



# EU Strategy for the Adriatic and Ionian Region **EUSAIR**

European Commission, DG Regional and Urban Policy



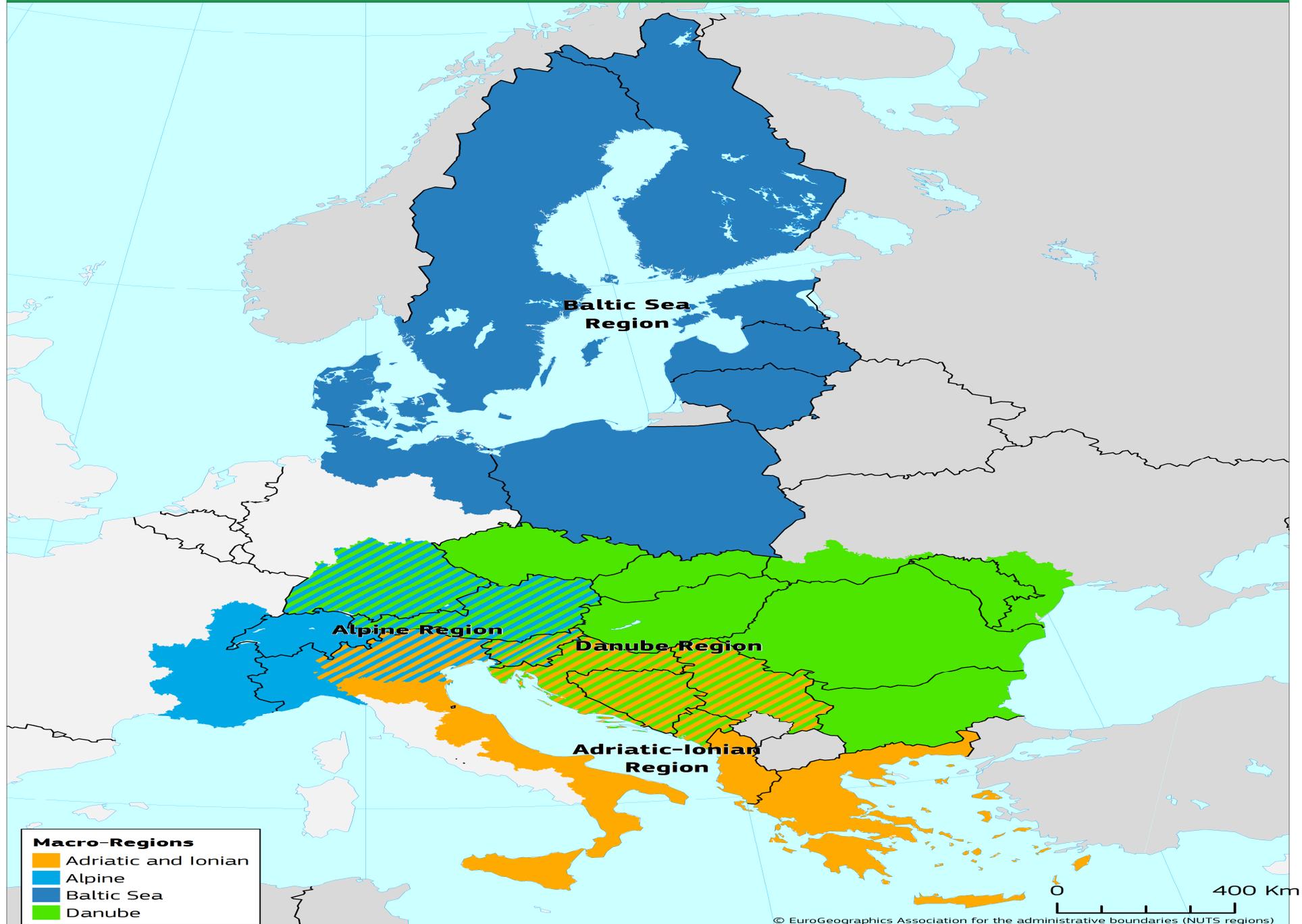
## EU Macro-regional strategies – Definition

An integrated framework, endorsed by the European Council, relating to member states and non-EU countries in the same geographical area, in order to address common challenges and to benefit from strengthened cooperation, to contribute to the economic, social and territorial cohesion of the EU, therefore supporting the achievement of EU objectives and in particular the promotion of growth and jobs

# Macro-Regions: Adriatic and Ionian, Alpine, Baltic, Danube



European  
Commission





## EU Macro-regional strategies – principles

- No new EU funds: optimal use of existing resources
- No additional EU formal structures: better use of existing institutions
- No new EU legislation: enhance implementation of existing legislation



# Governance of macro-regional strategies

[Commission Report COM(2014) 284 final of 20.5.2014]

Governance involves three fundamental levels:

- Political leadership and ownership (Ministerial meetings)
- Coordination (eg. EUSAIR Governing Board)
- Implementation (eg. EUSAIR Thematic Steering Groups)

In addition, stakeholders (civil society, regional organisations, social and economic partners, etc.) shall be involved in all steps of the Strategy's implementation

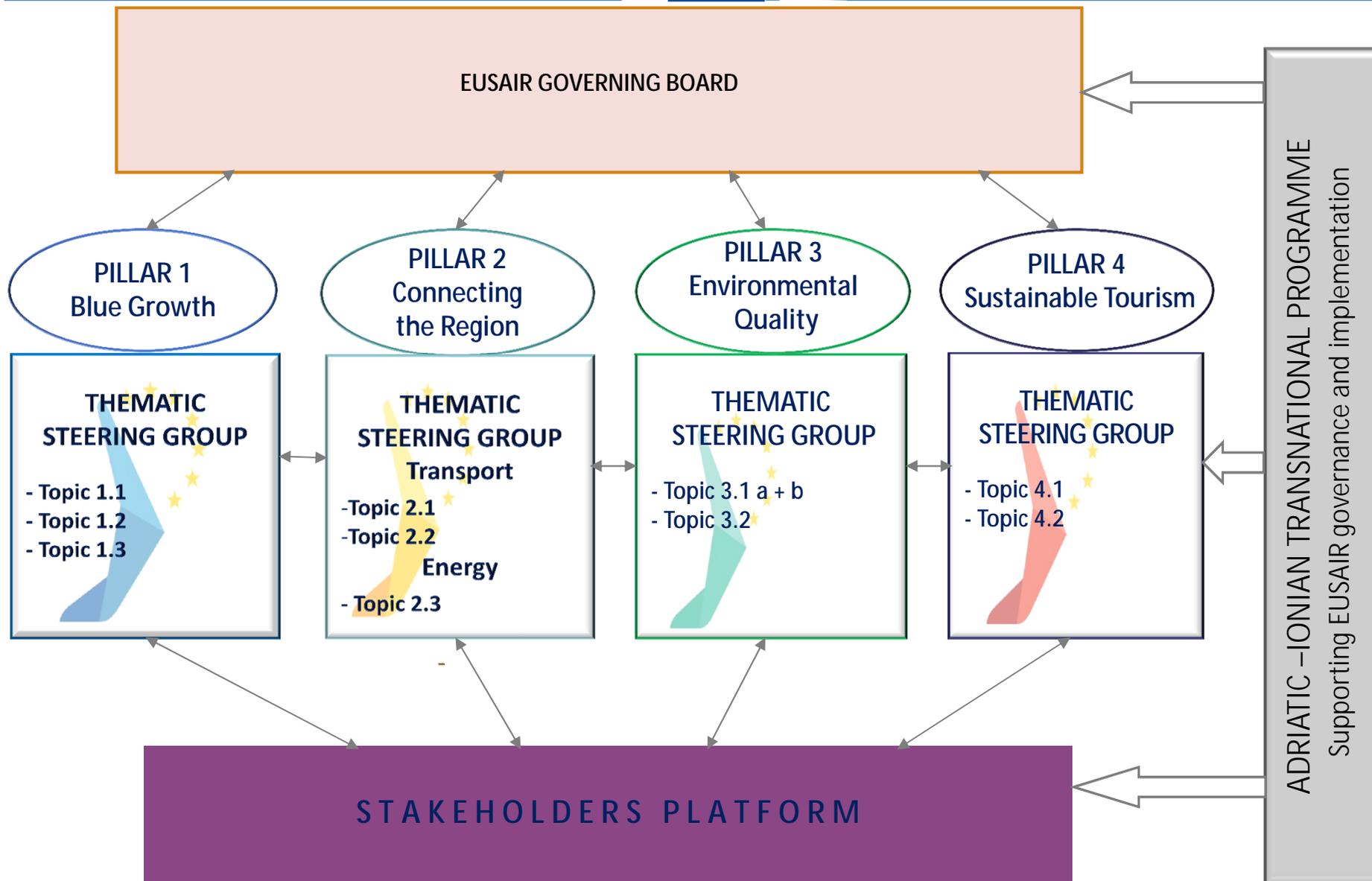


## EU Strategy for the Adriatic and Ionian Region (EUSAIR)

- Requested by the European Council of December 2012 (to be prepared by the Commission by end-2014)
- Adopted by the Commission on 17 June 2014 [COM(2014) 357]
- Endorsed by European Council of 23-24 October 2014
- Builds on the intergovernmental Adriatic-Ionian Initiative, which cover 8 countries: 4 EU Member States (GR, HR, IT, SI) and 4 (potential) candidate countries (AL, BA, ME, RS)
- It remains open to other partners in the Region (Commission Communication of 17 June 2014))

# EU Strategy for the Adriatic and Ionian Region







# EU Strategy for the Adriatic and Ionian Region (EUSAIR) - Objective

The general objective is twofold:

- Promote sustainable economic and social prosperity in the Region through growth and jobs creation
- Foster integration of participating Western Balkan (potential) candidate countries in the EU

# Thematic scope of the Strategy

## Pillar 1



## Pillar 2



## Pillar 3



## Pillar 4



### Cross-cutting aspects

Capacity building - including communication, Research and Innovation and SME development

### Horizontal principles

Climate change mitigation and adaptation & disaster risk management



## 1. Blue Growth (GR + ME)

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

Blue technologies

Fisheries  
and aquaculture

Maritime and  
marine  
governance and  
services



## Blue Growth – Specific objectives

- **Blue Technologies:**  
R&D&I and business opportunities in blue economy sectors (shipbuilding, marine technologies, blue bio-technologies)
- **Fisheries and aquaculture:**  
Sustainable seafood production and consumption
- **Maritime and marine governance and services**  
Improve sea basin governance and services



Connecting the Region  
**EUSAIR**

## 2. Connecting the Region (IT + RS)

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

Maritime  
transport

Intermodal  
connections to  
the hinterland

Energy networks



Environmental Quality  
**EUSAIR**

### 3. Environmental quality (SI + BA)

Addressing environmental quality through cooperation  
at the level of the Region

- The marine environment
- a) Threats to coastal and marine biodiversity
  - b) Pollution of the sea

Transnational terrestrial  
habitats and biodiversity



Sustainable Tourism  
**EUSAIR**

## 4. Sustainable tourism (HR + AL)

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

Diversified tourism offer  
(products and services)

Sustainable and responsible  
tourism management  
(innovation and quality)



# EUSAIR Implementation: Funding

All available funds in the Region should contribute to the EUSAIR (i.e. should be aligned with the EUSAIR objectives)

- ü **EU funds:** both those territorially based (ESIF, IPA) managed by countries and regions, and those managed directly by the Commission (HORIZON 2020, COSME, Connecting Europe Facility, etc.) can contribute to implementation
- ü **ADRION** transnational programme 2014-20 (~ € 100 million) will support implementation and governance of the Strategy
- ü **IFI and Western Balkan Investment Framework** should contribute to finance (large) investments and provide support to SMEs
- ü **Private investors** should also contribute to implementing actions which provide a return on investment.



# EUSAIR: Opportunities

## Opportunities:

- **Blue economy** can make a major contribution to growth and job creation (R&D&I on blue technologies linked to smart specialisation strategies e.g. green ship building, yachting, bio-technologies, underwater robotics)
- **Sustainable seed food production**, increasing the added value of local seafood chains (eg. through R&I platforms, joint market intelligence, etc)
- **Connectivity**: the Adriatic is a natural waterway penetrating deep in the EU. Cheapest sea route from Far East via Suez, making travel distance to markets of Central Europe 3,000 km shorter than via northern ports.
- **Tourism, cultural and natural heritage**: the Region can become a showcase for sustainable, diversified tourism products and services (eg. cruises benefiting local economies, recreational fisheries, etc).



# EUSAIR: Challenges

## Challenges:

- **Socio-economic disparities in the Region are huge.** GDP per head ranges from 120% to 30% of EU average. Unemployment ranges from 4% to 30%
- **Transport and Energy:** significant infrastructure gaps
- **Environment:** increased human use of the marine and coastal space threatens ecosystems
- **Natural and man-made hazards and risks:** seismic activity, climate change, etc.
- **Refugees and migrants crisis:** as an external shock which has to be factored-in in the Strategy



EU Strategy for the  
Adriatic and Ionian Region  
**EUSAIR**

**Thank you for your attention!**

Further information:

[http://ec.europa.eu/regional\\_policy/cooperate/adriat\\_ionian/index\\_en.cfm](http://ec.europa.eu/regional_policy/cooperate/adriat_ionian/index_en.cfm)

# www.adriatic-ionian.eu



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FOR A PROSPEROUS  
AND INTEGRATED  
ADRIATIC AND  
IONIAN REGION

New publication on the EU Strategy for the Adriatic and Ionian Region

Do you know why is a EU Strategy needed in the Adriatic-Ionian area? What is the aim of this Strategy and which are the steps to be taken? If you'd like to know the answers, check out the brochure made by the European Commission.

[Read more](#)

## Communication

### Events

<< NOVEMBER 2014 >>

Mon	Tue	Wed	Thu	Fri	Sat	Sun
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

<< Past events [Upcoming events](#) >>

### Latest news

24 October 2014  
[The European Council gives the green light to the EU Strategy for the Adriatic-Ionian Region](#)

30 September 2014  
[The General Affairs Council meeting adopts conclusions on the EUSAIR](#)

18 June 2014  
[All aboard for a new Adriatic and Ionian Macro-Region: The Commission brings countries closer together](#)

[All news...](#)

### Highlights

[Storytelling through Writing Workshop Pencil: How to communicate better about macro-regional strategies?](#)

[First #EUChatREGIO: check out the tweetchat organised by the European Commission to discuss about macro-regional strategies](#)

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