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ADRIATIC GOVERNANCE OPERATIONAL PLAN

Summary - Consultation action of italian regions involved in the pathway of the Eusair Strategy

volume II

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ADRIATIC GOVERNANCE OPERATIONAL PLAN

2013

SUMMARY - CONSULTATION ACTION OF ITALIAN REGIONS INVOLVED IN THE PATHWAY OF THE EUSAIR STRATEGY

Group EUSAIR Italia

21/11/2013

Foreword

The Consultation action was started by the Italian Regions involved with a decision by the Conference of Presidents and Autonomous Provinces dated 24th July 2013 for the setting up of the working group EUSAIR Italia, composed of the representatives of the Autonomous Region Friuli Venezia Giulia, Regions Veneto, Emilia-Romagna., Marche, Abruzzo, Molise, Apulia, Calabria, and Sicily. The following coordination structure was defined:

- Pillar 1: Veneto Region
- Pillar 2: Autonomous Region of Friuli Venezia Giulia
- Pillar 3: Emilia Romagna Region
- Pillar 4: Apulia Region
- Transversal Axis – Innovation: Marche Region
- Transversal Axis - Capacity Building: Molise Region
- General Coordination: Marche Region

In September and October several public consultations were carried out in the regions, to identify the territorial priorities by the Regions involved.

For the dissemination and sharing of information, the Marche Region implemented a website -www.ai-macroregion.eu – which as of 7th November was browsed by 559 users, all of which were representatives of organizations and stakeholders of the area.

On 14th October 2013 the Group EUSAIR Italia met in Ancona, within the framework of the Italy- Serbia summit and the meeting on Pillar 2, to coordinate the activities and define the operational methods for the next working activities, envisaging a workshop to be held on 7th-8th November 2013.

The Workshop was held on 7th-8th November 2013 in Ancona, with the participation of over 60 officials and heads of regional units organized in 4 working tables, one for each Pillar, and another coordination meeting was held with 25 representatives of the Italian Chambers of Commerce of the Adriatic-Ionian area.

The Tables' work was organized by sharing all the information received by the Regions involved, and with a single guideline, to make works easier. Coordination was managed autonomously by the regional contact persons, therefore the sheets related to the individual pillars are the result of the joint efforts by the participants to the working groups, as well as the approach of the table's coordinator.

Table Coordinators for each Pillar:

General coordination:

Marche Region
Raimondo Orsetti

Pillar 1:
Veneto Region
Diego Vecchiato

Pillar 2:

Autonomous Region of Friuli Venezia Giulia
Mauro Zinnanti

Pillar 3:

Emilia Romagna Region
Olga Sedioli

Pillar 4:

Apulia Region
Francesco Palumbo

Transversal axis - Innovation:

Marche Region
Sergio Bozzi

Transversal axis - Capacity Building:

Molise Region
Francesco Cocco

REGIONS' PROPOSAL FOR PILLAR 1

1. VISION/SHORT DESCRIPTION OF THE PROPOSAL

Integrated Adriatic-Ionian strategy for multi-level governance of fishing, aquaculture and related activities and for the development of the blue economy.

The strategy pursues the overall governance of the above sector on the basis of an integrated approach to its different components, starting from the principle that all activities should be sustainable, "smart", and socially inclusive. The topic of conservation and implementation of marine-coastal biodiversity is certainly the key for the development of all economic and productive activities, in order to ensure their sustainable continuity in time, bearing in mind the respect for the ecosystems.

2. AIMS OF THE PROPOSAL

- Shared regulation of resources' management.
- Competitiveness of businesses.
- Strengthening and transfer of strategic know-how.
- Harmonization of decision-making processes.
- Transfer and increase of competences.

3. WHAT TO DO: IDEAS, PROPOSED ACTIONS AND STRATEGIC PARTNERSHIPS

a.1) Sharing/harmonization of common stances/rules/management systems for the conservation of fish resources, with particular emphasis on

a) biological rest period; b) nursery areas; c) systems/equipment for fishing.

a.2) Design/experimentation of innovative processes in aquaculture, with particular emphasis on:

species, management and farming techniques, which allow an increase in the level of employment in this sector.

b.1) Sharing/harmonization of common rules and stances for the Adriatic-Ionian region, with emphasis on the traceability systems for fish products.

b.2) Setting up of shared protocols to obtain quality certifications related to productive processes in the fishing and aquaculture sector.

b.3) Sharing innovative practices already introduced in the shipbuilding industry, that may be transferred to the building and modernization of fishing vessels.

c.1) Strengthening of the links between the system of research, knowledge and excellence, and the system of businesses engaged in fishing and aquaculture, with particular emphasis on energy consumption issues.

c.2) Sharing of common stances/rules/protocols, with particular emphasis on hygienic-sanitary issues, animal welfare, feeding techniques for the farmed fish species.

c.3) Actions to harmonize the various levels of know-how, to develop an area with similar standards in education and training in the sector of the blue economy.

c.4) Actions to foster networking of research laboratories, exchanges of best practices and researchers, cooperation between technological clusters, science parks, innovation poles.

d.1) Design and implementation of shared actions for the integration of public and private stakeholders and their respective associations and representatives.

d.2) Sharing of good practices, exchanges of experiences and design of pilot actions to strengthen cooperation between the regions on the two shores, with emphasis on the topics included in the strategy.

d.3) Definition of programmes, actions, and tools to integrate fish and aquaculture supply chains with the related activities in the regions (shipbuilding, tourism, wine-and-food connoisseurship, craftsmanship, culture, local traditions, etc.).

e.1) Development, transfer and consolidation of competences between the Administrations of the two shores, to identify and solve common problems.

e.2) Promotion of exchanges of experiences between the workers of the sector.

Partnerships to be involved: all public and private stakeholders, either local, national, and transnational belonging to the area concerned. Each action layer is to have institutional stakeholders, as well as public and private governing bodies at territorial level, adequate to the scale of analysis (interregional level; district/sub-district level; regional level, local level).

4. CONNECTION: DISCUSSION PAPER OBJECTIVES/SPECIFIC TOPICS TO DEAL WITH

Proposed topics
a) Shared protocols for fishery management (with particular emphasis on small coastal fisheries and traditional, highly sustainable fishing systems) and maritime aquaculture.
b) Traceability paths benefitting local and European consumers of Adriatic-Ionian products.
c) High quality brand on Adriatic-Ionian products on the entire fish supply chain.
d) Shipbuilding.
e) Research/innovation/experimentation.
f) Development of the blue economy
g) Cooperation in the Adriatic-Ionian area.
h) Integrated management of the coastal area and integration of stakeholders.
i) Actions fostering capacity building

5. CONNECTION WITH OTHER STRATEGIES – NATIONAL AND EUROPEAN INITIATIVES

Operational programmes co-funded by structural funds, Development and Cohesion Fund, Three-Year Plan for Fishing and Aquaculture, EU direct funds (Horizon 2020, Leadership 2020, etc.)

1. VISION/SHORT DESCRIPTION OF THE PROPOSAL

Connecting the macroregion and reducing insular and rural distances by improving the governance of internal and maritime corridors (including interoperability of all transport modes), and energy networks, as well as developing environmentally-friendly transport modes and energy supply.

Transversal strategic objective

One fundamental aim of this pillar is the strengthening of the Adriatic-Ionian macroregion, by improving access of south-eastern Europe to the rest of the world, including the Mediterranean area, by prolonging the Baltic-Adriatic corridor along the Adriatic ridge. To reach such aim, actions and interventions are to be promoted, in order to increase competitiveness and attractiveness of the logistic and transport system, and to favour the repositioning of the macroregion in the international logistic context as the only regional "hub". In such a context, the macroregion should be connected and networked, thanks to an "AI cloud", with the aim to supply services according to uniform methods concerning transport, tourism, environmental conservation, and maritime security, etc.

The effects of actions included in Pillar 2 - all complying with community guidelines included in the White Paper, and pursuing the objectives expected, namely the shifting of growing shares of goods and passenger traffic from road transport to environmentally sustainable modes – also affect the other pillars of the action.

In particular, actions outlined in Pillar 2 clearly support:

- the aims of Pillar both in terms of sustainable economic growth, and in terms of creation of new employment and business opportunities;
- the aims of Pillar 3 thanks to interventions "decarbonisation" of the transports and energy sectors;
- the aims of Pillar 4 thanks to the actions envisaged, both infrastructural and telematics, aimed at improving the quality of passenger transport and reducing the travelling time to reach tourist and cultural destinations of the Adriatic-Ionian area, including internal areas.

2. COMMON PROBLEMS AND CRITICALITIES IDENTIFIED

- Need to complete intermodal connections between ports, inner ports, airports and TEN-T networks;
- Need to tackle systematically several issues (times, costs, lack of flexibility, shortage of some specific infrastructure, etc.), which currently make the transport system for goods and passengers in the AI region scarcely competitive and attractive;
- Lack of uniformity in control procedures, in particular at customs, both for goods and passengers in transit in the AI macroregion;
- Lack of competitiveness and efficiency of the area's transport and logistics systems
- Lack of interconnection and IT accessibility between all the stakeholders of the transport system, need to set up a "one-stop shop";
- Lack of integration and coordination between infrastructure and services;

- Lack of intermodal corridors that interconnect different destinations of the AI area, with the use of transport modes alternative to road transport;
- Criticalities in the enhancement and networking of the area's energy resources and a shared governance.

3. AIMS OF THE PROPOSAL

- Actions targeted at including the whole Adriatic ridge in the Adriatic-Baltic corridor;
- Capitalization of previous project experiences in the area, through the development of best practices;
- Enhancing and completing punctual and linear transport infrastructure (roads, rails, ports, dry ports and airports) to be connected to the TEN-T networks, including those aimed at connecting the internal areas to such networks.
- Identification of a coordination body of the Adriatic-Ionian macroregion in the transport sector;
- Enhancement of the existing infrastructural assets and the existing IT networks;
- Creation of a hub for the "Adriatic-Ionian macroregion", servicing traffic on all the quarters concerned - north, south, east and west;
- Developing intermodal transport systems and the related services for goods and passenger transport, even trans boundary; searching for the relevant aid to the workers involved in the sector;
- Developing public-private partnership by promoting the aggregation between the various stakeholders of the transport sector, also through the creation of clusters;
- Supporting mobility and training of the workforce, according to qualification certificates at recognised at international level;
- Definition of minimum requirements of the "port community system";
- Coordinated and integrated management of infrastructure and services;
- Improvement of standardisation of the environmental management in port areas (e.g. waste management, electrification of docks, use of environmentally friendly fuels, etc.);
- Cooperation in the creation of energy infrastructure, for the purposes of procurement and distribution, also promoting the use of renewable energy sources; introduction of smart systems in energy management.

4. WHAT TO DO: IDEAS, PROPOSED ACTIONS AND STRATEGIC PARTNERSHIPS

Actions and interventions shall be proposed in order to increase competitiveness and attractiveness of the logistic and transport system, and to favour the repositioning of the macroregion in the international logistic context as the only regional "hub". In such a context, the macroregion should be connected and networked, thanks to an "AI cloud", in order to supply services according to harmonised methods concerning transport, tourism, environmental conservation, and maritime security, etc.

Promoters involved or that may be potentially involved in the interventions:

- The Macro region's coordination body
- Central Administrations (MIT, MISE, MEF, Customs, State Property Administration, etc.)

- Regional Administrations of the AI area
- Port Authorities
- Airports' management companies
- Dry ports and logistic platforms
- Management entities for road and rail infrastructure
- Research bodies, Universities, business incubators, business networks, and SMEs

5. MAIN RESULTS

- Reduction of travelling times thanks to the elimination of bottlenecks in the Adriatic-Baltic corridor;
- Increase in the volumes of goods transported with modes alternative to road transport;
- Increase of passengers using public transport;
- Increase of connections between hubs of the AI area
- Reduction of CO2 emissions related to the reduction of heavy traffic

6. CONNECTION: DISCUSSION PAPER OBJECTIVES/SPECIFIC TOPICS TO DEAL WITH

Discussion Paper objectives	**Proposed topics**
Specific objective *Improving connections of ports with the hinterland, while improving the TEN-T system, and strengthening the development of intermodality in the Adriatic-Ionian region.*	Enhancing and completing punctual and linear transport infrastructure Aid to workers involved in this sector
Specific objective *Optimising interfaces, procedures and infrastructure to favour trade with southern, central and eastern Europe, also ensuring the rapid implementation of an area for maritime transport without barriers.*	Connecting and networking the region thanks to an "AI cloud", in order to supply services according to harmonised methods concerning transport, tourism, environmental conservation, and maritime security, etc.

Specific objective *Increasing the efficiency and reducing the environmental impact of transport systems, in particular providing combined transport solutions that are alternative, sustainable and environmentally-friendly.*	Actions and interventions aimed at increasing the competitiveness and attractiveness of the logistic and transport system Developing intermodal transport systems and the related services Standardisation of the environmental management in port areas
Specific objective *Tackling the energy dimension with a macroregional approach, in order to favour a positive impact on accessibility, energy efficiency, and the environment.*	Cooperation in the creation of energy infrastructure
Specific objective *Reducing the isolation of islands and the remotest areas as compared to the coast, improving their access to the transport and energy distribution systems.*	Actions and interventions aimed at increasing the competitiveness and attractiveness of the logistic and transport system Cooperation in the creation of energy infrastructure
Specific objective *Improving the cooperation between national and regional maritime authorities and the EU, by setting up mechanisms to ensure the exchange of maritime information between national VTMIS.*	Coordination body of the Adriatic-Ionian macroregion in the transport sector Connecting and networking the region thanks to an "AI cloud", in order to supply services according to harmonised methods concerning transport, tourism, environmental conservation, and maritime security, etc.
Specific objective *Developing modern technologies to ensure safety in the region's ports.*	Cooperation in the creation of energy infrastructure

Research and Innovation objective *Boosting the creation of maritime research clusters, platforms and networks, as well as devising research strategies to promote innovation in maritime transport and monitoring, including energy saving and efficiency in the nautical sector, smart transport systems, and traceability of goods.* *Within such facilities, favouring the academic and professional mobility and the skill level of the workforce, bearing in mind transparency and the set of qualifications.*	Coordinated and integrated management of infrastructure and services Aggregation between the various stakeholders of the transport sector, also through the creation of clusters
Capacity Building/Research objective *Promoting the adoption of online services and e-government solutions, including the production and use of open data.*	Connecting and networking the region thanks to an "AI cloud", in order to supply services according to harmonised methods concerning transport, tourism, environmental conservation, and maritime security, etc.

7. TRANSVERSAL ELEMENTS: INNOVATION AND CAPACITY BUILDING IN THE PROPOSAL

Research, Innovation and Development of SMEs

Favouring the exchange and networking of research poles, also with exchanges of best practices and researchers, and fostering the collaboration with enterprises through the existing tools and facilities (technological clusters, science parks, technical poles, business incubators, with particular emphasis on start-ups and focusing on the support of initiatives related to the use of open data.

Capacity Building

Creation of a joint IT platform for the connection and sharing of data between all the stakeholders of the AI macroregion (Adriatic - Ionian Cloud - AJC), also in order to create a common integrated database concerning the supply and demand of transport services for goods and passengers, and also boosting the tourist-cultural sector in the areas concerned.

The implementation lines for an Adriatic Cloud may be therefore summarised as follows:

- Setting up a permanent Adriatic-Ionian network of all institutional bodies, economic categories and intermediate bodies – technological parks, business centres, services connected to universities, regional development agencies, associations of professionals, etc.), even with the creation of optic-fibre infrastructure;
- Creating a digital-cloud infrastructure for the supply of advanced services and the creation of a shared knowledge base, with a semantic approach, able to strengthen a stable cooperation between the business, research, and local authority components, and to overcome the limits of a sectoral approach.

The services supplied are to take advantage of existing assets, deliverables of projects that have already been accomplished at national and European levels, or with specific transboundary specifications, with the aim to encourage innovations in methodology and organization for the benefit of the operability of the region's services and specializations.

8. CONNECTION TO OTHER NATIONAL AND EUROPEAN STRATEGIES AND INITIATIVES

The actions envisaged are consistent with the programming period for structural funds (2014-2020), with the Italian Development and Cohesion Fund, with European direct management programmes (e.g. the Horizon 2020 programme, Connecting Europe facility), TEN network, as well as with the guidelines of the White Paper on Transport - COM (2011) 144 def.

REGIONS' PROPOSAL FOR PILLAR 3

1. VISION/SHORT DESCRIPTION OF THE PROPOSAL

Pursuing the safeguard and improvement of the macroregion's environment, strengthening institutional cooperation - also through the use of networks - and identifying an integrated governance system and common objectives to develop in the following macro-actions:

A. Habitats and Ecosystems

B. Integrated governance of the environment

C. Climate change

2. AIMS OF THE PROPOSAL

Macro-action on Habitats and Ecosystems

Quality of the marine and coastal environment

- System of protected areas, landscapes and peasantry

Macro-action on Integrated governance of the environment

- Improving the harmonisation and coordination in MSP and ICZM, also favouring the settlement of possible conflicts

Macro-action on Climate Change

- Integrating the objective with the action lines concerning the management of both natural and anthropic-related hazards, with actions for the detailed knowledge of impacts, mitigation, and adaptation.

3. COMMON PROBLEMS AND CRITICALITIES IDENTIFIED

The three macro-actions identified respond to the criticalities indicated in the Discussion Paper – Pillar 3.

Concerning "Habitats and Ecosystems":

- Impact of run-off of rivers on the Adriatic Sea and consequent eutrophication;
- Impact of nitrate emissions from agricultural activities;
- Marine waste, which often jeopardise marine life;
- Intense sea transport (causing emissions, noise pollution, risk of accidents and the introduction of "alien" species through ballast water discharge);
- Loss of biodiversity and habitats, with the impoverishment of ecosystem services.

As for the "Integrated Governance of the Environment", the increase of economic exploitation of the marine and coastal zones intensified pressures on the environment, as well as competition for the areas and an increased awareness of the functional relation between maritime, costal and hinterland activities on the one hand, and the importance of the maritime economy for continental areas, on the other hand. In such a context, the coordination and harmonisation of approaches towards the Integrated Coastal Zone Management (ICZM) and Marine Spatial Planning (MPS) need further analysis in order to be effectively implemented.

As for the "Climate Change", one of the emerging challenges to sensitive and vulnerable marine ecosystems

is adaptation. The "climate-proof" infrastructure and the issues related to integration and climate mitigation are tackled within this pillar. In April 2013, the EU Strategy on Adaptation to Climate Change was introduced, encouraging, among other things, the development of macroregional and local strategies on adaptation based on the assessment of risks and vulnerability. A more effective and coordinated approach to the challenges of climate change should be fostered within the EU Strategy for the Adriatic-Ionian Region (EUSAIR).

4. WHAT TO DO: IDEAS, PROPOSED ACTIONS AND STRATEGIC PARTNERSHIPS

- Assessing the contributions to the Adriatic-Ionian basin and creating shared databases.
- Drafting lines of intervention and actions both for the civil/industrial sector, and for the agricultural/ zootechnic sector.
- Promoting water saving and the monitoring of run-offs in low and flood conditions.
- Restating the importance, in the Adriatic-Ionian basin, of the fight against eutrophication, targeting at source the loads of substances causing eutrophication (for instance, reviving the project "Plan for controlling eutrophication").
- Strengthening, through shared and communicating monitoring projects, the surveillance on eutrophication, by way of control plans promoted by the Regions.
- Strengthening the communication and coordination vis–a-vis the administrations and stakeholders, also through participatory processes.
- Making a census of, and defining, the settlement of alien species in costal zones, ports and lagoons, where present.
- Assessing the possible interference/competition with indigenous animal and vegetable settlements;
- Checking whether possible invasive presences may generate negative economic repercussions for fisheries, aquaculture and, in general, the use of seas.
- Planning, also in application of the Marine Strategy (Directive 2008/56/EC), shared and communicating monitoring projects between the coastal regions of the Adriatic-Ionian macroregion.
- Implementing operational protocols related to waste monitoring, envisaging the identification of waste on the beaches, in the water column and on the seabed, identifying critical areas.
- Setting up systems for the prevention, reduction, and recovery of waste at sea.
- Setting up suitable indicators that respond to descriptors required by the Marine Strategy.
- Harmonising methods for planning and managing port waste in the Adriatic-Ionian area.
- Setting up cooperation networks between neighbouring regions and at transboundary level for the monitoring, care and recovery of the species (in particular sea turtles, cetaceans, etc.) and for the development of action plans to safeguard such species.
- Promoting and strengthening the networking of protected areas and marine, coastal and hinterland areas, to promote both the safeguard of biodiversity and the enhancement of traditional local activities.
- Promoting the exchange of data and the transfer of good practices.
- Creating transboundary, open-water protected areas.

- Defining a shared approach to the strategic planning of the coastal and maritime zones, which are ecosystem-based and integrated, or which it considers the two components as a single element.
- Developing guidelines/strategies/plans to integrate ICZM and MSP as a single, multi-sectoral instrument to plan and manage coastal and marine zones in a consistent and inclusive way, which are based on common priorities, but also adjustable to regional needs, in order to strike a balance between growth and sustainability.
- Setting up an interoperable facility for the management of an integrated marine observatory, on a basin-scale.
- Strengthening a common and shared knowledge base, implementing platforms such as the GIS Atlas Adriatico, created by the SHAPE project, with relevant coastal and marine data for the purposes of ICZM and MSP, and setting up an integrated and transboundary database, terrestrial and marine, able to meet the requirements of the INSPIRE Directive, as a smart and effective instrument to support planning and decision-making processes (better quality/comparability/accessibility of data).
- Envisaging a network of relevant information infrastructure on ICZM/MSP for the dialogue and exchange with existing experiences (the Pegaso ICZM platform, Ritmare project, etc.).
- Collecting and capitalising know-how, experiences and best practices resulting from previous and current initiatives linked to ICZM/MSP, sharing the political, administrative, managerial, and social results, exchanging practical experiences.
- Downscaling of models to a suitable (regional) scale, starting from simulations on a global scale (current state of the climate and future scenarios) and improvement of the time scale of models, to make targeted impact studies possible, with a specific focus on the territory's problems.
- Strengthen the monitoring network (observatories) to improve model calibration.
- Improvement of the modelling activity, and therefore the forecast of extreme and sudden phenomena, and performance of combined scenarios' analyses (heavy seas, high tide, surge, etc.).
- Improvement/development of information infrastructure, in many cases undersized or inadequate, and promotion of transfer of good practices, and improvement/development of existing models.
- Integrated plans for emission reduction.
- Shared studies and/or research concerning the basin, for the exploitation of renewable energies (wind farms, wave motion)
- Integrated plans for the achievement of energy efficiency.
- Integrated plans for a responsible and sustainable use of resources (waters, energy).
- Soft measures for adaptation; fine-tuning of early warning procedures and civil protection plans, improvement of the effectiveness/efficiency of communication with the populations.
- Increasing the resilience of coasts with sustainable solutions from the environmental and economic points of view (e.g. research and characterisation of submarine sand deposits, to make beach feeding possible, as well as mitigating short-term risks)
- Drafting a macroregional strategy to manage risks (hydrogeological instability, floods, draughts, etc.).
- Drafting action plans to adjust coastal zones to climate change (see Bologna Charter initiative).

Partnership

The Italian regions of the Adriatic-Ionian macroregion shall support initiatives promoted at state and community levels by involving research entities, universities, agencies, and enterprises.

5. MAIN RESULTS

- Reduction of nutrients in the soil
- Reduction and abatement of waste at sea
- Curbing the spread and development of alien species
- Increasing the populations of species and habitats with a high naturalistic value
- Strengthening of facilities for the rescue and treatment of animals with a high naturalistic value
- Achieving the maximum integration between the existing regulatory instruments in order to increase their effective implementation vis-à-vis the macro region' s peculiarities
- Creation of a common and shared regulatory framework to harmonise the implementation of MSP and ICZM policies
- Improving the vertical integration – between various levels of governance, as well as horizontal integration (between the various sectors) to ensure the harmonisation and sustainability of choices made
- Strengthening the communication system through databases, training and information.
- Integration and harmonisation of existing databases related to the impacts of climate change, which may support modelling, both on basin and regional scales.
- Reducing the risks of hydrogeological instability and coastal erosion, with the aim to increase the resilience of coastal zones, also restoring and/or maintaining the morphologies and natural habitats.
- Creating a shared strategy at basin level, to adjust to climate change.
- Safeguarding the landscape, naturalistic and cultural assets of the macroregion.

6. CONNECTION: DISCUSSION PAPER OBJECTIVES/SPECIFIC TOPICS TO DEAL WITH

Discussion Paper objectives	**Proposed topics**
Specific objective *Tackling the problem of eutrophication (mainly in the Adriatic sea through coordinated transnational actions, both targeting individual sources of pollution (e.g. discharge of nutrients and nitrogen from urban waste and waste water treatment), and spread sources of pollution (e.g. nitrates resulting from agricultural activities), and by increasing the ability to recycle nutrients.*	Quality of the marine and coastal environment Assessment of contributions to the Adriatic-Ionian basin and creation of databases. Drafting lines of intervention and actions both for the civil/industrial sector, and for the agricultural/ zootechnic sector. Promoting water saving and the monitoring of run-offs in low and flood conditions. Restating the importance, in the Adriatic-Ionian basin, of the fight against eutrophication, targeting at source the loads of substances causing eutrophication (for instance, reviving the project "Plan for controlling eutrophication"). Strengthening, through shared and communicating monitoring projects, the surveillance on eutrophication, by way of control plans promoted by the Regions. Strengthening the communication and coordination vis–a-vis the administrations and stakeholders, also through participatory processes.
Specific objective *Tackling the problem of invasive alien species. Ensuring a marine and coastal environment in good conditions, from an environmental and an ecologic point of view, by the year 2020, in line with the relevant body of EU law, and the eco-systemic approach of the Barcelona Convention.*	Quality of the marine and coastal environment Making a census of, and defining, the settlement of alien species in costal zones, ports and lagoons, where present. Assessing the possible interference/competition with indigenous animal and vegetable settlements; Checking whether possible invasive presences may generate negative economic repercussions for fisheries, aquaculture and, in general, the use of seas. Planning, also in application of the Marine Strategy (Directive 2008/56/EC), shared and communicating monitoring projects between the coastal regions of the Adriatic-Ionian macroregion.

Specific objective *Reducing the production of marine waste through clean-up programmes and a better management of waste in coastal zones.*	Quality of the marine and coastal environment Implementing operational protocols related to waste monitoring, envisaging the identification of waste on the beaches, in the water column and on the seabed, identifying critical areas. Setting up systems for the prevention, reduction, and recovery of waste at sea. Setting up suitable indicators that respond to descriptors required by the Marine Strategy. Harmonising methods for planning and managing port waste in the Adriatic-Ionian area.
Specific objective *Safeguarding biodiversity, habitats and ecosystems, and the related services, through the implementation of the European ecological network Natura 2000 and its management, while considering at the same time the work carried out within the framework of the Barcelona Convention.*	System of protected areas, landscapes and peasantry Setting up cooperation networks between neighbouring regions and at transboundary level for the monitoring, care and recovery of the species (in particular sea turtles, cetaceans, etc.) and for the development of action plans to safeguard such species. Promoting and strengthening the networking of protected areas and marine, coastal and hinterland areas, to promote both the safeguard of biodiversity and the enhancement of traditional local activities. Promoting the exchange of data and the transfer of good practices. Creating transboundary, open-water protected areas.

Specific objective *Improving harmonisation and coordination in MSP (Maritime Spatial Planning and ICZM (Integrated Coastal Zone Management), also favouring the settlement of possible related conflicts between local, national, and supranational approaches.*	Integrated governance of the environment Defining a shared approach to the strategic planning of the coastal and maritime zones, which are ecosystem-based and integrated, or which it considers the two components as a single element. Developing guidelines/strategies/plans to integrate ICZM and MSP as a single, multi-sectoral instrument to plan and manage coastal and marine zones in a consistent and inclusive way, which are based on common priorities, but also adjustable to regional needs, in order to strike a balance between growth and sustainability. Setting up an interoperable facility for the management of an integrated marine observatory, on a basin-scale. Strengthening a common and shared knowledge base, implementing platforms such as the GIS Atlas Adriatico, created by the SHAPE project, with relevant coastal and marine data for the purposes of ICZM and MSP, and setting up an integrated and transboundary database, terrestrial and marine, able to meet the requirements of the INSPIRE Directive, as a smart and effective instrument to support planning and decision-making processes (better quality/comparability/accessibility of data). Envisaging a network of relevant information infrastructure on ICZM/MSP for the dialogue and exchange with existing experiences (the Pegaso ICZM platform, Ritmare project, etc.). Collecting and capitalising know-how, experiences and best practices resulting from previous and current initiatives linked to ICZM/MSP, sharing the political, administrative, managerial, and social results, exchanging practical experiences.
Specific objective *Safeguarding and improving the quality of coastal environment, protecting the cultural and natural assets, such as coastal and maritime landscapes with a cultural value, bearing in mind the impact of climate change.*	Downscaling of models to a suitable (regional) scale, starting from simulations on a global scale (current state of the climate and future scenarios) and improvement of the time scale of models, to make targeted impact studies possible, with a specific focus on the territory's problems. Strengthen the monitoring network (observatories) to improve model calibration.

	Improvement of the modelling activity, and therefore the forecast of extreme and sudden phenomena, and performance of combined scenarios' analyses (heavy seas, high tide, surge, etc.). Improvement/development of information infrastructure, in many cases undersized or inadequate, and promotion of transfer of good practices, and improvement/development of existing models. Integrated plans for emission reduction. Shared studies and/or research concerning the basin, for the exploitation of renewable energies (wind farms, wave motion) Integrated plans for the achievement of energy efficiency. Integrated plans for a responsible and sustainable use of resources (waters, energy). Soft measures for adaptation; fine-tuning of early warning procedures and civil protection plans, improvement of the effectiveness/efficiency of communication with the populations. Increasing the resilience of coasts with sustainable solutions from the environmental and economic points of view (e.g. research and characterisation of submarine sand deposits, to make beach feeding possible, as well as mitigating short-term risks) Drafting a macroregional strategy to manage risks (hydrogeological instability, floods, draughts, etc.). Drafting action plans to adjust coastal zones to climate change (see Bologna Charter initiative).

7. TRANSVERSAL ELEMENTS: INNOVATION AND CAPACITY BUILDING IN THE PROPOSAL

The actions proposed are consistent with the transversal objectives concerning research, innovation, and capacity building.

They promote the development of new systems and technologies, the improvement of technological efficiency, and the transfer of good practices, as well as the strengthening of public-private collaboration.

1. VISION/SHORT DESCRIPTION OF THE PROPOSAL

Development of tourism in the Adriatic-Ionian macroregion, considered as a single tourist destination that attaches great importance to the quality and sustainability of the tourist offer – through the setting up of innovative processes for the integration of territorial resources, cultural assets (tangible and intangible), environmental and landscape richness, strengthening the competitiveness and visibility of the macroregion at international level.

Consistently with the objectives for smart, sustainable and inclusive growth included in the EU2020 strategy and with the objectives of legislative proposals for the EU cohesion policy - 2014-2020, we propose a vision that envisages **the recovery of the role of culture as a tool for local and regional development, urban regeneration, rural development and employability *(this step is expressed by the European Commission in the Working Document "Elements of a common strategic framework 2014-2020"), promotion of creativity and new innovative processes, aimed at increasing attractiveness, also for tourist-related purposes.***

It is essential to develop the priorities of Pillar 4 vis-à-vis the priorities expressed by the other Pillars:

- Strengthening the relation between landscape, environment and cultural assets (Pillar 3)
- Sustainable infrastructural development, from the points of view of economy and soil consumption (Pillar 2)
- Safeguarding the traditional tools for the development of the supply chain of marine and coastal communities (Pillar 1), as well as other supply chains (e.g. agricultural supply chains)

As a priority, we shall favour transregional and transnational mobility of researchers, workers of the tourist sector and other sectors, directly or indirectly related to tourism and cultural and natural assets, favouring the exchange with the businesses and institutions of the area.

2. COMMON PROBLEMS AND CRITICALITIES IDENTIFIED

The 2014-2020 strategy is to be *in continuity* with the innovative experiences already experimented by the Regions, concerning integration and the management of natural and cultural assets for tourist purposes, overcoming specific criticalities identified in the current cycle.

We should go beyond the enhancement of *individual attractors,* though at national and international levels, to extend the results and actions also to territories that are even from the points of view of landscape and identity, and integrated as for the features of the cultural and environmental assets;

It is also necessary to correct the approach contained in the Position Paper concerning the scarce added value, among others, of cultural/tourist events that in fact represent an unquestioned added value also for the enhancement of cultural heritage. The separation between historical assets and activities related to contemporary arts generates an ethical vision of the assets, with consequences both on their capability to contribute to innovation and creativity processes, and on the management of museums, archives, libraries and archaeological sites.

The worker's scene is very fragmented and lags behind the international competitors; in addition to a

general problem of competitiveness and excessive costs for the management of accommodation, attractors/ sites/tourist places.

In addition, due to the difficulties linked to the scarce accessibility and availability of international connections, just a few operators (e.g. Ryanair) influence the tourist development of the whole area.

Other common weaknesses are:

- An excessive concentration of tourist flows in space and time;
- Little awareness of a common natural and cultural identity linked to the macroregional area;
- Lack of a suitable marketing strategy;
- Scarce investments in promotional and advertising campaigns;
- Scarce propensity by workers to share products and marketing actions;
- Scarce capability by workers to adjust to the evolution of the demand;
- Lack of an approach on the cluster model that is able to foster new public-private synergies.

3. WHAT TO DO: IDEAS, PROPOSED ACTIONS AND STRATEGIC PARTNERSHIPS

a. Branding of the Adriatic-Ionian area, which consolidates the image of a high-quality, sustainable destination, also through the support to forms of cooperation and intercultural dialogue;

b. Actions to strengthen the international accessibility of the AI area (improving direct accessibility, mainly through international air connections);

c. Support and backing to processes for the clustering and integration/consolidation of businesses, also in advanced forms of public-private partnerships, for the realization of multiannual projects for tourist development by areas of destination and type of product, or strategically significant areas of attraction (districts, …);

d. Actions to support the processes of integrated enhancement of strategically significant areas, with particular emphasis on the enhancement of areas with strong potentials, that have not been fully exploited, aiming at deseasonalization;

e. Specific actions to enhance product clusters that best represent the area for tourist purposes (e.g. peasantry, agricultural and fishery products, handicrafts, ….);

f. Specific actions to enhance nautical and cruise-related tourism, also aiming to connect such forms of tourism to sustainable local development, enhancing topics that focus on the identity of the Adriatic-Ionian culture (including ethnic and cultural minorities);

g. Actions to support cultural and creative businesses, as well as processes for Smart Specialization and Smart Communities, enhancing the existing innovation platforms;

h. Actions to increase the usability of the cultural and natural assets by all types of tourists, and increase the accessibility and the information concerning tourist destinations;

i. Actions to support the harmonisation of systems for the environmental and quality certification, and the measurement of management and sustainability performance.

j. Definition of a programme for the promotion and marketing of the AI area as a tourist product, also through the use of new technologies and social networks, integrating the services on the territory with mixes addressing various target users. Strategic actions related to match-making on target

areas are also recommended (e.g. the so-called BRICS);

k. Actions for life-long learning, education and awareness-raising addressed to workers of the sector (capacity building)

Partnership: public-private partnerships, also in an innovative form

Actions are to be focussed on strategically significant areas, with even identity features related to the tangible and intangible assets, and forms of business aggregation (clustering).

4. CONNECTION: DISCUSSION PAPER OBJECTIVES/SPECIFIC TOPICS TO DEAL WITH

Discussion Paper Objectives	**Proposed topics**
Specific objective *Increasing the sustainable development of tourism in coastal, maritime, and hinterland areas, trying at the same time to reduce seasonality and limit the impact of tourism on the environment, while improving service quality.*	Rural development and employability Enhancing nautical and cruise-related tourism, also aiming to connect such forms of tourism to sustainable local development.
Specific objective *Increasing the value and appreciation of cultural and natural assets, also through a connection with the development of businesses and creative services.*	Promotion of creativity and new innovative processes, aimed at increasing attractiveness, also for tourist-related purposes.
Specific objective *Encouraging innovation, the creation of clusters and the development of new marketing and product strategies, including tourist promotion through the promotion of common brands.*	Programmes for promotion and marketing of the tourist product.

Capacity Building/Research objective *Boosting smart specializations and smart communities, as well as smart strategies, through the creation of tourist-thematic platforms on the Adriatic-Ionian area (bearing in mind the efficiency of resources)*	Support to cultural and creative businesses, as well as processes for Smart Specialization and Smart Communities, enhancing the existing innovation platforms Important role of culture as a tool for local and regional development, and urban regeneration Promotion of creativity and new innovative processes, aimed at increasing attractiveness, also for tourist-related purposes.
Capacity Building/Research objective *Promoting the exchange of experiences concerning education, the development of competences and life-long learning for workers in the tourist and cultural sectors.*	Transregional and transnational mobility of reserachers, workers of the tourist sector.

5. TRANSVERSAL ELEMENTS: INNOVATION AND CAPACITY BUILDING IN THE PROPOSAL

- Promotion of shared IT and information platforms for the integration of services (new technologies and social networks)
- Integration of management and use of the assets
- Innovative forms of public-private participation
- Enhancement and implementation of existing platforms for research and innovation to support companies of the sector
- Enhancement and implementation of existing platforms for research and innovation to support cultural and creative companies, with the aim to transfer contents to the processes of the tourist sector (e.g. a Fablab integrated in the territorial assets).

6. CONNECTION TO OTHER NATIONAL AND EUROPEAN STRATEGIES AND INITIATIVES

Europe 2020 - Regional operational programmes - National Programmes

Programmes for international cooperation using a multi-fund strategy directed towards maximising and enhancing financial policies and instruments.

ABSTRACT OF THE CONNECTIONS BETWEEN THE REGIONAL PROPOSALS AND OBJECTIVES OF DISCUSSION PAPER

Direct connection: objectives and activities processed by the regions in relation of the objectives of each pillar
Indirect connection : objectives and activities processed by the regions in relation of the objectives of Research and of Innovation and Capacity Building

Objectives Pillars Discussion Paper		Connection of the Regional Proposals with Discussion Paper objectives				Transversal Pillars: regional proposals	
X Direct Connection	O Indirect Connection	Proposal Pillar 1	Proposal Pillar 2	Proposal Pillar 3	Proposal Pillar 4	Specific Proposal on the Research and Innovation Axis	Specific Proposal on Capacity Building Axis
Specific Ob. Pillar 1							
Developing market intelligence and services to ensure that marketing of fisheries and aquaculture products in the region is clear, efficient and fully compliant with applicable rules.		X	O			FORESEEN	
Promoting common marketing and consumer awareness on Adriatic-Ionian seafood products, including seafood traceability and quality certification systems.		X			O		
Improving good management for sustainable fisheries, including through the development of multiannual plans and other measures such as, inter alia, Marine Protected Areas in their broader sense.		X					
Increasing the profitability and sustainability of fisheries and aquaculture activities.		X	O				
Improving the culture of compliance, saving resources, facilitating the collection, and transfer of data and information and enhancing cooperation for the monitoring and control of fishing activities.		X		O			
Developing tools to properly site aquaculture, including tools to identify activities for potential co-location with other economic activities.				O			
Research and Innovation Ob. Pillar 1							
Assisting interregional collaborative processes among private, research and public sector aimed at exploiting research results, develop technological and innovative capacities and		X		O	O	FORESEEN	

create and exploit knowledge.						
Stimulating the development of maritime clusters and research networks, as well as the formulation of research strategies to develop blue bio-technologies and spur innovation in fisheries, aquaculture, biosecurity, blue energy, seabed mining, marine equipment, boating and shipping.	X		O	O	FORESEEN	
Assisting to adapt fishery methods and gears to the new obligations deriving from the Common Fishery Policy reform.	X					
Performing regular stock assessment for mixed fisheries in the Adriatic and Ionian Sea within a precautionary and ecosystem approach to fisheries management.	X					
Establishing Adriatic-Ionian technological platforms for collaboration amongst the scientific community, public authorities and seafood industries and operators in the area of aquaculture	X	O	O	O		
Establishing Adriatic-Ionian technological platforms for collaboration amongst the scientific community, public authorities and maritime industries on areas such as boating, shipping and marine equipment.						
Increasing the academic and professional mobility and the level of qualification of the workforce	X					
Capacity Building Ob. Pillar 1						
Ensuring full compliance to EU fisheries legislation in candidate/potential candidate countries	X					FORESEEN
Specific Ob. Pillar 2						
Optimizing interfaces, procedures and infrastructure to facilitate trade with southern, central and eastern Europe, also by ensuring the rapid implementation of a maritime transport space without barriers		X	O		FORESEEN	FORESEEN

Improving hinterland connections of seaports to TEN-T and enforcing the development of intermodality in the Adriatic-Ionian region through the establishment of freight villages and land corridors.		X				
Enhancing cooperation between national or regional maritime authorities with the EU, establishing mechanisms to enable maritime traffic information exchange between national VTMIS systems through SafeSeaNet, notably for candidate and potential candidate countries.		X	O	O	FORESEEN	
Improving the culture of compliance in flag and port state control, liability and insurance of shipping, accident investigation and port security.						
Developing modern security technologies in the ports of the region.		X	O			
Reducing isolation of islands and remote areas by improving their access to transport and energy services.	O	X				
Increasing efficiency and reducing the environmental impact of transport systems, notably by providing alternative, sustainable and environmentally friendly, combined transport solutions.		X				
Minimisation of pollution from ship traffic, in particular oil, emissions to air and litter.						
Continuing improving sub-regional cooperation and monitoring the existing mechanisms, as regards prevention, preparedness and coordinated response to major oil spills.						
Increasing the resilience of infrastructure to natural and man-made disasters (including the accompanying coastal development and infrastructure).						
Addressing energy dimension, as far as a macro-regional approach may facilitate a positive impact		X				

on accessibility, energy efficiency and environment.						
Preserving security of environment during transport of dangerous goods and activities related to the energy sector.						
Developing environment-friendly fuels in marine transport as well as implementation of renewable energy sources.						
Creating energy seasonal balancing opportunities.						
Regulatory reform and rationalisation at each energy interconnection point in the regional system.						
Research and Innovation Ob. Pillar 2						
Stimulating the setup of maritime clusters, platforms and research networks as well as the formulation of a research strategy to spur innovation in maritime transport and surveillance, including energy saving and efficiency in the nautical sector, smart transport systems, freight tracking.		**X**	**O**			
Exploring the setup of specific innovative financial instruments supporting research, innovation and SME development in the pillar's areas.				**O**	FORESEEN	
Increasing the academic and professional mobility and the level of qualification of the workforce, including taking into account transparency and frameworks of qualifications (notably with regard to candidate and potential candidate countries).		**X**				FORESEEN
Developing low carbon transport systems: transforming the challenge of decarbonisation in a driver for innovation, by developing the clean economy and the renewable marine energy sources (waves, seawater streams).				**O**		
Encouraging the development of decision support systems, accident response capacities and contingency plans.						
Promoting the adoption of e-services and e-government solutions, including open data		**X**		**O**	FORESEEN	

production and use.						
Capacity Building Ob. Pillar 2						
Supporting capacity building in safety and security matters in national and regional administrations, in particular in candidate/potential candidate countries.						
Specific Ob. Pillar 3						
Addressing eutrophication (mainly in the Adriatic Sea) by transnational coordinated actions on both point sources (e.g. nutrients and nitrogen discharges from municipal waste and wastewater treatment facilities or industries) and diffuse sources (e.g. nitrates from agriculture) and by enhancing the recycling of nutrients.			X			
Preserving biodiversity, habitats and ecosystems and their services by implementing the European ecological network Natura 2000 and managing it, considering also related work within the Barcelona Convention.			X		FORESEEN	
Dealing with Invasive Alien Species. Ensuring good environmental and ecological status of the marine and coastal environment by 2020 in line with the relevant EU *acquis* and the Ecosystem Approach of the Barcelona Convention.			X			
Reducing marine litter, including through cleaning programmes and better waste management in coastal areas			X	O		
Improving harmonisation and coordination in MSP and ICZM, also by facilitating related conflict resolution between local and national or supranational approaches. Supporting waste and waste water management, in particular in urban areas along the coast and rivers			X	O		
Preserving and improving coastal environmental quality by protecting cultural and natural heritage such as coastal and maritime cultural landscapes, including from the impact of climate change.	O	O	X			

Research and Innovation Ob. Pillar 3						
Strengthening interregional cooperation of research and innovation stakeholders (private, research and public sector) by means of existing and new cluster-type cooperation initiatives in order to develop missing monitoring tools for the identification of sensitive areas and areas important for the protection of biodiversity, for the determination of ecological status indicators, for developing management plans for migratory marine species.	O					
Strengthening cooperation and exchange of best practices among managing authorities of Marine Protected Areas aiming to improve capacity to preserve biodiversity and ecosystems.				O	FORESEEN	
Increase cooperation in marine research on issues regarding impact of climate change on coastal areas and marine ecosystems.		O				
Introducing integrated coastal zones management and maritime spatial planning through exchange of best practices, comparing methodologies and pursuing a participative process of collaboration.				O		
Developing planning capacity on adaptation to climate change at regional and local level and encouraging the development of a macro-regional climate adaptation strategy based on risk and vulnerability assessments.		O				
Exploring the links with relevant Horizon 2020 research agendas (i.e. maritime research and biotechnology research).				O		
Capacity Building Ob. Pillar 3						
Increasing the academic and professional mobility and the level of qualification of the workforce, including taking into account transparency and frameworks of qualifications (notably with regard						

to candidate and potential candidate countries).						
Specific Ob. Pillar 4						
Capitalising on existing tools and initiatives in the framework of EU tourism policy.						
Supporting the sustainable development of coastal, maritime and hinterland tourism while reducing seasonality of demand, limiting its environmental footprint and taking into consideration the impacts of climate change.	O			X		
Promoting the sustainable development of cruise and nautical tourism. Establishing links between those forms of tourism with other forms of regional economic development.			O	X		
Enhancing the value and appreciation of culture and natural heritage, also including links with the development of creative enterprise and services.				X	FORESEEN	
Encouraging innovation, clustering and developing of new common marketing strategies and products, including tourist promotion through common branding.				X	FORESEEN	
Improving coordinated governance in the tourism sector among private and public entities.		O				
Enhancing and improving safety and security of all tourism products, especially diving, sailing and adventure tourism type of products.						
Improving quality management and sustainability, e.g. through the European Tourism Quality label (ETQ) or other joint labels, as well as the promotion of service innovation (e.g. through the use of ICT).	O				FORESEEN	
Developing the links between health tourism and active ageing (Life-science industry)						
Promoting tourism activities and services based on local products (agro and sea foods), cultures and values, to support active social inclusion and opportunities for youth in remote areas and areas exposed to demographic changes.	O					
Research and Innovation Ob. Pillar 4						

Fostering competitiveness of tourism SMEs, improving quality of tourism services and supporting innovation.		O			FORESEEN	
Stimulating Smart Specialisation and Smart communities (and coherence amongst Smart strategies) through the creation of Adriatic-Ionian thematic tourism platforms (including resources efficiency in the tourism sector) for collaboration amongst the scientific community, public authorities and businesses, as well as the formulation of research and innovation strategies to spur innovation and creativity in the tourism and cultural sectors.		O	O	X	FORESEEN	
Increasing the academic and professional mobility and the level of qualification/skills of the workforce, including taking into account transparency and frameworks of qualifications (notably with regard to candidate and potential candidate countries).						
Facilitating inter-cluster and inter-platform connectivity		O			FORESEEN	
Facilitating networking and mobility of artists and cultural operators in the frame of contemporary production and creative industries, as festivals.						
Capacity Building Ob. Pillar 4						
Promoting exchange of experiences on education, skill development and lifelong learning for tourist and cultural operators.		O		X		FORESEEN

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