



# REPORT on the EUSAIR TSG3 Communication Activities

16th meeting of the Thematic Steering Group for  
Pillar 3 – Environmental Quality  
under the EU Strategy for the Adriatic and Ionian Region  
(EUSAIR)

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22 March 2022



# Period: September 2021 – March 2022

## Primary goal of the communication activities in this period

→ exposing endeavours of the Environmental Quality pillar within different **audiences**

## Key target audiences

- EUSAIR **stakeholders** (TSG3 and other pillars, EU institutions, etc.)
- **media** in the EUSAIR member states
- **social media followers** in the EUSAIR member states
- **partners** within different flagship & other projects
- **influential public** on different levels (local, regional, national, international): NGOs, politicians, alliances, decision makers, etc.)
- **interested general public** (youth, environmentally aware public, etc.)



# Types of approach towards key target audiences

→ **proactive approach** (e.g. lobbying for the editorial content – meetings with editors and journalists, interaction with followers on the social media, commenting on external social media and blogs, follow ups, drafting white papers, Q&As, etc.)

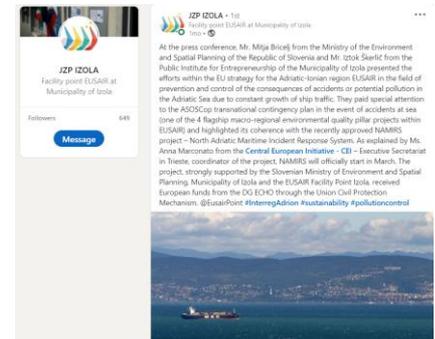
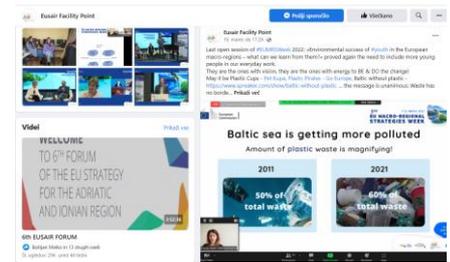
→ **reactive approach** (mass media press release distribution, media inquiries, answering Facebook, Twitter & LinkedIn comments, evaluating partnership proposals)

## EUSAIR Facility Point communication platforms

→ **Facebook & Twitter** (in cooperation with SVRK – Government Office for Development and European Cohesion Policy)

→ **LinkedIn** (in cooperation with Public agency for promotion of entrepreneurship and developing projects of Municipality of Izola)

→ **website** [www.adriatic-ionian.eu](http://www.adriatic-ionian.eu)



# EUSAIR member states media communication tools

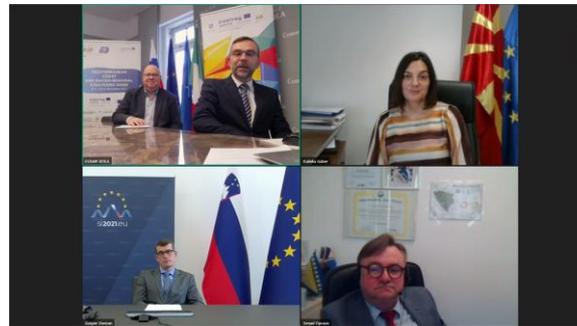
→ press release  
/ general media list  
/ specialized media list

→ Q & A or interview

→ white paper / background info / photo & video

→ press conference

→ one-on-one meetings with journalists

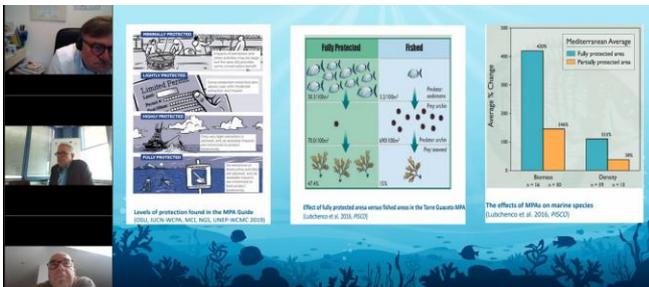


## MEDIA BRIEF

### About the Mediterranean Coast and Macro-Regional Strategies Week

The Mediterranean Coast and Macro-Regional Strategies Week is an annual series of events, 2022 being its 6<sup>th</sup> edition. From the humble beginnings of a local event, it has grown into a high-profile European event, focusing on the EU member states as well non-members relevant topics (politics, innovations, flagship projects, environmental issues, etc.), from the Baltic, Danube, Alpine and, of course, the Adriatic-Ionian (EUSAIR) region. The event aims to raise awareness about the sea and its hinterland, the natural and economic potential it boasts and outlines the risks as a result of natural phenomena and human activities. It brings together politicians, decision-makers, experts, civil society, and the interested public from all levels – local, regional, national and international.

**Background**  
The Mediterranean countries have been celebrating the Mediterranean Coast Day since its launch on 25 September 2007. This day was chosen as the Mediterranean Coast Day to honour Slovenia as the first country in the Mediterranean region which ratified the Protocol



Ljubljana, Slovenija, 16. 02. 2022.

### Dugoročni napori da se omejuje posledice iznenadnih zagađenja u Jadranskom moru dalje su opipljive rezultate

Na konferenciji za medije u okviru MIRA Brevija u Ministarstva Inozemne sredine i prostornog planiranja Republike Slovenije i glavnih ministara EU za Jadransko Jonski region (EUSAIR), u okviru provedenog kontinuiranog projekta izvanrednog potporinog zagađenja Jadranskog mora uslijed skrajnog rasta broditeljnih sandračica. Oni su posebno pažljivo provodili transnacionalni plan za vanredne situacije AKOŠKOP u slučaju nagode na na moru (jedan od 4 vodeća makro-regionalna projekta stuba kvaliteta životne sredine u okviru EUSAIR-a) i lokalni regionalni kolektivnosti za mednarodno odobrenje NAMIR projekta – Slovenija javni pomoćni sistem – za odgovor na nagode. Kako je objavila gđa Alina Marončič, rukovoditelj projekta iz Centralizirane jedinice – Jadransko Jonski region, koordinator projekta NAMIR-a zvanim pod nazivom 'Projekt, koji usmjerava podizanje Ministarstvo Inozemne sredine i prostornog planiranja Republike Slovenije, Opština Izola i EUSAIR jedinica za pripremu, dobila je vanjska sredstva od DG ICND kroz Meduzarenim linije za civilnu zaštitu.

### Dr. Andrej Sovinc – Q & A



Dr. Andrej Sovinc je docent na Fakulteti za menedžment, razvojnovinarstvo i informacione tehnologije Univerzite na Primorskem v okviru oddelka za kakovostno proučevanje. Obrazuje kakovostni ekosistem ter Zavarska območja in trajnostna raba. Je avtor številnih knjig in strokovnih prispevkov za zavarska območja in trajnostno upravljanje z naravnimi viri. Ima bogate izkušnje pri načrtovanju, vzpostavitvi in upravljanju zavarskih območij/območij Natura 2000 ter pri okoljskih obsevih habitatov. Aktivno se je vključil v oblikovanje naravnih rezervatov, koordiniral Evropski akcijski načrt ICN Dnevna mreža za varstvo narave, od leta 2012 pa kot podpredsednik koordinirane evropske mreže več kot 100 strokovnjakov v Sloveniji ICN za zavarska območja. Dr. Sovinc, izjemen vzornik predavateljske in prijetne vzornosti, je izdelek strategije EUSAIR za Jadransko-jonsko regijo, pristojno za kakovost okolja, predvsem izločitev in razbremenitev zavarskih morali vodnih območij v EUSAIR in predlogi korakovnih ukrepov. V okviru tega dogodka se je ponotil za intervju, ki vsebuje aktualnost: ali je dovolj močan Jadransko-jonski regije niso izjema. Šlojca imajo namreč najvišji delež zavarskih območij med vseh regionalnih morj v evropskem regiji.

Ohranjanje in trajnostno upravljanje morjskega okolja zahteva celovita usklajena širini mednarodno sodelovanje in prave odločitve. Med njimi tudi Konvencija OZN o varnosti razsvetlosti in Strategija EU o kakovosti razsvetlosti do leta 2030. Kakšno so cilji in kako se odgovorno za njeno implementacijo v državi Jadransko-jonski regije?

Strategija EU o kakovosti razsvetlosti do leta 2030 predstavlja ambiciozno ciljno oporavilo vsaevropskega okolja naravnih območij in krepitve in na morju, ki bo vključeval pravno varstvo za



# Major communication related activities by month

## → September 2021

/ 6th Financial Dialogue  
[press release]  
[social media]

## → October 2021

/ 15th TSG3 Steering Group meeting  
[press conference]  
[press release]  
[social media]

## → November 2021

/ Mediterranean Coast and Macro-Regional  
Strategies Week  
[press conference]  
[white paper]  
[press release]  
[social media]  
[dedicated Workshop related articles]  
[Q & A + interview with dr. Andrej Sovinc]



# Major communication related activities by month

→ **December 2021**

/ Eco Innovations and Circular Economy Analysis

[white paper / media brief]

[press release]

[social media]

[dedicated EUSAIR Newsletter related article]



/ LIFE NOAH Project

[press release]

[social media]



# Major communication related activities by month

## → January 2022

/ Barcelona Convention – COP 22

[press release]

[social media]



## → February 2022

/ Namirs Project

[press conference]

[white paper / media briefing]

[press release]

[social media]

## → March 2022

/ High Water Mark Placement in Sečovlje Salina Nature Park

[assisting Ministry of the Environment and Spatial Planning in media coverage & on-spot media-related activities ]

[social media]



# Media coverage

Škerlić je kot direktor JZP Izola – podporne točke za izvajanje ciljev na področju okoljske kakovosti znotraj strategije EUSAIR, izpostavil, da so v skoraj petih letih delovanja organizirali **170 sestankov in dogodkov** ter 10 finančnih dialogov z razpisovalci evropskih sredstev z namenom usmeritve teh sredstev v uresničevanje vsebin. Na tej osnovi so oblikovali **11 večjih makroregionalnih projektov**. Sam se je posebej osredotočil na paradni projekt **ASoSCoP** – leta 2019 oblikovani regionalni akcijski načrt v primeru izlitja nafte ali podobnih nesreč.



ASoSCoP pa je skladen z nedavno odobrenim projektom **NAMIRS** – Severnojadranskim pomorskim sistemom za odzivanje na incidente. Kot je pojasnila **Anna Marconato** iz organizacije Central European Initiative – izvršnega sekretariata v Trstu, ki je koordinator projekta, se bo **NAMIRS uradno začel marca**. Njegovi primarni cilji so preprečevanje in zaščita pred učinki pomorskih nesreč v severnem Jadranskem morju. Med pričakovanimi rezultati so **boljša pripravljenost ter usklajen odziv** na meddržavni ravni z integracijo znanja, orodij in virov, ki so na voljo, s končnim ciljem posodobitve Subregionalnega načrta ukrepov ob nepredvidljivih dogodkih za Jadransko morje.

**EUSAIR** je strategija EU za jadransko-jonsko regijo, ki naslavlja **skupne izzive regije** in krepi sodelovanje deležnikov za ekonomsko, socialno in teritorialno kohezijo. Strategijo je Evropska komisija sprejela leta 2014.

REGION

## Potrebna hitna akcija: Jadransko more sa rekordno niskim udjelom zaštićenih područja

06/12/2021 15:03 Izvor: CDM



15 DECEMBRA 2022

## Jadransko more sa rekordno niskim udjelom zaštićenih područja, potrebna e hitna akcija

Twitter



IZDVOENO



Se e podgotven dogajeto na kashot pazar, direktorot na MoA



Prerovirana sferijalarna platforma za sovetuvanje oJ na javnost naob



Podgotven ter odobrenija za



Ke ama li nov

**Dr. Andrej Sovinč** e profesor na slovenskiot Fakultet za matematika, prirodni nauki i inforamatski tehnologii na Univerzitetot Primorska, kade na katedrata za biodiverzitet gi predaava predmetite Začuuvanje na kopnenite ekosistemi. Zaštiteni podračja i Odrжливо koristenje. Autor e na brojni knigi i eden od vodечките eksperti vo oblasta na životnata sredina vo Evropa. Poseduva značajno iskustvo vo planiranje, vospostavuvanje i upravuvanje na zaštiteni podračja/ Natura 2000 oblasti i obnovuvanje na живеalishata. Toj isto taka e aktiven vo zaštita na prirodata na meѓunarodno nivo, kade za primer, go koordiniravae IUCN Evropskiot Akcijski Plan (IUCN) pretstavava Meѓunarodna unija za zaštita na prirodata), a od 2012 godina naevamu ja koordinira Evropskata mreža sostavena od повеќе od 700 eksperti vo ramki na Komitetot za zaštiteni podračja na IUCN.

Dr. Sovinč, mnogu čenet predaava i prijavten sogovornik ja pretstavu studentata so naslov „**Analiza na zaštiteni morskii podračja vo EUSAIR i predlozi za korektivni merki**“ na zainteresiranite strani: odgovorni za zaštita na životnata sredina vo jadransko-

15 DECEMBRA 2022

## Izvanredan uspjeh u borbi protiv zagađenja: Cjelokupna teritorija Sredozemnog mora proglašena za kontrolnu zonu emisije oksida sumpora iz brodova

Autent: Standard 06/12/2022 15:03

Švi brodovi koji plove Mediteranom, samim tim i Jadranskim morem, počevši od 1. januara 2025. godine, će morati da ograniče udio sumpornog goriva na 0,1 odsto, dok je globalna granica 0,5 odsto.



Božićić, Alen, MedijaPlus



NAJNOVIJE

Publika: 1 | 11/12/2022 13:08

"Drugi svijet" Milana Boska u Multimedijalnoj sali

Konjaci e Božićić: Predsjednik SDP došlo do pala Vlade...

15 DECEMBRA 2022

## Isključitelno dostignuвање во борбата против загадувањето - целото Средоземно Море прогласено з контролна област за емисиите на сулфур диоксид од бродовите

Twitter



IZDVOENO

Se e podgotven dogajeto na kashot pazar, direktorot na MoA

Prerovirana sferijalarna platforma za sovetuvanje oJ na javnost naob

Prerovirana od 1. januara 2025. godine, svi brodovi koji plova na Mediteranu (a osi samostalno i na Jadransko more) sa moraat da go ograničat udjelot na sulfurni goriva

na 0,1%, dadeka pak globalnata granica e 0,5% - ova e oduka se ima odredno vovajeno na borbita protiv zagađuvajeto na morskot, a osi svetoto toa i na završeto i ova e ekonomskata strategija na krajbregovite regionima.





# Social media coverage



Eusair Facility Point  
7. marec ob 11:53 · ...

Today at 13:00 CEST, a 3rd Macro-Regional Strategies Week #EUMRSWeek starts, with an open discussion with 4 EU MRS Presidencies EU Strategy for the Baltic Sea Region EUSALP Danube Region Strategy Eusair Facility Point and Marc Lamaitre (Director-General at the European Commission's Directorate General for Regional and Urban Policy Europe in my region) as a keynote speaker.

After the official opening session, 2 panels will follow. The first one will be dedicated to #young #innovators as drivers of macro-regional development, where they will present and discuss how the EU macro-regional strategies enabled them to develop and operationalise innovative solutions to socioeconomic challenges in the macro-regions. They will also present and discuss MRS-related youth projects and initiatives, focussing on their capacity to mobilize institutions, stakeholders and different funding sources. What a great introduction, since (also based on the Popri International Eusair Youth ideas introduced at the 6th EUSAIR Forum in Izola: <https://www.adriatic-ionian.eu/young-eusair-popri/>) we know that young people want to contribute to common well-being, live a #sustainable, #quality life, respect the principles of the #circulareconomy and offer solutions to various people's problems.

Within the second panel, the speakers will examine how the EU macro-regional strategies can mobilize institutions/stakeholders and funds for the implementation of the #EUGreenDeal in their respective territories while at the same time tackling global/climate/environmental challenges. These are also priorities of the EUSAIR Pillar for #environmentalquality, supported by the Eusair Facility Point and co-financed by Interreg ADRION.

Only first day and so much exciting contents... we are looking forward to keeping you updated on the program and outcomes!



EUSAIR @EusairPoint · Mar 7

In the past we had great examples of working together w/young journalist:

[adriatic-ionian.eu/.../highlights...](https://www.adriatic-ionian.eu/.../highlights...)

w/GeoRegNet: [youtube.com/watch?v=mShycM...](https://www.youtube.com/watch?v=mShycM...)

and many more: [adriatic-ionian.eu/.../side-event...](https://www.adriatic-ionian.eu/.../side-event...)

We intend to continue w/good practices!

adriatic-ionian.eu  
Side event: Many generations - one future! - Adriatic-IONIAN

JZP IZOLA · 1st  
Facility point EUSAIR at Municipality of Izola  
5mo · Edited · ...

During the 15th meeting of the thematic steering group of the "Environmental Quality" pillar within the EU Strategy for the Adriatic-Ionian Region (EUSAIR), members of the group, representatives of the European Commission offices, the EUSAIR Facility Point Izola, and other guests discussed various ongoing activities. In particular, they focused on the Albanian presidency of the EUSAIR strategy, which was taken over from Slovenia on 1 June, focusing on topics such as youth and all-inclusiveness, European integration and green agenda, tourism and culture, and connectivity. The most attention attracted a presentation of the study by Mr. Andrej Sovinc "Analysis of marine protected areas in the EUSAIR region and proposals for corrective measures". He also proposed the establishment of AdrlonPAN – a professional organization with clear goals in supporting the identification and designation of marine protected areas, capacity development and networking. More about this will be discussed at the special workshop on 9 November, organized by the Environment Quality pillar within the EUSAIR in cooperation with the Ministry of Foreign Affairs of Northern Macedonia and Slovenian institutions – Ministry of Foreign Affairs, Ministry of the Environment and Spatial Planning, and the Government Office for Development and European Cohesion Policy. You may read more at <https://lnk.ln/eJg-Tn6d> #environment #sustainability #marineprotection



## EUSAIR media coverage per country

Country	Number of placements	Placement period
Albania and Kosovo	12	September 2021 – March 2022
Macedonia	10	September 2021 – March 2022
Croatia	8	September 2021 – March 2022
Montenegro	21	September 2021 – March 2022
Bosnia and Herzegovina	4	September 2021 – March 2022
Slovenia	11	September 2021 – March 2022
Italia	6	September 2021 – March 2022
Serbia	9	September 2021 – March 2022
<b>TOTAL PLACEMENTS:</b>	<b>81</b>	September 2021 – March 2022



Thank you for your attention!

