



EUSAIR & Business

XiV Forum of the Adriatic and Ionian Chambers of Commerce
10 June 2014
Joanna Mouliou – DG REGIO

Foundations of the Adriatic-Ionian macro-regional strategy

- *Intergovernmental Adriatic Ionian Initiative (set up in 2000 in Ancona) covering 8 countries: AL, BA, GR, HR, IT, ME, RS, SI)*
- *EU Maritime strategy for the Adriatic and Ionian Seas (30 Nov 2012)*
- *European Council`s conclusions of 14 December 2012*
- *CoR: the Adriatic Ionian Interregional Group at the end 2012.*
- *Evaluation of the added value of macro-regional strategies (June 2013)*

Consultation of Stakeholders

August 2013 circulation of the non paper for public consultation

Carried out under the responsibility of participating countries (Sept-Dec 2013)

On-line public consultation carried out by the European Commission (Oct '13 – Jan '14)

EESC exploratory opinion on the EUSAIR in its plenary session (21-22 Jan2014)

Stakeholder consultation' large closing event in Athens, 6-7 February 2014

Scope

Promote sustainable economic and social prosperity, growth and jobs creation in the Adriatic and Ionian region by improving its attractiveness, competitiveness and connectivity.

The Strategy should also play an important role in promoting the EU integration of the Western Balkans.

Thematic scope

Pillar 1

***Blue growth –
(coordinated by
Greece and
Montenegro)***

Pillar 2

***Connecting the
Region –
(coordinated by
Italy and Serbia)***

Pillar 3

***Environmental
quality –
(coordinated by
Slovenia and
Bosnia and
Herzegovina)***

Pillar 4

***Sustainable
tourism –
(coordinated by
Croatia and
Albania)***

Cross-cutting aspects

1. Capacity building including communication
2. Research and Innovation and SME development

5 horizontal needs to all pillars:

- 1. To be specific to the A-I region*** for both public and private partners: local challenges whilst thinking globally;
- 2. Bottom up approach & multilevel governance:*** involve local stakeholders and reinforce roles, networking among different stakeholders;
- 3. To raise competences*** through training, skills, and mobility of researchers and workers;
- 4. Need to develop and share data*** and information both for stakeholders and the general public;
- 5. To develop a strong Communication Strategy*** through common branding and innovative techniques.

Moreover EUSAIR challenges for business

Challenges

- ✓ Seasonality
- ✓ Sustainable and Responsible Business model is not well understood;
- ✓ Business – centred approach in the overall innovation system is not well developed;
- ✓ Lack of harmonised management: rules, standards, certification, and use of common statistics and indicators;
- ✓ Labour market participation and skills;
- ✓ The private sector mainly in the south of Europe is hit by the financial crisis; Need for better access to finance



1. Blue growth

Driving innovative maritime and marine growth in the Region by promoting sustainable economic growth, jobs and business opportunities in the blue economy

- **Fisheries
and Aquaculture**
- **Blue Technologies**
- **Maritime and Marine services**

1. Blue growth - opportunities

- i. R&I, Transfer of latest research to seafood processing, commercial products and new products;**
- ii. Facilitating the brain circulation and development of skills;**
- iii. Internationalisation of clusters, development of networks and platforms;**
- iv. Developing common standards and indicators;**
- v. Access to innovative and incentive financing;**
- vi. Particular boost to local business (islands & remote areas);**
- vii. Branding - Communication**

2. Connecting the Region

Improving transport and energy connectivity in the Region and with rest of Europe

- **Maritime transport**
- **Intermodal connections to the hinterland**
- **Energy networks**



2. Connecting the Region - Opportunities

- i. Research will boost business;**
- ii. Direct benefit through work, services and supply contracts;**
- iii. Indirect benefit through more efficient transport and energy networks – EU integration of WB, growth and jobs;**
- iv. Intermodality goes beyond technical aspects and infrastructure. It includes SMEs, spatial planning, life-styles, innovation, prioritisation of investments;**
- v. Energy networks – electricity, gas, renewable sources - security;**
- vi. Clustering port activities and services, developing port terminals, certification and compliance with international and EU rules;**
- vii. Helping in removing the barriers to C/B investments.**

3. Environmental Quality

Addressing environmental quality through cooperation at the level of the Region

- **The marine biodiversity**
- **Pollution of the sea**
- **Transnational terrestrial habitats and biodiversity**

3. Environmental Quality – Opportunities

- i. R & I will help in setting reliable and updated data, identifying baseline situations and monitoring progress for biodiversity and habitats;**
- ii. Establishment of innovative integrated observatory, infrastructure and data exchange platforms;**
- iii. Setting up networks for monitoring, care and recovery of species;**
- iv. Creation of trans-border protected areas and cooperation through integrated coastal management zone and MSP;**
- v. Prioritisation of responsible investments for reducing pollution of the sea.**

4. Sustainable Tourism

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

- **Diversified tourism offer
(products and services)**
- **Sustainable and responsible
tourism management
(innovation and quality)**



4. Sustainable Tourism – Opportunities

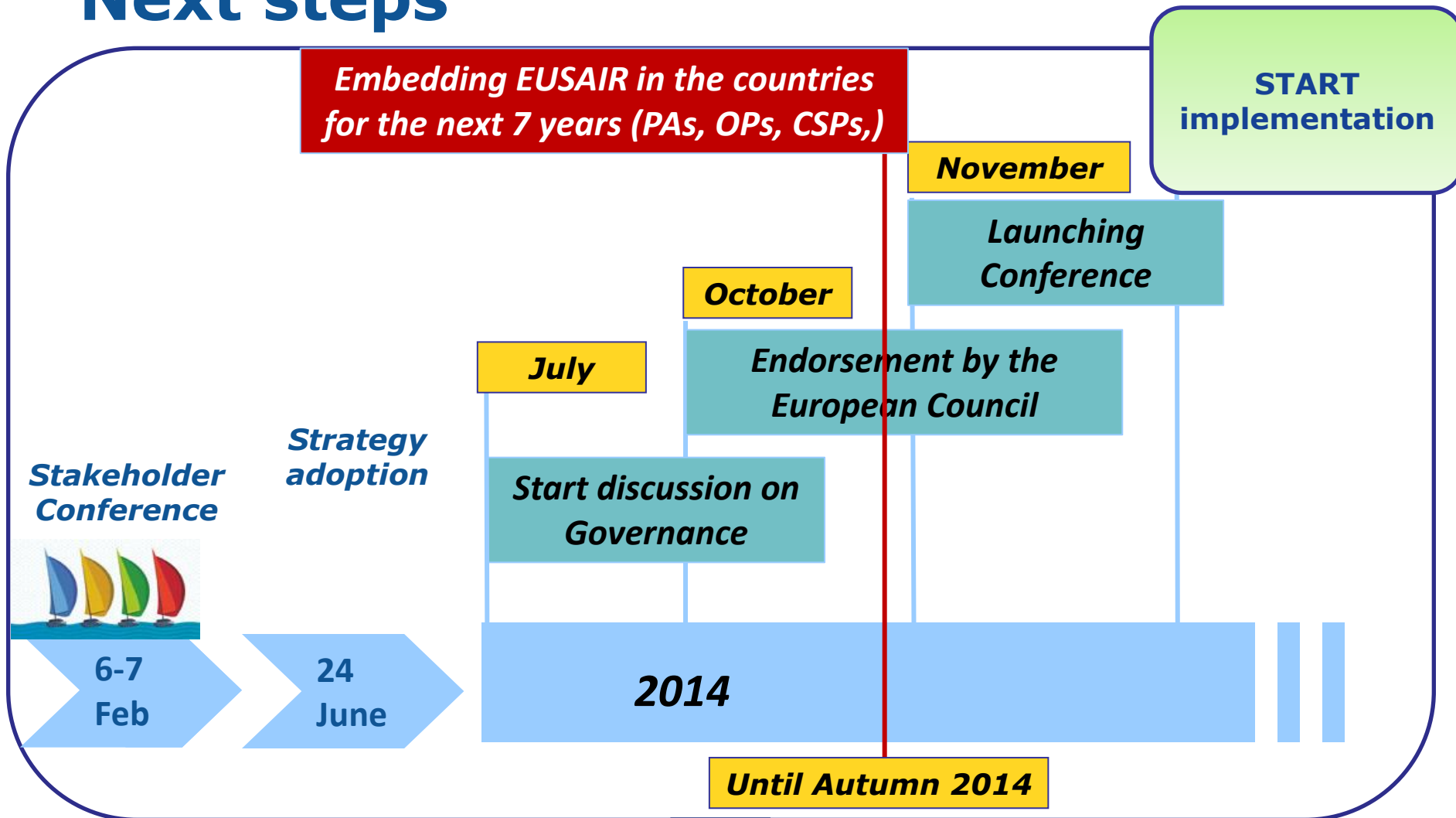
- i. Development of sustainable and responsible tourism, through innovative and quality offer (product, services) and management. Thematic routes;**
- ii. Supporting entrepreneurship on islands and remote areas;**
- iii. Remove bureaucratic barriers (ie Visa, common licences, certification); Against undeclared work.**
- iv. Brand building and strong communication strategy for different products and services (AIC important actor = ADRION);**
- v. Improving accessibility (ie. vulnerable groups);**
- vi. Developing new int/nal clusters & Tourism smart specialisation platforms;**
- vii. Use of ICT, Developing skills - training & scientific - labour mobility (B2B, B2C, one stop shops)**

2007-2013 ETC partners

<i>Local Public Authorities</i>	25%
<i>Regional Public Authorities</i>	19%
<i>National Public Authorities</i>	5%
<i>Non-Profit Organisations</i>	23%
<i>Private Enterprises</i>	7%
<i>Research Institutions</i>	6%
<i>Universities</i>	16%

% defined in 2007-2013

Next steps



Thank you for your attention

http://ec.europa.eu/regional_policy/index_en.cfm