

EUSAIR revision process: Pillar 4 thematic consultation

18th TSG4 meeting
Thessaloniki, hybrid, 18 October 2022



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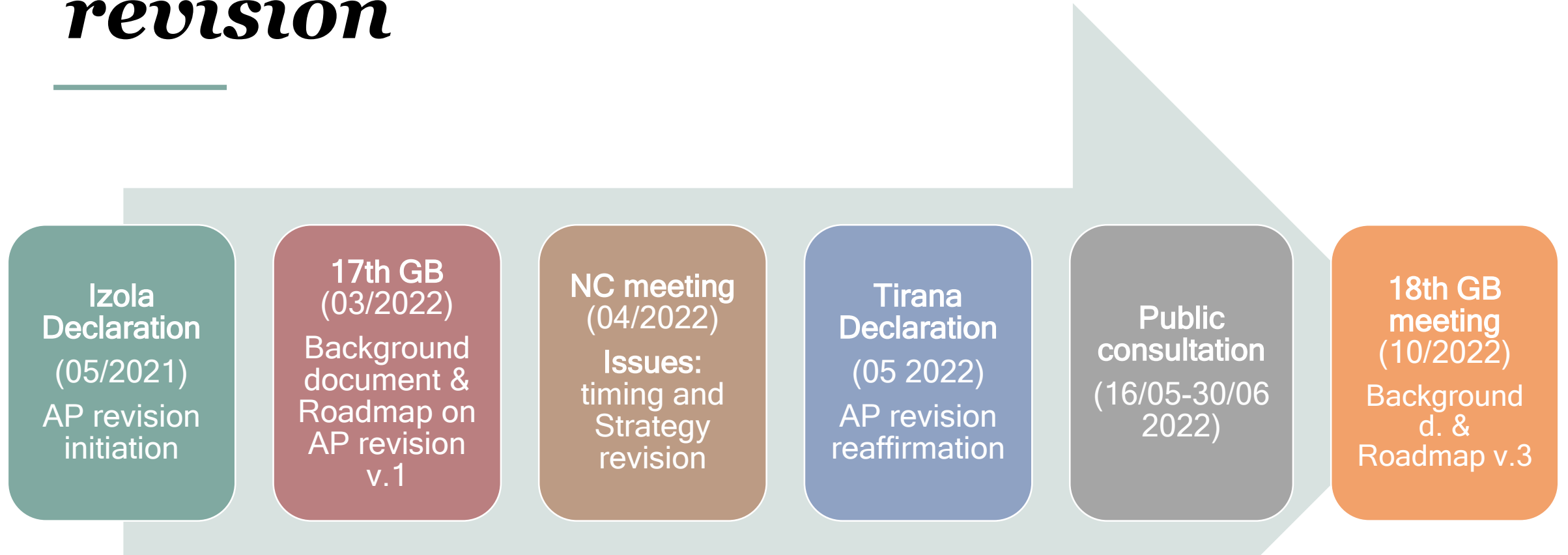
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01 The role of TSGs in the revision process



Steps towards EUSAIR Action Plan revision



Reasons for revision

- Harmonization with current EU policies (EU Strategic agenda 2019-2024, Green Deal + new/updated relevant sector policies)
- Transition from past to current multiannual financial framework (integration of flagships)
- New countries joining EUSAIR
- Facing emerging global challenges (COVID, migration, Ukraine, energy, supply chain crises)
- Addressing governance challenges/gaps (towards more focused and implementation-oriented approach)



Key implementers and their role in the revision process 1/2

- EUSAIR Presidency: leads the process;
- EC (DG Regio): observes and advises the process, coordinates with other DGs;
- National Coordinators: adopt the Background document with Roadmap, coordinate and present strategic country positions on the Action Plan revision throughout the process, approve advancements in the drafting process - decide on Action Plan structure, governance implications and contents, provide feedback to the draft of input document for EC Action Plan Staff Working Document and finally approve the input document;



Key implementers and their role in the revision process 2/2

- Pillar Coordinators: coordinate the thematic consultation in TSGs with the support of the EUSAIR Facility Point;
- TSG members: present country thematic inputs within TSGs on Pillar related topic;
- EUSAIR Facility Point: facilitates the process & ensures the transparency of the process;
- EUSAIR key stakeholders with special focus on youth and: share their views regarding revision through public consultation on transnational and national levels.



Key sources

- EU policies and strategies
- Western Balkan policies
- EUSAIR key sources (EUSAIR monitoring & evaluation, pillar related studies)
- EC reports and studies related to EUSAIR
- Furthermore, political declarations, studies and reports from key stakeholders related to Adriatic and Ionian Region



Public consultation

- ➔ Launched at the Tirana EUSAIR Forum
- ➔ Online - published at EUSAIR website/invitation sent by FP LP to EUSAIR mailing list
- ➔ Running from: 16th May till 30th June 2022
- ➔ **Solid response: a total number of 342 contributions was received**



Report available at:
<https://www.adriatic-ionian.eu/2022/09/30/public-consultation-report-of-the-eusair-action-plan-revision/>



Public consultation results 2/3

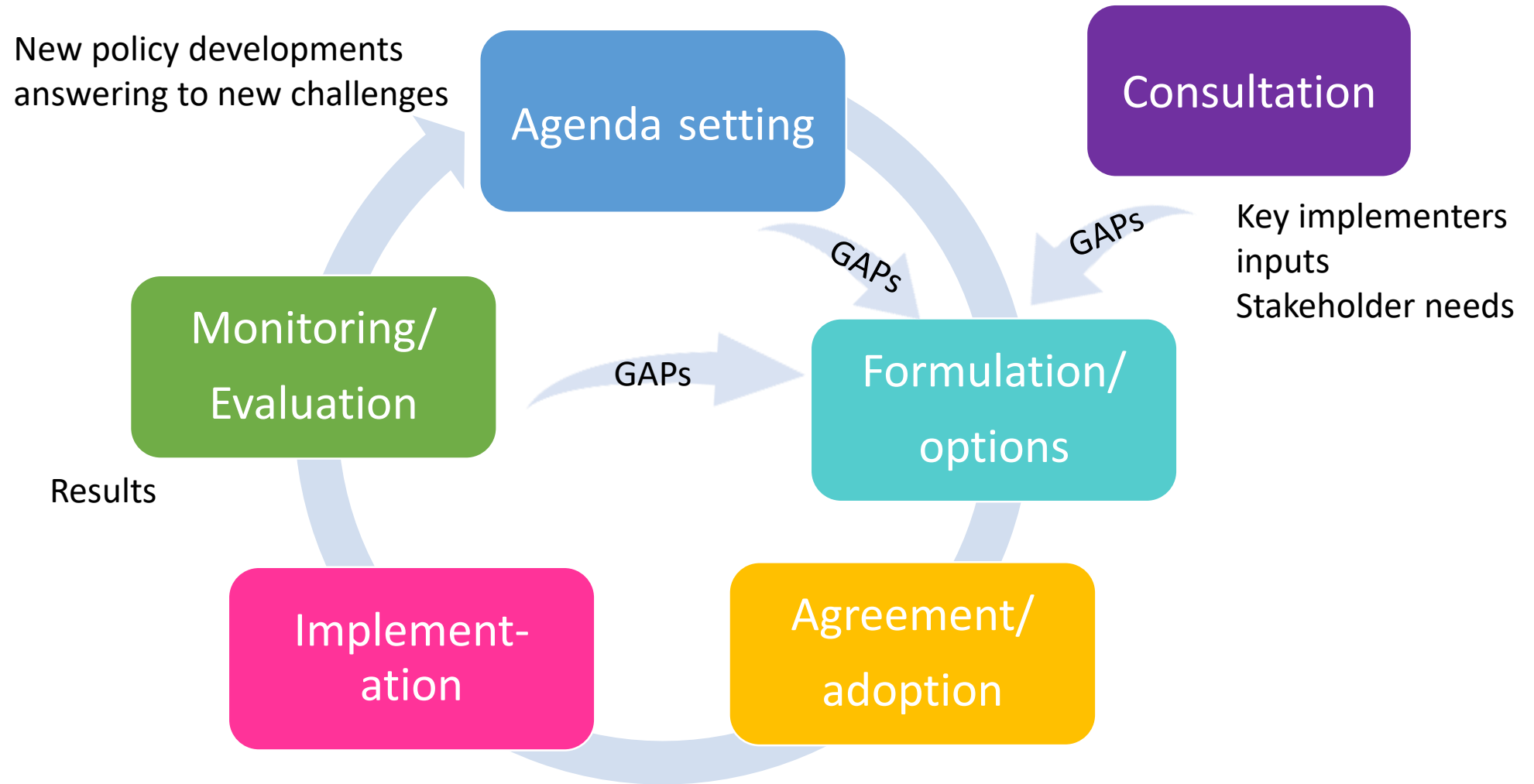
- **General Framework:** Peace and security priority; 2030 UN Agenda for Sustainable Development; Ownership and commitment to the MRS, including the implementation of flagship projects; Mainstreaming of topics; Involve equally urban and the rural/peripheral areas
- **Governance:** Cross-pillar projects facilitating cooperation; Territorial observatory and strategy; Governance/policy/capacity building projects existing outcomes review and capitalization processes; Formal and informal horizontal coordination mechanisms; More involvement of local and regional governments in EUSAIR (co-creation and co-planning)
- **Cooperation:** Capacity building and voluntarism; involving more (and new) organizations; voice and role to the civil society; People-to-people links; focus on Youth



Public consultation results 3/3

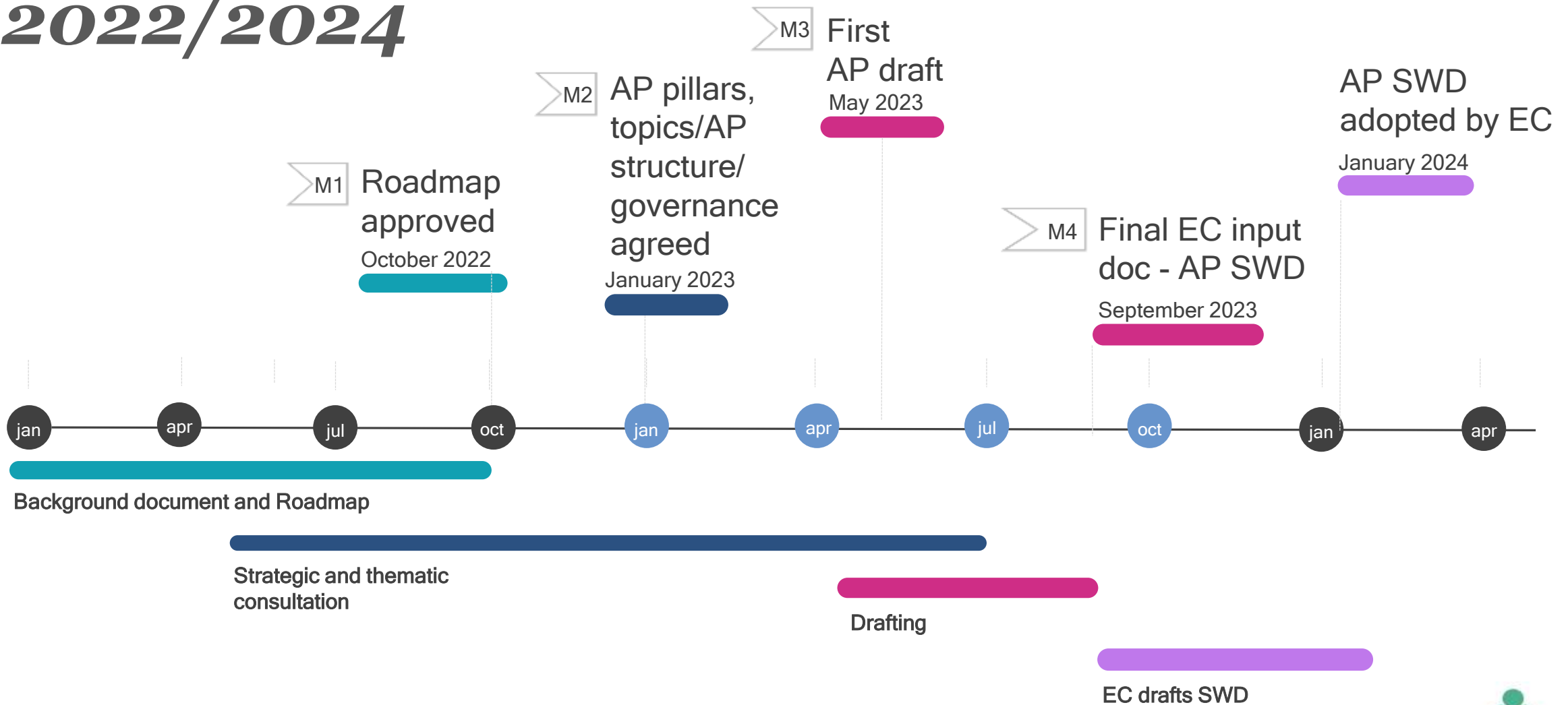
Sustainable Tourism EUSAIR	Environmental Quality EUSAIR	Connecting the Region EUSAIR	Blue Growth EUSAIR
<ul style="list-style-type: none">• Cultural and creative industries• Cultural heritage• Innovation in tourism	<ul style="list-style-type: none">• Bring forward sust. agriculture and link to « farm-to-fork » strategy• Circular economy	<ul style="list-style-type: none">• AI infrastructure• Renewable energy sources/energy efficiency/saving• Soft mobility (walking, cycling, public transport) and e-mobility	<p>Blue economy and blue innovation (not traditional sectors, rather emerging sectors)</p>
<ul style="list-style-type: none">• More innovation, research and development (quadruple-helix approach)• Accent on sustainability (in every joint action), green and digital transition• Joint work on decarbonisation and climate change adaptation measures• Joint work on Smart specialization topics• Work on Skills (e.g. blue skills for youth), student and labour mobility• More actions for Youth, stronger Youth involvement in EUSAIR and youth exchange programmes• Cultural dialogue			

Policy development cycle - revision

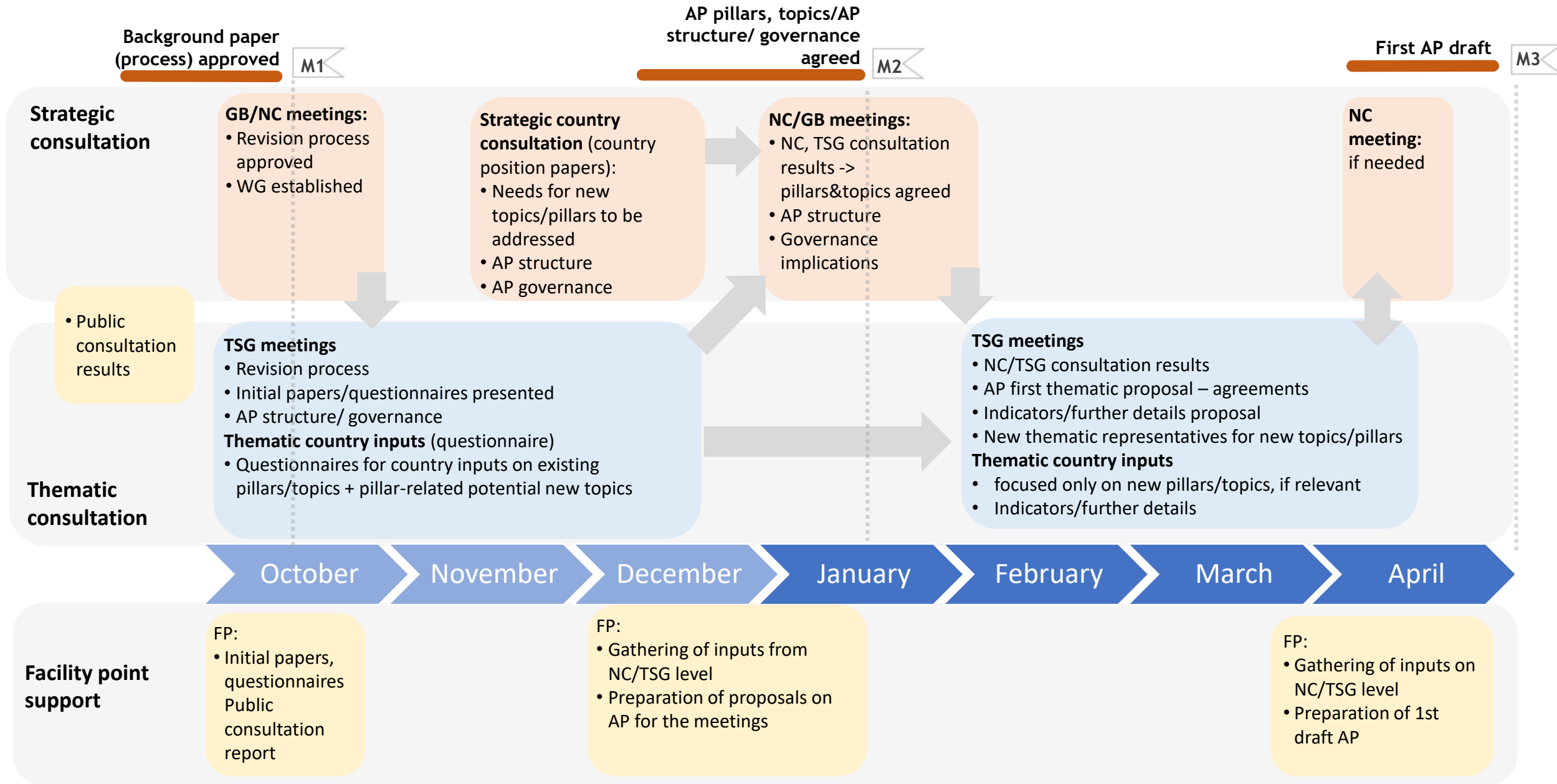


EUSAIR revision timeline

2022/2024



Detailed EUSAIR Action Plan revision till spring 2023



A blurred background image showing a group of people in a meeting or conference. Several individuals have their hands raised, indicating an interactive session or a Q&A period. The focus is on the hands and arms, with the faces and bodies of the people being out of focus.

*Any
questions?*



02 Initial policy paper & questionnaire

DESIGN

RESEARCH

B

A

Initial policy paper - principles

- **Starting point** for thematic consultation on EUSAIR Action Plan revision
- **Same format and methodology** in all 4 pillars
- Intended for **TSGs and relevant policy owners** in the EUSAIR countries
- Accompanied by a **questionnaire to collect country inputs**
- **Implementation-oriented approach**
- **Building on the 2014 Action Plan** and existing work done through the **flagships** process
- **Suggestions** for actions reflecting the **EU policies, trends and initiatives**



Initial policy paper structure

The content is presented in a table form:

- the columns represent stages in the Action Plan revision
 - the first column summarises the relevant content of the Action Plan 2014,
 - the second presents the input from the Flagships document and
 - the third represents the **suggested updates** (flagships + revision sources)
- the rows in the table present the suggested categories of the revised Action Plan (similar to other MRSs)
 - **Topics** (challenges, objectives, policy framework, key stakeholders)
 - **Actions** (so far just short descriptions/possible activities)



Initial policy paper – logic 1/2

Challenges/needs/opportunities

Objectives

Actions

Activities, flagships, projects

Impact

Inputs:

- Policies/funding
- Key stakeholders
- EUSAIR key implementers



Initial policy paper – logic 2/2

- **Actions** are planned to contribute to the set objectives through **activities** described under each action.
- The **format of the activities** to be implemented under each action is decided to best suit the needs of the action. Activities under an action can be - but are not limited to - flagships, projects (single or grouped in clusters), processes, networks or platforms.
- **Flagships** are having both **policy and practical impact**. Flagships are driven by a vision of policy impact. **Flagships gather all possible stakeholders in a long-term process of co-creation of both policy and action**. Flagships become 'home' for projects and any other forms of action, such as policy dialogues, policy-making workshops, public consultations and become areas for alignment of funding, too.



Initial policy paper Topic 1

*Diversified
tourism offer
(products
and
services)*



Initial policy paper Topic 1 - objective

2014

Diversification of the macro-region's tourism products and services along with tackling seasonality of inland, coastal and maritime tourism demand.

2022

Diversification of the macro-region's tourism products and services, *tapping into its unique natural, cultural and social potentials to improve the environmental sustainability and economic resilience* of inland, coastal and maritime tourism in the Region.



Initial policy paper Topic 1 – challenges/needs

- **intense seasonality** is causing wider and numerous socio-economic problems
- the need to complement “sun and sea tourism” with “**off season tourism**”
- the need to develop **quality and sustainable offer** by tapping into the indigenous AIR potentials: link to hinterland; sustainable valorization of rich natural heritage; including contemporary cultural productions via integration of CCI to complement the current focus on history and classical sites



Initial policy paper Topic 1 – Action 1.4

AIR tourism observatory (building on INSTO methodology - UNWTO)

Systematic **collection of data** to **monitor** the tourism sector in the AIR to enable tourism stakeholders on **taking strategic decisions** regarding tourism development and trends.

- **open data system** to compile information from different sources
- publishing of **yearly reports** on tourism development and trends
- sharing **ETIS best practices** and expanding the **ETIS network**
- possibility to establish a **permanent centre of expertise** for improved communication and cooperation in tourism (Baltic Tourism Centre EGTC)



Initial policy paper Topic 1 – Action 1.5

Establishment of AIR sustainable tourism community

- encouragement of **cluster and network building** among AIR tourism stakeholders on different topics (sustainable cruise destinations, cultural routes, EDEN destinations, EMAS, Ecolabel networks, valorisation of nature protected areas, UNESCO Creative Cities, European cultural capitals, art networks, EUROVELO, European long-distance paths...)
- **mapping of stakeholders**/thematic network organisations/project partnerships
- **match-making**
- provision of information on **funding opportunities**
- **best practice repository** on smart tourism, culture, sustainability, innovation, accessibility, heritage valorisation...
- tourism stakeholder **events**
- **on-line platforms**



Initial policy paper Topic 2



*Sustainable
and
responsible
tourism
management
(innovation
and quality)*



Initial policy paper Topic 2 - objective

2014

Improving the quality and innovation of tourism offer and enhancing the sustainable and responsible tourism capacities of the tourism actors across the macro-region.

2022

Strengthening **resilience and sustainability** of Adriatic-Ionian tourism through **digital and green transition** of macro-regions' tourism management.



Initial policy paper Topic 2 – challenges/needs

- need for **coordinated, inclusive, place and evidence based tourism planning, management, governance and monitoring**
- need to reduce tourism environmental impact
- need to include **adaptation to climate change and crisis resilience capacity** in planning
- need to address the **gap in skills and capacities** of tourism actors in AIR for more sustainable, resilient, innovative and quality tourism offer and services



Initial policy paper Topic 1 – Action 2.2

Coordinated policies, management and funding

- **new models and strategies** (sustainable development principles, digital transition, effective and collaborative governance, innovative processes, territories exchange and coordination in development/implementation of macro-regional, national and regional tourism strategies)
- development of **macro-regional tourism strategy**
- development of **strategic planning and management tools** for the tourism industry in the destinations
- **Smart specialisation network** for tourism and culture-related priorities



Initial policy paper Topic 1 – Action 2.5

Training and skills for tourism

- **Awareness raising campaigns** targeting the tourism transition pathway to destination authorities, tourism management organisations and SMEs
- **Network of LLL centres and institutions providing tourism trainings** on inclusion of tourism transition topics into their programmes
- **Network of tourism educational institutions** on inclusion of twin transition topics into curricula

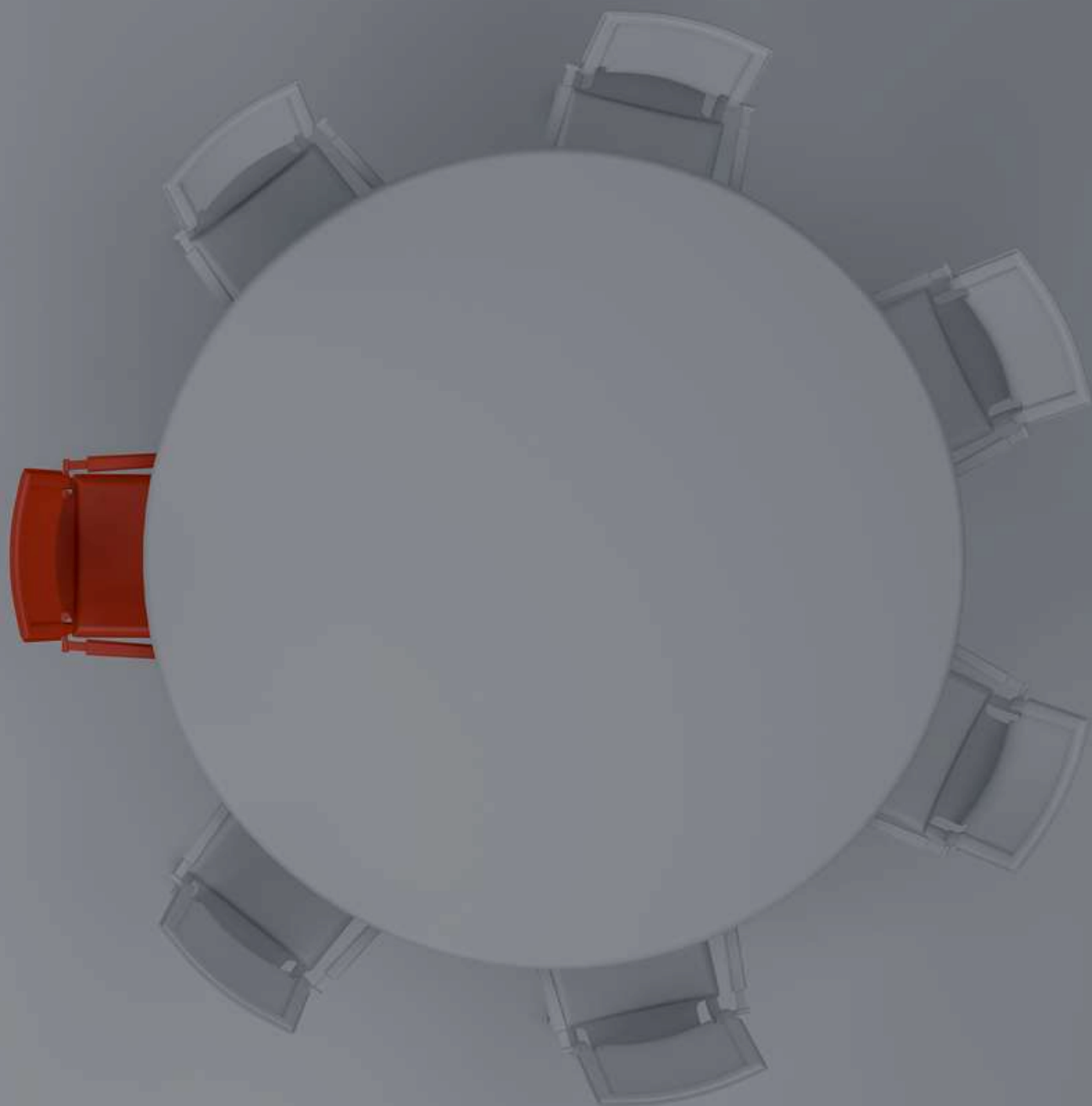


Thematic consultation questionnaire

- To be used with the initial policy paper
- To be addressed to tourism governance structures
- TSG members gather all relevant inputs from their country so that only one questionnaire is submitted from one country
 - *proposal to organise a meeting or a workshop with relevant representatives of the sector to discuss and agree on the country's input*



03 Tour de Table



Questions

On governance

- *Definition of mission for Pillar?*
- *Setting objectives per Topics, but also targets to achieve?*
- *No indicative/possible Actions, just agreed Actions?*
- *Including existing, new flagships, project examples in Actions?*
- *Inclusion of indicators for each Action and setting of targets to achieve?*

On content

- *First impression on initial policy paper and questionnaire*
- *Your views on necessary revisions of Pillar 4 based on your experience and work in EUSAIR*




A wide-angle photograph of a coastal dune landscape. A wooden boardwalk, made of light-colored planks, winds from the foreground into the distance, curving to the right. The ground is covered in tall, green grasses and some purple heather. In the background, there are rolling sand dunes under a heavy, grey, overcast sky. The overall mood is quiet and contemplative.

04 Conclusions and next steps

Conclusions and next steps

- FP LP receives feedback from National Coordinators on Pillar 4 Initial policy paper and questionnaire (in 5 days)
- Finalised Pillar 4 Initial policy paper and questionnaire sent to Pillar 4 PCs (25 October)
- Country inputs sent to PCs till end of November
- FP LP prepares proposals together with Revision working group by January 2023
- NCs decide on AP pillars/topics, structure, governance in January 2023
- TSG meetings in February (agreement on content, new action plan elements, further thematic details)





Thank you for a
constructive
meeting!