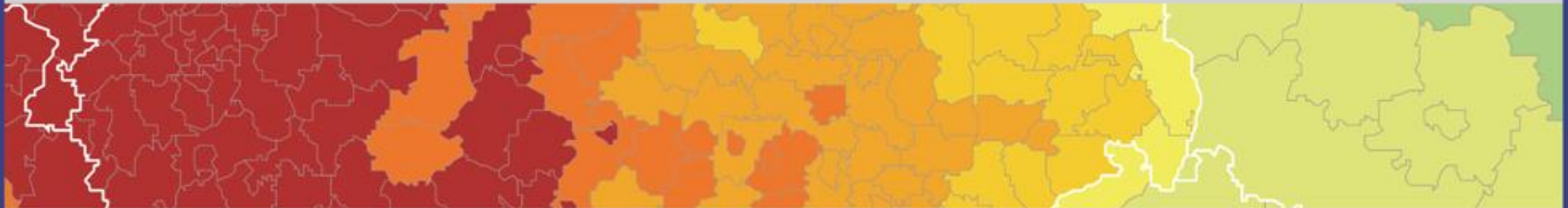




Inspire policy making by territorial evidence



ESPON Seminar
**“Territories Acting for Economic Growth:
Using territorial evidence to meet challenges towards 2020”**

**Eusair strategy:
state of the art and new evidence**

Paolo Rotoni
Marche Regional Authority – EUSAIR



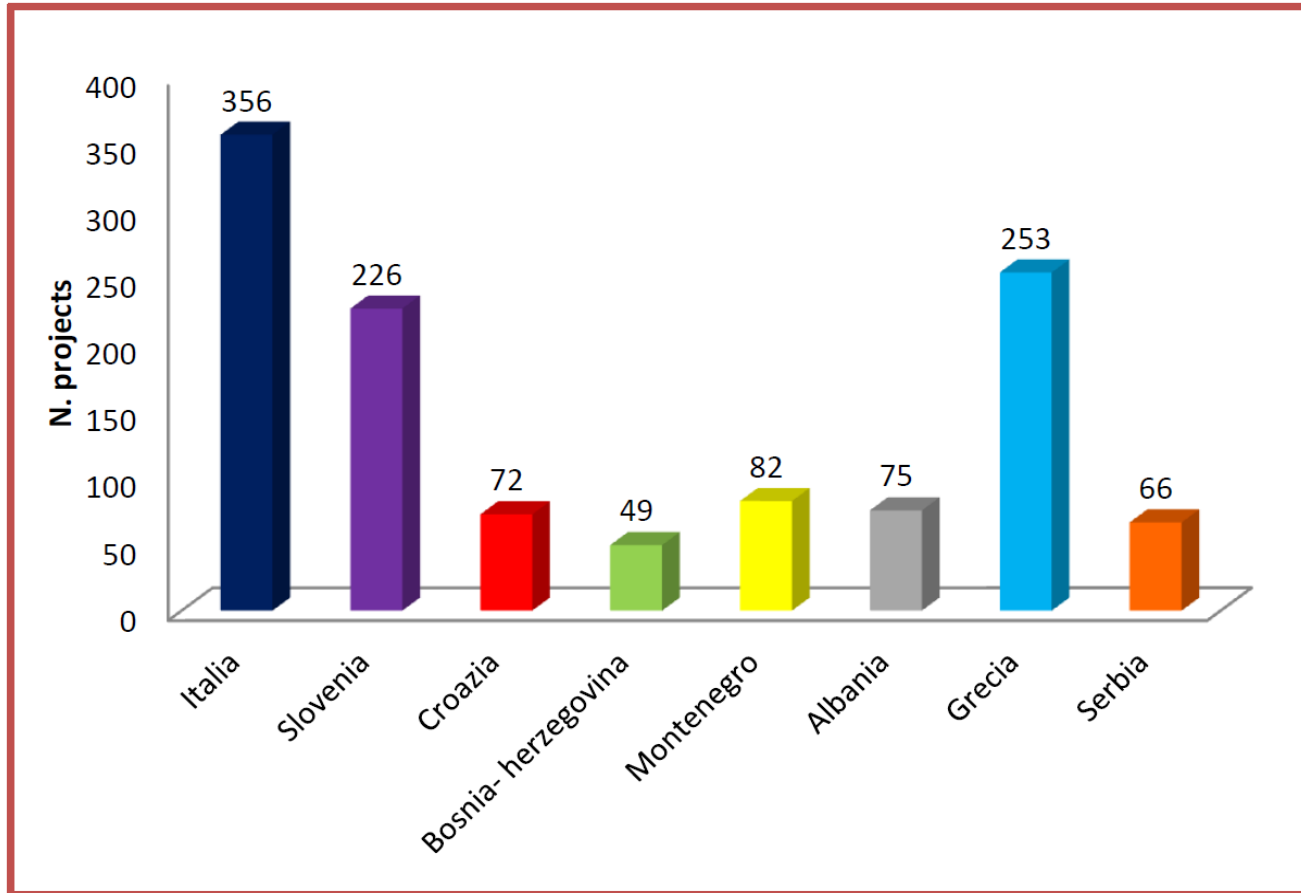
EUSAIR area



Home to more than 70 million people and key for Europe's geographical continuity, the Adriatic and Ionian Region is a functional area primarily defined by the Adriatic and Ionian Sea basins.

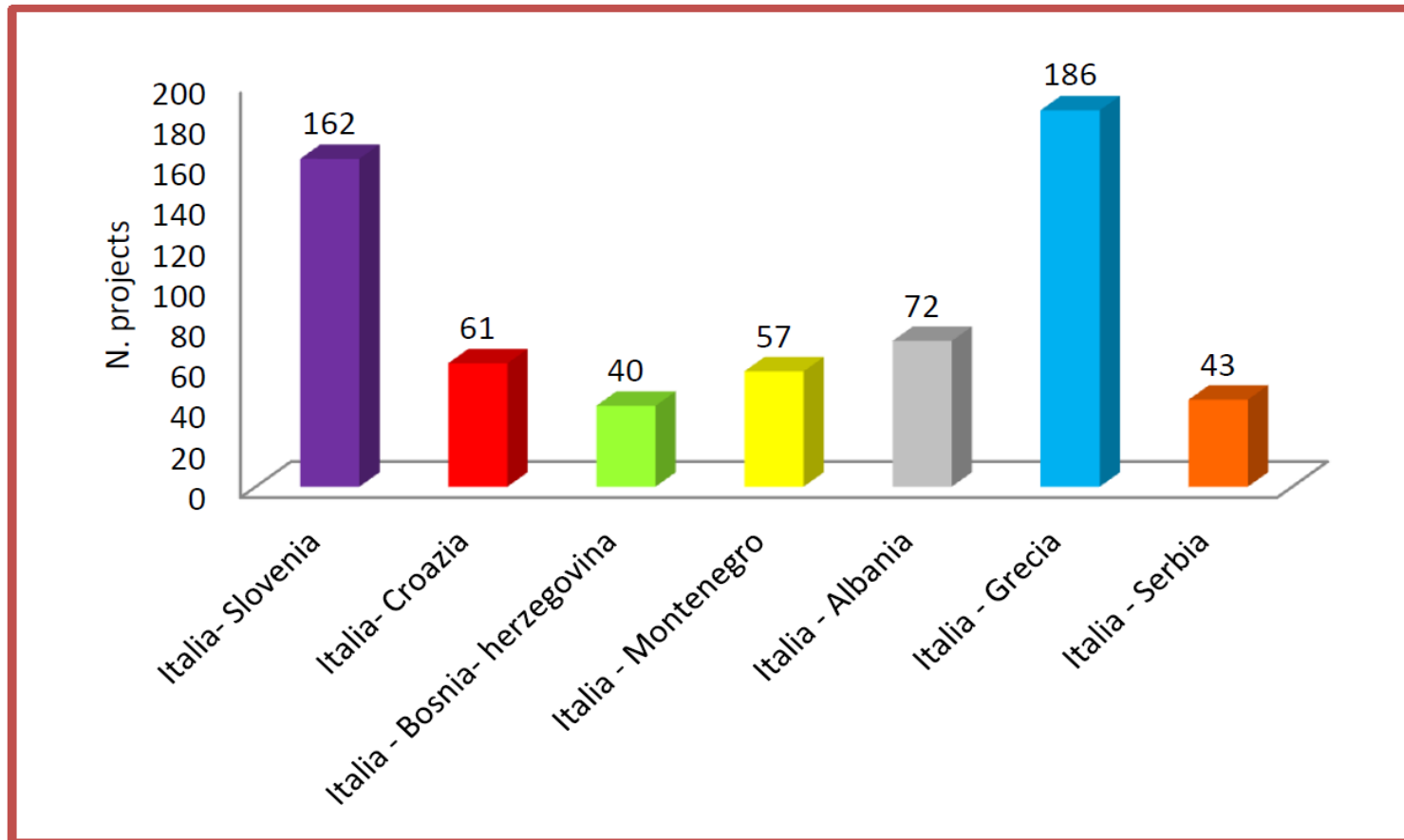
Territorial cooperation projects on EUSAIR -2007-2013

Chart: Number of projects by country



Territorial cooperation projects on EUSAIR -2007-2013

Chart: N. of projects with Italian partners and other countries



Active networks

ADRIATIC IONIAN FORA AND NETWORKS



UNIADRION

www.uniadriion.net



FORUM OF THE ADRIATIC AND IONIAN CHAMBERS OF COMMERCE

www.forumaic.org



FORUM OF ADRIATIC AND IONIAN CITIES & TOWNS

<http://www.faic.eu>



ADRIATIC IONIAN EUROREGION

<http://www.adriaticionianeuroregion.eu>

A definition

There is no general definition for the Macro-regions.

Macro-regional strategies represent a new opportunity for comprehensive development of a larger region, addressing common challenges and potential.



Key events

19th/20th May 2000 Summit on Development and Security on the Adriatic and Ionian Seas, held in Ancona (Italy) and attended by the Heads of States and Governments of Italy, Albania, Bosnia and Herzegovina, Croatia, Greece and Slovenia. Signing of "Ancona Declaration" in the presence of the President of the European Commission.

June 2008 Inauguration of the headquarters of the Permanent Secretariat of the Adriatic Ionian at the premises of Marche Region nazionale.

Key events

- 5 May 2010** Ministries of Foreign Affairs of the 8 countries of the Adriatic Ionian Initiative approved, under Italian Chairmanship, a "Declaration on the Support of the EU Strategy for the Adriatic Ionian Basin" (5th May 2010, Ancona).
- 3 February 2011** Committee of the Regions appoints the President of Marche Region rapporteur for the opinion "Territorial cooperation in the Mediterranean through the Adriatic-Ionian macro-region".
- 14 December 2012** The European Council requested the European Commission to present an EU Strategy for the Adriatic-Ionian Region (EUSAIR) by end 2014.

Key events

31 January 2013 Setting up of the Adriatic-Ionian Intergroup of the Committee of the Regions, coordinated by Marche Region

11 July 2013 Setting up of the EUSAIR group of the Italian Regions within the Conference of the Italian Region and Autonomous Province, coordinated by Marche Region

15 January 2014 After the elaboration of «non-paper» by the European Commission, conclusion of the online stakeholder consultation

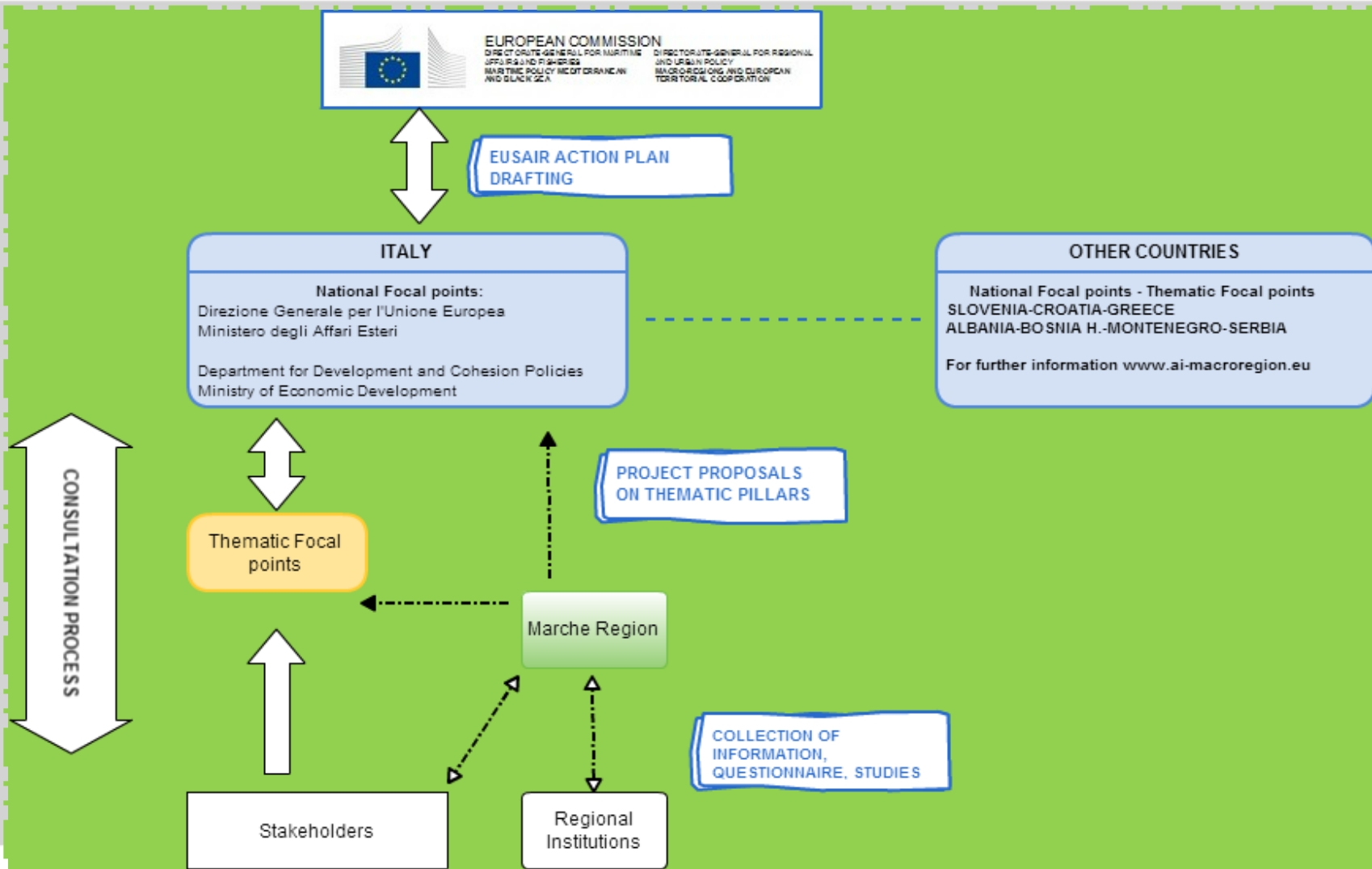
Key events



The Strategy is defined in a [Communication](#) from the European Commission (2014), accompanied by an [Action Plan](#) which presents the objectives and concrete pillars and topics of the Adriatic-Ionian Strategy.

*The EU Strategy for the Adriatic- Ionian Region is coordinated by **DG Regional and Urban Policy**, in close cooperation with **DG Maritime Affairs and Fisheries** in charge of maritime and marine aspects.*

BUILDING THE EUSAIR STRATEGY: COORDINATION



ITALIAN REGIONAL SYSTEM FOR THE EUSAIR STRATEGY

EUROPEAN COMMISSION
 NATIONAL CONTACT POINTS – COMMITTEE OF THE REGIONS –



EUSAIR GROUP OF ITALIAN
 REGIONS (10 Regions)

MARCHE REGION
Coordinator



SVIM - REGIONAL AGENCY
 Technical assistance



FORUM AND ADRIATIC
 NETWORKS
 Universities –Cities -
 Regions - Chamber of
 Commerce

ADRIATIC IONIAN
 INITIATIVE
 Permanent Secretariat

Pillar and not axis or theme



Questions

Are there certain standards that can be found in all macro regions?

What are unique conditions for the European macro-regions?

Macro-regions and Sea Basin



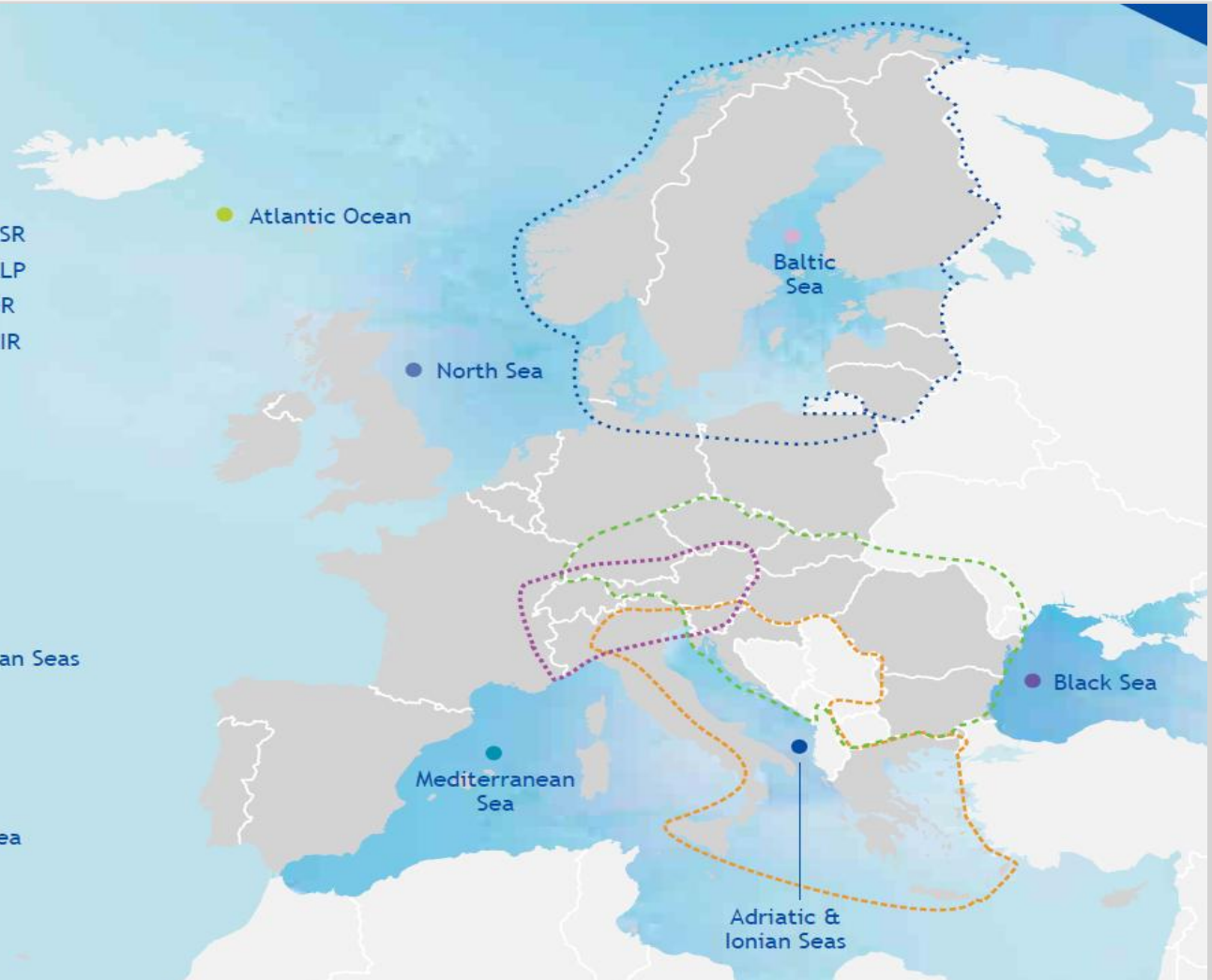
MACRO-REGIONS:

- EUSBSR
- EUSALP
- EUSDR
- EUSAIR



SEA BASINS:

- Adriatic and Ionian Seas
- Arctic Ocean
- Atlantic Ocean
- Baltic Sea
- Black Sea
- Mediterranean Sea
- North Sea



A Macro-Region definition

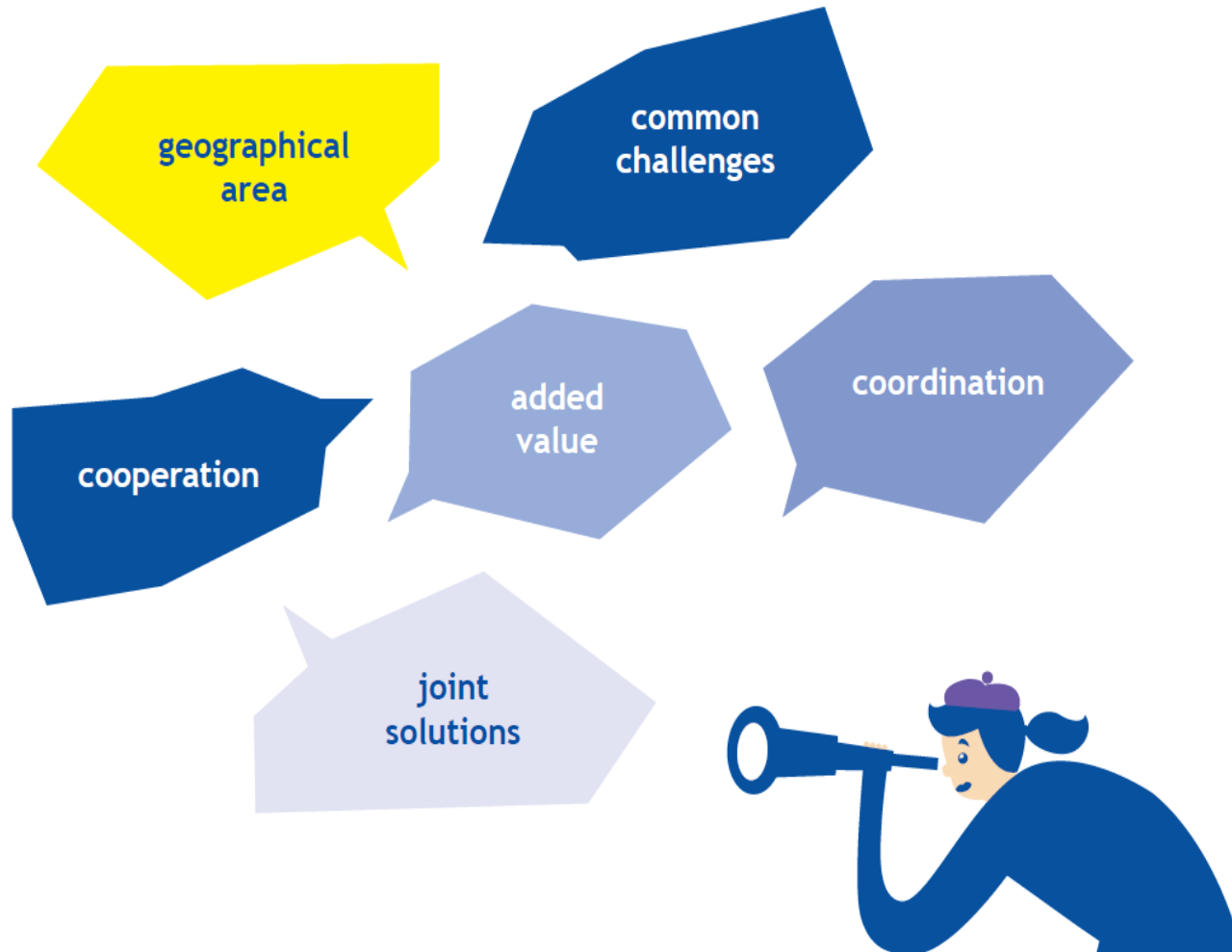
An integrated **framework endorsed by the European Council**, which may be **supported by the European Structural and Investment Funds** among others, to address **common challenges** faced by a defined **geographical area** relating to Member States and countries located in the same geographical area, which thereby benefit from strengthened cooperation contributing to achievement of economic, social and **territorial cohesion**.

Added value

The macro-regional strategies, primarily the EUSBSR and the EUSAIR, are tools to **deliver Blue Growth** and maintain policy in the regions. In particular the Maritime Strategy for the Adriatic and Ionian Seas **developed into** the EU Strategy for Adriatic and Ionian Region

It is recognised that strategic approaches towards developing macro-regional and sea basin strategies can be further developed **if they bring an added-value to coordinated action and policy implementation**

Added value



Unique conditions for the European macro-regions

Place-based, relates to EU Member States and non-EU countries located in the same geographical area, coordination with non-EU countries of the macro-regional strategies,

Focus on common issues, solutions and actions of strategic relevance providing genuine **added-value** for the entire Region

Strategic cooperation and coordination among policies, institutions and funding sources;

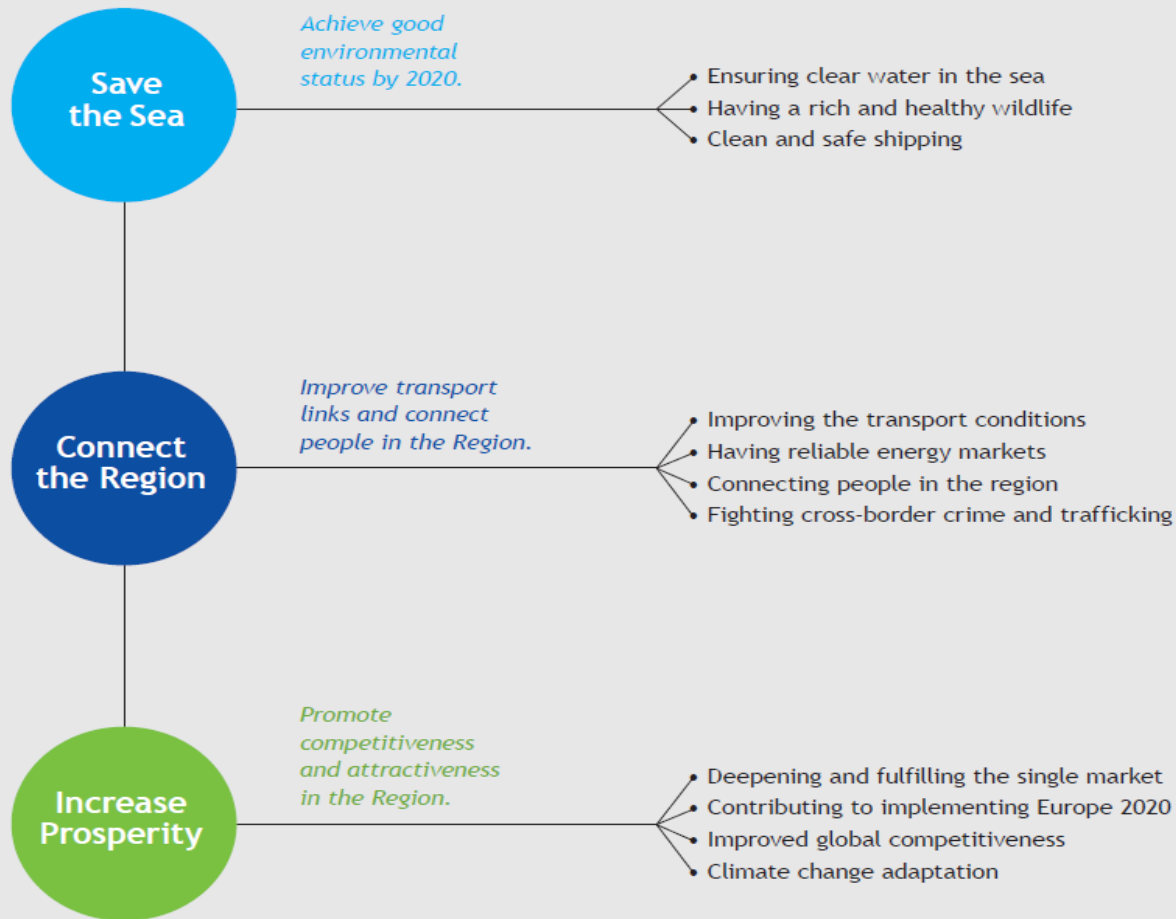
Cooperation is brought to a new dimension requiring **new openings and approaches**

Implementation requires integrated approach establishing cross-sectoral cooperation and coordination mechanisms as well as multi-stakeholder dialogue

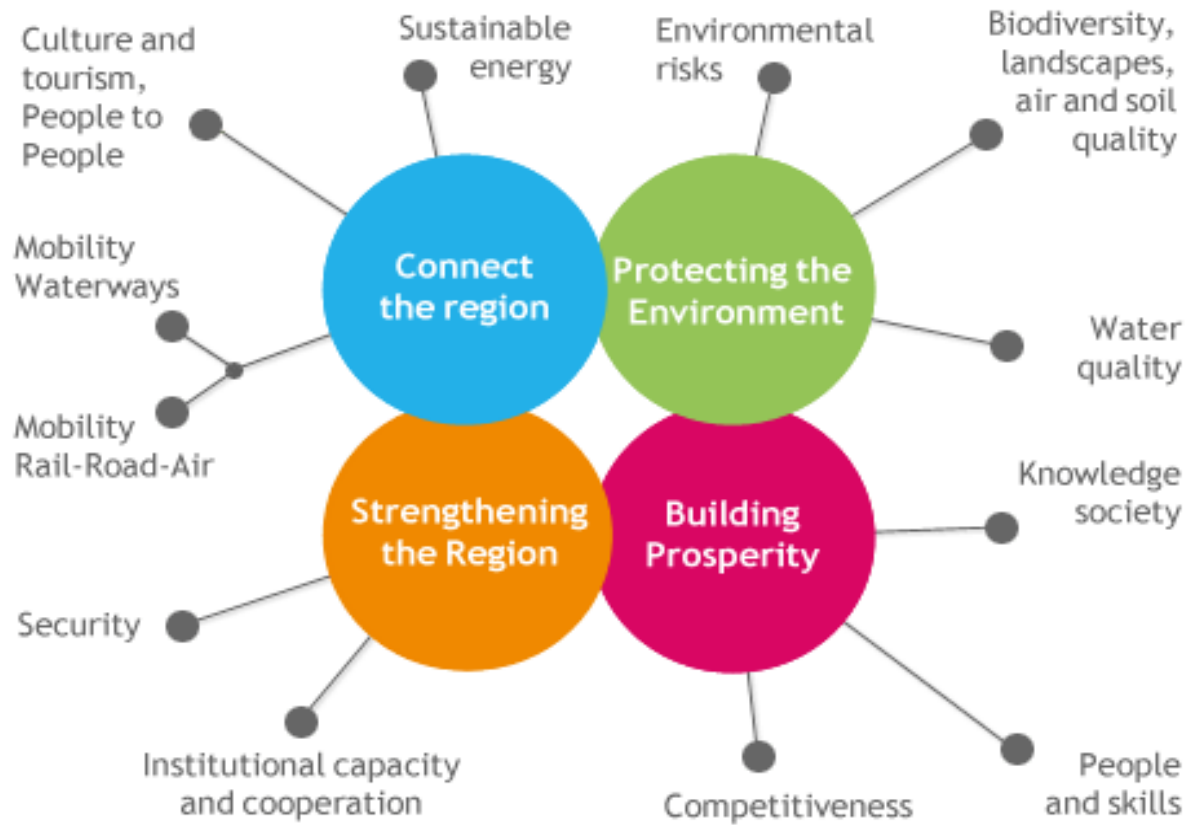
Supported by all means of funding – EU, national, regional, private and international funds

Regulatory framework for European Structural and Investment Funds for 2014-2020 places macro-regional and sea basin strategies into the legal framework of the EU

The EUSBSR objectives



Pillars and Priority Areas



Pillars



Capacity building Research and innovation Small and medium size business

Climate change mitigation and adaptation

Disaster risk management

EUSAIR Asset

Addresses **common challenges** of a defined geographical area to achieve economic, social and territorial cohesion

Through a coordinated efforts EUSAIR contributes **towards achieving Europe 2020 Strategy targets**

Effectiveness of the macro-regional strategies to **deliver tangible results requires a multilevel governance** with the contribution from all stakeholders.



Integrated (inter-governmental) framework adopted by the European Commission
(together with an Action Plan) and endorsed by the European Council

Coordination governance structure
covering policy coordination and operational levels

But there are some problems...

the EC's vision is too nationally based and even based on experts, when what we actually need is concrete ventures in the territories, and therefore the direct involvement of territories better focused use of existing funds and better coordination of sector specific initiatives and programmes, through key implementers and the Commission, but also including involvement of the private sector and international financing institutions,

Where appropriate **greater synergies** are needed between funds, there are no concrete recommendations aimed at ensuring improvement in the short or medium term

Transnational programmes are allocated the lowest budget from the cohesion policy funds, moreover, these programmes are not sufficient in themselves to finance proper ambitious flagship projects in macro-regional areas.

Smart Specialisation Platform (created by DG Regio) might be used to establish synergies between investment priorities, there is no evidence of any linkages.

It is vitally important that the **territories should be at the centre of the process**, and subsequently of the decision-making process and the implementation of these European strategies"

Territories must be at the heart of a renewed territorial pact combining **a bottom up approach** (proposals from the territories concerned) **and top down approach** (institutional framework from the European Commission in particular).

How do macro-regions take on-board European and global development dynamics

EUSAIR - Economic and social assets

EUSAIR Region - Gross Domestic product current prices (Bil Euro)						
	2002	2004	2006	2008	2010	2012
Albania	4.540,89	5.882,52	7.167,77	8.870,47	8.872,00	9.370,00
BiH	6.482,00	8.180,00	9.970,00	12.730,00	12.666,00	13.117,00
Croatia	25.700,20	33.004,90	39.734,60	47.538,30	44.423,40	43.477,00
Greece	146.427,90	185.265,60	208.621,80	233.197,70	222.151,50	193.347,00
Montenegro	1.295,10	1.669,80	2.149,00	3.085,60	3.103,90	3.148,90
Serbia	12.820,90	18.993,60	23.327,40	32.678,90	27.967,80	29.601,00
Slovenia	12.820,90	27.227,50	31.050,70	37.244,40	35.484,60	35.318,60
Friuli VG	33.049,00	32.528,40	34.292,40	34.248,50	32.815,80	32.136,30
Veneto	129.005,50	133.992,20	138.875,10	137.521,20	132.032,60	130.224,40
Emilia Romagna	122.775,20	124.884,90	131.036,20	132.774,90	126.596,60	126.047,70
Marche	37.044,80	37.458,20	38.965,90	38.817,80	36.997,30	35.782,70
Abruzzo	26.389,20	25.720,90	26.907,60	27.548,90	26.175,40	26.001,90
Molise	6.005,30	6.025,30	6.246,70	6.087,80	5.686,20	5.428,90
Puglia	65.961,80	66.417,20	67.969,60	67.368,30	63.959,20	61.953,60
Basilicata	9.933,60	9.957,60	10.154,80	10.150,70	9.424,20	9.186,30
Calabria	30.652,60	31.774,50	31.707,50	31.438,80	30.109,20	28.879,60
Sicilia	78.285,50	78.254,10	81.966,50	80.864,50	77.182,50	73.261,00
EUSAIR TOT	749.190,39	641.971,62	890.143,57	942.166,77	895.648,20	856.281,90

EUSAIR - Economic and social assets

In 2012 the sum of the GDP of the Italian regions and the Balkan states of EUSAIR is 856.3 billion €, of which **61.7% related to the Italian regions** and **48.3% to the *Balkan countries***

EUSAIR - Economic and social assets

	2001	2011	Immigrants (2011)	
Macroregion IT	24.365.288,00	25.283.171,00	1.529.488,00	7,40%
Italy	56.995.744,00	59.433.744,00	4.027.627,00	6,80%
Macroregion IT/ITA	42,70%	42,50%	38%	
Macroregion Balkan	32.193.050	32.009.783	1.161.166	3,60%

EUSAIR - Economic and social assets

In the area of the Italian macro-region are active 1.782 million enterprises, 40.3% of Italian companies, with 6.192 million employees, accounting for 37.3% of total workers in Italy.

Significant is also the figure for companies operating in the field of hospitality and catering, which are 123.727 companies (41% of Italian companies).

Poor is the weight of business services, the sector in which they operate just under 50 000 companies against 143.000 existing enterprises at national level (34.6%).

Communication services and information: the number of which weighs only 33% of the national figure (in the macro-region there are 31 793 enterprises, while 96 264 nationally) and even 21.4% with respect to the number of employees.

There is an alarming situation regarding the overall employment rate that is further aggravated if the analysis is restricted to data on youth unemployment in the Balkan side of the macro-region.

Business and private sector

Today the world of business, especially manufacturing, presents a competitive capacity non uniform especially in EUSAIR area we can find:

A first vanguards agents, companies, namely, that thanks to a forward-looking strategy for growth abroad and outsourcing have managed to position itself well in the markets

Business sectors victim of the crisis with little chance of living in the new competitive environment. It is, generally, on manufacturing or supply chain building.

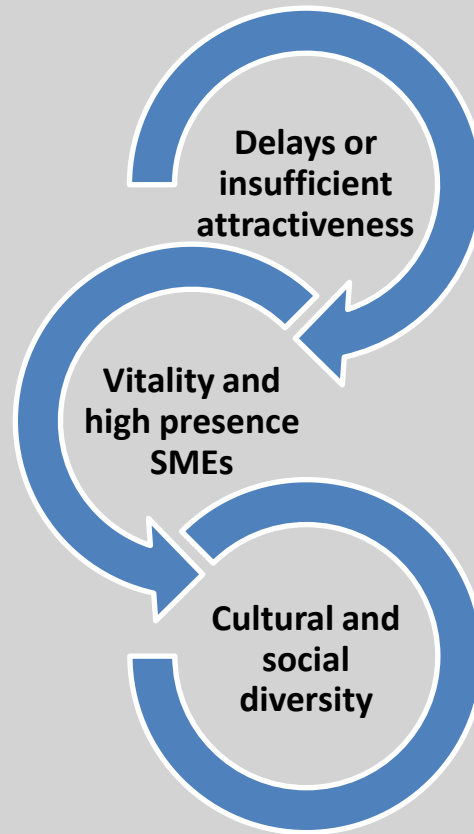
A new entrepreneurial class “molecular” very active and but whose theme is, however, the weakness.

Cultural industry

From North to South - from Friuli Venezia Giulia to the Veneto, Emilia Romagna and through the fragments of Lombardy, to travel down the Adriatic City that unrolls from the coast towards the Marche Abruzzo and Molise, trough Croatia and Albania, Sarajevo and to finally arrive in Apulia - everywhere ***is a viral dissemination of experiences that intercept the traditional forms and also the vanguard both of the business sector and the culture sector.***

the cultural industry in this area is an attitude, a capacity of economic systems evolved to incorporate culture in processes and products, in the dynamics of network and supply chain.

EUSAIR - Economic and social assets



EUSAIR Starting

A. Starting from a better spending approach but for the future it is necessary to overcome the technical and institutional vision of the macro-regions to work in large and participated initiatives.

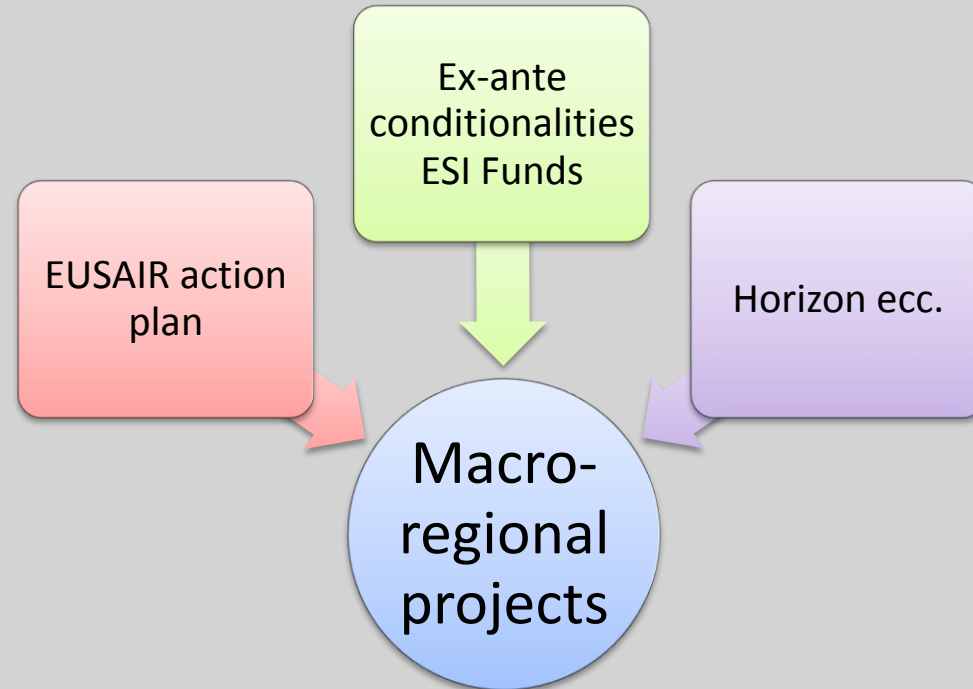
B. Common roots are metabolized and conceptualized, but contemporary identities struggle to perceive, despite the differences, in a single and inclusive destination as a Macroregion

C. In the last decade internationalization was an attitude to the growth and east side of Europe has been an horizon. Now it is time to move from a vision of internationalization between territories or countries to macro-areas

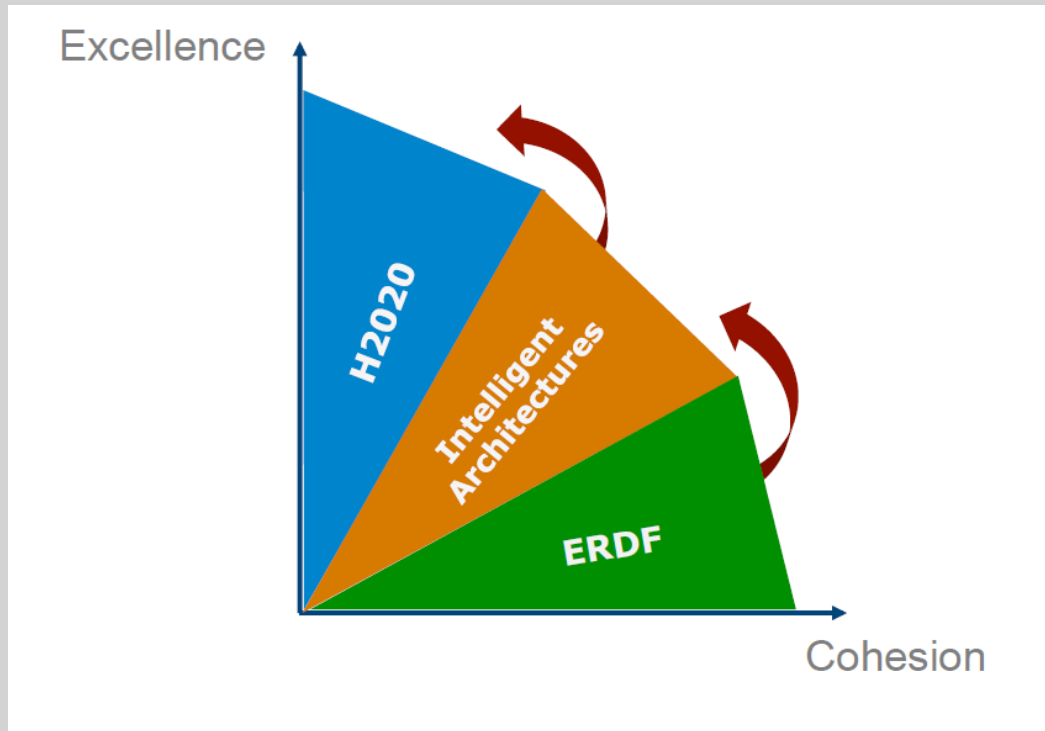
D. To start and involve sectors that have been able to intercept the demand for innovation and internationalization.

Topics where to open up macro-regions





Synergies and smart funding



How could continuous territorial evidence and tailor-made benchmarking support efficient implementation and investments?

Main points

Priority under quantitative and qualitative points of view, to all focus areas related to marine and maritime activities that play a remarkable role in the macro-regional blue economy

Supporting governance system, which is intended to actually govern the process leading to the drafting of the Strategy, has proven effective and has involved a good number of relevant stakeholders.

Sea basin has identified a large body of existing data, documents, studies, and national and international projects for each focus area, covering all the topics and issues encompassed by the EUSAIR action plan

There is an insitutionalization of the consultation process: it is very difficult to give voice to un-usual aspects, and involve stakeholders rapidly and effectively.

Needs for a new territorial evidence

Action plan building

- Data from Eurostat but problem with Balkan area
- Qualitative information raise from the stakeholders consultation
- Survey (online) to general stakeholders

WE NEED AN ONLINE TERRITORIAL MONITORING SYSTEM

To define indicators inline with Europe 2020, ex-ante conditionalities for Eu members states

Indicators useful to monitor EUSAIR implementation based on Pillars as to give a classification to the actions as “Macroregional”

Tools to allow a quick statistics customization from the practitioners

Method and tools



Implementation phase

The EUSAIR will mobilise and align existing EU and national funding instruments for each of the topics identified under the four pillars.

In particular, the European Structural and Investment Funds (ESIF) for 2014-2020, as well as the Instrument for Pre-accession Assistance (IPA) for non-EU countries, provide significant financial resources.

EUSAIR Macroregion and Funding



Pillar 1



Blue Growth
EUSAIR

Support diversification of fishing activities in order to reduce fishing efforts in the Adriatic. The EUSAIR should also include specific support to capacity building and monitoring system in candidate and potential candidate countries to **align their fishery policies** to CFP objectives

Pillar 2

Improve governance at macro-regional level by sharing knowledge with citizens and **increasing their involvement in consultation processes for energy and other big infrastructures**



Connecting the Region
EUSAIR

Set up citizens' advisory councils to involve civil society in **prevention/response to environmental disasters** and increase the involvement of population

Pillar 3



Environmental Quality
EUSAIR

To agree on a common approach for monitoring all environmental descriptors and develop a concrete project proposal

Determine Good Environmental Status (GEnS) indicators and create observatories in the sub-region, based on existing mechanisms such as the Global Ocean Observing System (GOOS)

As well as new mechanisms establish a **common infrastructure platform in terms of data collection, marine research, lab analysis**, etc., through, e.g. common survey programs, research vessels and laboratories

Pillar 4

Limit the impact of intensive tourism flows in the Adriatic-Ionian region by establishing proper monitoring mechanisms and legislation, especially in candidate and potential candidate countries. **Collect data on coastal tourism in order to set monitoring mechanisms,** and also duly plan strategic interventions in the sector, especially as regards candidates and potential candidate countries. **The collected data should also be harmonised at sea-basin level.**



Sustainable Tourism
EUSAIR

THANKS FOR YOUR ATTENTION

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