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MEDITERRANEAN COAST AND MACRO-REGIONAL STRATEGIES WEEK

9-11 / 22-23 November 2021

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DAY Event HOUR	Programme
TUE	
9. 11.	
09.00-12.00	<p>WORKSHOP OD EUSAIR PILLARS ENVIRONMENTAL QUALITY AND BLUE GROWTH: WHAT CAN EUSAIR DO TO ENABLE THE BLUE AND GREEN SUSTAINABLE GROWTH IN EUSAIR: MSP IN EUSAIR STATE OF THE ART</p> <p>The joint workshop of TSG3 and TSG1 will be dedicated to the further enhancement and recognition of marine protected areas (MPA) and spatial planning at sea and river basins in EUSAIR region. EUSAIR countries should recognize the importance of maritime protected areas and spatial planning at sea and the importance of plans for joint planning of protected areas at river basins. The workshop will give the opportunity for each county to present the state of the art of the work done and challenges in establishing the blue and green corridors and marine and water spatial planning.</p> <p>To further elaborate on the possibilities of establishing the MPA's in EUSAIR a part of the workshop will be dedicated to the presentation of good practices and analysis already done in EUSAIR area that was further reinforced with the analysis of the legal basis in establishing MPA's. The discussion at the end of the workshop will aim to find a common agreement on where the transboundary MPA's and river basin protected area could be established and how can EUSAIR support the process.</p>
WED	
10. 11.	
11.00-11.40	PRESS CONFERENCE
12.00-12.45	OFFICIAL OPENING Mediterranean Coast and EU Macro-regional Strategies Week 2021
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11. 11.	
9.00-12.00	<p>WORKSHOP: EUSAIR – HOW CAN WE EMBED INNOVATION POTENTIALS AROUND FLAGSHIPS?</p> <p>EUSAIR key implementers defined the key areas of cooperation through identification of Flagship projects. To enhance these Flagships and also boost the innovation in the EUSAIR area we will in this first of a series of workshops focus and introduce innovation potentials around the selected flagships.</p>
14.00-16.30	<p>WORKSHOP: BENCHMARKING OF INNOVATION POLICIES IN EU MACRO-REGIONS/SEA BASINS – VALIDATION WORKSHOP</p> <p>The workshop aims to present and discuss the results of benchmarking of innovation policies on the sustainable blue economy in EU sea basins/macoregions, according to their innovation governance structure, policy instruments, policy processes and institutional capacity. It will provide actionable suggestions for innovation policy improvements for the Adriatic-Ionian region.</p> <p>The benchmarking exercise has been conducted in the framework of the Interreg Adrion Blueair project that aims to strengthen Adrion's institutional capacities in defining a common S3 policy for the blue economy and to ensure the alignment of local initiatives with EUSAIR through a coordinated approach.</p>

MON
22. 11.

9:00-12:00 **2ND MEETING AMONG EUSAIR KEY IMPLEMENTERS AND PROGRAMMING AUTHORITIES (MA/NIPAC MEETING)**

The Second Meeting of EUSAIR Key Implementers and Programming Authorities will build-up on the First Meeting held in 2019. This year's gathering will be used to take stock of what has been achieved during the past two years in terms of the embedding process, this time with particular emphasis on the IPA countries. The Meeting will likewise serve as an excellent opportunity for defining the steps that need to be taken in the period ahead, aiming thus at enhanced transposition of the identified macro-regional priorities into relevant programming documents addressing post 2020 period. It will raise awareness and clarify the role of key actors in charge of managing EU funds in the enlargement countries (NIPAC offices, EU Delegations, European Commission).

They will have to make sure that part of IPA III funds are invested, together with Cohesion Funds, to implement the commonly agreed EUSAIR Flagships and in line with the Economic and Investment Plan for the Western Balkans.

13:00-16:00 **ROUNDTABLE: YOUTH AND PROTECTION OF THE ENVIROMENT**

Youth activism related to environmental challenges is gaining its momentum globally. Young people can inspire change among adults, when proper mechanisms of influence are at hand and when the influence is being transformed into action.

The main goal of this round table is to spread awareness among young people in North Macedonia about the importance of their actions for a cleaner, cooler and better world, but to likewise familiarize the wider public of what they have been doing in this regard thus far. Young people need unceasing motivation to continue being the engine of changes, macro-regional approach being one of the ways for their further development.

TUE
23. 11.

10:00-11:30 **MEETING OF EUSAIR COMMUNICATION EXTERNAL EXPERTS**

The objective of a tailor-made workshop, organized by the EUSAIR Facility Point Lead Partner, is to reinforce the capacities of the EUSAIR governance structures and facilitate the exchange of experience and expertise between the aforementioned governance structures, external experts and relevant key stakeholders. The workshop aims to contribute to a better understanding what are the challenges/ needs/ wants/ capabilities in terms of strategic and operational aspects of the EUSAIR communication. Participants are expected to get equipped with knowledge and skills to minimize the risks, identify good stories and take advantage of communication opportunities in the Adriatic-Ionian Macro-region, following a build-to-suit approach in line with their area of expertise.

12:30-15:00 **COMMUNICATION WORKSHOP: COMMUNICATION QUANTITY FOR ENVIRONMENTAL QUALITY IN EUSAIR**

Basic concepts of the media landscape in relation to environmental issues, detection of best media formats and genres for the content used, how to gain journalists' interest in the topic, formulating a mission of EUSAIR Pillar 3 and developing stories to raise interest and awareness of key stakeholders and the public.

CONTACTS

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