

## 11° Women's Entrepreneurship Congress

# *Stakeholders involvement for a multi-level macro-regional governance*

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# Why are Macro-Regional Strategies needed?



No country can work  
alone anymore:  
the current **challenges**  
require everyone's  
**involvement**

# Macro-Regional Strategies as laboratories for a New Europe



- Bringing different types of stakeholders
- Pragmatic approach
- Multilevel governance
- Aligning different funding sources

# EU Macroregional Strategies

## Area baltica EUSBSR (adottata nel 2009)



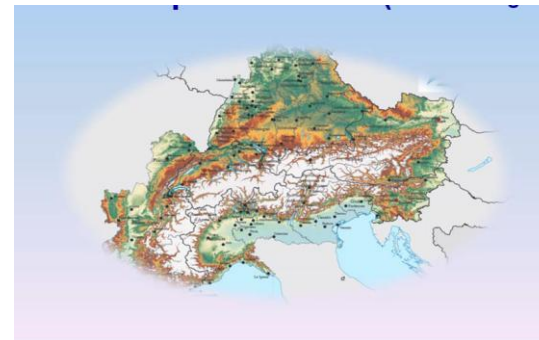
## Area danubiana EUSDR (adottata nel 2011)



## Area adriatico-ionica EUSAIR (adottata nel 2014)



## Area alpina EUSALP (varata a Luglio 2015)



# Countries involvement



**4 EU Countries**

Italy

Slovenia

Croatia

Greece

**4 non EU Countries**

Bosnia-Herzegovina

Albania

Montenegro

Serbia

*North Macedonia*

**14 Italian Regions**

**70 millions people**

# Macro-Regional **added value**



learning between countries  
benchmarking (policy and methods)

IPA learning

**Multilevel Governance**

One macro region (belongingness)



# The project



FACILITY POINT Supporting the  
Governance of the EUSAIR (Axis IV  
Adrion program)

Budget: € 11 501 170.00

Lead Partner: Government Office for  
Development and European Cohesion  
Policy – SLOVENIA

Project Partners: 9

Duration: May 2016 - December 2022



# FACILITY POINT PARTNERS

- Lead Partner Government Office for Development and European Cohesion Policy – SLOVENIA (WPM/WP T1/WP T2/WPC)
- PP2 Ministry of the Foreign Affairs - ALBANIA
- PP3 Directorate for European Integration of Council of Ministers - BOSNIA HERZEGOVINA
- PP4 Ministry of Tourism of the Republic CROATIA
- PP5 Special Service for Strategy, Planning and Evaluation (EYSSA), National Coordination Authority of the NSRF, Ministry of Economy and Development – GREECE (WPT3)
- **PP6 Marche Region – Integrated Planning, International Activities, Trade, Cooperation – ITALY (WPT4)**
- PP7 Ministry of European Affairs - MONTENEGRO
- PP8 European Integration Office Government - SERBIA
- PP9 Municipality of Izola - SLOVENIA

# FACILITY POINT WPs

WORK PACKAGES	LEAD PARTNER
Management	Government Office for Development and European Cohesion Policy – SLOVENIA
T1 Assistance to GB and TSGs	Government Office for Development and European Cohesion Policy – SLOVENIA
T2 Facilitating Strategic Project Development and Financial Dialogue	Municipality of Izola – SLOVENIA
T3 Building capacities for monitoring and Evaluation of EUSAIR	Special Service for Strategy, Planning and Evaluation (EYSSA), National Coordination Authority of the NSRF, Ministry of Economy and Development - GREECE
<b>T4 Stakeholder Platform</b>	<b>Regione Marche - Programmazione integrata, Commercio, Cooperazione e Internazionalizzazione</b>
Communication	Government Office for Development and European Cohesion Policy – SLOVENIA



Adriatic-Ionian  
Macroregion Strategy  
and European Territorial Cooperation  
REGIONE MARCHE



Italian project partner  
EUSAIR Facility Point

# Stakeholders' Platform ESP

The screenshot shows a web browser window with the URL `esp.aimacroregion.eu/esp?showView=e_home`. The page header includes the EUSAIR logo, the EUSAIR Stakeholders Platform logo, and the Interreg ADRION logo. A navigation bar contains the following menu items: LOGOUT, SEARCH, TOOLS, PERSONAL DASHBOARD, SHARE, and LEARN. The main content area features four channels:

- SEARCHING CHANNEL**: Represented by a database icon. Description: "Find out existing projects, trends reports, documents on your Pillar".
- PERSONAL DASHBOARD**: Represented by a person icon.
- TOOLS CHANNEL**: Represented by gear icons. Description: "Interactive tools (for Platform Manager)".
- SHARING CHANNEL**: Represented by a group of people icon. Description: "Join to the EUSAIR Community; share your contents, ideas and events with other stakeholder".
- LEARNING CHANNEL**: Represented by a classical building icon. Description: "Empower yourself! Find out our training pills (Coming soon ...)".

## Stakeholders' Platform main goals

to **involve** non-state **actors** (civil society, academia, NGOs, private companies)

to **enable** two-way **communication** between key implementers and other stakeholders

to **generate** project ideas and **collaboration** with stakeholders in potential partnership



Platform means **dialogues**,  
fora, **partnerships** and  
learning alliances

The Platform Structure  
consists in 4 sections as  
shown in the next slide



# Stakeholders' Platform structure



## Searching Channel

Existing projects, trends reports,  
documents on your Pillar



## Tools Channel

Interactive tools (for  
Platform Manager)



## Personal Dashboard



## Sharing Channel

Share your contents, ideas and  
events with other stakeholder



## Learning Channel

Empower yourself! Find  
out our training pills

The “core” of the ESP is the **Sharing Channel**,  
a **virtual space** where it’s possible:

**create different groups**  
around specific issues  
(close, moderate, open)

**share documents**

**create surveys**

**organize events**



The Platform is a space for empowerment and active participation of different type of

Stakeholder



**Key Implementers**  
(Public Institutions)



**Stakeholder**  
(Universities, Company, etc)

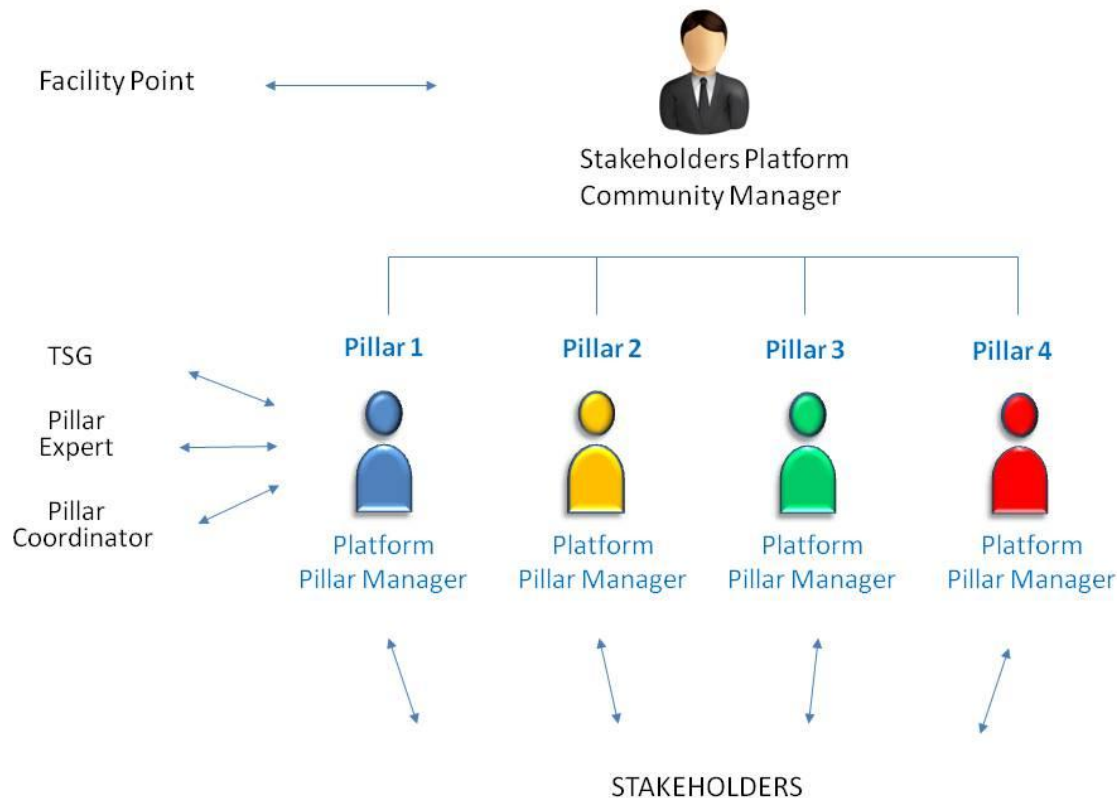


In this first phase we **involve** only the **Key Implementers** (G.B. , TSG , etc..)

In the second phase will be possible to **involve** the other **Stakeholders** around specific issues

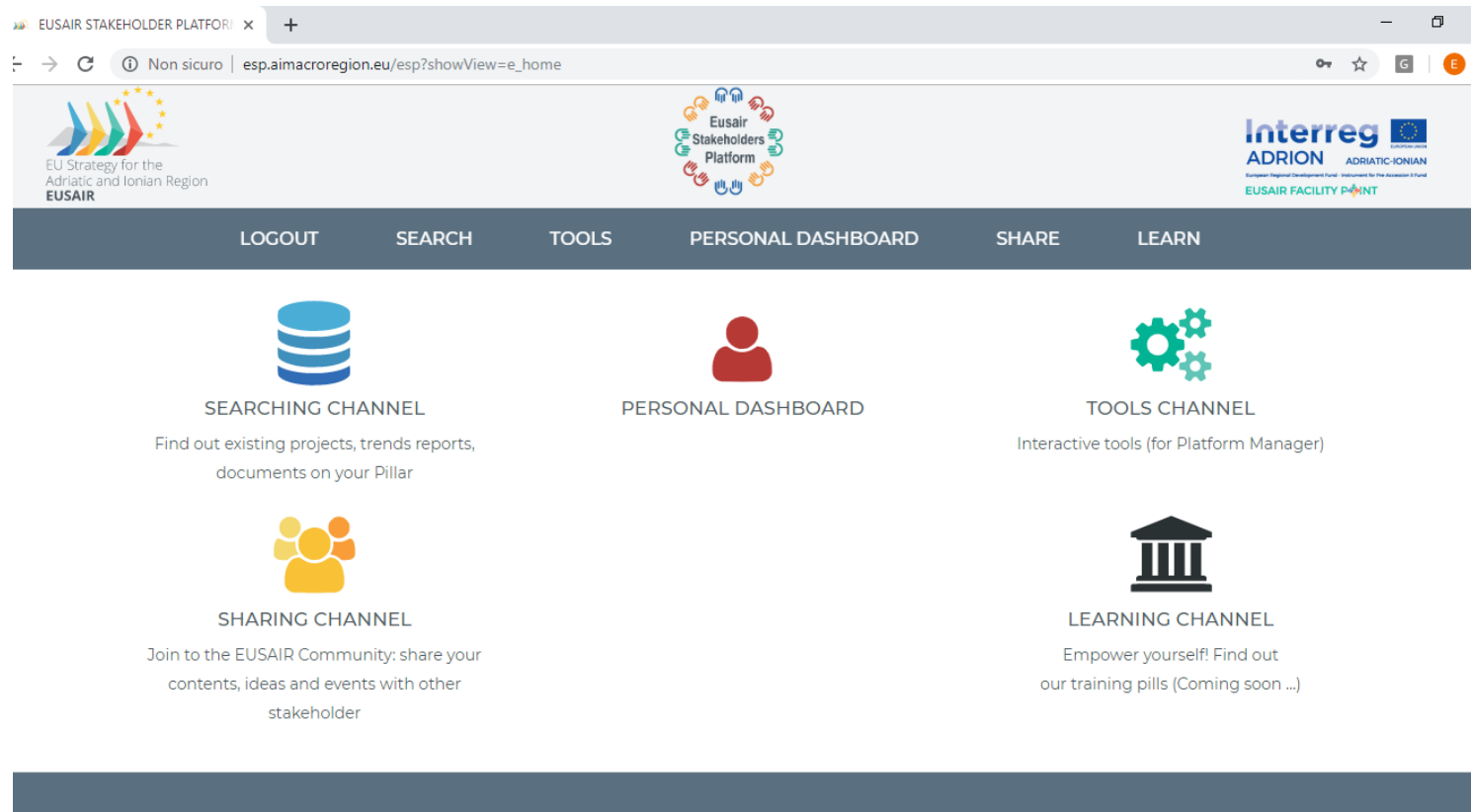


This process need the support of these professional roles :



**1 Stakeholder Platform Manager**

**4 Platform Pillar Managers**



The screenshot shows a web browser window with the URL [http://esp.aimacroregion.eu/esp?showView=e\\_home](http://esp.aimacroregion.eu/esp?showView=e_home). The page features a navigation bar with the following menu items: LOGOUT, SEARCH, TOOLS, PERSONAL DASHBOARD, SHARE, and LEARN. Below the navigation bar, there are four main sections:

- SEARCHING CHANNEL**: Find out existing projects, trends reports, documents on your Pillar. (Icon: Database cylinders)
- PERSONAL DASHBOARD**: (Icon: Person silhouette)
- TOOLS CHANNEL**: Interactive tools (for Platform Manager). (Icon: Gears)
- SHARING CHANNEL**: Join to the EUSAIR Community: share your contents, ideas and events with other stakeholder. (Icon: Group of people)
- LEARNING CHANNEL**: Empower yourself! Find out our training pills (Coming soon ...). (Icon: Building facade)

Logos for EU Strategy for the Adriatic and Ionian Region EUSAIR, EUSAIR Stakeholders Platform, and Interreg ADRION ADRIATIC-IONIAN EUSAIR FACILITY POINT are also visible on the page.

<http://esp.aimacroregion.eu/>

# Open group: women entrepreneurship




This is the tool made available to continue the work started today:

- Share documents
- Dialogue
- Cooperate

EUSAIR STAKEHOLDER PLATFORM - Mozilla Firefox

WebMail Aruba - Inbox x EUSAIR STAKEHOLDER P x +

esp.aimacroregion.eu/esp?showView=e\_total

HOME PERSONAL DASHBOARD

Age range (*)	1981-1990
Email	
Phone	
Country (*)	Italy
City	

My organization

Category (*)	Company
Name of organization	L@Teca Digitale
Email	
Phone	
City	
Legal status	Private

- Intermodal connections to the hinterland
- Maritime transport
- Pillar 3 - "Environmental quality"**
  - ° Pillar 3 - Ideas°
  - The marine environment
  - Transnational terrestrial habitats and biodiversity
- Pillar 4 - "Sustainable tourism"**
  - ° Pillar 4 - Ideas °
  - Diversified tourism offer
  - Sustainable and responsible tourism management
- General**
  - Tecnical Platform Support
  - Women Entrepreneurship**



The screenshot shows a web browser window with the URL [adriatic-ionian.eu](http://adriatic-ionian.eu). The page features a header with logos for EUSAIR, Interreg ADRION, the European Union, and the EUSAIR Stakeholders Platform. A navigation menu includes links for ABOUT EUSAIR, FUNDING SOURCES, MEDIA CENTRE, LIBRARY, and CONTACTS. The main content area displays a banner for the 'Mediterranean Coast and Macro-regional Strategies Week 2019 - SEA4FUTURE' held from 17-28 September 2019 in the Slovenian Coast. The banner includes the EUSAIR logo and a stylized fish logo. Text on the banner reads: 'TEDEN SREDOZEMSKO OBALE IN MAKROREGIONALNE STRATEGIJE SLOVENSKE OBALE' and 'MEDITERRANEAN COAST AND MACRO-REGIONAL STRATEGIES SLOVENIAN COAST'. A 'READ MORE' button is visible. A newsletter sign-up box in the bottom right corner says 'Sign up for our Newsletter'.

<https://www.adriatic-ionian.eu>