

# Flagship development process

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Sustainable and Innovative Food Systems:

## **The Mediterranean Diet as a Tool for Tourism and Local Development in EUSAIR Communities**

**29 & 30 September 2025**

CIHEAM Bari Campus, Valenzano (Bari), Italy



# Background and key elements



Interreg  Co-funded by the European Union

IPA Adrion

SP4EUSAIR

## D1.3.1 Manual to define a set of criteria for IFs and rules for the development of concept documents

*Activity 1.3. Advancement of key strategic ideas and development of the framework for the implementation formats (IFs)*

### SP4EUSAIR main objective

to provide support in strategic implementation formats (IFs) development

- a practical guide for the **selection, evaluation,** and **development of IFs**
- it aims to enhance the **quality, consistency,** and **strategic alignment of IFs,** ensuring they **effectively contribute to macro-regional objectives**

*This deliverable represents a revision and extension of the Background Paper developed within the EUSAIR Facility Point and Facility Point Plus projects*

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## D1.3.1 Manual to define a set of criteria for IFs and rules for the development of concept documents

*Activity 1.3. Advancement of key strategic ideas and development of the framework for the implementation formats (IFs)*

### The MANUAL reflects:

- the **strategic direction** introduced by the revised **EUSAIR Action Plan of 2024**
- the **operational improvements** introduced through the SP4EUSAIR project and **built on empirical foundation**

By **consolidating past approaches and aligning with current needs** and strategic developments, this Manual offers a more **structured** and **pillar-centric framework** to **support TSG members and partners** in the continuous improvement of the EUSAIR

# Typology of IFs and development of a new flagship



*Adriatic-Ionian Region*

By adopting a **Pillar-specific, participatory, and evidence-based approach**, the project has contributed to a **more coherent, responsive, and strategically aligned framework** for identifying and developing IFs across the Adriatic-Ionian Region to deliver tangible macro-regional impact

It has enabled the establishment of a **clearer and more functional framework** for **guiding strategic planning, IFs development, and support actions** across all EUSAIR Pillars

Introduces:  
**strategic-level, project-level and knowledge and support formats**



# How to define a flagship

1

High-priority,  
implementation-oriented  
**initiative**

designed to address the most pressing challenges and opportunities

2

Functions as an  
**umbrella framework**  
composed of multiple,  
interconnected and  
complementary projects,  
networks or collaboration  
platforms

that work together toward a common strategic goal

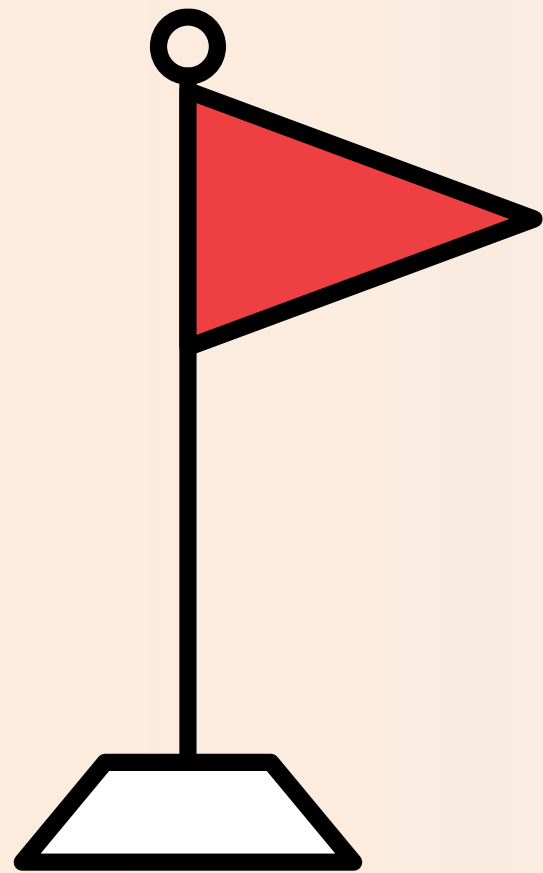
3

With a **strong macro-**  
**regional dimension**, flagship  
aims to generate significant  
**added value** through

coordinated action,  
strategic alignment, and  
cooperation across borders



# How to define a flagship



Translate strategic vision  
into action

Ensure coherence across  
multiple pillars

Support EU priorities (e.g., Green Deal,  
Digital Agenda, Cohesion Policy)

Increase political visibility and  
stakeholder engagement

**Role of Flagships  
in EUSAIR**

# Key improvements for flagship development

## New flagship-specific concept template

to gather information on the new flagship initiative which should be further developed and implemented

## Enhanced evaluation list

revised and adapted to match the structure of the new flagships

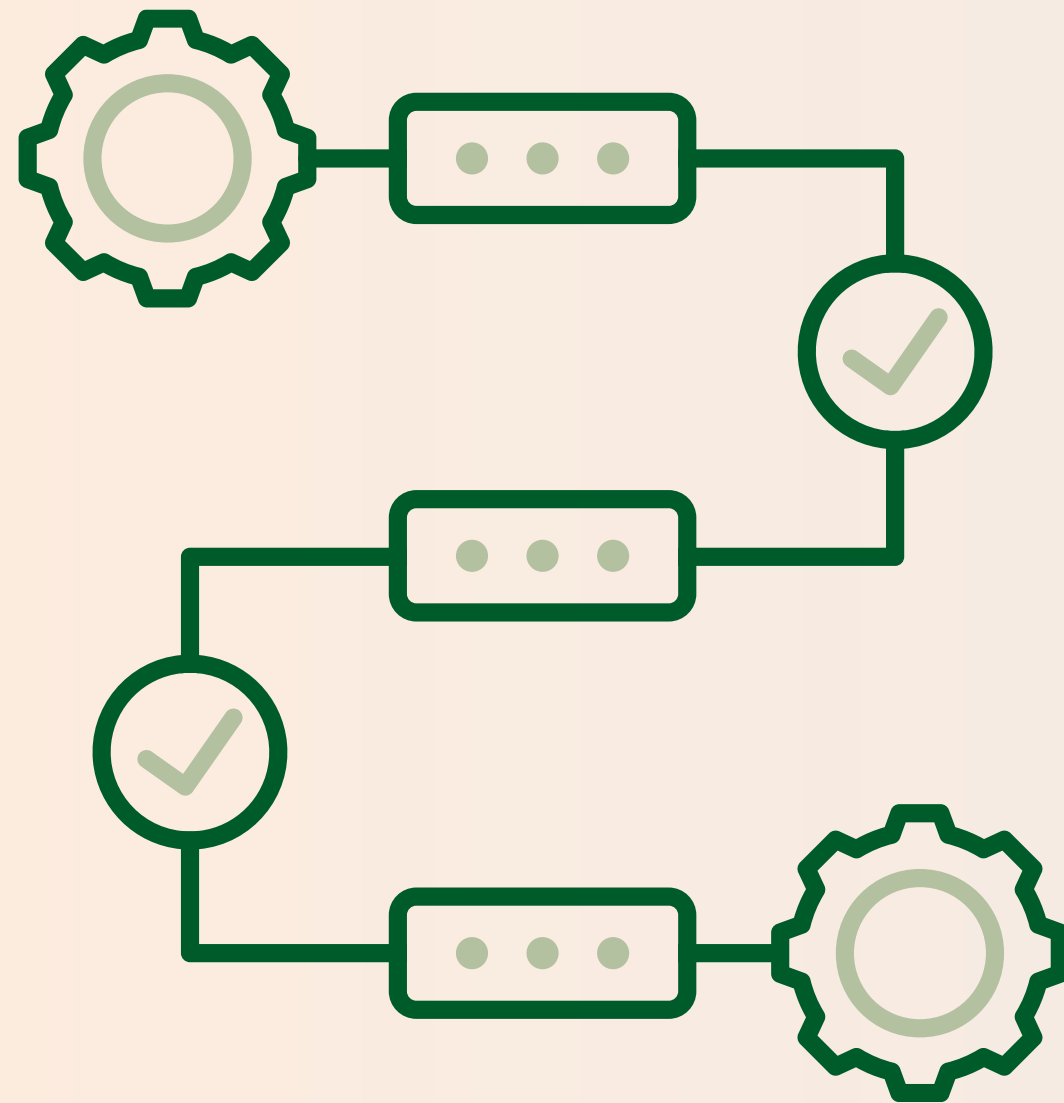
## Modular template structure

to ensure clarity, coherence, and completeness of proposal

## Clearer procedural steps

a streamlined and well-defined process, from idea generation and stakeholders engagement through to development, expert support, and final endorsement

# Main conclusions and next steps



## The new methodology for flagship development will ensure

- Greater **coherence and integration** across pillars
- Stronger **visibility and political relevance**
- Tangible** macro-regional **results and impact**
- Contributes to **continuous improvement** of EUSAIR



The whole methodological package (Manual and corresponding annexes with specific tailor-made templates) will be presented on the next EUSAIR Governing Board meeting)





# Thank you for your attention!

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