



# EUSAIR Innovation Community 3rd event

## Innovations in Sustainable Tourism

5.7. 2022, 10.00-14.00, Online

„Innovation is insight in action“



## Eusair Facility Point Lead Partner: Building Innovation Community

**Mission:** To strengthen innovation capacity in the EUSAIR region in order to:

- Increase economic development with cross sectoral cooperation,
- Help create value chains for the better of the region,
- Help exchange good practices between the countries.

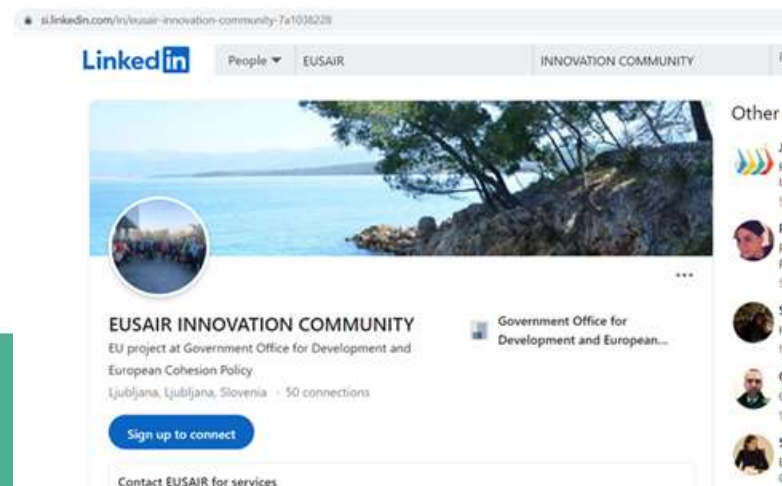
### Objectives:

- To provide pool of usable and transferable innovations,
- Show strengths of the regions around flagship priorities,
- Support Smart Specialisation Strategies (S3/S4) implementation,
- Present needs of innovations towards decision makers/ policymakers to embed innovation potentials (in the flagship priorities and regional and national programmes),
- Provide networking opportunities and best practice exchanges.

Welcome to connect: LinkedIn: „**EUSAIR INNOVATION COMMUNITY**“

### Conclusions from last two events:

- Workshops thematically focused
- Joint strategies to S3 development
- Create more connections, exchange of experiences, help create international value chains/projects + broader connections





## TO TAKE INTO ACCOUNT:

- Global warming, new situation after 24.2. 2022, Covid 19; Oil barrel from 108\$ to 380\$?!;
- Enlargement, Green Deal, Agenda 2030, RIS3 Guide, Digital Compass exc (Transformation to Green and Digital economy)
- Importance of innovations/creating innovative environments *(Improving coherence between S3/S4 and defined Flagships)*
- **(Sustainable) Tourism:** Strongly related to other Pillars + sustainability



### Suggestions of Innovations in Sustainable Tourism:

- *Circularity, Digital transformation, Ecotourism, Nautical Tourism, Sustainable Cruise Tourism (Waste management), Fishing Tourism, Sustainable Mobility in Tourism, Seasonality, Skills and Capacity*  
(Source: S3 and Coastal Maritime Tourism Workshop, Sweden, 15.6.2022)



Write down questions/ideas you might have

Discussion at the end: Next steps?

10.00-10.05	Intro to EUSAIR and the purpose of innovation approach within the project	GODC
10.05- 10.20	Regional Innovation strategy for Smart Specialisation Strategies (S3) in the EUSAIR - Suggestions/observations	Dr. Roberta Ruggeri, Universita Politecnica delle Marche
10.20- 11.05	Opportunities for TSG4 flagships in the new programming period - Interreg CENTRAL EUROPE (10.20- 10.35) - Interreg Euro- MED (10.35-10.50) - Interreg ADRION/IPA ADRION (10.50- 11.05)	Interreg CENTRAL EUROPE, (Mr. Christophe Ebermann) Interreg Euro- MED (Mr. Axel Rodriguez Garrote) Interreg ADRION/IPAADRION (Ms.Adela Franja)
11.15.-11.30	Short break	
11.30- 11.50	Questions from participants	
11.50-12.05	I3 Instrument calls + Questions from participants 5'	EC- EISMEA (Ms. Valentina Pinna)
12.10- 12.25	Presentation of good practice: TSG4 and S3/S4 policies in Slovenia + Questions from participants 5'	GODC (Mr. Gorazd Penko) SRIPT (Ms. Alma Lieber)
12.30-12.50	- Presentation of good practice: Sustainable tourism project financing (12.30.-12.40) - Presentation of a TSG4 flagship example, available for financing (12.40-12.50) + Questions from participants 5	Walk of Peace (Ms. Maša Klavora) Crusair (Ms.Zrinka Marušić)
12.55.-13.30	Roundtable: How can we improve connectivity of S3 and TSG4 flagships	Discussion among TSG4 members