

# **EUSAIR Innovation Community 3rd event**

## **Innovations in Sustainable Tourism**

**5.7. 2022, 10.00-14.00, Online**

**„Innovation is insight in action“**

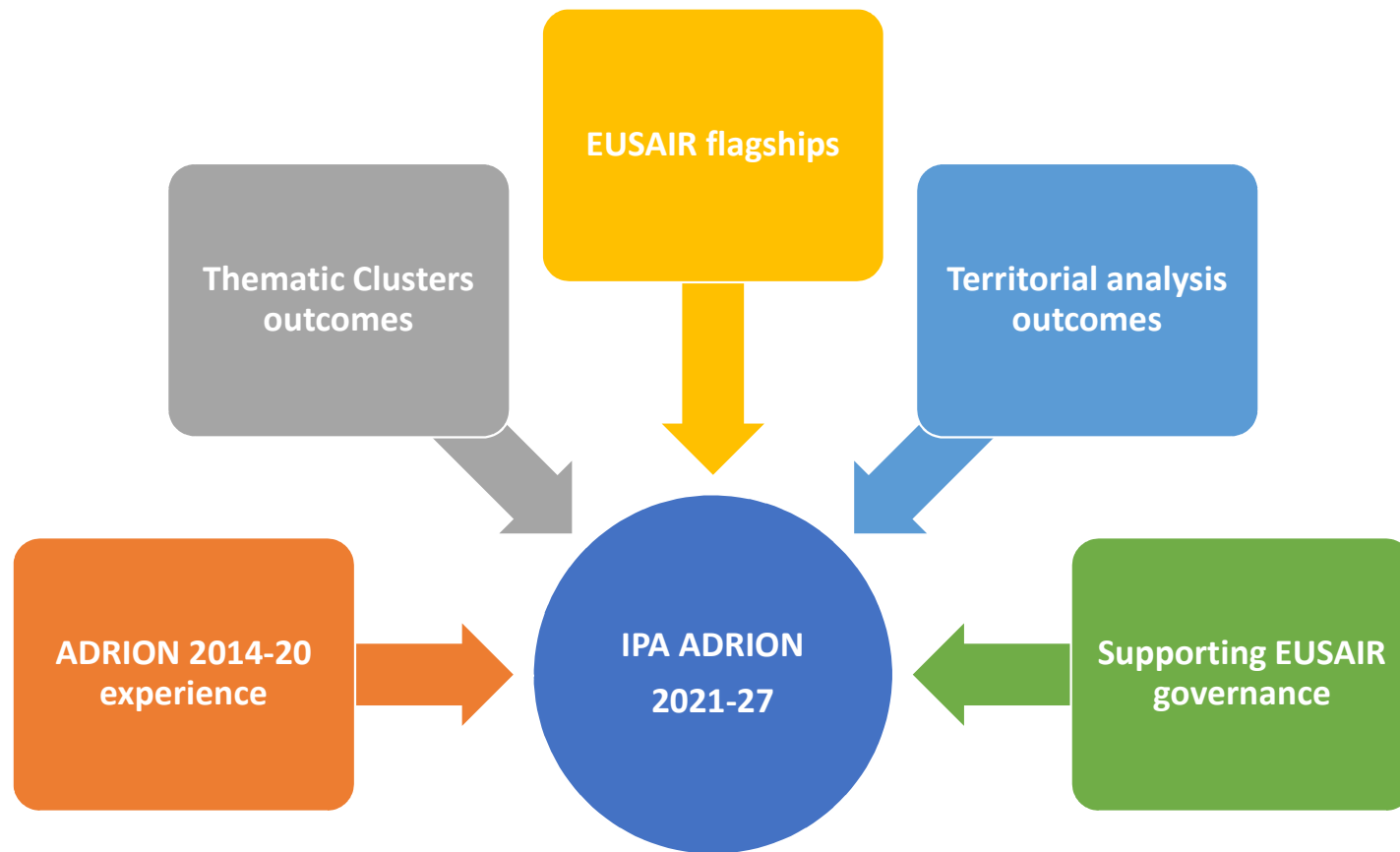


**Third EUSAIR Innovation Community Meeting**  
**Helping to strengthen Quadruple Helix stakeholders**  
***Opportunities for TSG4 flagships in the new programming period***

***Contribution of the new IPA ADRION 2021-2027***

*Online meeting, 5<sup>th</sup> July 2022*

## ADRION 2014-20 vs IPA ADRION 2021-2027



## IPA ADRION 2021-2027 geographical area

- Croatia
- Greece
- Italy
- Slovenia
- Albania
- Bosnia-Herzegovina
- Montenegro
- Republic of Serbia
- **New entry:** North Macedonia
- **New entry:** Republic of San Marino



Focus on enlargement



New programme name: IPA ADRION

Interreg  
IPA ADRION



Co-funded by  
the European Union

## IPA ADRION 2021-27 mission and vision

Interreg



Co-funded by  
the European Union

IPA ADRION

The Program intends to:

- ☐ contribute to inject **dynamism in the enlargement process** regarding some key negotiation chapters, like cohesion, inclusive growth, green agenda, and sustainable connectivity through the engagement of experienced beneficiaries and stakeholders;
- ☐ support **strengthening cohesion** in the Adriatic-Ionian area through the implementation of **MRS EUSAIR** both at governance level and through the granting of projects that are transnational expression of the identified flagships;
- ☐ **support EUSAIR governance, administrative capacity building**, and encourage the exploitation of synergies and cooperation effectiveness;
- ☐ make the **impact of granted projects** through the **strengthening of capitalization and clustering** activities **stronger** and encourage the building of quadruple helix networks.

## Programme's focus

- ❑ **Environmental-sustainability, innovative and resilient approaches**, also with regard to **Covid-19** pandemic crisis, shall be cross-cutting elements of the future granted projects;
- ❑ Outcomes having a **medium-long effects** by sowing the seeds of **long-term cooperation, rooting networks and promoting capacity building**;
- ❑ **Experimental approaches** will be explored to widen the interest of the programme and its cooperation;
- ❑ **More Capitalisation and clustering activities** to establish knowledge hubs



## Policy objectives of IPA ADRION 2021-2027



01



Supporting a smarter  
Adriatic Ionian region

39,64 M€

73,81 M€

Supporting a greener  
and climate resilient  
Adriatic-Ionian region



02



03



Supporting a carbon  
neutral and better-  
connected Adriatic-  
Ionian region

12,30 M€

10,93 M€

Supporting the  
Governance of the  
Adriatic-Ionian region



04



Programme budget: ca MEUR 136,7 EU contribution

# PO1 – Supporting a smarter Adriatic Ionian region - main topics



## SO 1.1 : Strengthening innovation capacities in the Adriatic -Ionian region



- **Smart Specialization (S3)**
- **Sustainable blue economy**
- Green innovation
- Clean technologies
- Industry 4.0 and digital technologies
- Social innovation
- Health
- **Creative and cultural industry**
- **Tourism Innovation**

- **Transnational S3** in the main areas of specialization of the Adriatic Ionian area (among which ***sustainable tourism and creative economy***);
- **Transnational and macro-regional clusters** in the emerging sectors (among which sustainable tourism);
- **SMEs development and modernization**
- **Transnationally designed innovations** to face societal and environmental challenges.
- **Promotion of digital solutions** in the private and public sector, and digital capacity building

## SO 1.2 : Supporting skills development in the Adriatic -Ionian region



- **Skills for sectors of S3 relevance**  
(blue economy, green innovation, clean technologies, industry 4.0 etc.)
- **S3 Management**

- Actions and institutional learning addressed for **S3 design, implementation and monitoring**
- Education and training concepts for the uptake and diffusion of digitalization, decarbonisation, circular economy management, blue economy, renewable energy;
- Development of **knowledge hubs and platforms** related to the **S3 identified sectors**.



## PO2 – Supporting a greener and climate resilient Adriatic-Ionian region



*SO 2.1: Enhancing resilience to climate change, natural and man-made disasters in the A-I region*



- Climate change
- Natural and man-made disasters

- Develop, implement, and promote **transnational climate change adaptation strategies, plans and test solutions** with a focus on people's health, preservation of natural and cultural heritage and urban areas.

*SO 2.3: Supporting environment preservation and protection in the A-I region*



- Biodiversity protection and preservation
- Green and blue infrastructures
- Sustainable soil, fishery and aquaculture management;
- Environmental pollution reduction
- **Tourism environmental impact reduction**



- **Sustainable tourism** through participatory approaches and multi-level governance;
- **Sustainable food and traditional agricultural products** (e.g.: old seeds, traditional animal breeding etc.) as well as support to **km 0 food chain** and **food safety and quality**;
- Develop and implement **joint strategies on Adriatic and Ionian seas** to **safeguard biodiversity considering the sea conflicting exploitation: tourism**, commercial and recreational shipping, aquaculture plants, settlements of offshore wind parks, oil and gas extraction etc.
- Develop measures and test solutions **to minimise the tourism environmental impact**.