



Date: 9.11.2021

ADRIATIC-IONIAN REGION (EUSAIR) S3 NETWORK A PUSH FOR STRENGTHENED INTERNATIONALISATION:

Second EUSAIR Smart Specialisation Strategies Meeting:

“How can we embed innovation potentials around EUSAIR Flagships?”

11th of November 2021

Venue: Izola (Slovenia) and video conference via EUSAIR’s Stakeholders Platform.

Please join the meeting from your computer, tablet or smartphone:

<https://www.gotomeet.me/EUSAIR/workshop-eusair-flagship-innovation-potentials>

Objective of the meetings:

At the first Smart Specialisation Strategy (S3) meeting were exchanged information, experiences and provided mutual learning between Adriatic-Ionian Government Officials on the topics of: (i) S3 implementation in the programming period 2014-2020 and (ii) S3 design in the next programming period. The links between relevant Adriatic-Ionian Government Officials were established to spur future S4 macro-regional cooperation.

The conclusion was to continue with regular meetings to build upon the common challenges in the field of innovations.



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Therefore the ambition of the second meeting is to identify and present best innovation practices in the area of the EUSAIR Flagships, particularly in relation to:

- Sustainable management of natural heritage and protection of the environment
- Sustainable management of tourism destinations and sustainable development of tourism

The innovation best practices will be presented based on identified Innovations around Flagships with the ultimate objective of empowering flagships, to boost innovations in those flagships but also to develop policy mix mechanisms to boost innovations. The meeting will be the first in a series of events organized around different pillars and flagships with the following ultimate objectives:

- Empower flagships with innovations
- Identify innovations in the EUSAIR and wider regions
- Develop recommendations for policy mix
- Identify cross-cutting innovations around regions and boost exchange of experience and capacity building

Agenda:

11 November 2021	
9.15-9.30	<i>Registration and platform testing</i>
9.30-9.45	Welcome words, Introduction to the event and concept
9.45-10.00	EUSAIR Facility Point activities and results summary
10.00-10.40	<i>Innovations in sustainable management of natural heritage and protection of the environment</i> <i>David Volk, Sigma Energija - Sigma WEC – harvesting the energy of the waves</i> <i>Matjaž Harmel, Zavita – Innovations in Nature Protection Management</i> <i>Nikos Therapos, Enaleia – Innovations in Protection of environment and Fisheries Sector</i>

10.40-10.55	<i>Moderated discussion with innovation owners and policy implementers</i>
11.00-11.50	<p><i>Innovations and sustainable management of tourism destinations and sustainable development of tourism</i></p> <p><i>Nedo Pinezić - Development of sustainable tourism based on local communities, with translation</i></p> <p><i>Dr Antonio Barone, Director of the Phoenicians' Route - Cultural Route of the Council of Europe</i></p> <p><i>Daniela Jelinčić, IRMO - Innovative Actions in Sustainable Tourism EU Strategy for the Adriatic-Ionian Region (EUSAIR)</i></p>
11.50-12.05	<i>Moderated discussion with innovation owners and policy implementers</i>
12.05-12.15	<i>Conclusions and next steps</i>

Participants:

- Innovation leaders and owners from the EUSAIR and broader area
- Policy and decision makers
- Flagship partners and TSG members in the fields of sustainable environment management, nature preservation and protection, sustainable tourism management and development



About EUSAIR:

The general objective of the Adriatic-Ionian Macro-regional Strategy (EUSAIR) is to promote economic and social prosperity and growth in the region by improving its attractiveness, competitiveness and connectivity. With four EU members (Croatia, Greece, Italy, Slovenia) and five non-EU countries (Albania, Bosnia and Herzegovina, Montenegro, North Macedonia and Serbia) the strategy is contributing also to the EU Enlargement process and further integration of the Western Balkans.

The participating countries of the EUSAIR agreed on areas of mutual interest with high relevance for the Adriatic-Ionian Region, being it common challenges or opportunities. The countries are aiming to create synergies and foster coordination among all territories in the Adriatic-Ionian Region in the four thematic areas/pillars: blue growth, connecting the region, environmental quality and sustainable tourism. Link to agreed Priorities/Flagships: https://www.adriatic-ionic.eu/wp-content/uploads/2020/06/EUSAIR-flagships-GB_F.pdf

EUSAIR is a platform for cooperation, which brings together stakeholders from governments, local institutions, civil society, private entrepreneurs, academia, projects etc. **It allows capitalisation on one side, and policies coordination and innovation with existing EU initiatives across the region.**

EUSAIR also provides orientation for funding programmes in the region. In the period 2021-2027, European Structural and Investment Funds (ESI Funds) and IPA investment funds should increasingly focus on a broad range of actions linked to improving the performance of regional innovation ecosystems (both in terms of their institutional strength/governance, as well as in terms of specialisation/diversification).

Since Smart Specialisation Strategies (S3) represent a common innovation and regional development policy lever within the Adriatic-Ionian Region, **the creation of a strong S3 stakeholder network is a way to push forward the governance of innovation on multiple levels. At the current state all participating countries have agreed on flagship projects, and on common approach towards including the flagships in the future programming documents connected with ESI funds.** With this being done the time is coming to boost economical exchange, internationalisation and further develop joint collaboration opportunities.

S3 play a crucial role in European regional development and innovation policy. Through S3 European regions and countries are identifying and supporting a limited number of priority areas for knowledge-based investments. The design and implementation of regional and national S3 is aimed at ensuring more effective spending of public resources, concentrating on certain domains of national and regional knowledge or expertise. **Although S3 are based on a place-based approach, they require looking beyond national and regional boundaries.** In the next period, S3 should become a structuring mechanism for a broader range of transformational processes, such as the digitisation of the economy, measures to develop SME competitiveness, and entrepreneurship and internationalisation. The effectiveness and efficiency of S3 design and implementation can only be achieved through systematic and constructive comparisons, mapping national and the international context in search of examples to learn from and performing effective collaboration.