

# AI-NURECC PLUS Initiative

**18<sup>th</sup> Meeting of the Thematic Steering Group for  
Pillar 4 – Sustainable Tourism  
under the EU Strategy for the Adriatic and Ionian Region (EUSAIR)**

**18 October 2022 – Thessaloniki (Greece)**

**Stavros Kalognomos**

**Executive Secretary of the CPMR Balkan & Black Sea Commission**

**AI-NURECC PLUS Coordinator**



## AI-NURECC PLUS in short

### Partnership:

**Coordinator:** Conference of Peripheral Maritime Regions of Europe (CPMR)



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Adriatic Ionian Euroregion (AIE)



Forum of Adriatic and Ionian Cities (FAIC)



Forum of the Adriatic and Ionian Chambers of Commerce (FORUM AIC)



Association of Universities of the Adriatic Ionian area (UniAdrion)





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## AI-NURECC PLUS in short



Main objective: **enhance Regional and Local Authorities' appropriation of the EUSAIR main objectives and opportunities**, by promoting an **efficient participatory and bottom-up approach**.

**Support the implementation of the EUSAIR cross-pillar topics: “Research and Innovation” and “SMEs Development” and “Skills Development”.**

Fields of action: **Sustainable Tourism, Cultural & Creative Industries, and Circular Economy.**

Specific target group: **Youth** as strategic target group for sustainable development of the region.



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The action AI-NURECC PLUS has received funding from the European Union



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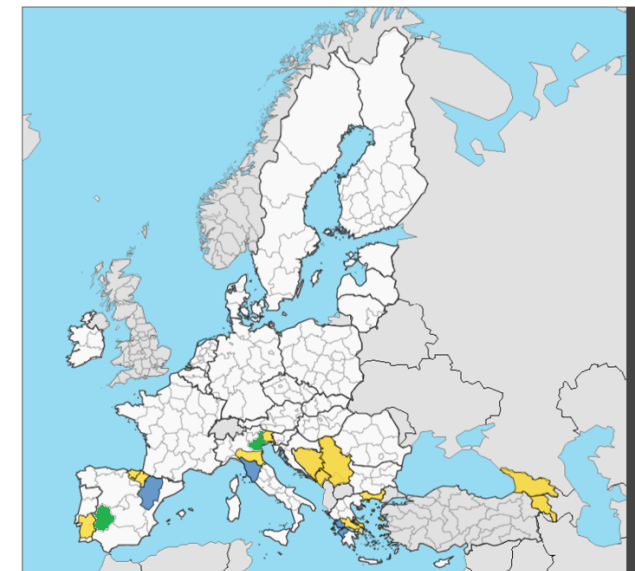
Ensuring that ensure that the **Cultural and Creative Regional Ecosystems** thematic area – an **AI-NURECC deliverable** - will be accessible to stakeholders from **all ten countries** participating in the **EUSAIR**. CCRE-S3 is the first thematic partnership with a specific geographical focus. (**Region of Western Greece** is the **co-leader** in charge of the Adriatic and Ionian partners.)



<https://s3platform.jrc.ec.europa.eu/cultural-and-creative-regional-ecosystems>



List of regions involved



#### Cultural and Creative Regional Ecosystems

The richness of Cultural Heritage and the vibrancy of Cultural and Creative Industries (CCIs) in Europe have had an increasing impact in both economic and social terms, across the EU as well as in national contexts. CCIs contribute to the economy with 5.3% of the total European GVA (Gross Value Added) and employs more than 12 million people in the EU, which is 7.5% of all persons employed in the total economy (1).

(1) "Boosting the competitiveness of cultural and creative industries for growth and jobs" (EASME/COSME/2015/003) Final Report. Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs, European Union, 2016, p. 1.

From a humanistic point of view, Culture promotes active citizenship, shared values, social inclusion and intercultural dialogue within Europe and across the globe. For all of these reasons, the UN has declared a Human Right the participation in cultural life.

This growth potential is expected to be even more importantly boosted by New Technologies (NT).





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## AI-NURECC PLUS in short



**Revision of EUSAIR Action Plan: AI-NURECC PLUS has submitted to the EC DG REGIO insights and recommendations for the revision of EUSAIR Action Plan, especially Pillar 4.**

“...The Cultural & Creative Industries (CCIs) have the characteristic of being complementary to other EU sectoral policies, mainly because of their link to tourism. Concerning the latter, the most important sector is coastal and maritime tourism. CCIs can create synergies with existing initiatives on sustainable tourism, such as the Mediterranean Strategy for sustainable development or experiences with Smart Specialisation Strategies...”



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# AI-NURECC PLUS Sustainable Tourism Conferences and events so far



## SUMMER SCHOOL ON SUSTAINABLE TOURISM

Make a difference: how to evaluate the impacts of tourism development on the Adriatic - Ionian Region



please scan the QR-Code to download the call

SCAN ME

**WHO**  
30 young people with a background on marketing and tourism

**WHEN AND WHERE**  
From 5th to 9th September  
online courses.

From 12th to 16th September  
in-presence activities  
(Marche Polytechnic University, Ancona - Italy)



AI-NURECC PLUS SIDE EVENT  
SAVE THE DATE

FOCUS: NAUTICAL TOURISM

THE BLUE ECONOMY IN THE ADRIATIC-IONIAN REGION:  
THE VALUE AND DEVELOPMENT OF NAUTICAL TOURISM

28 SEPTEMBER 2022  
BRINDISI (ITALY)  
HYBRID EVENT

## AI-NURECC PLUS Sustainable Tourism next Conferences and events

**14-15 November 2022:** AI-NURECC PLUS Conference on Sustainable Tourism and IV Adriatic Ionian Youth Organisations Forum | Skopje (North Macedonia) organised by Adriatic Ionian Euroregion

**June 2023 (date tbd):** AI-NURECC PLUS Conference on Sustainable Tourism | Corfu (Region of Ionian Islands, Greece) organised by Forum AIC

# AI-NURECC PLUS

ADRIATIC IONIAN NETWORK OF UNIVERSITIES, REGIONS,  
CHAMBERS OF COMMERCE AND CITIES INITIATIVE



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## AI-NURECC PLUS

# Specific fund for internships supporting youth

**Call to be launched soon:** covering all three fields of AI-NURECC PLUS | Sustainable Tourism, Cultural & Creative Industries, Circular Economy



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## Thank you for your attention!

For more information: <https://cpmr.org/policy-work/cohesion/ai-nurecc-plus/>  
And subscribe to the [AI-NURECC PLUS Newsletter](#)

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