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SP4EUSAIR



## *Strategic projects – ISO1 supporting EUSAIR implementation*

IPA ADRION 12<sup>th</sup> MC meeting,  
Ljubljana, 12-13 November 2024





# EUSAIR

# Governance Point =

# EGP

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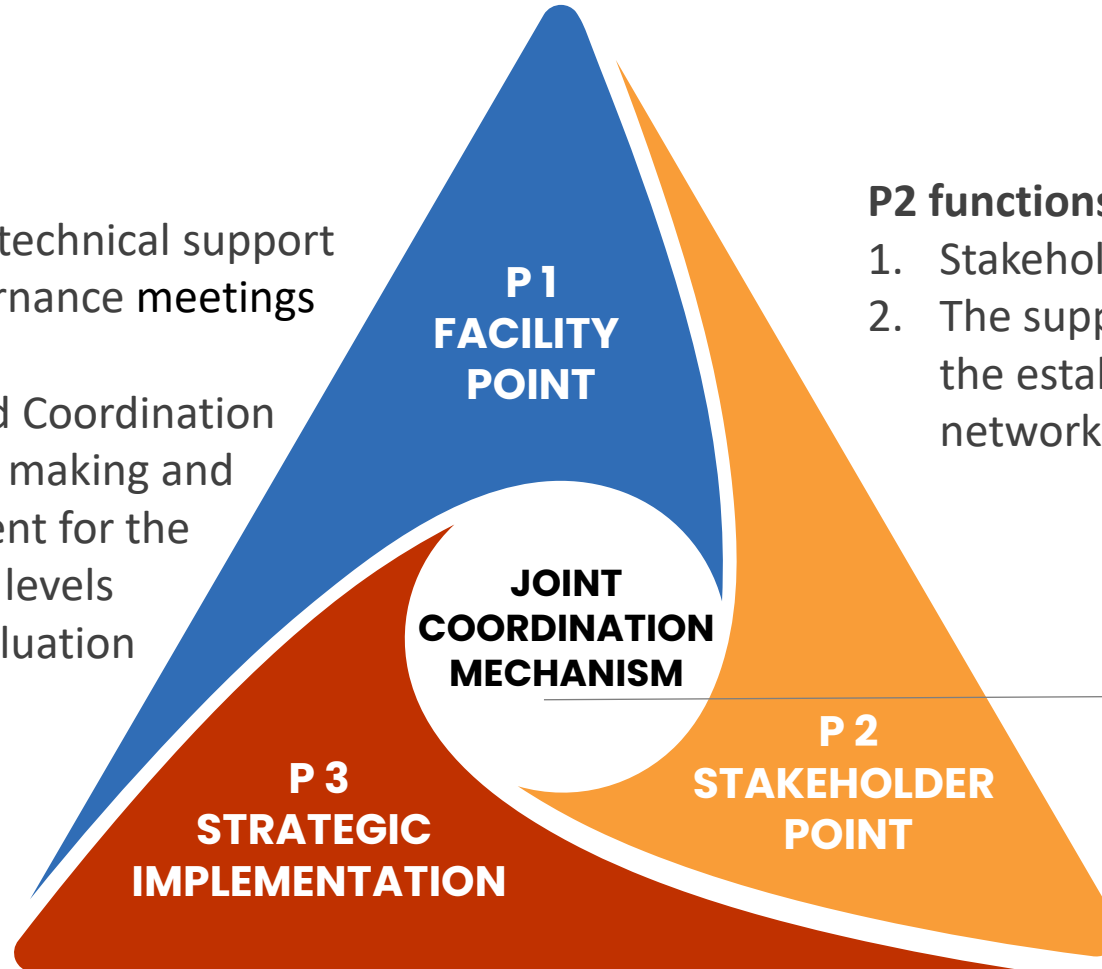
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SP4EUSAIR

# EUSAIR governance support projects 2023 -2027

## P1 functions

1. Administrative and technical support to the EUSAIR governance meetings of all levels
2. Communication and Coordination
3. Support to decision making and capacity development for the implementers at all levels
4. Monitoring and evaluation of EUSAIR



## P2 functions

1. Stakeholder involvement and engagement
2. The support to financial dialogue and the establishment and coordination of networks of Managing Authorities

Joint Steering Committee between 3 LPs  
Quarterly LP coordination meetings  
Joint operational plans

## P3 function

1. Support to development and implementation of strategic implementation formats

# Joint Coordination mechanism

*For better organisation of work  
on project and Strategy level*



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**Guidance on functioning of the coordination mechanism**, including interactions with EUSAIR governance bodies

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**Joint Steering Committee** composed of 3 LPs to coordinate in support of macro-regional processes

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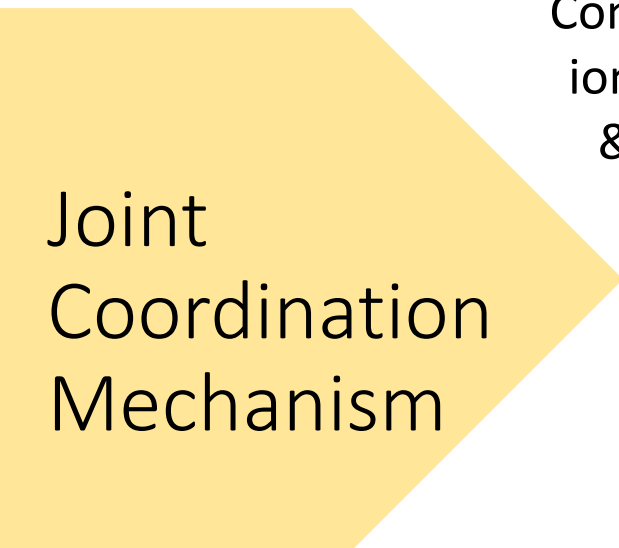
**Quarterly coordination meetings** - every 3 months – to prepare, re-examine the workplan if needed, address new challenges

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**Joint annual workplan** - all activities, events, meetings agreed between 3 LPs, coordinated with Presidency



Communication strategy & annual plan



capacity building + e-learning programme & annual plan



monitoring & evaluation plan



stakeholders' involvement and engagement plan



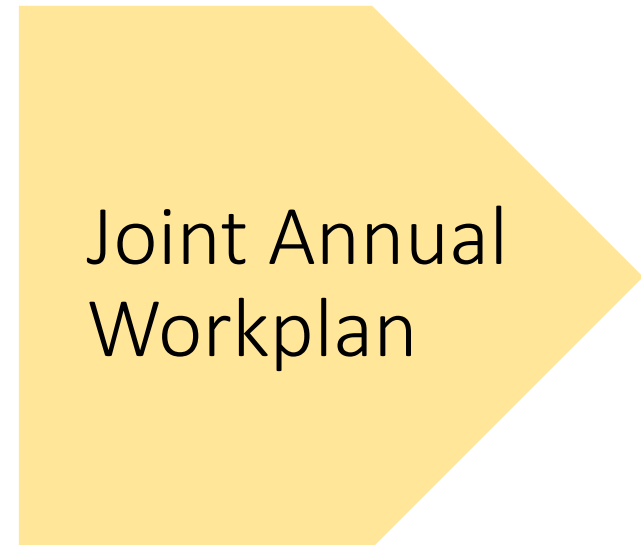
capitalization plan



the embedding process



the enlargement process



# Implemented activities of Joint Coordination Mechanism

- **Quarterly Joint Steering Committee meetings** → 6 meetings, 4 on-line  
2 in person
- **Joint sharepoint** for better coordination
- For better coordination with Pillars → **EGP - Pillar Coordinators meetings**
- Monthly updated joint **EUSAIR Annual Workplan**
- **EGP Guidelines** → practical handbook of all EGP services to EUSAIR  
(under development, rolling document, 1<sup>st</sup> version by end of 2024)

Interreg



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EU Strategy for the  
Adriatic and Ionian Region  
**EUSAIR**

# *EUSAIR Facility Point – update on implementation of functions*

IPA ADRION 12<sup>th</sup> MC meeting,  
Ljubljana, 12-13 November 2024



# *Contents*

1. Administrative and technical support to the EUSAIR governance
2. Communication and Coordination
3. Support to decision making and capacity development for EUSAIR implementers
4. Monitoring and evaluation of EUSAIR

Financial implementation and progress of indicators

*Strategic project EUSAIR FACILITY POINT is co-funded by the European Union through the Interreg IPA ADRION Programme 2021-2027*



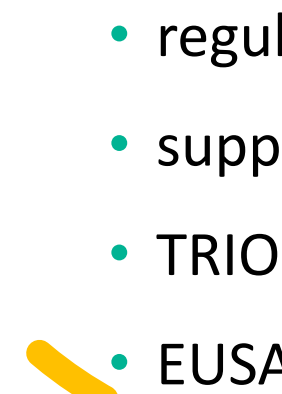
*1. Administrative  
and technical  
support to the  
EUSAIR  
governance*

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# *Support to EUSAIR GB, NCs, Presidency*

- Organisation and support to **3 Governing Board meetings**
  - Organisation and support to **5 National Coordinators meetings**
  - **Youth Consultation Task Force** – 5 meetings
  - **Support to Presidency**
    - regular coordination meetings with EC
    - support to MRS processes (EYC, 2027+, Governance revision, AP revision)
    - TRIO Presidency – 3 meetings
    - EUSAIR Hellenic Presidency kick-off event (Corfu, 1.10.2024)
- 



# *Support to TSGs and PCs*

- Organisation and support to **meetings of 5 Thematic Steering Groups:**
    - Autumn 2023,
    - Spring 2024,
    - Autumn 2024 – in preparation
  - **Technical Pillar Coordinators meetings – 3 meetings**
- 



# *Support to EUSAIR Youth Council*

- Youth Photo Competition 2023 Exhibition and Award Ceremony
- Youth Action - **2024 POPRI**
- **2024 EUSAIR Youth Council Call**
- Eligibility check and assessment of applications during Summer 2024
- **Organisation of 1<sup>st</sup> EYC meeting and capacity building** – Dubrovnik, 21-23 November 2024

# *Support to events: Pillar thematic events*

Thematic pillar or cross-pillar events - supporting Presidency and TSGs in organisation:

- TSG 2-Transport: Zagreb, 25.4.2024 - Conference on Transport Connectivity in the Adriatic-Ionian Region: Corridor Western Balkans - Eastern Mediterranean
- TSG 3: Brussels, 14.3.2024 - Biodiversity and Marine Protection in EUSAIR: A contribution to EU Biodiversity Strategy 2030
- TSG 3: Izola, 19.9.2024 - Construction Activities in the Sea and on the Seashore and Achieving good environmental status of the Sea

# *Support to EUSAIR Forum*

Support to Croatian Presidency in organisation of 9<sup>th</sup> EUSAIR Annual Forum in Šibenik (15-16 May 2024)

9 FORUM

EU STRATEGY for the ADRIATIC and IONIAN REGION

ŠIBENIK, 15-16 MAY 2024





## 2. *Communication and Coordination*

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# Communication activities

- **Web-site renewal:** ongoing procurement, new site expected by the end of 2024, coordination with StEP on integration with ESP
- **EUSAIR 10th Anniversary,** logo, achievements booklet, celebration at the Forum
- **Logo EUSAIR Youth Council** in preparation
- **New EUSAIR logo** voting, GB decision
- **EUSAIR visual brand identity with handbook** in preparation
- **EUSAIR Communication Strategy** in progress
- Setting up of **EUSAIR National Contact Points - ECP**



# *Communication – new logo*

- **Winner** - ORIGINAL with 5<sup>th</sup> SAIL for Improved Social Cohesion Pillar and 10 STARS reflecting 10 participating countries
- Officially to be used only after new Action Plan endorsement



EU Strategy for the  
Adriatic and Ionian Region  
**EUSAIR**

# Communication – flagships

- **EUSAIR FLAGSHIPS promotion - infographics on the EUSAIR website**

**EU Strategy for Adriatic and Ionian Region - EUSAIR**

**Pillar 1: BLUE SUSTAINABLE ECONOMY**

Main topics according to EUSAIR Action Plan:

- BLUE AND GREEN TECHNOLOGIES
- FISHERIES AND AQUACULTURE
- MARITIME AND MARINE GOVERNANCE AND SERVICES

**EUSAIR Flagships 2021 - 2027**

**01** Improving maritime infrastructure in the field of services, including digital services, to enhance competitiveness and business efficiency in the sea economy.

• **01/01** - Digitalisation and automation of maritime services

• **01/02** - Digitalisation of maritime services

• **01/03** - Digitalisation of maritime services

**02** Improving port facilities, efficiency and competitiveness in the Adriatic and Ionian region, to enhance the role of ports as a major transport corridor and as a driver of economic growth.

• **02/01** - Digitalisation of port facilities

• **02/02** - Digitalisation of port facilities

• **02/03** - Digitalisation of port facilities

**03** Enhancing capacity building and efficiency of administrative and management services in the Adriatic and Ionian region, to enhance the role of ports as a major transport corridor and as a driver of economic growth.

• **03/01** - Digitalisation of administrative services

• **03/02** - Digitalisation of administrative services

• **03/03** - Digitalisation of administrative services

**EU Strategy for Adriatic and Ionian Region - EUSAIR**

**Pillar 2: CONNECTING THE REGION**

Main topics according to EUSAIR Action Plan:

- MARITIME TRANSPORT
- URBAN MOBILITY
- BUILDING CONNECTIVITY
- GREEN ENERGY
- ENERGY NETWORKS

**EUSAIR Flagships 2021 - 2027**

**01** The Adriatic Ionian region connectivity

• **01/01** - Digitalisation of connectivity

• **01/02** - Digitalisation of connectivity

• **01/03** - Digitalisation of connectivity

**02** Promoting mobility and connectivity in the Adriatic and Ionian region

• **02/01** - Digitalisation of mobility and connectivity

• **02/02** - Digitalisation of mobility and connectivity

• **02/03** - Digitalisation of mobility and connectivity

**03** Promoting energy and digital connectivity in the Adriatic and Ionian region

• **03/01** - Digitalisation of energy and digital connectivity

• **03/02** - Digitalisation of energy and digital connectivity

• **03/03** - Digitalisation of energy and digital connectivity

**04** Promoting energy and digital connectivity in the Adriatic and Ionian region

• **04/01** - Digitalisation of energy and digital connectivity

• **04/02** - Digitalisation of energy and digital connectivity

• **04/03** - Digitalisation of energy and digital connectivity

**EU Strategy for Adriatic and Ionian Region - EUSAIR**

**Pillar 3: ENVIRONMENTAL QUALITY**

Main topics according to EUSAIR Action Plan:

- MARINE AND COASTAL ENVIRONMENT
- TRANSNATIONAL TERRESTRIAL HABITATS AND BIODIVERSITY

**EUSAIR Flagships 2021 - 2027**

**01** Development and implementation of marine environment management plans

• **01/01** - Digitalisation of marine environment management plans

• **01/02** - Digitalisation of marine environment management plans

• **01/03** - Digitalisation of marine environment management plans

**02** Protection and enhancement of natural heritage and biodiversity

• **02/01** - Digitalisation of natural heritage and biodiversity

• **02/02** - Digitalisation of natural heritage and biodiversity

• **02/03** - Digitalisation of natural heritage and biodiversity

**03** Promotion of sustainable growth of the Adriatic Ionian region

• **03/01** - Digitalisation of sustainable growth of the Adriatic Ionian region

• **03/02** - Digitalisation of sustainable growth of the Adriatic Ionian region

• **03/03** - Digitalisation of sustainable growth of the Adriatic Ionian region

**EU Strategy for Adriatic and Ionian Region - EUSAIR**

**Pillar 4: SUSTAINABLE TOURISM**

Main topics according to EUSAIR Action Plan:

- FACILITATING DIGITAL AND GREEN TRANSITION OF THE TOURISM AND CULTURAL HERITAGE OFFER
- PREPARING FOR THE FUTURE: KNOWLEDGE, SKILLS AND MANAGEMENT

**EUSAIR Flagships 2021 - 2027**

**01** Research & development for innovation and growth of the Adriatic Ionian region

• **01/01** - Digitalisation of research and development

• **01/02** - Digitalisation of research and development

• **01/03** - Digitalisation of research and development

**02** Training and skills in the field of tourism, environment and digitalisation

• **02/01** - Digitalisation of training and skills

• **02/02** - Digitalisation of training and skills

• **02/03** - Digitalisation of training and skills

**03** Digitalisation of the tourism offer in the Adriatic Ionian region

• **03/01** - Digitalisation of the tourism offer

• **03/02** - Digitalisation of the tourism offer

• **03/03** - Digitalisation of the tourism offer

**04** Enhancement of a sustainable and green tourism offer in the Adriatic Ionian region

• **04/01** - Digitalisation of sustainable and green tourism offer

• **04/02** - Digitalisation of sustainable and green tourism offer

• **04/03** - Digitalisation of sustainable and green tourism offer

**05** Digitalisation of the tourism offer in the Adriatic Ionian region

• **05/01** - Digitalisation of the tourism offer

• **05/02** - Digitalisation of the tourism offer

• **05/03** - Digitalisation of the tourism offer

# Communication – improved web-site and social media reach

## ➤ **WEBSITE:** Based on GA4 (Google Analytics):

- Improved Active users for 73,6% from last year period: 29.000 users
- Improved Event Count for 49,9% from last year period: 444.000 event counts

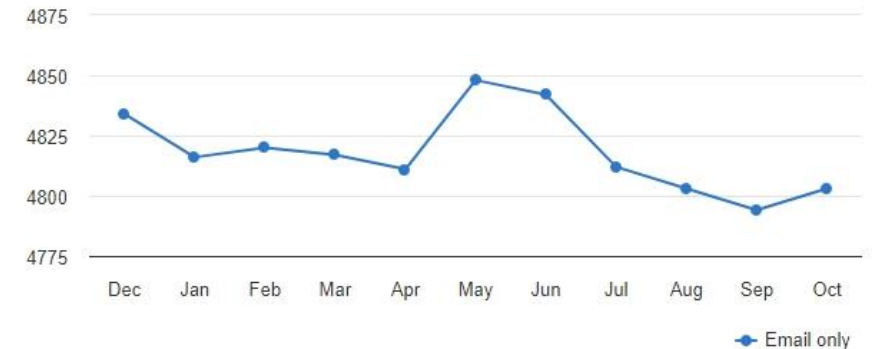
## ➤ **SOCIAL MEDIA:**

- Facebook: Overall decrease in engagement, reach down by 32,4%
- LinkedIn: Growth in followers, Impression averaging from 1000 - 2000 (how many times a post was shown on LinkedIn) & average of 600 Members reached (how many people in any way interacted with the post: clicked, liked, reshared);
- Instagram: New profile, no conclusive data yet
- Twitter: Due to new X policies, there is no possibility to check impressions and engagement without X subscription

## ➤ **MAILCHIMP**

Total subscribers

4,803 ↑ 3.8% compared to last year



# *Coordination tools – EUSAIR*

## *Governance revision*

- Support to Presidency in development and approval of revised **EUSAIR Governance Architecture paper**
- **Next steps** (end of 2024, beginning of 2025)
  - Development of **EGP Guidelines** - defining relations, roles, services, contacts of EGP and governance bodies - previously Modus Operandi
  - Development of revised **RoPs drafts** (GB, TSGs) as support to Presidency - more efficient procedures
  - Development of **Pillar Roadmap for Actions** template - More detailed plan on implementation of Actions

# *Coordination tools – Annual workplan, EUSAIR Planner*

- **Workplan 2024** – monthly updates on plans for events and activities concerning EUSAIR for 2024, in development for 2025
- **EUSAIR Planner** – confirmed events, consolidations in progress, holidays in 10 countries inserted in calendar
- **Excel files updated on intranet** (consolidated with FP PPs, StEP and SP4EUSAIR)

# *Coordination – Facility Point, EGP, cross-MRS*

## ➤ **Facility Point**

- **Monthly Facility Point Partnership Working meetings**
- **FP in person Steering Group Meeting**, Corfu, 2-3 October 2024

## ➤ **EGP Joint Steering Committee**

- Regular online coordination meetings
- 2 in person meetings – shared organization
- Regular updates of Annual Workplan

## ➤ **Cross macro-regional exchanges**

- cooperation in Interact working groups on communication, M&E, capacity building, embedding;
- organisation of **4 MRS supporting units meeting** in Izola, 20 September 2024

# Actions supporting horizontal/cross-cutting topics - Innovation

- Revitalisation of **EUSAIR S3 Network** together with StEP - Izola, 17 September 2024
- **EUSAIR S3 authorities meeting** - 10 national and regional authorities, out of 19 invited
- **Study in 1/2 of 2025:**
  - on S4 complementarities, potentials for interregional cooperation
  - identification of possible cooperation topics/projects linked to EUSAIR actions
  - recommendations for future cooperation model
- **Panel on better cooperation and synergies between MRSs and S3**, Izola, 17 September 2024



*3. Support to  
decision making  
and capacity  
development for  
EUSAIR  
implementers*

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# *Tools for evidence-based decision-making*



- **Pillar thematic expert's engagement**, engaged in Pillar 3 and 4, to be engaged in Pillar 1, 2 and 5 – waiting on Pillar Coordinators
- **Macro-regional issue papers – EUSAIR perspective on 2027+**
  - Workshop with Interreg programmes (IPA Adrion, IT-HR) – Sibenik, 16.5.2024
  - Survey with EUSAIR governance bodies – September 2024
  - Survey with stakeholders – September 2024
  - Workshop with mainstream MAs and NIPACs – Corfu, 1.10.2024
  - Interviews with ETC programmes – October 2024
  - Focus group – October 2024
  - Final Report – December 2024

# Capacity Building

- **Capacity building needs assessment** – during summer, Analysis available
- **Capacity building programme** to be developed till end of 2024, then consolidation
- **Newcomers kit** – 1<sup>st</sup> Draft developed
- **Capacity building for EUSAIR Youth Council** – 21-23 November 2024, Dubrovnik



# 4. *Monitoring and Evaluation of EUSAIR*



# *Monitoring and evaluating implementation of the Action Plan*

- **Annual Pillar Progress Reports 2023** – prepared, except Pillar 1
- Preparation of a **special system of monitoring and evaluation indicators of the Pillars of EUSAIR** – 10.1.2025
- **Contents and Format of Annual Reports** – 31.5.2025
- **Annual Report 2024** – 31.5.2025
- **Annual Pillar Progress Report 2024** - February 2025
- **EUSAIR Evaluation Plan** – 10.1.2025


The background features a stylized mountain range in shades of green and teal. A diagonal red rope runs across the scene, with several dark silhouettes of people climbing it. The text is centered in a white, elegant serif font.

*Project financial  
implementation and progress  
of indicators*

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# *Slide under development*

- Waiting for Partner Reports
- At the meeting will be presented the latest updated situation.



Thank you  
for your  
attention!