



AI-NURECC

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



CPMR
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FORUM
of Adriatic
and Ionian
CITIES



FINAL BROCHURE

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ACRONYMS

AI: Adriatic-Ionian

AIYOF: Adriatic-Ionian Youth Organisations Forum

AIE: Adriatic Ionian Euroregion

CCI: Creative and Cultural Industries

CSOs: Civil Society Organisations

CPMR: Conference of Peripheral Maritime Regions

ETC: European Territorial Cooperation

FAIC: Forum of Adriatic and Ionian Cities

Forum AIC: Forum of the Adriatic and Ionian Chambers of Commerce

TSGs: Thematic Steering Groups

UniAdriion: Association of Universities of the Adriatic-Ionian area

VET: Vocational Education and Training

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AI-NURECC Initiative Final Brochure

Cover picture: Dronepicr - F. Ermert



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ABOUT THE PROJECT

THE AI-NURECC INITIATIVE

The Adriatic Ionian Network of Universities, Regions, Chambers of Commerce and Cities (AI-NURECC Initiative) is an initiative funded by the European Union, involving the key stakeholders of the Adriatic Ionian Regions. They have joined their efforts to support the appropriation of the European Union Strategy for the Adriatic and Ionian Region (EUSAIR) by regional and local stakeholders, ensuring deep and broad territorial coverage.

PROJECT OBJECTIVES

- set up a joint political and technical agenda to boost synergies and horizontal and vertical cooperation among the involved AI public and private stakeholders;
- support and stimulate the exchange of inputs and data, with particular attention to non EU Member States, in order to set up strategic macro-regional initiatives and projects;
- capitalise on existing EU knowledge and best practices that could be relevant to EUSAIR thematic pillars;
- enhance a sound coordination with EUSAIR official governing bodies, ensuring effective multi-factor and multi-level governance of EUSAIR, involving Regional and Local Authorities of Member States and non EU countries;
- act as a reliable and influential stakeholder allowing an effective and responsive connection to AI civil society;
- be a facilitator in bridging the gap between the EUSAIR TSGs members and the local level/community (with a bottom-up approach), also in pro-active cooperation with the Adriatic and Ionian Initiative;
- establish a 'bridge connection' with the Western Balkans Initiative (the Berlin Process);
- contribute to providing contents and added value for a dynamic interaction within the EUSAIR Stakeholder IT Platform (offline activities);
- bringing the Regions closer to the AI Fora and the EUSAIR key implementers.



THE ADRIATIC-IONIAN REGION

The Region is a functional area primarily defined by the Adriatic and Ionian Seas basin. Covering also a large terrestrial surface area, it treats the marine, coastal and terrestrial areas as interconnected systems. Home to more than 70 million people, the Region plays a key role in strengthening geographical continuity in Europe. The Strategy builds on the Adriatic-Ionian Initiative, which concerns eight countries: 4 EU Member States (Croatia, Greece, Italy, Slovenia) and 4 non EU countries (Albania, Bosnia and Herzegovina, Montenegro, Serbia).

ABOUT EUSAIR

The EU Strategy for the Adriatic and Ionian Region (EUSAIR) is a macro-regional strategy adopted by the European Commission and endorsed by the European Council in 2014. The Strategy was jointly developed by the Commission and the Adriatic-Ionian Region countries and stakeholders, which agreed to work together on the areas of common interest for the benefit of each country and the whole region.

YOUTH ACTION

1

OBJECTIVE: Set up an integrated dialogue with main AI youth organisations to promote the EUSAIR macro-region with the aim of involving young people and introducing them to the decision-making processes, thus bridging the existing gap among AI young generations and the EUSAIR institutional and technical structures

INFO-DAY: "ADRIATIC IONIAN YOUTH OWN THEIR FUTURE" | CAMPOBASSO, ITALY | 10 DECEMBER 2018

The Adriatic Ionian Euroregion organised the Info Day "Adriatic Ionian Youth own their Future" as part of AI-NURECC Initiative and aimed to stimulate discussions for establishing a framework for Adriatic-Ionian cross-cooperation in the youth field. Within the framework of the AI-NURECC Youth Action, the Info Day represented a first step towards promoting and building an open dialogue between the EUSAIR institutional and technical structures and the Adriatic Ionian Youth. Almost 100 students from local high schools participated in the event.

EUSAIR SUMMER SCHOOL: "MIGRATION ISSUES IN THE BALKANS" | ANCONA, ITALY | 17-22 SEPTEMBER 2018

The first EUSAIR Summer School focused on one of the key concerns the Adriatic-Ionian Region is currently facing, namely "Migration issues in the Balkans". The initiative, backed by European Union through AI-NURECC, gathered six international academic experts, who delivered lectures on international migration, migration flows in the Adriatic-Ionian region, reconciliation in the post-Yugoslav space, deliberation across deeply divided societies, and European territorial cooperation. The final aim of the initiative was to introduce young people to the decision-making processes, thus matching the existing gap among Adriatic-Ionian young generations and the EUSAIR institutional and technical structures. 30 students took part in the successful initiative.

EUSAIR YOUTH GAMES | ANCONA, ITALY | 27-29 SEPTEMBER 2019

The events organised in the framework of the EUSAIR Youth Games by the AI-NURECC initiative represented a great success. More than 500 participants from 8 countries in the Adriatic-Ionian area visited the AI-NURECC stand and were informed about the initiatives to support cultural exchanges for young people. 100 participants filled a survey on EUSAIR: 56% of the respondents acknowledged not knowing about EUSAIR, but 68% considered that the existence of a common strategy is very important for the area.

FORUM OF AI YOUTH ORGANISATIONS | TIRANA, ALBANIA | 19 NOVEMBER 2019

The Adriatic Ionian Youth Organisations Forum (AIYOF) was organised in Tirana, acclaimed European Youth Capital 2022. The AIYOF focused on discussing the role of Youth in capitalising the EUSAIR and in boosting the development of the Western Balkans through youth cooperation. The Forum represented the opportunity to bring together youth organisations and other actors of the EUSAIR, while stimulating the creation and maintenance of channels of interaction. Youth organisations were asked to pinpoint common challenges and ways to improve existing strategies for including input from the youth. More than 100 participants took part in the event, which was also broadcasted on TV and Social Media.



Pictures from AIYOF in Tirana and the EUSAIR Summer School in Ancona, Italy

CREATIVE AND CULTURAL INDUSTRIES

2

OBJECTIVE: Support the dialogue in the field of culture by identifying issues of common interest and sharing excellence and best practices to support artistic entrepreneurship, creative start-ups and contemporary art festivals

ADRIATIC START-UP SCHOOL | ANCONA, ITALY | 6 MAY - 28 JUNE 2019

The Adriatic Start-up School is a training path oriented to the development of innovative work in the field of cultural tourism, and it is aimed at enhancing the cultural heritage of the Adriatic-Ionian Macro Region. The primary objective of the project is to create the right conditions for young people, especially from the countries of the Adriatic-Ionian Macro-Region, to make use of their skills and their creativity, allowing them to achieve their own business idea. The project represents a real opportunity to develop the economy of this area and to increase professional employment with start-up creation.

FIRST TRAINING WORKSHOP-CROATIA: "CREATIVE CULTURAL TOURISM AND SUSTAINABLE EUSAIR DESTINATIONS" | SPLIT, CROATIA | 17 OCTOBER 2018

The training was held in the framework of the first Joint Annual Conference of the Fora of the Adriatic and Ionian Chambers of Commerce, Cities and Universities. The discussion of the Workshop for Sustainable Tourism was aimed at providing additional inputs and ensuring better coordination of the initiatives linked to the priority actions of the EUSAIR Action Plan: 'Fostering Adriatic Ionian cultural heritage' and 'Developing network of Sustainable Tourism businesses and clusters'.

SECOND TRAINING WORKSHOP-ALBANIA: "CREATIVE AND CULTURAL INDUSTRIES IN THE EUSAIR AREA" | TIRANA, ALBANIA | 21 NOVEMBER 2018

The initiative was organised by the Forum of the Adriatic and Ionian Chambers of Commerce in collaboration with the Chamber of Commerce of Durrës with the aim of supporting dialogue in the field of culture by identifying issues of common interest and sharing excellence and best practices to support artistic entrepreneurship, creative start-ups, and contemporary art festivals in the EUSAIR area.

The event was attended by more than 70 professionals and students. During the event, students of the Agricultural University of Tirana – Faculty of Economy and Agribusiness had the chance to present their business idea and then discuss with professionals how it could be further developed.

The Adriatic-Ionian Region has great potential to develop competitive and innovative creative and cultural industries that would benefit a wide range of stakeholders in the AI Region

A better knowledge of the opportunities offered, together with a reinforced dialogue in the field of culture by identifying issues of common interest and sharing excellence and best practices to support creative start-ups would enable decision and policy-makers to propose better tools to encourage job creation and employment.

THIRD TRAINING WORKSHOP-BOSNIA & HERZEGOVINA: "DOING BUSINESS IN THE CREATIVE AND CULTURAL FIELD: HOW TO DEVELOP YOUR BUSINESS IDEA" | SARAJEVO, BOSNIA HERZEGOVINA | 8 MARCH 2019

The workshop was hosted by the University of Sarajevo - centre for Interdisciplinary studies, and aimed to encourage and support the creation of start-ups that link their activities to cultural heritage.



Pictures from the Adriatic Star-up school (right) and WRSP-CROATIA (left)

**SECOND JOINT FORUM OF FAIC, FORUM AIC,
UNIADRION IN COLLABORATION WITH THE
AI-NURECC INITIATIVE | BUDVA, MONTENEGRO |
7-8 MAY 2019**

Montenegro organised the 4th EUSAIR Forum in coordination with the second Forum of the Adriatic and Ionian Chambers of Commerce, Cities and Universities. The two events represented the joint effort of the Ministry of Foreign Affairs, the European Integration Office and the Chambers of Commerce.

“The AI-NURECC project is an example of good practice for the implementation of the EUSAIR strategy”

Lodovico Gherardi, Coordinator of the Managing Authority Unit of the Interreg ADRIION Programme

The event was a great and unique opportunity for promoting a deeper and wider cooperation between EUSAIR countries with a special focus on the fields of Blue Growth and Tourism.

Three workshops were organised in the framework of the AI-NURECC initiative, linked to the EUSAIR pillars: Societal Challenges, Economic Analysis and Women Entrepreneurship.



*Pictures from the WRSP-ALBANIA (top)
and the 2nd Joint Forum in Budva (down)*

TASK FORCE ON TOURISM & CULTURAL HERITAGE

OBJECTIVE: Promote the capitalisation on existing project ideas and exchange of best practices, and contribute to enhance training and skills in the field of tourism business and cultural heritage

3

CRUISE SECTOR IN THE EUSAIR AREA | OLYMPIA, GREECE | 27 JUNE 2018

This one-day event entirely dedicated to the discussion and dialogue on the theme of the cruise sector was attended by more than 80 professionals, including guests and speakers from Albania, Croatia, Greece, Italy, Montenegro, Slovenia, Cyprus and Romania, as well as participants from Brussels and Istanbul. The conferences were followed by a workshop aimed at identifying challenges faced by EUSAIR cruise destinations and finding common solutions.

FIRST INFO-KIOSK | TIRANA, ALBANIA | 20-21 NOVEMBER 2018

On 21 November, the CPMR set up an Info-Kiosk to support the dialogue in the field of cultural heritage and tourism, offering visibility to non-EU Members and promoting the diversity and the great potential of the Adriatic-Ionian Region.

INTERNATIONAL FAIR OF MOSTAR | MOSTAR, BOSNIA & HERZEGOVINA | 9-11 APRIL 2019

The FAIC organised the workshop "Cities and Cultural Heritage: Ideas and Best Practices for the Adriatic and Ionian Region". It was attended by more than 50 high-level participants, providing the perfect occasion to create synergies and enhance collaboration in the sector of tourism and development of cultural heritage.

The AI-NURECC second Info-Kiosk set within the Mostar International Fair, attracted the interest of many citizens, tourist agencies and economic operators. It helped to promote the FAIC's activities within the EUSAIR strategy and the potentialities of city-to-city cooperation in the area and also in the economic and tourism fields.

SUSTAINABLE TOURISM & CULTURAL HERITAGE IN THE ADRIATIC-IONIAN REGION | FABRIANO, ITALY | 12 JUNE 2019

The workshop was organised within the 13th Annual Conference of UNESCO Creative Cities, with the purpose of supporting the dialogue in the field of culture and promoting the capitalisation of existing project ideas and best practices.



Pictures from the workshop in Olympia (top) and the International Fair of Mostar (down)

SKILLS DEVELOPMENT & TRAINING

OBJECTIVE: Increase capacities on territorial development project design to reduce the existing gap between the EUSAIR objectives and the opportunities delivered by the EU, national and regional funding programmes. Promote multilateral networking activities among universities, regional and local authorities and enterprises.

FORUM ON EU POLICIES & EU TERRITORIAL COOPERATION + TRAINING ON EU PROJECT DESIGN | TIRANA, ALBANIA | 20 NOVEMBER 2018

The CPMR organised a series of events in Tirana under the AI-NURECC Initiative. These included a forum on EU Policies and EU Territorial Cooperation Opportunities focused on Technology, Innovation and Youth in the Adriatic-Ionian area. The events were aimed at promoting a technical debate on the added value of EU policies and the macro-regional approach for AI countries, increasing the skills and knowledge of young people, students and civil servants on territorial development project design, promoting multi-actor networking activities and innovative synergies, and exploring collaboration opportunities with existing EUSAIR technical bodies. They brought together young people, politicians and officers from Regional and Local Authorities and representatives of Chambers of Commerce, Universities, VET, NGOs, Managing Authorities of ETC programmes and Interreg Project Managers.

The CPMR organised a Training Workshop that focused on the practicalities of preparing and implementing successful cooperation projects in the EUSAIR. It included examples of best practices and writing tips, and also highlighted the forthcoming opportunities under the Interreg ADRIION and other cooperation programmes.

SEMINAR ON EU POLICIES & EU TERRITORIAL COOPERATION + TRAINING ON EU PROJECT DESIGN | BELGRADE, SERBIA | 17-18 DECEMBER 2018

The CPMR organised a seminar on EU Policies & EU Territorial Cooperation opportunities, focused on connectivity, energy transition and networks. The event aimed at bringing together young people, politicians and officers from Regional and Local Authorities as well as all stakeholders interested in the topic.

The CPMR also held a Project Training to promote access to EU programmes and funds, focused on how to prepare a good project proposal and how to implement successful cooperation projects in the EUSAIR.

TRAINING ON EU PROJECT DESIGN | MOSTAR, BOSNIA & HERZEGOVINA | 16-17 JULY 2019

The AIE organised a project training focusing on Blue Growth as a key for the sustainable development of rural communities of the Adriatic Ionian basin. The training targeted local and international stakeholders. The event illustrated EU opportunities and funding mechanisms for the blue economy sector and provided target groups with hand-on information on how to strengthen local development strategies and partnerships through the added value of transnational and inter-regional cooperation.

SEMINAR ON EU POLICIES AND EU TERRITORIAL COOPERATION & TRAINING ON EU PROJECT DESIGN | BUDVA, MONTENEGRO | 7-8 MAY 2019

The CPMR organised a side event in the framework of the 2019 EUSAIR Forum. The seminar focused on blue growth and tourism, which represent respectively pillars 1 and 4 of the EU Adriatic & Ionian Strategy (EUSAIR). It gathered representatives from the academic and business sectors with a view to initiating dialogue to examine industrial transition and entrepreneurial discovery as part of Smart Specialisation Strategies and promote access to related EU programmes and funds.



Pictures from: Budva, Mostar and Tirana events

COMMUNICATION CAMPAIGN

OBJECTIVE: help disseminate of AI-NURECC activities, results and future events promoting the deliverables and plans of the Initiative towards the identified stakeholders/target groups.

5

AI-NURECC NEWSLETTER

The periodical editions of the AI-NURECC newsletter helped the selected audience of stakeholders to follow the project implementation. During these two years, all activities carried out under the project were disseminated through the regular publication of Newsletters (in June, July and December 2018, and in June, November and December 2019) and to over 700 subscribers from academia, the public and private sectors, and national, regional, local and European institutions.

+800 subscribers
6 newsletters

Top locations: Italy, Albania, Greece



AI-NURECC DIRECT INFOPOINT

On 10th January 2019 the Forum of Adriatic and Ionian Cities launched the AI-NURECC Direct InfoPoint located in and with the collaboration of the Municipality of Vasto (Italy), city that holds the FAIC Presidency. The InfoPoint represented an original (first EUSAIR information office open to citizens), innovative and strategic tool for building and consolidating relations among civil society organisations, local authorities and European institutions and for raising awareness on the EUSAIR and the cross-border cooperation issues among local communities.

Through the activation of front-office and back-office services, the InfoPoint provided information and advice on European opportunities in the Adriatic-Ionian area for local authorities, businesses, youth, schools and universities, NGOs and CSOs. Local citizens have shown great interest in the service since its activation.

The AI-NURECC Direct InfoPoint, in line with its mission, facilitated meetings among several local stakeholders such as the representatives of trade and tourism associations, local fisheries, youth organisations, schools, environmental associations and local authorities. With regard to the field of education, the InfoPoint promoted networking among Adriatic and Ionian schools which led to the design of the concept note "Living the Adriatic and Ionian Cities" focused on the element of the lighthouse as a symbol of the maritime heritage of the two AI shores.



ADRIATIC IONIAN OBSERVATORY ON MULTILEVEL GOVERNANCE

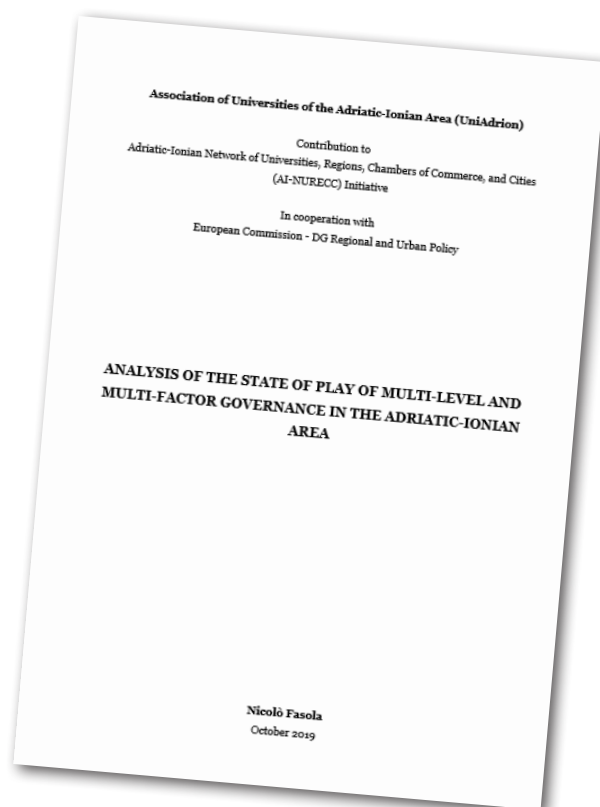
OBJECTIVE: promote sound studies aiming to deliver updated analysis on the ongoing changes in the administrative structures of the 8 EUSAIR countries.

SEMINAR ON MULTI-LEVEL GOVERNANCE POLICIES IN THE ADRIATIC IONIAN REGION | CAMPOBASSO, ITALY | 4-5 NOVEMBER 2019

This AI-NURECC Initiative event put the focus on participatory processes and bottom-up approaches that can stimulate and reinforce a shared sense of ownership of the EUSAIR. Focusing on the multilevel governance approach and some of the ways it is formulated at territorial level, the event promoted a stronger role of of Adriatic-Ionian local and regional authorities in both the macro-regional strategy and the EU, also by means of a deeper cooperation between EU- and non-EU members.

ANALYSIS OF THE STATE OF PLAY OF MULTI- LEVEL AND MULTI-FACTOR GOVERNANCE IN THE ADRIATIC-IONIAN AREA

The results of this analysis elaborated by UNIADRION were presented during the seminar in Campobasso, and underlined the need that all actors involved in the EUSAIR should be more committed not only towards the strategy but also towards EU integration and regional cooperation at large.



Pictures from the Campobasso seminar

AI-NURECC INITIATIVE ACHIEVEMENTS

1 ACQUAINTING YOUNG PEOPLE WITH THE EUSAIR

Communicated collaboration opportunities for young people within the region. Gave the chance to meet, exchange and feel part of a wider family with common priorities and goals.

2 RAISING AWARENESS ON THE POTENTIAL OF THE CREATIVE AND CULTURAL INDUSTRIES SECTOR IN THE REGION

Contributed to raise awareness on the great potential of the region for developing competitive and innovative cultural industries. Submitted a proposal for a new thematic area on the CCI sector to the Smart Specialisation Platform for Industrial Modernisation of the European Commission: Adriatic-Ionian Cultural & Creative Industry Innovation Quest (AI-CCI-IQ).

3 SHOWCASING THE POWER OF ADDRESSING COMMON CHALLENGES TOGETHER

Gave more visibility to and helped stakeholders to learn about and promote their regions' richness and diversity, and benefit from their potential. Gathered and used lessons learned.

4 BRINGING TOGETHER A WIDE RANGE OF STAKEHOLDERS AND PROMOTING EXCHANGES

Informed about new trends and expected needs for training at both Adriatic-Ionian and EU levels. Promoted exchanges and best practices in the region.

5 PROVIDING A PLATFORM TO SPREAD AND DISSEMINATE IDEAS

Offered speakers and stakeholders a platform to better disseminate their ideas as well as promote their interest in collaboration.

6 IDENTIFYING OPPORTUNITIES AND CHALLENGES FOR A MORE PRODUCTIVE INVOLVEMENT OF LOCAL AND REGIONAL STAKEHOLDERS

Pointed to opportunities and challenges for a more produced involvement and better appropriation of the Strategy by local and regional stakeholders.

RECOMMENDATIONS

1 ACCESS TO INFORMATION SHOULD BE REINFORCED TOWARDS YOUNG PEOPLE AND YOUTH REPRESENTATIVES

The involvement of young people is crucial for the success and sustainability of any strategy. The AIYOF launched by the AI-NURECC initiative could be a first step towards a better coordination of youth organisations in the area and their involvement in mayor Adriatic-Ionian events.

2 REGIONAL & LOCAL ACTORS AND POLICY MAKERS SHOULD COOPERATE CLOSER IN INNOVATIVE PROPOSALS

The AI-CCI-IQ proposal paves the way for a closer collaboration in all EUSAIR countries. Actors and policy makers are strongly invited to coordinate with the core partners of this proposal to help driving forward promising and innovative ideas in the area.

3 ALL ACTORS NEED TO WORK TOGETHER TO PROMOTE THE DIVERSITY OF THE ADRIATIC-IONIAN REGION

All stakeholders in the regions should be inspired by the EU motto 'United in Diversity' and collaborate for the promotion of the richness of the Adriatic-Ionian area through the AI-NURECC partnership and their policy and projects work and events. The region has a lot to share with and learn from other macro-regional strategies.

4 BETTER COORDINATION IS NEEDED IN ORDER TO IMPROVE EFFECTIVENESS IN THE REGION

The EUSAIR actors could better coordinate through the AI-NURECC Initiative partners, which would help to avoid a dispersion of efforts and resources. A better coordination and increased cooperation could help to improve the effectiveness of the Adriatic-Ionian region.

5 OPPORTUNITIES TO SHARE IDEAS AND BE INFORMED SHOULD BE SEIZED

Seize the opportunity to share your ideas with the wider network of networks and be informed about updates. Be active in the region: don't wait for consultations or calls for proposals, be ready in advance with updated information, keep useful contacts, take part in events, participate to activities... Subscribe to the AI-NURECC newsletter and follow us on twitter @AI-NURECC

6 THE COHERENCE OF THE EUSAIR GOVERNANCE NEEDS TO BE INCREASED

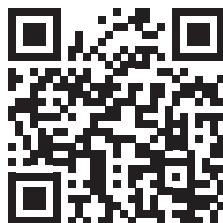
Specific roles of the various levels of governance should be arranged coherently reflecting a clear subdivision of labour within the EUSAIR. For further recommendations, read the analysis produced within this project.

FEEDBACK

**Where would you like Adriatic Ionian events to be organised in the future?
(City, Country)**

Please give us your feedback about the AI-NURECC Initiative

Your comments / suggestions



Send us an email to info@crpm.org or
scan this QR code to share your feedback with us!

NOTES



Conference of Peripheral Maritime Regions
www.cpmr.org



Adriatic Ionian Euroregion (AIE)
www.adriaticionianeuroregion.eu



Forum of Adriatic and Ionian Cities (FAIC)
www.faic.eu



Forum of the Adriatic and Ionian Chambers of Commerce (Forum AIC)
www.forumaic.org



Association of Universities in the Adriatic-Ionian area (UniAdrion)
www.uniadrion.net



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