

# **1ST ACTION LAB FOR EUSAIR ETC MANAGING AUTHORITIES**

**CAPITALIZATION STRATEGY AND FIRST RESULTS: THE ADRION  
PROGRAMME EXPERIENCE**

16 July 2021, online event

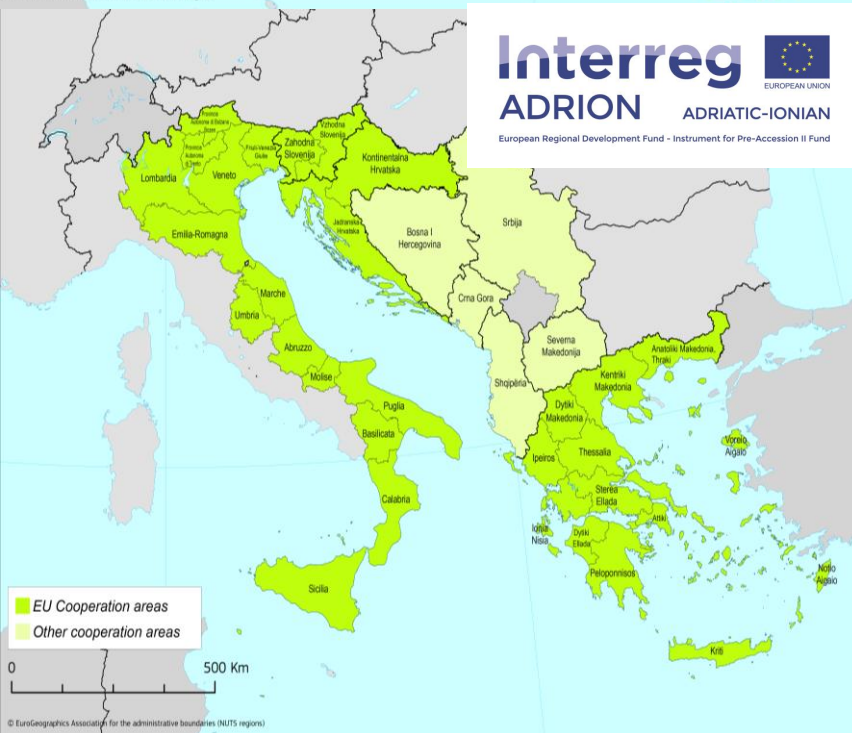
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# ADRION AND THE EUSAIR STRATEGY

*“Capitalisation requires a **cross-cutting approach**, encompassing a broad range of measures, from analysis to collection, up to dissemination and promotion of project results [...] The macro-regional strategy **EUSAIR can benefit from ADRION project results** to increase the knowledge in key areas of the Adriatic-Ionian region as well as, vice versa, it can promote project results, offering networking opportunities, increasing the project results’ visibility and dissemination.”*

ADRION CAPITALISATION STRATEGY, 2019



*“ADRION will fully optimise synergies and complementarities among selected TOs, **align them to the pillars of the EUSAIR** and mobilise follow-up activities implemented under the ADRION label.”*

ADRION COOPERATION PROGRAMME, 2014-2021

# THE ROLE OF EUSAIR IN THE ADRIAN CAPITALISATION PROCESS

**Macro-regional strategies** not only offer networking opportunities, but may increase project results' visibility and dissemination, provide credibility and help extend the project's life after the project lifetime (sustaining project results).

**EUSAIR** can work as *multiplier* to promote project results and disseminate a list of pre-defined best examples in line with the macro-region pillars and policy goals.

## Lessons Learned from other Programmes supporting the Macro-regional Strategy

- **DTP Thematic Poles** are based on the **EUSDR** Priority Areas to reinforce the links between the Programme and the Strategy and foster the capitalisation opportunities.
- Both the **EUSALP** management bodies and **Interreg Alpine Space** foster synergy between the **EUSALP** Action Groups and the Interreg Alpine Space projects through a joint publication



# **ADRION CAPITALISATION STRATEGY: OUR GOALS**

**Make**

**MAKE THE KNOWLEDGE AND RESULTS  
GENERATED BY PROJECTS (ADRION CAPITAL)  
WIDELY ACCESSIBLE**

**Increase**

**INCREASE THE IMPACT OF PROJECT RESULTS BY  
PROMOTING THEIR RE-USE AND TRANSFER**

**Help**

**HELP BUILD KNOW-HOW IN THE ADRIATIC-IONIAN  
REGION BY RAISING AWARENESS AND IMPROVING  
COMMUNICATION OF RESULTS IN SPECIFIC FIELDS  
AT LOCAL, REGIONAL AND NATIONAL LEVEL**

**Enhance**

**ENHANCE PROGRAMME'S IMPACTS AND FUTURE  
POSITIONING**

# METHODOLOGY AND RELATED ACTIONS

COLLECTION OF PROJECT RESULTS AND OUTPUTS



DIGITAL LIBRARY

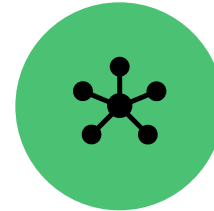


TO CLASSIFY PROJECT RESULTS AND OUTPUTS IN A PUBLIC DATABASE

BUILDING KNOWLEDGE/PRODUCTION OF STUDIES AND ANALYSIS



THEMATIC CLUSTERS



TO FACILITATE EXCHANGE OF PRACTICES AND CREATING SYNERGIES BY LINKING ACTORS WITH COMPLEMENTARY THEMATIC SPECIALIZATION

DISSEMINATION OF RESULTS



DISSEMINATION EVENTS & PUBLICATIONS



TO PROMOTE JOINT STAKEHOLDER ENGAGEMENT AND EXCHANGE DURING EVENTS ORGANISED AT NATIONAL & REGIONAL LEVEL

# CRITERIA TO DEFINE THE TOPICS OF THE THEMATIC CLUSTERS:

- Strategic key areas of the Adriatic-Ionian region;
- Topics existence in accordance with what supported by the current funded projects;
- Relevant projects' critical mass within a specific area/topic to allow effective exchanges and result oriented synergies;
- Link with policy objectives and related specific objects of the new Cohesion Policy (a Smarter Europe, a Greener, carbon free Europe, a more Connected Europe, a more Social Europe, a Europe closer to citizens).
- Consistency with EUSAIR Pillars and thematic areas

# THE FEATURES OF THE ADRIION CLUSTER AND THE LINK WITH EUSAIR



**Thematic Cluster are «Open communities», involve EUSAIR TSG members and stakeholders of the area**

**Thematic Clusters open to synergies outside the Adriatic – Ionian Community**



**Projects free to decide to participate or not in the Thematic Clusters, even though their participation is strongly recommended**

**Appointment of a Thematic Cluster Coordinator**

**Each Thematic Cluster composed by at least 3 projects**



# ADRION THEMATIC CLUSTERS

Blue Growth and related smart growth



Coastal and Marine Environment management



Towards sustainability in cultural and natural tourism destinations



Integrated multimodal sustainable water and land transport



Urban and interurban low carbon intermodal mobility for passengers



## Blue growth and related smart growth

*It comprises a wide range of other inter-dependent sectors: energy; aquaculture; bio economy; biotechnologies; shipbuilding and nautical sector development.*

## Towards sustainability in cultural and natural tourism destinations



*It addresses tourism issues among which: common branding, creation of new tourism routes, digitalization of cultural heritage, innovative tourism management approaches.*



## Coastal and Marine Environment Management

*It addresses the integrated management of coastal and marine spaces: preservation/protection of biodiversity; risk prevention and disaster resilience; pollution diffusion and waste management; blue economy.*

## Integrated multimodal sustainable water land transport



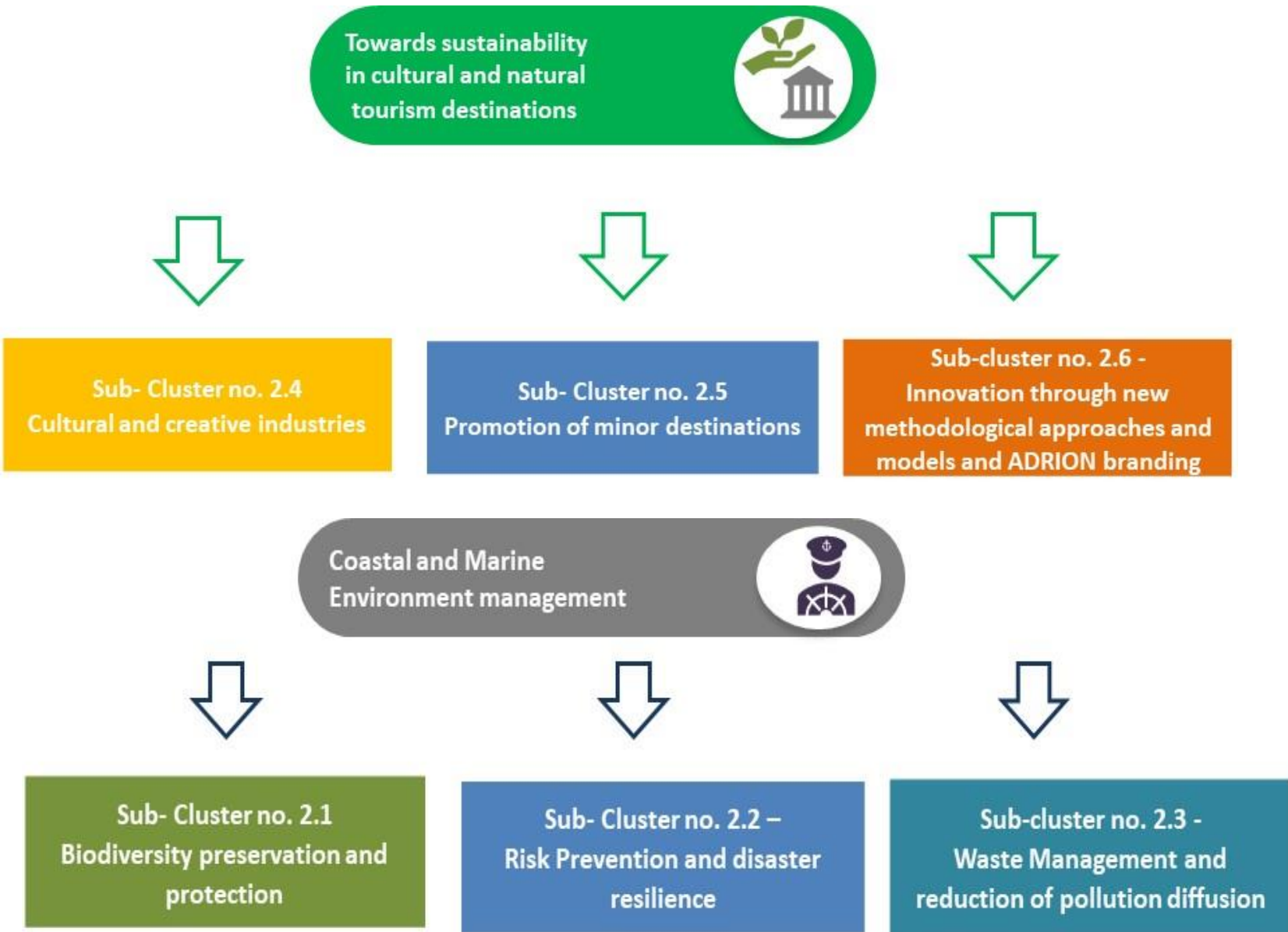
*To address low carbon integrated multimodal transport, logistic services, port and hinterland operations.*

## Urban and interurban low carbon intermodal mobility for passengers

*To address sustainable mobility service for urban and inter-urban areas.*



# ADRION THEMATIC CLUSTERS: NEW SUBCLUSTERS





## THE EXCHANGE BETWEEN ADRION CLUSTERS AND EUSAIR TSGs

- **Involvement of TSGs members** since the launch of the ADRION Capitalisation process on 11° December 2019 for the 1° Capitalisation event: breakout groups with newborn Thematic Clusters involved TSGs members and EUSAIR representatives
- TSGs members **participation to Clusters' meetings**
- **Exchange of documentation** on cluster's final outputs (project ideas, policy papers, etc.) to EUSAIR Governing board.

CROSS-FERTILISATION

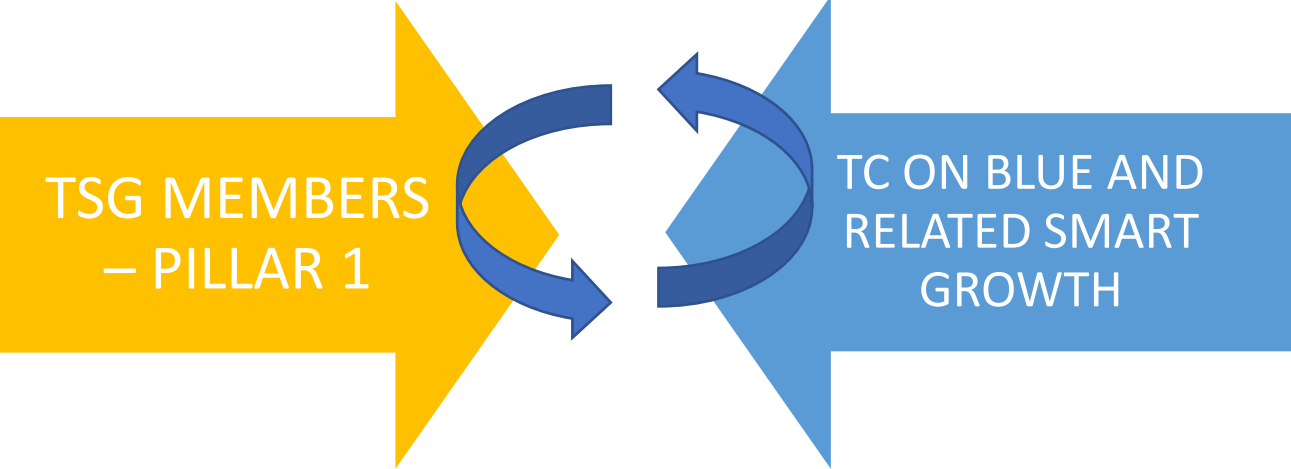
DIRECT INTERACTION/ INVOLVEMENT



**ADRION Thematic Clusters meet for the first time, Rome 2019**

# GOOD EXAMPLES OF MUTUAL RELATIONS

 Thematic Cluster on Blue and related smart growth

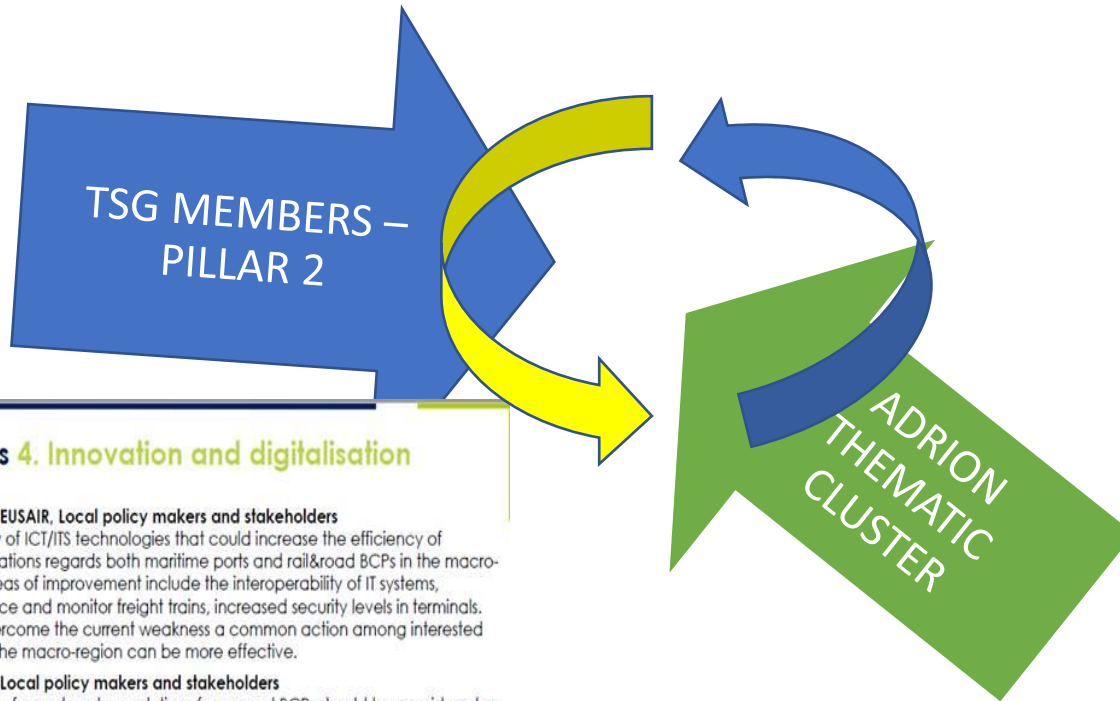


## ACTIVITIES

- Collaboration and networking between TSGs and project beneficiaries
- Knowledge exchange on strategic thematic areas relevant for the region
- Project ideas developed by taking into account the EUSAIR Flagship priorities of the TSG1



# Integrated multimodal sustainable water and land transport



## ACTIVITIES

Collaboration and networking between TSGs and project beneficiaries

Alignment of the TC policy paper to the **Transport Master Plan of the Adriatic-Ionian Region**, planned by EUSAIR

Policy paper and the concerned identified recommendations fully support the Pillar 2 Connecting the region – Flagship GREEN/SMART PORT HUBS CONCEPT

**Policy recommendations 4. Innovation and digitalisation**

4.1	Commonly address the widespread deficiency of ICT technologies/solutions	<p><b>Addressed to: EUSAIR, Local policy makers and stakeholders</b></p> <p>The deficiency of ICT/ITS technologies that could increase the efficiency of transport operations regards both maritime ports and rail&amp;road BCPs in the macro-region. The areas of improvement include the interoperability of IT systems, solutions to trace and monitor freight trains, increased security levels in terminals. In order to overcome the current weakness a common action among interested parties within the macro-region can be more effective.</p>
4.2	Implement solutions for overcoming paper-based procedures and long waiting times of border crossing procedures	<p><b>Addressed to: Local policy makers and stakeholders</b></p> <p>The realisation of one-stop-shop solutions for users at BCPs should be considered a medium term solution for reducing the time spent by vehicles at BCPs. It involves both the ICT infrastructure and soft measures as bilateral agreements to be signed for implementing. In this case as well a common roadmap at the macrolevel region can speed up the process.</p>
4.3	Improve availability of telematic applications for traffic management and for the optimisation of vehicle flows in the port with virtualisation tools	<p><b>Addressed to: Port Authorities and other logistics nodes</b></p> <p>Several tools can be used to optimise the flow of both freight and passengers vehicles in port terminals. These can be bundled in platforms customised for each port's characteristics. The implementations of these solutions can be fostered by a common roadmap at the macro-region level.</p>

# A LOOK AHEAD: ADRION 2021 -2027

Key challenges and opportunities identified by the territorial analysis

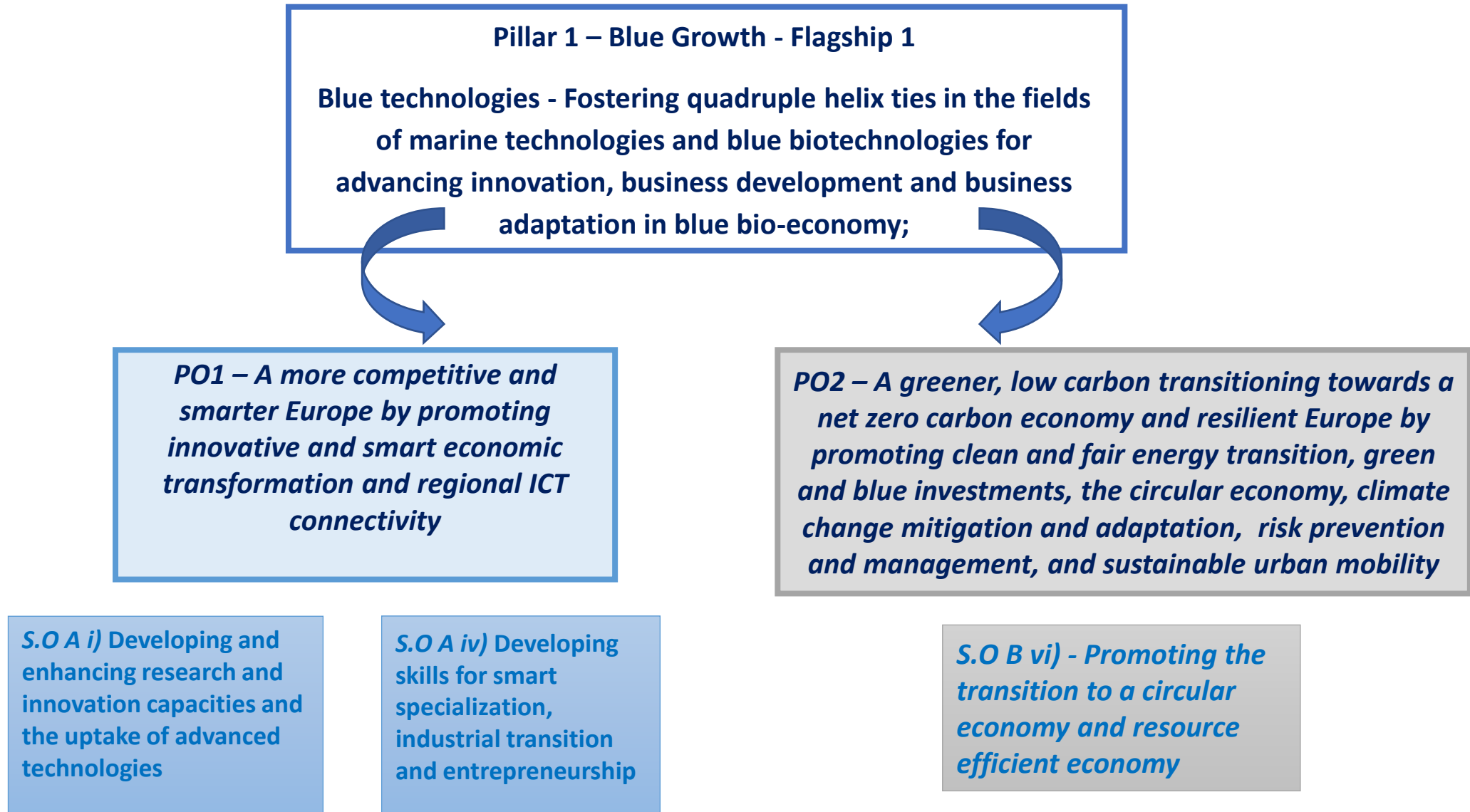
Analysis of topics currently funded and their contribution to the future programme ALSO THANKS TO ADRION THEMATIC CLUSTERS OUTPUTS (PROJECT IDEAS, POLICY PAPERS, POLICY RECCOMENDATIONS...)

Analysis of the POs, SOs and fields of intervention as reported in the draft CPR and ERDF Regulations

Meetings with TSGs members, analysis of the contribution to EUSAIR Strategy, Action Plan and flagships (80% of the programme resources)

Definition of the programme's intervention logic (Selection of POs; identification of specific objectives, fields of intervention and indicative actions)

# FLAGSHIP EMBEDDING EXAMPLE





## Policy Objective

***PO1 - A more competitive and smarter Europe by promoting innovative and smart economic transformation and regional ICT connectivity***

## Specific Objective

i) enhancing research and innovation capacities and the uptake of advanced technologies

iv) - Developing skills for smart specialization, industrial transition and entrepreneurship

## Indicative actions

Promote the development of the **Smart Specialization Strategies** at transnational and macro-regional level in the main areas of specialization of the Adriatic Ionian area

Promote the development of **transnational partnerships, innovative networks, good practice sharing and tools** along the value chains involving the relevant **quadruple helix actors**, etc.

**Promote capacity building actions and institutional learning addressed to the stakeholders and key actors involved in the process of design, implementation and monitoring of the Smart Specialization Strategies**

**Promote the uptake of advanced technologies, as well as testing, up-scaling, comparison and evaluation of innovation through the definition of policies, tools, processes, pilot actions....**

**Support and/or boost the development of transnational and macro-regional clusters in the emerging sectors as advanced packaging; biopharmaceuticals, blue growth industries, ect.**

**Promote actions to close the gap between EU and IPA ADRION Countries by raising competencies/skills of the stakeholders specially focusing on the involvement of partners from candidate and potential candidate countries**

**Promote actions and measures supporting SMEs development and modernization (also start-ups, spin-offs, collaborations) testing solutions closer to market (i.e. proof of concept mechanisms, etc)**

**Support the development of actions for raising competencies/skills of the stakeholders and key actors including education and training concepts for the uptake and diffusion of digitalization, decarbonization and circular economy management, etc.**

## Policy Objective

***PO2 – A greener, low carbon transitioning towards a net zero carbon economy and resilient Europe by promoting clean and fair energy transition, green and blue investments, the circular economy, climate change mitigation and adaptation, risk prevention and management, and sustainable urban mobility***

## Specific Objective

vi) promoting the transition to a circular economy

## Indicative actions

Setting up **policy framework to support circular** transition in territorial policies and testing its application looking at the entire lifecycle of products

Adopt integrated and systemic **approaches in waste management and recycling to achieve circularity**

Pomote the **use of secondary raw materials** within the production cycle.

# MULTIPLE FLAGSHIPS EMBEDDING INTO A SPECIFIC SO

## Indicative actions under SO A

**Developing and enhancing research and innovation capacities and the uptake of advanced technologies**

Support and/or boost the development of transnational and macro-regional clusters in the emerging sectors as advanced packaging; biopharmaceuticals, blue growth industries, creative and digital industries; logistical services, medical devices, mobility tech, environment industries, tourism etc

**TSG1 - Flagship 1** – Blue technologies - Fostering quadruple helix ties in the fields of marine technologies and blue bio-technologies for advancing innovation, business development and business adaptation in blue bio-economy;

**TSG1 – Flagship 2** – Fisheries and aquaculture - Promoting Sustainability; diversification and competitiveness in the Fisheries and Aquaculture through R&D; Technological and marketing actions including promotion of initiatives on marketing standards and health nutrition habits

**TSG4 - Flagship 1** - Green Mapping - Development of the network of sustainable Tourism businesses and clusters

**THANK YOU FOR YOUR ATTENTION**

