

Interreg



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IPA ADRION

The new IPA ADRION:

A view ahead on the next programming period 2021-2027

18th Meeting of the Thematic Steering Group for Pillar 4

Sustainable Tourism under the EU Strategy for the Adriatic and Ionian Region
(EUSAIR)

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18 October 2022*

2014-2020 Interreg V-B Adriatic- Ionian Programme (ADRION) – main outcomes

ADRION granted projects largely contributed to generate:

- common shared understanding;
- increased awareness;
- increased regional capacities and knowledge through making publicly available data and information;
- mobilisation and engagement of relevant stakeholders;
- better coordinated policies and strategies in the programme area.

23 granted projects (out of which 4 granted as follow up)

2014-2020 Interreg V-B Adriatic- Ionian Programme (ADRION) – examples of outcomes from clusters activity



Thematic Cluster towards Sustainability in Cultural and Natural Tourism Destinations



SUB-CLUSTER ON INNOVATION THROUGH NEW METHODOLOGICAL APPROACHES AND ADRION BRANDING

SUB-CLUSTER ON CULTURAL AND CREATIVE INDUSTRIES

SUB-CLUSTER ON PROMOTION OF EMERGING DESTINATIONS



A practical example: the outcomes of ADRION thematic cluster towards sustainability in cultural and natural tourism destinations

Sustainable development of the tourism sector in the ADRION macro-region - A strategic proposal for the programming period 2021-2027: Survey on the key needs and opportunities of the sector in the Adriatic Ionian area in supporting the restart after the COVID-19 pandemic and the promotion of cultural and sustainable tourism.

Proposed actions:

- Digitalisation
- Skill development/capacity building
- Entrepreneurship and innovation
- Diversification and customization
- Safety and security
- Sustainable mobility
- Protection and preservation of natural and cultural resources
- Accessible and inclusive tourism

2021-2027 Interreg VI-B Adriatic- Ionian Programme (IPA ADRION) – main features

- Croatia
- Greece
- Italy (part of)
- Slovenia

- Albania
- Bosnia-Herzegovina
- Montenegro
- Serbia

- **New entry:** North Macedonia
- **New entry:** San Marino



Geographical identity with EUSAIR macro-region

EU budget devoted to projects: MEUR 124

2021-2027 Interreg VI-B Adriatic- Ionian Programme (IPA ADRION) – overall goals

IPA ADRION shall contribute to:

- Strengthen cohesion;
- Enhance the impact of granted projects;
- Support the enlargement process;
- Support EUSAIR governance, administrative capacity building and exploitation of synergies and cooperation effectiveness.

2021-2027 Interreg VI-B Adriatic- Ionian Programme (IPA ADRION) – main features of future supported actions

- Proposed indicative actions based on EUSAIR flagships;
- Continuation of capitalization activities;
- Allow follow up topics granted in 2014-2020;
- Synergies with other programmes and sources of funding (national and EU level).

2021-2027 Interreg VI-B Adriatic- Ionian Programme (IPA ADRION) – main features



Priority
1

- Strengthening innovation capacities
- Supporting skills development

EUR 36

EUR 67

- Enhancing resilience to climate change, natural and man-made disaster
- Supporting circular economy
- Supporting environmental preservation and protection
- Supporting sustainable multimodal urban mobility

Priority
2



Priority
3

- Strengthening a carbon neutral smart mobility

EUR 11









EUR 10

- Supporting the governance of the Adriatic Ionian region

Priority
4



2021-2027 Interreg VI-B Adriatic- Ionian Programme (IPA ADRION) link with Policy and Specific Objectives

Priority 1	Strengthening innovation capacities		PO1/i)
	Supporting skills development		PO1/iv)
Priority 2	Enhancing resilience to climate change, natural and man-made disaster		PO2/iv)
	Supporting circular economy		PO2/vi)
	Supporting environmental preservation and protection		PO2/vii)
	Supporting sustainable multimodal urban mobility		PO2/viii)
Priority 3	Strengthening a carbon neutral smart mobility		PO3/ii)
Priority 4	Supporting the governance of the Adriatic Ionian region		ISO1

IPA-ADRION 2021-2027 - how transnational sustainable tourism measures will be supported

PO1.1 - Strengthening innovation capacities

- S3 in the framework of sustainable tourism
- Multilevel governance schemes to facilitate the identified area of specialisation
- Digital solutions in the private and public sector, including capacity building
- Development of transnational macro-regional strategies in sustainable tourism

PO1.4 – Enhancing resilience to climate change, natural and man-made disaster

- Support to skills in sustainable and innovative tourism

PO2.4 – Enhancing resilience to climate change, natural and man-made disaster

- Adaptation strategies linked to the preservation of natural and cultural heritage

PO2.6 - Supporting circular economy

- Digital solutions for circular economy by including applications and services

PO2.7 - Supporting environmental preservation and protection

- Exchange good practices and testing solutions through participatory approaches and multi-level governance

Indirect approaches:

PO2.8 - Supporting sustainable multimodal urban mobility

PO3.2 - Strengthening a carbon neutral smart mobility