

November 2017  
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**Dear Reader,**

**Welcome to the first edition of the EUSAIR newsletter #1!**

In this and future editions, we shall be reporting on events, news and developments related to the implementation of the EU Strategy for the Adriatic-Ionian Region (EUSAIR). Our aim is to make it a regular publication and use it to keep you informed on current affairs in the region.

The theme of the first edition is the "Mediterranean Coast and Macro-regional Strategies Week 2017" – an annual event held every September in Slovenian coastal cities with the aim to raise awareness and show the added value of EU macro-regional strategies. The working title of this year's event was "Living with the sea" and the organizers wanted to show the importance of the EUSAIR when addressing challenges and potentials in the Adriatic sea basin. In this issue you will find articles recapping most significant events of the week, accompanied by videos and photos. You will also find information on the upcoming events and some useful links.

We truly believe that great stories of the Adriatic-Ionian region are just waiting to be discovered. Everyone has a story to tell or at least an opinion to share. We encourage you to use this newsletter as a channel to share information and items of interest with other EUSAIR community members. Insights, views, conference feedback, publications or your personal experience on the implementation of the EUSAIR are especially welcomed.

Our work would not have been possible without the support of many people. Our gratitude goes to each and every person who made this newsletter a reality.

We sincerely hope that this newsletter is a step further to a wider recognition of all our efforts towards a PROSPEROUS AND INTEGRATED ADRIATIC AND IONIAN REGION.

Enjoy your reading!

Staša Mesec, EUSAIR Facility Point Project Manager

with the EUSAIR Facility Point Lead Partner team



**Teden sredozemske obale in makroregionalnih strategij  
Slovenija, 20.-23. september 2017**  
**Mediterranean Coast and EU Macro-regional Strategies Week  
Slovenia, 20-23 September 2017**

This was the 3rd annual Mediterranean Coast and Macro-regional Strategies Week, held between 19th and 29th September 2017 in Portorož, Slovenia, and at other coastal locations in northern Istria. The stream of 16 thematic events, organised by several Slovenian institutions in cooperation with the European Commission and the EUSAIR Facility Point in Slovenia, gathered around 250 professionals involved in EU cohesion policies and programmes from all four macro-regions. We captured the event's atmosphere and energy in the video below.



Mediterranean Coast and EU Macro-regional Strategies Week 2017

### **Conference on EU Macro-regional Strategies, Media and Communication**

The international conference of EU Macro-regional Strategies on Media and Communication represented the central part of the programme. The conference, organized on 20-22 September in Portorož, brought together media experts, journalists and communication officers from all four macro-regional strategies to discuss how to raise interest and improve the visibility of EU macro-regional strategies in the media and public. The holding of the conference was made possible by the Slovenian National coordination for EU Macro-regional strategies in partnership with the European Commission and the EUSAIR Facility Point Lead Partner. Check the highlights of the conference in the video below.



Conference on EU Macro-regional Strategies, Media and Communication - Highlights

### Key takeaways from the conference

- the media- and the macro-regional world were brought together for the first time to discuss possibilities of mutual support in strengthening the visibility of EU macro-regional strategies among the media and public
- for the first time, the EU macro-regional strategies got insight into the functioning of the media in today's society and learned how to simplify and make macro-regional topics more interesting for the media
- for the first time, the media received knowledge on what EU macro-regional strategies are, what they do and what is their added value
- for the first time, the distinct relationship between the macro-regional communication and concrete work of journalists was exposed
- the communication officers of all four EU macro-regional strategies (Baltic, Danube, Alpine and Adriatic-Ionian) met for the first time to share experience and best practices
- the need and willingness for a more regular exchange of information and solid cooperation among all four EU macro-regional communication officers was confirmed

If interested in details and specific sessions, you can take a look of the recorded webstream of the conference: Day [1](#) and Day [2](#), in particular the expert stock taking in part [3](#) and [4](#). Main conclusions and recommendations are available [here](#).



**"When communicating a macro-regional strategy, a consistent message about its purpose and added value should be embedded into a local and national context,"** Dana Spinant, Director of Budget, Communication and General Affairs, European Commission, DG Regio.



**"Communication is all about people's feelings and making stories interesting,"** Alenka Smerkolj, Minister for Development, Strategic Projects and Cohesion, Republic of Slovenia.

#### **Coming soon: EUSAIR Communication manual**

We are happy to announce that our upcoming Communication manual will be published soon. Conference's findings are included in its preparation as well as specific communication issues related to the EUSAIR. We will keep you posted!

#### **'Going local' communication seminar**

The EU Cohesion Policy is at a turning point where all involved stakeholders are challenged to demonstrate its added value by strengthening the communication efforts at all levels. How to increase the visibility of the EU Cohesion Policy and how to link its mainstream programmes with the European territorial cooperation programmes and the macro-regional strategies, were key questions addressed at the communication seminar entitled »Going Local«, organized by the Government Office of the Republic of Slovenia for Development and European Cohesion Policy and the European Commission on 20 September in Portorož. [Read more](#)

#### **EUSAIR TSG 3 workshop on improving the quality of life in the region**

A full-day event entitled "How to translate synergies between the Integrated Coastal Zone Management and Maritime Spatial Planning into concrete projects" was organized by the EUSAIR TSG 3 Pillar coordinators on 21 September in the historic town of Izola. The workshop gathered 16 speakers and a total of 59 participants from Slovenian ministries, the EUSAIR Pillars, as well as the European Commission. The main aim of the workshop was to identify and develop projects that can improve the quality of life of the coastal population in the entire Adriatic-Ionian region. A list of cross-border plans will be presented to the European Commission by the end of 2017. [Read more](#)

#### **Networking event to facilitate cooperation in the Alpine- and Adriatic-Ionian region**

The workshop "Networking for Ecological Connectivity and Green Infrastructure" was organized on 19 September in the Nature reserve Škocjanski zatok in Koper. The main objective of the workshop was to enter into a dialogue with potential stakeholders interested in the future cooperation related to the development and implementation of projects and activities on ecological connectivity and green infrastructure. The workshop was one of the initiatives to foster cooperation in the Alpine- and the Adriatic-Ionian region. [Read more](#)



Photo: Workshop AlpGov project



## Coastal Cleanup Campaign 2017

The Mediterranean Coast and EU Macro-regional Strategies Week 2017 was rounded off by a coastal cleaning campaign - "Coastal Cleanup", or "ČISTA OBALA" in Slovenian. On 23 September, a record number of 175 volunteers from all over Slovenia gathered on a sunny day and with great enthusiasm cleaned the coast from Debeli Rtič, Koper-Žusterna, Belvedere to Strunjan, Fiesa and Seča. In total, a record 14 km of coastline was cleaned and 21,572 pieces of waste were collected, which is 75% more than in 2016. [Read More](#)



Photo: Institute of Water of the Republic of Slovenia



### Upcoming events

**29-30 November, Vienna**

[2nd Joint meeting of EU macro-regional transport coordinators](#)

**1 December, Beograd**

TSG 2 meeting

**12-13 December, Zagreb**

EUSAIR Facility Point Steering group meeting

**14-15 December, Beograd**

TSG 3 meeting

**24-26 January 2018, Ispra**

[Macro-regional Innovation Week - Knowledge and Technology transfer in Macro-regions](#)

### You might be also interested in

[Financing the EUSAIR report, International conference in Cesenatico, 28 October 2017](#)

[European Commission's study on EU macro-regional strategies and links with the Cohesion Policy - final report](#)

[EC President Jean-Claude Juncker State of the Union Address 2017](#)

[€ 14.5 million funding available under EMFF Sustainable blue economy call](#)

[What is a macro-regional project?](#)

[KEEP database – a source of aggregated data of projects and beneficiaries of EU territorial cooperation programmes](#)

Interested in Cohesion Policy post-2020? [Check the 7th European Commission's Cohesion report](#) and [ESPON's EU Territorial Review](#)

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### **EUSAIR Facility Point project**

The EUSAIR Facility Point is a strategic project aiming to support the governance of the EU Strategy for the Adriatic-Ionian Region (EUSAIR). It is a partnership of public institutions from Albania, Bosnia and Herzegovina, Croatia, Greece, Italy, Montenegro, Serbia and Slovenia. The Government office of the Republic of Slovenia for Development and European Cohesion Policy acts as a lead partner. Project duration is from 2016 until 2022.

**EUSAIR Facility Point, Lead partner**

**Republic of Slovenia, Government Office for Development and European Cohesion Policy**

**Kotnikova, 5, SI-1000 Ljubljana, Slovenia**

**T: +386 (0)1 400 3362 E-mail: [eusair.point.svrk@gov.si](mailto:eusair.point.svrk@gov.si) Website: [www.adriatic-ionain.eu](http://www.adriatic-ionain.eu)**

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EUSAIR Facility Point · Kotnikova ulica 5 · Ljubljana 1000 · Slovenia

