

3RD FORUM OF THE EU STRATEGY FOR THE ADRIATIC CATANIA 24-25 MAY 2018 AND IONIAN REGION

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EUSAIR - PILLAR 4
Financing Opportunities - SUSTAINABLE
TOURISM



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STATE OF PLAY

- Eight TSG 4 meetings - 2 since last Forum: 7th TSG 4 meeting in Palermo (November 2017)
- 8th TSG 4 meeting in Zagreb (April 2018)
- Renewed standing members, more representatives from the Ministries of Culture included
- Average participation: seven countries
- Albanian coordinator: unfortunately, no coordinator since election in spring 2017



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ACTIVITIES OF TSG 4

- Basket of common products
- Evaluation criteria, template for project proposals/ concepts
- 6 top priorities
- Evaluated 40 project proposals (Greece, Italy, Croatia, Slovenia...)
- Letters of Recommendation
- Report on EUSAIR national tourism strategies - 8 actions proposed



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ADRION - challenges

1st call - S.O. 2.1 Valorisation and preservation of natural and cultural heritage as growth assets in the ADRION area:

- 6 projects approved with 47 partners, all EUSAIR countries
- 24.5% EU resources allocated to Priority Axis 2 out of the overall budgeted resources
- Only 10% of eligible and 4.5% of submitted projects
- Letters of Recommendation not considered??



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ADRION – opportunities (?)

2nd call – a **targeted** call, has three main topics for tourism and culture:

- preserve, capitalize and innovate cultural and natural heritage
- Monitor, evaluate and mitigate environmental and social pressure for and by tourism
- develop sustainable tourism by reducing pollutant agents



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Facility Point Plus- new funding opportunity for cross-pillar projects:

TSG 4 prepared two project proposals:

- 1) Managing Tourism Flows in Protected Areas (with Pillar 3)
- 2) Sustainable Infrastructure: Promotion of a Quality - oriented, Sustainable Tourism Offer in EUSAIR Destinations (with Pillars 2 and 3)



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New possibilities for cooperation and funding

Routes 4U, cooperation with the Council of Europe, two thematic routes proposed by Pillar 4:

1. Olive Tree Route
2. Roman Emperor Route – providing opportunities for cooperation with EUSDR

Facility Point Project Development:

Two projects approved by TSG 4, most likely to be financed through FP Project Development Package

1. Travel Green in Adriatic-Ionian Region
2. Western Silk Road (cooperation with UNWTO)



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**New possibilities for cooperation and funding,
ctnd**

RCC

More opportunities for the IPA countries,
especially for culture and tourism

BLUEMED

Research (?)



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CONCLUSIONS

Challenges:

- Strategy without its, at least minimal, source of funding is difficult to implement
- Programmes designed at the same time as the Strategy, not foreseen a mechanism to give additional points upon recommendations of TSGs - which were required to do so!
- Different levels of competence and financing possibilities for the EU and non-EU countries
- Strategic Project and the Partner Agreements-support to implementation of EUSAIR: signed too late, not enough time for project preparation (programming period ending)



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CONCLUSIONS, ctnd

Opportunities

- cooperation with Council of Europe and RCC
- cooperation with other macro-regional strategies (e.g. EUSDR)
- cooperation with PANORAMED (WP on Maritime and Coastal Tourism)
- voluntary (?) contributions in, for example, organizing thematic meeting, workshops connected with 8 common actions stemming from national tourism strategies



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CONCLUSIONS, ctnd

- Lessons learned should be used for the upcoming programming period
- Align transnational programmes (priorities, criteria, evaluation) with the macro-regional strategies
- Provide specific budget lines for macro-regional strategies projects



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Thank you for your attention

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