EUSAIR revision process:
Pillar 4 thematic consultation

18th TSG4 meeting

Thessaloniki, hybrid, 18 October 2022

Contents

01 The role of TSGs in the revision process

Steps towards EUSAIR Action Plan revision

| Izola Declaration (05/2021) AP revision initiation | 17th GB (03/2022) Background document & Roadmap on AP revision v.1 | NC meeting (04/2022) **Issues:** timing and Strategy revision | Tirana Declaration (05 2022) AP revision reaffirmation | Public consultation (16/05-30/06 2022) | 18th GB meeting (10/2022) Background d. & Roadmap v.3 |
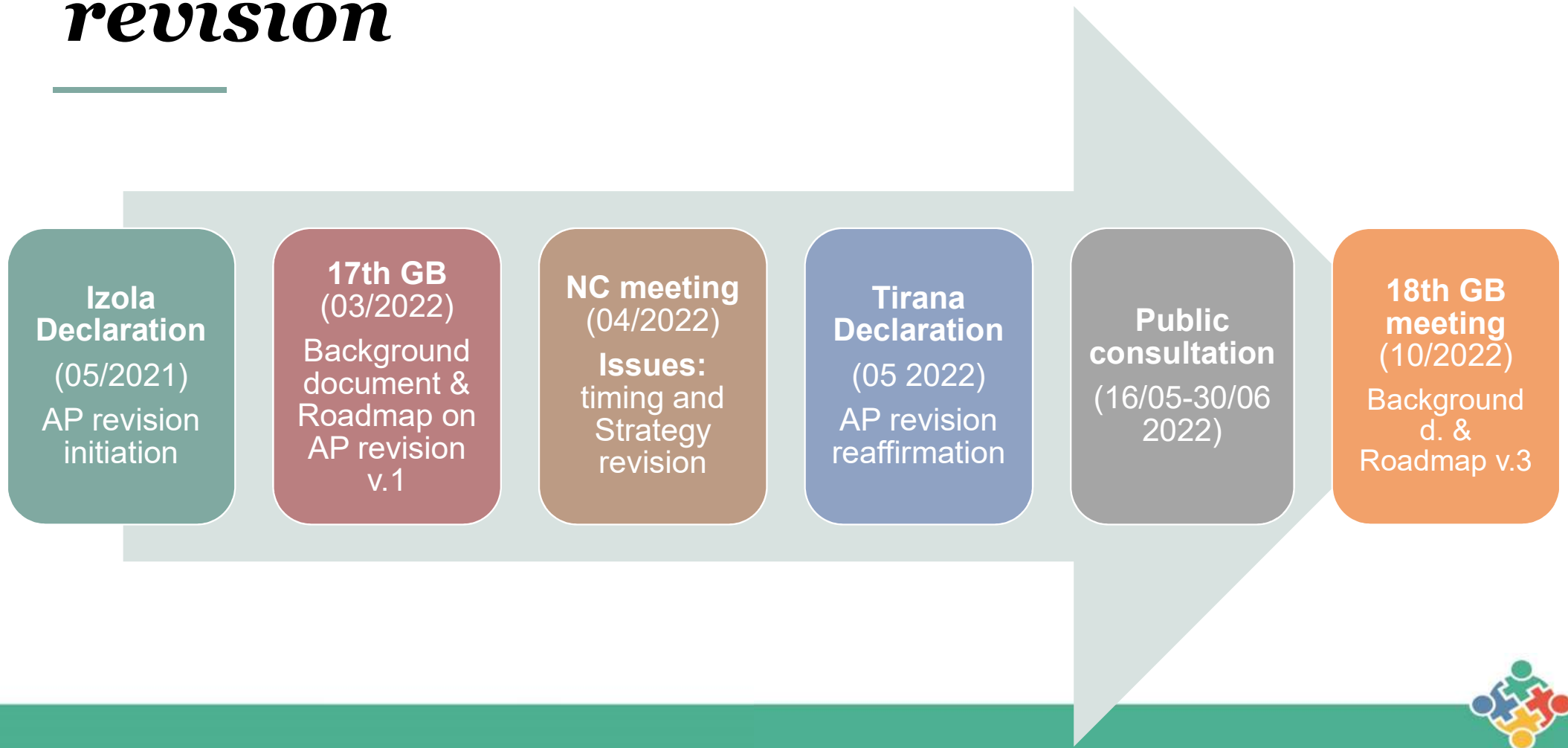
Reasons for revision

➔ Harmonization with current EU policies (EU Strategic agenda 2019-2024, Green Deal + new/updated relevant sector policies)

➔ Transition from past to current multiannual financial framework (integration of flagships)

➔ New countries joining EUSAIR

➔ Facing emerging global challenges (COVID, migration, Ukraine, energy, supply chain crises)

➔ Addressing governance challenges/gaps (towards more focused and implementation-oriented approach)

Key implementers and their role in the revision process 1/2

→ EUSAIR Presidency: leads the process;

→ EC (DG Regio): observes and advises the process, coordinates with other DGs;

→ National Coordinators: adopt the Background document with Roadmap, coordinate and present strategic country positions on the Action Plan revision throughout the process, approve advancements in the drafting process - decide on Action Plan structure, governance implications and contents, provide feedback to the draft of input document for EC Action Plan Staff Working Document and finally approve the input document;

Key implementers and their role in the revision process 2/2

➔ Pillar Coordinators: coordinate the thematic consultation in TSGs with the support of the EUSAIR Facility Point;

➔ TSG members: present country thematic inputs within TSGs on Pillar related topic;

➔ EUSAIR Facility Point: facilitates the process & ensures the transparency of the process;

➔ EUSAIR key stakeholders with special focus on youth and: share their views regarding revision through public consultation on transnational and national levels.

Key sources

➔ EU policies and strategies

➔ Western Balkan policies

➔ EUSAIR key sources (EUSAIR monitoring & evaluation, pillar related studies)

➔ EC reports and studies related to EUSAIR

➔ Furthermore, political declarations, studies and reports from key stakeholders related to Adriatic and Ionian Region

Public consultation

➔ Launched at the Tirana EUSAIR Forum

➔ Online – published at EUSAIR website/invitation sent by FP LP to EUSAIR mailing list

➔ Running from: 16th May till 30th June 2022

➔ Solid response: a total number of 342 contributions was received

Report available at:
https://www.adriatic-ionian.eu/2022/09/30/public-consultation-report-of-the-eusair-action-plan-revision/

Public consultation results 1/3

Which 3 words would you use to best describe the EUSAIR <u>as it is now</u>?

Which 3 words would you use to best describe the EUSAIR <u>as it should be (2030)</u>?
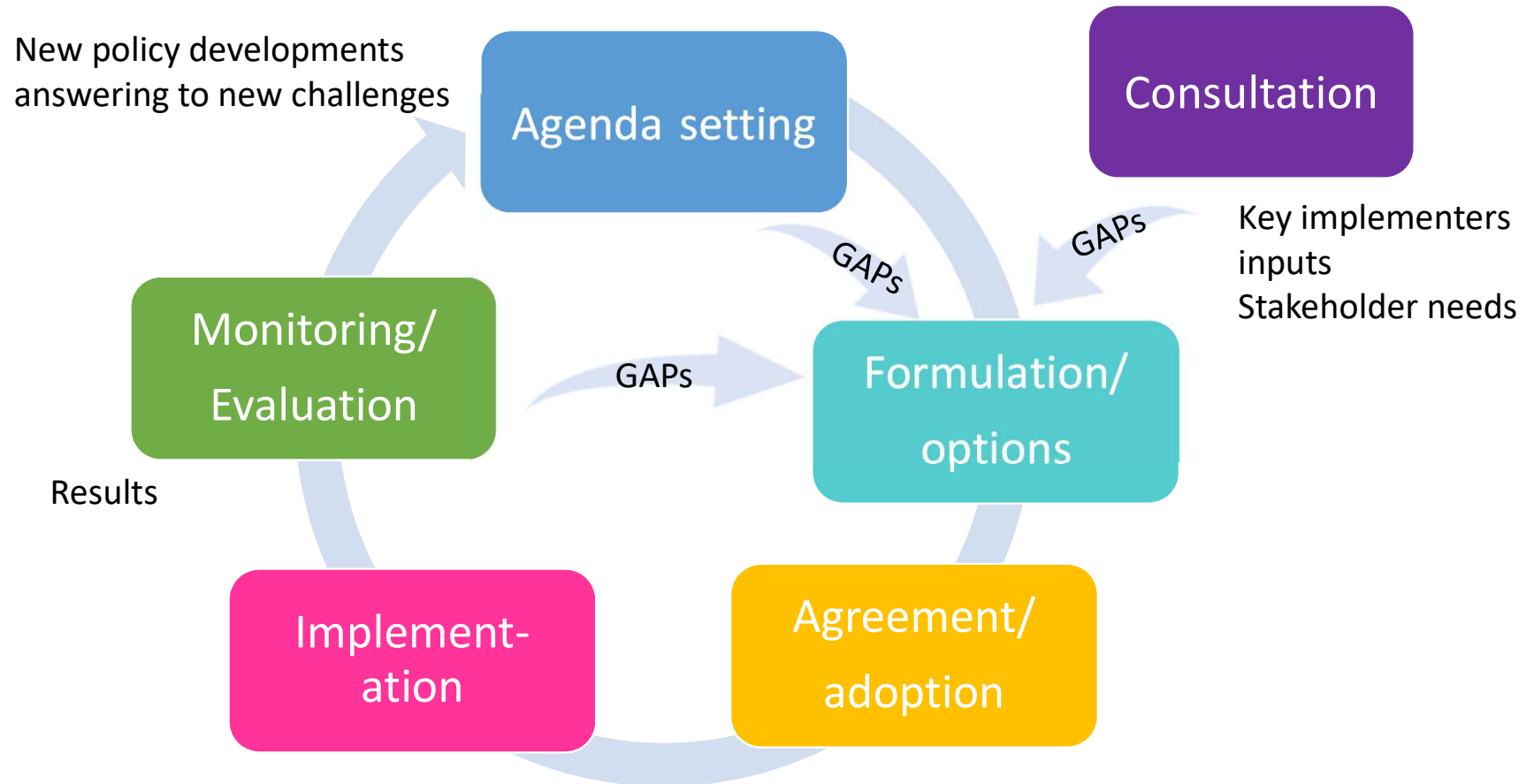
Public consultation results 2/3

- **General Framework:** Peace and security priority; 2030 UN Agenda for Sustainable Development; Ownership and commitment to the MRS, including the implementation of flagship projects; Mainstreaming of topics; Involve equally urban and the rural/peripheral areas

- **Governance:** Cross-pillar projects facilitating cooperation; Territorial observatory and strategy; Governance/policy/capacity building projects existing outcomes review and capitalization processes; Formal and informal horizontal coordination mechanisms; More involvement of local and regional governments in EUSAIR (co-creation and co-planning)

- **Cooperation:** Capacity building and voluntarism; involving more (and new) organizations; voice and role to the civil society; People-to-people links; focus on Youth
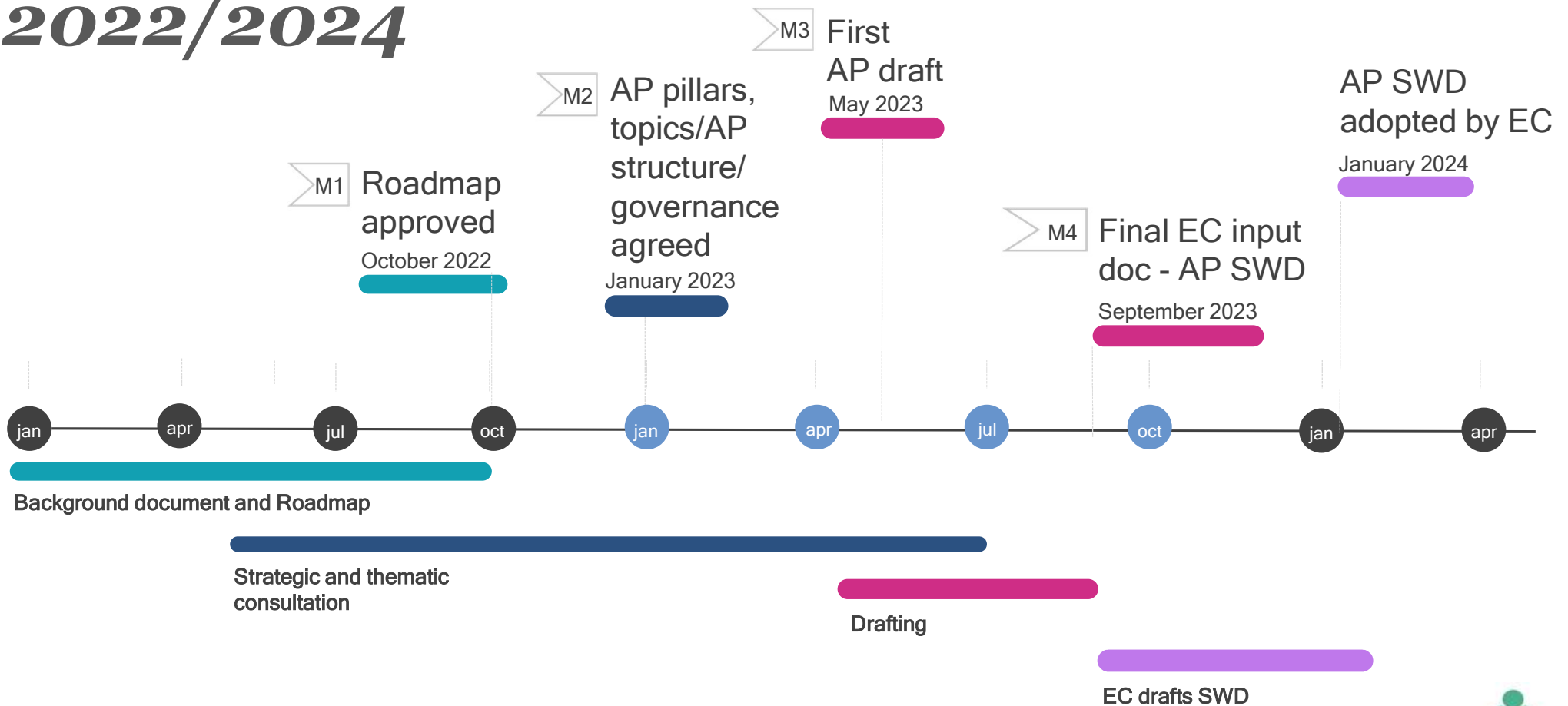
Public consultation results 3/3

Sustainable Tourism EUSAIR	Environmental Quality EUSAIR	Connecting the Region EUSAIR	Blue Growth EUSAIR
• Cultural and creative industries • Cultural heritage • Innovation in tourism	• Bring forward sust. agriculture and link to « farm-to-fork » strategy • Circular economy	• AI infrastructure • Renewable energy sources/energy efficiency/saving • Soft mobility (walking, cycling, public transport) and e-mobility	Blue economy and blue innovation (not traditional sectors, rather emerging sectors)

- **More innovation, research and development (quadruple-helix approach)**
- **Accent on sustainability (in every joint action), green and digital transition**
- **Joint work on decarbonisation and climate change adaptation measures**
- **Joint work on Smart specialization topics**
- **Work on Skills (e.g. blue skills for youth), student and labour mobility**
- **More actions for Youth, stronger Youth involvement in EUSAIR and youth exchange programmes**
- **Cultural dialogue**

Policy development cycle - revision

New policy developments
answering to new challenges

Agenda setting

Consultation

GAPs

GAPs

Key implementers
inputs
Stakeholder needs

Monitoring/
Evaluation

GAPs

Formulation/
options

Results

Implement-
ation

Agreement/
adoption

EUSAIR revision timeline 2022/2024

M3 First AP draft
May 2023

M2 AP pillars, topics/AP structure/ governance agreed
January 2023

AP SWD adopted by EC
January 2024

M1 Roadmap approved
October 2022

M4 Final EC input doc - AP SWD
September 2023

jan · apr · jul · oct · jan · apr · jul · oct · jan · apr

Background document and Roadmap

Strategic and thematic consultation

Drafting

EC drafts SWD

Detailed EUSAIR Action Plan revision till spring 2023

Background paper (process) approved | M1

AP pillars, topics/AP structure/ governance agreed | M2

First AP draft | M3

Strategic consultation

GB/NC meetings:
• Revision process approved
• WG established

Strategic country consultation (country position papers):
• Needs for new topics/pillars to be addressed
• AP structure
• AP governance

NC/GB meetings:
• NC, TSG consultation results -> pillars&topics agreed
• AP structure
• Governance implications

NC meeting: if needed

• Public consultation results

Thematic consultation

TSG meetings
• Revision process
• Initial papers/questionnaires presented
• AP structure/ governance
Thematic country inputs (questionnaire)
• Questionnaires for country inputs on existing pillars/topics + pillar-related potential new topics

TSG meetings
• NC/TSG consultation results
• AP first thematic proposal – agreements
• Indicators/further details proposal
• New thematic representatives for new topics/pillars
Thematic country inputs
•   focused only on new pillars/topics, if relevant
•   Indicators/further details

October | November | December | January | February | March | April

Facility point support

FP:
• Initial papers, questionnaires Public consultation report

FP:
• Gathering of inputs from NC/TSG level
• Preparation of proposals on AP for the meetings

FP:
• Gathering of inputs on NC/TSG level
• Preparation of 1st draft AP

Any
questions?

02 Initial policy paper & questionnaire

Initial policy paper - principles

- <u>Starting point</u> for thematic consultation on EUSAIR Action Plan revision

- **Same format and methodology** in all 4 pillars

- Intended for **TSGs and relevant policy owners** in the EUSAIR countries

- Accompanied by a **questionnaire to collect country inputs**

- **Implementation-oriented approach**

- **Building on** the **2014 Action Plan** and existing work done through the **flagships** process

- **Suggestions** for actions reflecting the **EU policies, trends and initiatives**

Initial policy paper structure

The content is presented in a table form:

- the **columns represent stages in the Action Plan revision**

  → the first column summarises the relevant **content of the Action Plan 2014**,
  → the second presents the **input from the Flagships document** and
  → the third represents the **suggested updates** (flagships + revision sources)

- the **rows in the table present the <u>suggested</u> categories of the revised Action Plan** (similar to other MRSs)

  → **Topics** (challenges, objectives, policy framework, key stakeholders)
  → **Actions** (so far just short descriptions/possible activities)

Initial policy paper – logic 1/2

Challenges/needs/opportunities

Objectives

Inputs:
- Policies/funding
- Key stakeholders
- EUSAIR key implementers

Actions
Activities, flagships, projects

Outputs, results

Impact

Initial policy paper – logic 2/2

➔ **Actions** are planned to contribute to the set objectives through **activities** described under each action.

➔ The **format of the activities** to be implemented under each action is decided to best suit the needs of the action. Activities under an action can be - but are not limited to - flagships, projects (single or grouped in clusters), processes, networks or platforms.

➔ **Flagships** are having both **policy and practical impact**. Flagships are driven by a vision of policy impact. **Flagships gather all possible stakeholders in a long-term process of co-creation of both policy and action**. Flagships become 'home' for projects and any other forms of action, such as policy dialogues, policy-making workshops, public consultations and become areas for alignment of funding, too.

Initial policy paper Topic 1

Diversified tourism offer (products and services)
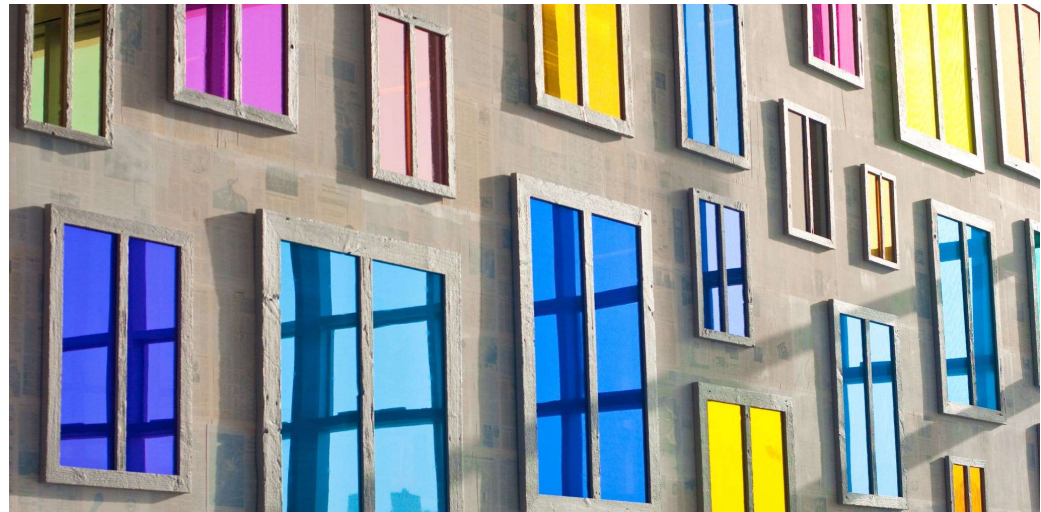
Initial policy paper Topic 1 - objective

2014

Diversification of the macro-region's tourism products and services along with tackling seasonality of inland, coastal and maritime tourism demand.

2022

Diversification of the macro-region's tourism products and services, *tapping into its unique natural, cultural and social potentials to improve the environmental sustainability and economic resilience* of inland, coastal and maritime tourism in the Region.

Initial policy paper Topic 1 – challenges/needs

- **intense seasonality** is causing wider and numerous socio-economic problems

- the need to complement "sun and sea tourism" with "**off season tourism**"

- the need to develop **quality and sustainable offer** by tapping into the indigenous AIR potentials: link to hinterland; sustainable valorization of rich natural heritage; including contemporary cultural productions via integration of CCI to complement the current focus on history and classical sites

Initial policy paper Topic 1 – Action 1.4

AIR tourism observatory (building on INSTO methodology - UNWTO)

Systematic **collection of data** to **monitor** the tourism sector in the AIR to enable tourism stakeholders on **taking strategic decisions** regarding tourism development and trends.

- **open data system** to compile information from different sources
- publishing of **yearly reports** on tourism development and trends
- sharing **ETIS best practices** and expanding the **ETIS network**
- possibility to establish a **permanent centre of expertise** for improved communication and cooperation in tourism (Baltic Tourism Centre EGTC)

Initial policy paper Topic 1 – Action 1.5

Establishment of AIR sustainable tourism community

- encouragement of **cluster and network building** among AIR tourism stakeholders on different topics (sustainable cruise destinations, cultural routes, EDEN destinations, EMAS, Ecolabel networks, valorisation of nature protected areas, UNESCO Creative Cities, European cultural capitals, art networks, EUROVELO, European long-distance paths…)

- **mapping of stakeholders**/thematic network organisations/project partnerships

- **match-making**

- provision of information on **funding opportunities**

- **best practice repository** on smart tourism, culture, sustainability, innovation, accessibility, heritage valorisation…

- tourism stakeholder **events**

- **on-line platforms**

Initial policy paper Topic 2

Sustainable and responsible tourism management (innovation and quality)

Initial policy paper Topic 2 - objective

2014

Improving the quality and innovation of tourism offer and enhancing the sustainable and responsible tourism capacities of the tourism actors across the macro-region.

2022

Strengthening resilience and sustainability of Adriatic-Ionian tourism through digital and green transition of macro-regions' tourism management.

Initial policy paper Topic 2 – challenges/needs

- need for **coordinated, inclusive, place and evidence based tourism planning, management, governance and monitoring**

- need to **reduce tourism environmental impact**

- need to include **adaptation to climate change and crisis resilience** capacity in planning

- need to address the **gap in skills and capacities** of tourism actors in AIR for more sustainable, resilient, innovative and quality tourism offer and services

Initial policy paper Topic 2 – Action 2.2

Coordinated policies, management and funding

- **new models and strategies** (sustainable development principles, digital transition, effective and collaborative governance, innovative processes, territories exchange and coordination in development/implementation of macro-regional, national and regional tourism strategies)

- development of **macro-regional tourism strategy**

- development of **strategic planning and management tools** for the tourism industry in the destinations

- **Smart specialisation network** for tourism and culture-related priorities

Initial policy paper Topic 2 – Action 2.5

Training and skills for tourism

- **Awareness raising campaigns** targeting the tourism transition pathway to destination authorities, tourism management organisations and SMEs

- **Network of LLL centres and institutions providing tourism trainings** on inclusion of tourism transition topics into their programmes

- Network of **tourism educational institutions** on inclusion of twin transition topics into curricula

Thematic consultation questionnaire

- To be used with the initial policy paper

- To be addressed to tourism governance structures

- TSG members gather all relevant inputs from their country so that only <u>one questionnaire is submitted from one country</u>

  ➔ *proposal to organise a meeting or a workshop with relevant representatives of the sector to discuss and agree on the country's input*

03 Tour de Table
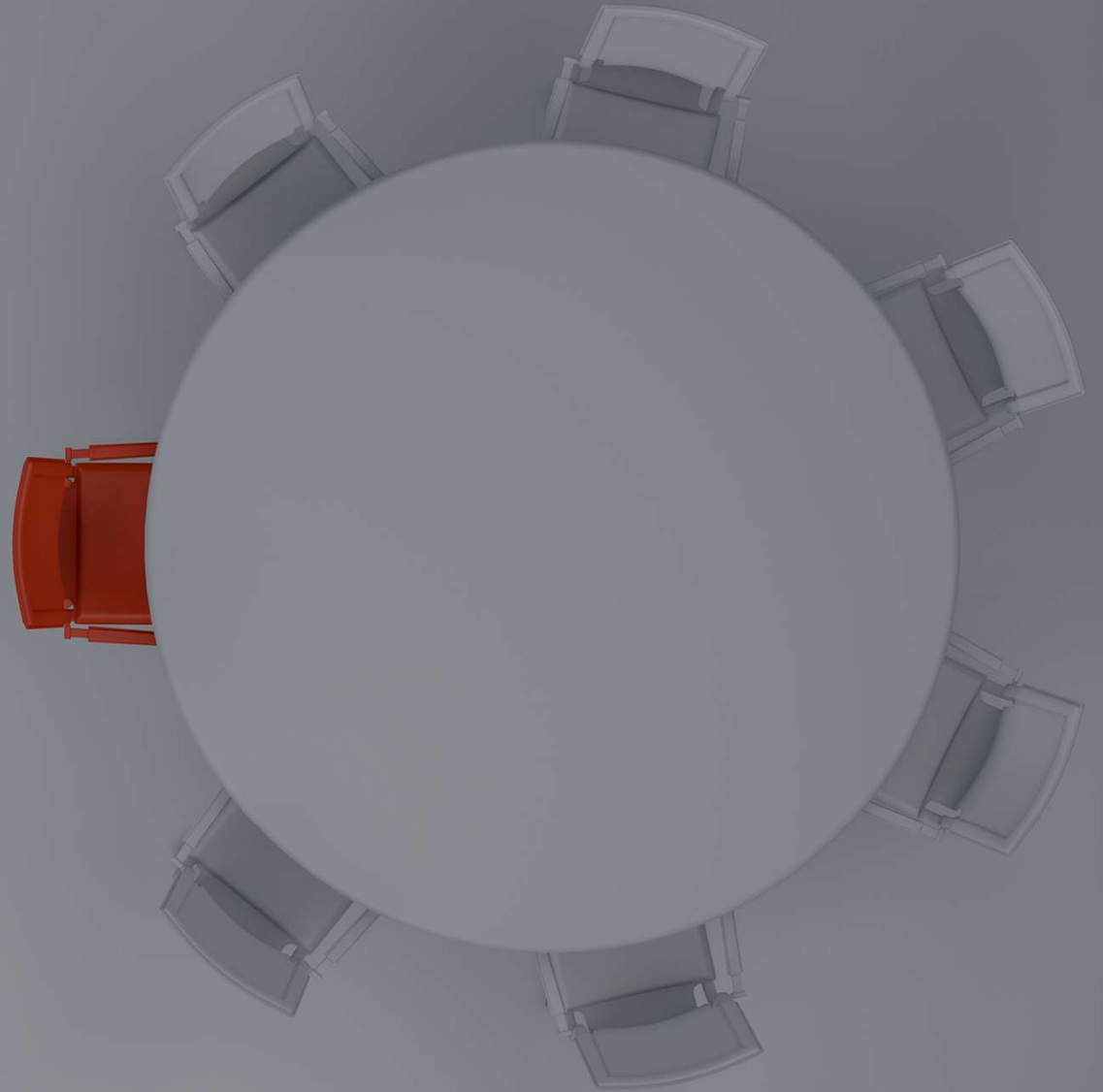
Questions

On governance

- *Definition of mission for Pillar?*

- *Setting objectives per Topics, but also targets to achieve?*

- *No indicative/possible Actions, just agreed Actions?*

- *Including existing, new flagships, project examples in Actions?*

- *Inclusion of indicators for each Action and setting of targets to achieve?*

On content

- *First impression on initial policy paper and questionnaire*

- *Your views on necessary revisions of Pillar 4 based on your experience and work in EUSAIR*

04 Conclusions and next steps

Conclusions and next steps

➔ FP LP receives feedback from National Coordinators on Pillar 4 Initial policy paper and questionnaire (~~24 October~~ - postponed by NCs to 28 October)

➔ Finalised Pillar 4 Initial policy paper and questionnaire sent to Pillar 4 PCs for sharing with TSG members (~~25 October~~ to be sent to PCs on 4 November)

➔ Country inputs sent to PCs till ~~end of November~~ (mid December)

➔ FP LP prepares proposals together with NC Revision Working Group by January 2023

➔ NCs decide on AP pillars/topics, structure, governance in January 2023

➔ TSG meetings in February (agreement on content, new action plan elements, further thematic details)

Thank you for a constructive meeting!