the crossroads, because it hastily must reconcile several different multi-dimensional platforms on the issue of migration, such as: a coherent migration policy acceptable to all Member States; it has to have
the ability to accept migrants and sustainability of social cohesion in European countries; development and health aspects of migration; multiculturalism concept;

2) In the next period, migrations from villages to the cities will have a downward trend since it is in rural areas remained relatively few young people. In society in general, as well as key decision makers should be clear that without strong and comprehensive universities there will beneither stable social community nor any kind of social progress.

3) Special attention should be paid to the development of models on how to regulate and control the migratory pressure and protect the human rights of vulnerable migrants, and that this does not disrupt the internal security of the EU and individual Member States, and institutions which are constructed by a Member State of the Union.

4) Refugee crisis in the Balkans still has no significant impact, since the same Balkan countries as the final destination, at least currently, are not interesting for a larger number of refugees of Syria, Iraq and Afghanistan

5) In the case of adverse developments for refugees and a possible reversal of policies of the European Union concerning asylum policy, it is a very possible situation that as the only option for asylum refugees are seeking in BiH. Bosnia and Herzegovina is in danger of becoming a country where migrants will remain stuck.

6) In the context of migration, there is a problem of lack of manpower. Strategic human resource management has at its disposal a number of ways and measures for attracting and retaining employees, which are primarily related to internal needs of employees. In addition to this, due to the unfavorable demographic trends, strategic human resource management should focus on the inclusion of women in the labor market, as well as retention of older employees.

7) What we do is get to know the profile of migrants on the basis of education, social class and life experience which would be useful for the socio-political strategie of integration into society, as well as for their integration into the labor market.
8) To take into account demographic trends, especially of rural areas and the need for economic and social development of various territories.

9) Align statistical systems at European level - EUROSTAT in order to use the same methodology so that it is easier to see the same measurability.

10) Crisis to be solved where it arises. In otherway the consequences are just (not) successfully mitigated and the causes remain intact.

11) Europe should solve this crisis without losing themselves, and the walls will not help.

12) It should be noted that the Adriatic-Ionian area is heterogeneous: ethnically, religiously and by the contribution of its segments civilization flows. At the same time all these segments in a thousand years of interaction that influenced their identity and its uniqueness contributed to the recognition of the importance of the Adriatic-Ionian area.

13) When we talk about crises of natural disasters, it is essential to raise the communication in the region to a higher level, and reduce administrative barriers to the end, because natural disasters know no borders, and very quickly escape out of control.

14) Establishment of a community of firefighters of Adriatic-Ionian region is proposed, which would further connect and help each other in crisis situations.

15) Construction of a regional center for training of operational forces of fire service and civil protection for the purpose of joint cooperation, education and training is planned.

16) Red Cross operates in crisis events disaster and emergency situations. Their key to a successful action in crises is logistics. There is plenty of room for the development of better cooperation with the cooperative sector, pooling the various actions.

17) To continue to work according to the plan of the project I-STORMS, which will lead to a joint creation of risk maps, numerical modeling and early advance warning to the flooding of the sea in the Adriatic-Ionian region.
PARTICIPANTS

1) Babarović Marin, Vajt d.o.o., Split
2) Bakotić Danica, University of Split Faculty of Economics
3) Bašić Antonija, Croatian Chamber of Economy Split County Chamber
4) Bevanda Sladan, Ministry of Interior of Bosnia-Herzegovina Federation
5) Bianchini Stefano, University of Bologna
6) Bralić Matko, HVZ, Split
7) Dugandžić Žarko, University of Mostar
8) Glavina Dražen, HVZ, Split
9) Klarić Dijana, Croatian Meteorological and Hydrological Service
10) Komino Holta, General Directorate of Fire Protection and Rescue Service of Albania
11) Kovačević Ivan, JVP, Split
12) Kovačević Marin, CETRUV, Split
13) Margitić Mihelec Elizabeta, Croatian Chamber of Economy County Chamber Rijeka
14) Markt Robert, HCK, Zagreb
15) Joško Metličić, HCK, Split
16) Mišević Petar, Croatian Chamber of Economy
17) Mr duljaš Saša, Institute for Social Research
18) Nikolić Dušan, University of Novi Sad
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20) Sanader Ante, HVZ, Split
21) Sanader Ivan, HVZ, Split
22) Šantić Marko, Chamber of Economy of Federation of Bosnia and Herzegovina
23) Topić Josipa, Chamber of economy of the Federation of Bosnia and Herzegovina
24) Vidić Tomo, HVZ, Split
25) Zec Tihomir, HVZ, Split
26) Zorić Mirela, Croatian Red Cross
27) Ivica Barbarić P/G KbiH
28) Bože Delić, HVZ Split
29) Felicijo Parčina, VZŽSD
30) Pušić Ana, SOST
31) Lasić Viktor, HGK Mostar
32) Iva Kuliš, ŽK Split
33) Lidija Fuštar, DHMZ
34) O’Connor Martin, Kylin Prime Group
35) Andelko Milardović, IMIN
WORKGROUP ON WOMEN ENTREPRENEURSHIP
AGENDA

17/10/2018 at 2.30 p.m.

Panel 1 - From sports to business success

Moderator: Mirjana Ćagalj (tennis), Vice President of the Croatian Chamber of Economy, President of the AIC Forum

Key note: Sanda Ćorak (judo), President of the Croatian Judo Federation and Vice President of the Croatian Olympic Committee

VIDEO – Aspa Lekka (handball), From a successful handball player and a Harvard graduate to an entrepreneur

12) Jelena Kostanić Tošić (tennis), Croatian tennis federation
13) Sunčica Ivanišević Kukoč (tennis), Lawyer, Law Office
14) Nenni Delmestre (tennis), Director in residence at Croatian National Theatre in Split
15) Anda Jelavić (basketball), Selector of the Croatian women’s basketball team
16) Milena Šijan (alpinist), a women’s hiking expedition to Mt Everest

Panel 2 - Supporting Women on the Road to Success

Moderator and Key note: Ana Šimunović, AIS-Mark d.o.o. communication, Entrepreneurship
1) Gordana Restović, President of the Croatian Association of Business Women „KRUG“

2) Dragica Jerkov, President of the Croatian Association of Business Women „KRUG“, Split Branch

3) Mirna jelčić, Director of the Regional economic development agency for Hercegovina (REDAH)

4) Mary Ann Rukavina Cipetić, Director of The Gender Task Force (GTF)

5) Valentina Disoska, President, Association of business women Macedonia

6) Jenny Pagge, Profesor, University of Ioannina, Greece - Women’s Entrepreneurship in Greece

7) Caterina Mazzanti, PhD candidate in Labour Law, University of Udine - Pro-rete-PA, professionals networking for the Public Administration in according to the Italian Law 120/2011 on gender quotas
1. Introduction

The Work group on women’s entrepreneurship “Women and Success” addressed the issue of women’s experience of business success in two panel sessions. The first panel session titled “From Sports Success to Business Success” tackled the building of career after the sports career, including statistics on the number of women in sports, support programmes for female athletes, education during the professional sports career, ratio between male and female athletes, etc.

The second panel session titled “Supporting Women on the Road to Success” presented networks of women entrepreneurs and businesswomen and the support provided by these networks to women running their businesses. The panellists, representatives of entrepreneurship networks from the region exchanged of up-to-date information and personal experiences, discussing the current issues women face in entrepreneurship and the available modes of support.

2. Strategic guidelines

The first panel session titled “From Sports Success to Business Success” was moderated by Mirjana Čagalj, vice president of the Croatian Chamber of Economy, herself a former tennis player, and the participating panellists were chosen from the ranks of successful female athletes who managed to build successful careers after the end of the professional sports career, either as entrepreneurs or in senior management positions in sports organizations. List of panellists: Sanda Ćorak, Sanja Ančić Ćurković, Jelena Kostanić Tošić, Sunčica Ivanišević Kukoč, Nenni Delmestre, Anda Jelavić and Milena Šijan.

“I majored in Pharmacy and enrolled the Faculty of Economics at the same time – nothing was too difficult, thanks to the discipline I had gained through sports. Going out to the tennis court to play a match or taking an exam have one thing in common – desire to be prepared as best as you can.” - reflects Sanja Ančić Ćurković, Harvard MBA graduate, former successful tennis player and current employee of one of the best consulting companies in the world McKinsey&Company.

Jelena Kostanić Tošić, one of the best Croatian tennis players, Juniors Australian Open winner and formerly in 32nd position of the WTA rankings, admitted that it was not so easy to attend school parallel to exhausting training sessions. “Attending college preparatory high-school and doing 5 to 6 hours of tennis practice every day is not easy,
the life of a professional athlete strongly defines who you are and you soon become more mature than your classmates. I now work at the Tennis Association, and it brings a different sort of adrenaline. Discipline in sports and knowledge of what you really want makes things easy to balance”.

Sunčica Ivanišević Kukoč played professional tennis while she lived in Germany. “Playing professional tennis, while at the same time attending school, and later law school, presented a real challenge for me. However, tennis helped by giving me discipline, strength and stamina for studying parallel to work”.

Another former successful tennis player, Nenni Delmestre, now a theatre director at the Croatian National Theatre Split, tied tennis with arts. “I often say to my actors that the most important thing on stage is to be present in the moment, just like the tennis player must be focused on the ball coming at the speed of 100 kph. Sports conveys important messages, how to learn to deal both with defeat and victory”.

After 18 years in professional basketball, Anda Jelavić now holds a sport science degree and manages Croatian women’s senior basketball team. She is a founder of girls’ basketball academy in Šibenik, with the aim of promoting children’s love of sports.

Milena Šijan, mountaineer, member of the Croatian Mountain Rescue Service and consultant in the field of nature conservation and sustainable tourism, member of the 2009 female Himalayan expedition. Milena Šijan is one of the four women who climbed Mt. Everest, Earth’s highest mountain.

Sanda Čorak, former successful judoist, now a president of the Croatian Judo Association and vice-president of the Croatian Olympic Committee, emphasised the values fostered by sports when she was young. “I studied economics and to be able to compete as long as possible, I decided to obtain a master’s degree. After that, a professional career in sports management was a logical next step”.

The panellists unanimously agreed that the discipline is the most valuable trait they have transferred from sports into their ‘office’ careers.

The second panel discussion “Supporting Women on the Road to Success” focused on the perception of women in the labour market and their prospects. A number of data causing concern were presented. Namely, it is three times harder for women to find financing for starting a company than for men, although companies started by women are more successful and stable. Women CEOs run companies which are 38% more successful. As little as 14% of women reach higher management positions, and only 4% hold executive positions in companies. The share of women in management boards of Croatian companies is only 17%, in spite of the fact that majority of educated people in
the world are women. This panel session attempted to reveal the issues and instruments that could serve as support to women in business.

Panel was moderated by communications expert Ana Šimunović, and the panellists were as follows: Gordana Restović, president of the Croatian Association of Business Women ‘Krug’, Dragica Jerkov, president of the Split branch of the Croatian Association of Business Women ‘Krug’, Mirna Jelčić, director of the Regional Economic Development Agency from Bosnia and Herzegovina (REDAH), Mary Ann Rukavina Cipetić, director of Sustainable Growth Initiative GTF and Valentina Disoska, president of the Macedonian Association of Business Women.

The key massage of the panel discussion is that through association we gain the power of union, encouraging existing and potential women entrepreneurs to start new entrepreneurial projects, via networking, exchange of knowledge and experience, and ultimately encouraging self-employment of women.

After the panel discussion, Jenny Pagge from the University of Ioannina, Greece gave a presentation on women’s entrepreneurship in Greece.

Caterina Mazzanti from the University of Udine presented a project/platform “Pro-rete-PA” developed by the University of Udine. “Pro-rete-PA” is a specific tool offering networking options for public authorities and professionals, designed in accordance with the Gender Equality Act.

3. Conclusions

First panel “From Sports Success to Business Success”

- Sports build character and work ethic which make former athletes valuable workforce in the world of business. Sports teach us responsibility, teamwork, community spirit and the ways to accept defeat and value victories. One universal rule is that success is dependent on the effort invested in training or work, and this way of thinking represents an invaluable asset in life.

- Independently of sports career, it is crucial to invest in education, as every sports career reaches its end and then a new life begins. Legislation should ensure understanding and support of educational system for active athletes. They must be validated and promoted not only based on their results, but also their competences, experience and skills acquired during the sports career, which are key qualities in the labour market.

- The state authorities should educate parents, guardians and athletes on importance of career after sports career.
It is necessary to raise awareness of employers about valuable competences of professional athletes, so they can acknowledge and validate these competences in the labour market, in order to develop working environment which enables smooth transition into another career.

Second panel “Supporting Women on the Road to Success”

- The importance of women’s role in the modern economy and the potential of women's entrepreneurship are insufficiently recognized.
- The biggest problems threatening women entrepreneurship are of financial nature; there is a lack of initial capital, and this is one of the main obstacles for potential entrepreneurs in translating ideas into business reality.
- Furthermore, one great problem we have been pointing out for years is the lack of accurate figures and statistical indicators on female entrepreneurship in Croatia and the region.
- Women's entrepreneurship needs a more innovative approach to realize ideas and goals. Joint action is needed, i.e. associations and synergies at local, national, regional and global level.
- National institutions should recognize the potential of women's entrepreneurship and the state and local authorities should create programs that encourage women to establish businesses and thereby enable development of women's entrepreneurship.
4. Agreed activities

The first panel of the Work group raised a significant interest of the audience, indicating a desire for further development of this topic. Our goal is to include the academic circles in the work of this Work group and to encourage the students and University staff to participate in similar panel discussions, in order to jointly contribute to raising awareness of the younger population about the importance of education, which must accompany professional sports career, so that the transition to after-sports career is faster and less difficult.

The conclusions of the Work group may serve as guidelines and the foundation for further development of topics related to women and sports, and new ideas for starting joint projects, educational activities, courses and Work groups on this and/or similar topics.

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