

| PILLAR 1: BLUE GROWTH  |  |   |  |
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| TITLE OF THE FLAGSHIP  | MACROREGIONAL CHALLENGE / NEED / STRATEGIC IMPORTANCE  | OVERALL GOAL / EXPECTED IMPACT  | REMARKS ON PROPOSED ACTIONS/PROJECTS   |
| <b>FOSTERING QUADRUPLE HELIX TIES IN THE FIELDS OF MARINE TECHNOLOGIES AND BLUE BIO-TECHNOLOGIES FOR ADVANCING INNOVATION, BUSINESS DEVELOPMENT AND BUSINESS ADAPTATION IN BLUE BIO-ECONOMY</b>  | <p>Maximizing sustainable economic growth and employment as well as business creation based on blue technologies, “brain circulation”, networking capacity and access to seed and venture capital. Strategic goals served:</p> <ul style="list-style-type: none"> <li>- Development of skilled human capital on Blue Technologies</li> <li>- Creation of new jobs in the field of Blue Growth</li> <li>- Know how transfer between EU and IPA countries</li> <li>- Cooperation between research and public and private sectors, as well as users, to develop innovative products and services and technology transfer</li> <li>- Compliance/adaptation of non-EU countries with EU Acquis</li> <li>- Remove barriers to trade and investments</li> </ul> | <p>Strengthening quadruple helix ties in the field of blue technologies in the region through:</p> <ul style="list-style-type: none"> <li>- Stronger RDI and cooperation among SMEs and between SMEs, large enterprises and research centres operating in the Adriatic-Ionian Macroregion</li> <li>- Increased networking between researchers, SMEs and clusters</li> <li>- Increased joint research papers and number of researchers exchanged within the macro-region</li> <li>- Internationalization of SMEs in the region</li> <li>- Easier access to finance and promotion of the creation of start-ups</li> </ul>   | <p>Indicative types of actions to be eligible for funding under MFF 2021-2027:</p> <ul style="list-style-type: none"> <li>- Encouragement &amp; creation of clustering, especially of quadruple helix.</li> <li>- Research on blue technologies &amp; prioritisation of its adoption by SMEs in the Macroregion</li> <li>- Promotion of blue skills</li> <li>- Reinforcement of networking, knowledge sharing &amp; creation of databanks</li> <li>- Enhancement of competitiveness and sustainability of relevant local and European industry sectors through utilization of marine bio-discoveries</li> <li>- Allowing development of novel eco-friendly end products that serve circular economy</li> <li>- Development of solutions to decarbonize fishing fleets</li> <li>- One-stop-shops’ operation for SMEs support</li> </ul>   |
| <b>PROMOTING SUSTAINABILITY, DIVERSIFICATION AND COMPETITIVENESS IN THE FISHERIES AND AQUACULTURE SECTORS THROUGH EDUCATION, RESEARCH &amp; DEVELOPMENT, ADMINISTRATIVE, TECHNOLOGICAL AND MARKETING ACTIONS, INCLUDING THE PROMOTION OF INITIATIVES ON MARKETING STANDARDS AND HEALTHY NUTRITIONAL HABITS</b> | <p>Better cooperation across the Adriatic-Ionian sea basin should trigger a virtuous process of increasing the competitiveness of the coastal communities. Strategic goals served:</p> <ul style="list-style-type: none"> <li>- Creation of new jobs, the harmonization of standards as well as the compliance of non-EU countries with EU Acquis are of strategic importance.</li> <li>- Combining fisheries with tourism activities (Pillar 4) should be exploited and further developed.</li> </ul>   | <p>Strengthening fisheries in the region through:</p> <ul style="list-style-type: none"> <li>- Better management and sustainable exploitation of fish stocks. Improvement of data collection and fish stock assessment. Harmonization with EU regulations &amp; international organizations.</li> <li>- Compliance &amp; implementation of measures to combat illegal, unreported, unregulated fisheries and elimination of destructive fishing practices.</li> <li>- Utilization of Unwanted and Unavoidable catches and discards.</li> <li>- Plans to improve professional skills of fishermen.</li> </ul> <p>Strengthening aquaculture in the region through:</p> <ul style="list-style-type: none"> <li>- Increase of aquaculture production. Improvement of productivity, quality, environmental sustainability and diversification in aquaculture. Introduction of new species, use of alternative raw materials for feed production, new farming technologies, use of advanced processing technologies and innovative actions on traceability.</li> <li>- Improvement of the image and competitiveness of farmed products including the promotion of initiatives on marketing standards and healthy nutritional habits</li> <li>- Acquisition and improvement of professional skills.</li> </ul> | <p>Type of actions to be eligible for funding under MFF 2021-2027 for Fisheries:</p> <ul style="list-style-type: none"> <li>- Development of a strategy for small scale fisheries.</li> <li>- Scientific cooperation on fisheries management</li> <li>- EU compliance and common standards and practices.</li> <li>- Developing skills.</li> <li>- Creation of a network for monitoring and predicting the distribution of alien species in the Adriatic-Ionian region and potential ways of exploitation.</li> <li>- Restoration actions to enhance habitat features (e.g. artificial reefs) in areas that have been degraded or replaced by maritime infrastructures and in-situ monitoring of their efficiency.</li> </ul> <p>Three main axes around which common actions for Aquaculture can be developed:</p> <ul style="list-style-type: none"> <li>- Administration: includes legal framework, licensing procedures and monitoring of the activity. Data is available from previous projects together with monitoring tools that are under development (e.g. TAPAS project)</li> <li>- Technology: Methodological and technical issues related to farming. Nutrition, ichthyopathology and treatment are of high priority and exchange of information is vital.</li> <li>- Marketing (including Trade): refers to quality of the final product, promotion of the industry, market research etc, including the promotion of initiatives on marketing standards and healthy nutritional habits. Trade: refers to facilitation of trade of fisheries and aquaculture products including seafood processing products, traceability, certification, harmonization of legislation.</li> </ul> |
| <b>BOLSTERING CAPACITY BUILDING AND EFFICIENT COORDINATION OF PLANNING AND LOCAL DEVELOPMENT ACTIVITIES FOR IMPROVING MARINE AND MARITIME GOVERNANCE AND BLUE GROWTH SERVICES</b>  | <p>Competition for maritime space – for renewable energy equipment, aquaculture and other uses – has highlighted the need to manage our waters more coherently. The Strategic goals served are:</p> <ul style="list-style-type: none"> <li>- Improved maritime and marine governance and services,</li> <li>- Creation of new jobs,</li> <li>- Harmonization of standards,</li> <li>- Overcome of barriers and obstacles,</li> <li>- Compliance/adaptation of non-EU countries with EU Acquis.</li> </ul>  | <p>The Adriatic and Ionian Region needs to make better use of the skills that are available, equip people with new skills (including soft skills) that are needed:</p> <ul style="list-style-type: none"> <li>- Enabling the growth of a sustainable blue economy and fostering prosperous coastal communities.</li> <li>- Improved Governance of maritime space.</li> <li>- Improved Skills and career development in blue economy and strengthening of networks of academics, training organisations and professional organisations of maritime sectors in the macroregion.</li> </ul>  | <p>Indicative Actions / Projects to be eligible for financing under proposed regulatory framework 2021-2027:</p> <p><b>Research platforms and Trans-regional cooperation between community-led local development (CLLD) strategies for actions:</b></p> <ul style="list-style-type: none"> <li>- to combat marine litter pollution,</li> <li>- development of fishtourism and ichthyotourism,</li> <li>- Creation of start-ups and local employment and promotion of partnership working</li> </ul> <p><b>Governance of maritime space for a sustainable and transparent use of maritime and marine resources. This will include:</b></p> <ul style="list-style-type: none"> <li>- supporting the implementation of the new Directive on Maritime Spatial Planning</li> <li>- adopting clearer legal frameworks for development of Allocated Zones for Aquaculture (AZAs), marine protected areas (MPAs), exploiting deep-sea water and marine mineral resources.</li> </ul> <p><b>Maritime professional skills:</b></p> <ul style="list-style-type: none"> <li>- improve the levels of skills and expertise for the working manpower in maritime sector.</li> </ul>   |

**PILLAR 2 – CONNECTIVITY – SUBGROUP TRANSPORT**

| TITLE OF THE FLAGSHIP                                   | MACROREGIONAL CHALLENGE / NEED / STRATEGIC IMPORTANCE   | OVERALL GOAL / EXPECTED IMPACT   | REMARKS ON PROPOSED ACTIONS/PROJECTS  |
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| <p><b>THE ADRIATIC-IONIAN MULTI-MODAL CORRIDORS</b></p> | <p>The development of an interconnected and integrated transportation system in the Adriatic-Ionian Region is a challenge of macro-regional relevance, consistent with national priorities and with EU objectives of more connected, greener and low-carbon Europe (i.e. Policy Objectives 3 and 2), aiming at strengthening North-South and East-West relations by means of the identification of multimodal corridors alongside the TEN-T network including, in particular, maritime connections between the coasts of the Adriatic and Ionian Seas and intermodal connections between the seaports and the hinterland of the Region.</p> | <p>A system of multimodal corridors in the Adriatic-Ionian Region, alongside the TEN-T network, aims at reducing infrastructural, technological and legislative gaps and improving accessibility, in order to facilitate cross-border demand flows and transport operations, and strengthen North-South and East-West (physical and digital) interconnections between the logistics and urban nodes of the Region.</p> <p>The overall goal is contributing to create a seamless, harmonised and competitive transport system with a twofold scale of outcomes: on the one hand, to exploit the strategic geographical position of the AI Region, as “junction” between the Mediterranean Sea and Central Europe, intercepting the routes from and to the Far East in the context of global trades; on the other hand, to facilitate regional and local connections and, in so doing, contributing to developing a cohesive and inclusive region.</p> <p>The concept of multi-modal Corridor crossing and connecting several States, has a macro-regional relevance by definition. In the Adriatic-Ionian Region it can include several type of actions and projects ranging from infrastructural development and upgrading according to common functional, quality and safety standards (e.g. those foreseen by Reg. (EU) 1315, establishing the TEN-T network) to soft measures including the development of ICT and other innovative solutions to promote environmental-friendly transports (e.g. green ports, cycling routes developments, ...), common safety and security standards and to facilitate cross-border crossings.</p> | <p>Proposed actions:<br/> The ADRIATIC-IONIAN CYCLE ROUTE consists of a cycling route running along the coast of the entire Adriatic and Ionian basin from Italy (all the involved Regions) to Greece crossing the EUSAIR concerned Countries (coastal network) and including its main cycle connections to the hinterland areas of the nine EUSAIR countries (inland network). The following specific objectives will be pursued:</p> <ul style="list-style-type: none"> <li>• completing the coastal cycle route and the main cycle connections to the inland areas according to shared quality standards;</li> <li>• development of intermodal services (mainly boat and train) to support the cyclists' journeys and sustainable tourism development;</li> <li>• enhancement of physical and non-physical infrastructures (e.g dedicated parking lots, equipping intermodal exchange nodes, cycling information points as well as refreshment points or smart app);</li> <li>• set up the conditions for launching the procedure to insert the entire ADRIATIC-IONIAN Cycle Route in the EuroVelo network (only the north-eastern part is insert in EuroVelo).</li> </ul> <p>The ADRIATIC-IONIAN GREEN/SMART PORT HUBS CONCEPT consists of a port network of the entire Adriatic and Ionian basin from Greece to Italy crossing along all EUSAIR countries including all the ports belonging to the core and comprehensive network of the TEN-T Corridors involved. In line with the goals and objectives of the European Green Deal, seaports in the A-I Region, should be seen as a key priority in pursuing resilience to climate change. On shore power supply (OPS) is already seen as a significant part of the transition to the new ‘zero emission’ era and as such it should be further incentivised.</p> <p>Moreover, digitisation of the supply chain, via the exchange or real-time information among all involved stakeholders in conjunction with the development of ICT systems to improve and facilitate data collection in ports, will result in a more efficient and transparent supply chain ports. The following specific objectives will be pursued:</p> <ul style="list-style-type: none"> <li>- Technology testing in ports to identify the technical and operational challenges;</li> <li>- Mapping of local and macro regional needs and development of network of ports to be transformed in accordance with the developments of the Macroregional Transport Masterplan</li> <li>- Development of the required infrastructure to support zero emission actions as well as promotion of interoperability among the ports of the Region through the digitisation of the provided services and the development of innovative ICT solutions to support the supply chain. Enhance connectivity to islands from mainland and between islands, boosting short sea shipping green solutions.</li> <li>- Development of circular economy projects in ports finding solutions in turning waste to products due to their ideal background (proximity to large cities, industries as well as by operating as hosts of ships' waste).</li> </ul> <p>In many EUSAIR States the regulatory framework for the electrification of ports is either already enacted or is about to be. In fact, the proposed flagship is in line with the Alternative Fuels Infrastructure Directive (Directive 2014/94/EU) to prioritise Onshore Power Supply in TEN-T ports by the end of 2025. In addition many projects have already been completed in the Region and others are on-going, preparing the ground for the introduction of cold ironing, electric bunkering and hybrid ships across the Eastern Mediterranean Sea corridor and to exchange good practices regarding soft and hard environment-friendly solutions for a greener, safer and more efficient transport system, practices from which the proposed action could build upon.</p> |

| PILLAR 2 – CONNECTIVITY - SUBGROUP ENERGY   |   |   |   |
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| <b>POWER NETWORKS AND MARKET FOR A GREEN ADRIATIC-IONIAN REGION</b>   | The development of an integrated power system and electricity market in the Adriatic-Ionian Region is a challenge of macro-regional importance consistent with national needs as well as with EU Policy Objectives no. 2 and no. 3 for a greener, low-carbon and more connected Europe. The goal is at expanding and interconnecting national power systems, creating power market coupling while exploring opportunities for large-scale deployment of low-carbon energy sources and grid digitalisation   | Electricity will have an increasing role and share in all the national energy systems through the Adriatic-Ionian Region as one of the drivers in the energy transition towards a low-carbon economy. Electricity will be produced by a variety of sources and facilities while renewable energies will become a key component. It is in the interest of all EUSAIR Member States to interconnect their power grids, as a means to optimise the deployment of low-carbon power generation, to maintain grid stability and security while expanding the use of intermittent and diversified power sources. Electricity storage, digitalisation of the power grid and smart grids will offer further opportunities for reducing costs and improving the service. Electricity market integration, market coupling would become possible should investments in new power infrastructure become a reality. | Proposed actions:<br>Transbalkan Electricity Corridor. The Electricity Corridor is a cluster of projects consisting in new power transmission lines, their reinforcements to allow electricity trade, improve grid stability and the large-scale deployment of source. EUSAIR Countries interested: Bosnia and Herzegovina, Croatia, Montenegro, Serbia.<br>Power market coupling and integration. Creation of a wholesale power market for the Adriatic-Ionian Region according to a number of steps including harmonisation of electricity transmission tariffs, progressive market coupling, power purchase agreements and use of blockchain to facilitate electricity trading. EUSAIR Countries interested: all of them.<br>Digitalisation of the power system, smart grids, deployment of renewable energy sources.<br>According to the Clean Energy for All Europeans package and the several National Energy and Climate Plans priority should be given to the clean energy transition. In this context new collaborative projects are envisioned. EUSAIR promoting Country: Italy |
| <b>CONSTRUCTION AND ESTABLISHMENT OF AN INTEGRATED NATURAL GAS INFRASTRUCTURE AND A WELL-FUNCTIONING GAS MARKET</b> | The development of an integrated natural gas system and market in the Adriatic-Ionian Region is a challenge of macro-regional importance consistent with national needs as well as with the EU Policy Objectives no. 2 and no. 3 for a greener, low-carbon and more connected Europe. The goal is at expanding and interconnecting national gas systems promoting security of gas supplies while exploiting opportunities for gas storage and counterflows towards an efficient gas trading hub.  | Given its low-carbon content natural gas would be the fuel of choice in the energy transition. It appears essential for EUSAIR Member States to invest to ensure ample and secure gas supply during the next years. Gas supplies should be diversified with natural gas entering the market through several routes. New gas pipelines, gas storage, LNG regasification terminals can contribute. Interconnections would help the construction of a macro-regional market as well as counterflows towards a macro-regional trading hub. Investments in new infrastructure should be timely and part of the transition towards a low-carbon economy.  | Transbalkan Gas Ring.<br>Ionian-Adriatic Gas Pipeline (IAP).<br>Eastern Mediterranean Gas Pipeline (East Med).<br>North Macedonia gas interconnectors.<br>Natural gas trading hub for the Balkan Region.  |
| <b>DEVELOPMENT AND OPERATION OF LOGISTICS FOR DIRECT LNG USE AS A CLEAN FUEL FOR THE ADRIATIC-IONIAN REGION</b>     | The development of small-scale direct LNG use is contributing to a more secure, competitive and sustainable energy system through the Adriatic-Ionian Region. The deployment of small-scale LNG in the transport and other sectors will cope with two challenges consisting of cleaner environment and climate change with a view at the EU Policy Objectives no. 2 and no. 3. The need for a shared logistic infrastructure and harmonised regulatory standards should be addressed according an integrated approach. Closer according an integrated approach. Closer cooperation between EUSAIR Member Governments, LNG suppliers and users association at macro-regional level would boost competitiveness and investment. | Direct use of LNG as a fuel for transport would allow diversification and reduction of greenhouse gas emissions as compared with the oil-derived hydrocarbon fuels. Direct use can be proposed for both maritime and land transport. Small-scale LNG deployment is considered a viable option by the European Commission and several Member States. Development of LNG infrastructure would contribute to LNG use in the maritime transport to comply with the strict emission limits proposed by the European Union and International Maritime Organisation. On the other hand, LNG use for heavy road transport is being promoted along special corridors through the European Union and could be extended to the Balkan Region. The TSG2 Sub-Group on Energy Networks and Sub-Group on Transport will work together on the shared aspects of the project.  | Harbour infrastructure. Design, construction and management of an LNG infrastructure in key harbours of the Adriatic-Ionian Sea including co-ordination of main port authorities. EUSAIR Countries interested: Albania, Croatia, Greece, Italy, Slovenia<br><br>Road transport. Design, construction and management of a network of LNG refuelling stations for road transport to deliver LNG as a viable option. EUSAIR Countries interested: all of them<br><br>Engine conversion. Pilot project to promote marine and road truck engine conversion to the LNG use as a fuel. EUSAIR Countries interested: all of them  |

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| <b>PILLAR 3: ENVIRONMENTAL QUALITY</b>  |  |  |  |
| <b>DEVELOPMENT AND IMPLEMENTATION OF ADRIATIC-IONIAN SUB/REGIONAL OIL SPILL CONTINGENCY PLAN</b>  | The flagship address needs of examination and extension of the Contingency plan for Northern Adriatic to other A-I countries, possible risks and future events or circumstances that could damage the Adriatic-Ionian macro-region environment can be prevented whether damage can be minimized.   | The overall goal of the preparation of a A-I Sub-regional Oil Spill Contingency Plan is to establish, within the framework of the OPRC Convention and of the Prevention and Emergency Protocol to the Barcelona Convention, a mechanism for mutual assistance, under which the competent national Authorities of Adriatic and Ionian Countries will co-operate in order to co-ordinate and integrate their activities related to prevention and response to marine pollution incidents affecting or likely to affect the territorial sea, coasts and related interests of one or more of these countries, or to incidents surpassing the available response capacity of each of these countries alone taking also into account the provisions of the Offshore Protocol of the Barcelona Convention and of the EU Directive 2013/30/EU of the European Parliament and of the Council of 12 June 2013 on safety of offshore oil and gas operations.<br>The added value is the high impact on macro-regional level. | EUSAIR countries (except BiH who is phase of acceptance of Contingency plan) has national Contingency plan that need to be upgraded to a joint contingency plan to improve the capability of reaction at possible accidents and better prevention of risks for possible accidents and also raise awareness on pollution prevention.<br>Cross-cutting aspects: Capacity building in EUSAIR area, including communication to interested stake holders and decision makers.<br><br>Concrete actions in the template                 |
| <b>PROTECTION AND ENHANCEMENT OF NATURAL TERRESTRIAL HABITATS AND ECOSYSTEMS.</b>   | The flagship will try to establish protection and enhancement of natural terrestrial habitats and ecosystems, with particular attention to the ecological connectivity of blue and green corridors/infrastructure. Connecting all EUSAIR countries protected areas including Natura 2000 areas and other networks with tourism will have strong impact on the AI region with their joint managements and research. | The flagship overall objective is to improve the resilience of large carnivores populations s at transnational level in the face of environmental threats and risks. The activities to be undertaken are primarily related to conservation and restoration of large carnivore populations, public awareness activities to bring these unique species to the public's attention and restoration of ecosystems in which they play a key role.<br>protect the delicate habitats.  | The flagship aims to implement activities for establishing and developing Green corridors, which are essential in the AI region for:<br>- improving quality of life,<br>- protecting natural terrestrial habitats and ecosystems which represent harmonised coexistence of humans in AI ecosystems is of high importance to<br><br>Concrete actions in the template  |
| <b>PROMOTION OF SUSTAINABLE GROWTH OF THE AI REGION BY IMPLEMENTING ICZM AND MSP ALSO TO CONTRIBUTE CRF ON ICZM OF BARCELONA CONVEN-TION AND THE MONITORING AND MANAGEMENT OF MARINE PROTECTED AREA</b> | The extension of MSP/ICZM to all A-I region will help strengthen and develop sustainable growth (economic and touristic), decrease pollution, protect unique biodiversity and increase quality life.   | Flagship overall goals that will have strong impact on macro-regional level:<br>- promote sustainable development and facilitate adoption of coastal and maritime spatial plans (MSP Directive, ICZM Protocol) by defining gaps in marine and coastal knowledge,<br>- identify conflicts and propose sustainable options for action,<br>- help the management of natural, social, economic and spatial assets in A-I region,<br>- serve as indicators of the Good Environmental Status of marine waters of the Adriatic and Ionian Seas.   | Complementary with aspects like climate change adaptation, risks prevention, public participation, open decision-making process of territorial planning, risk management, protection of sensitive biodiversity in the A-I region, improving water quality, decreasing marine pollution (marine litter, micro plastic).<br>This is also of national level relevance since not all EUSAIR countries have MSP and ICZM neither an approach of monitoring and management of protected areas.<br><br>Concrete actions in the template |

| PILLAR 4: SUSTAINABLE TOURISM   |   |  |  |
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| TITLE OF THE FLAGSHIP   | MACROREGIONAL CHALLENGE / NEED / STRATEGIC IMPORTANCE   | OVERALL GOAL / EXPECTED IMPACT   | REMARKS  |
| <p><b>DEVELOPMENT OF THE NETWORK OF SUSTAINABLE TOURISM BUSINESSES AND CLUSTERS</b></p> <p><b>GREEN MAPPING FOR THE AI REGION - SUPPORTING DEVELOPMENT AND MARKET ACCESS FOR RESPONSIBLE AND SUSTAINABLE TOURISM DESTINATIONS AND MICRO/SME OPERATIONS IN THE EUSAIR REGION</b></p> | <p><b>The flagship addresses the needs for</b> macro-regional coherence in the field of single sustainable &amp; responsible tourism measuring, mapping, managing, marketing and monitoring system, that should be implemented for all 8 countries through the unique ICT system defining its deepest level of impact.</p> <p>Thus the whole region will be able to act coherently in key areas of common interest. Supporting: networks of creative industries, networks promoting and sharing best practices in environmental quality management and tourism clusters for the implementation/adoption of the EU Eco-Management and Audit Scheme (EMAS), ETIS and other Green (sustainable) Certification Schemes.</p> | Support to the development and promotion of quality-assessed Micro & SME tourism operations and destinations in the EUSAIR – to measure, map and improve their sustainability and competitiveness, give them visibility and market uptake  | Support to the development and promotion of quality-assessed Micro & SME tourism operations and destinations in the EUSAIR - to improve their sustainability and competitiveness, give them visibility and market uptake   |
| <p><b>RESEARCH &amp; DEVELOPMENT FOR IMPROVEMENT OF SME'S PERFORMANCE AND GROWTH-DIVERSIFICATION</b></p> <p><b>CULTOURAIR</b></p>   | <p><b>Flagship addresses</b> the need for structured and harmonized data on cultural tourism demand in Adriatic-Ionian Region and need for the establishment of a unified and harmonized methodological framework to monitor cultural tourism demand characteristics.</p> <p>The challenge is to enable joint regional and transnational entrepreneurial projects and researches, that could adequately track the so called "cultural" tourists, their size and impact on the local communities and economy leading to new business opportunities, increased number of total tourist arrivals and overnights, increase of tourism income.</p>   | Harmonized methodological framework for the survey on cultural tourism demand in Adriatic-Ionian Region that would enable Adriatic-Ionian Region countries to monitor cultural tourism demand characteristics and the impacts from tourist activities to cultural resources, local economy and society, establishing new cultural tourism products and possibly new national and transnational clusters and SMEs in the field of cultural tourism. | Survey on cultural tourism demand in Adriatic-Ionian Region to establish a unified and harmonized methodological framework that would enable AIR countries to monitor cultural tourism demand characteristics and the impacts from tourist activity to cultural resources, local economy and society, establishing new cultural tourism products |
| <p><b>TRAINING AND SKILLS IN THE FIELD OF TOURISM BUSINESSES (VOCATIONAL AND ENTREPRENEURIAL SKILLS)</b></p> <p><b>DES_AIR</b></p>  | Flagships addresses the need for harmonized training and educational programmes for responsible integrated tourism management, establishing a Master program on tourism management, hospitality and services, sharing the same methodologies and approaches, within EUSAIR countries as well as establishing new programmes for training and new projects in the field of education; the aim: provide in-service trainings for education professionals, flexible and continuous education of SME employees and to raise the knowledge and competence of unemployed; target: increased number of highly educated employees and entrepreneurs in the field of tourism   | Responsible tourism destination management - implementing new training and skills for all stakeholders in destinations as well as for tourism businesses to strengthened competitiveness of the EUSAIR countries by increasing the quality of integrated sustainable destination management through development of LLL training programs and Masters' programmes   | Increasing the quality of integrated sustainable destination management through development of LLL training programs and Masters' programmes: implementation of new knowledge, trainings and skills in the field of tourism (for businesses) to strengthened competitiveness of the EUSAIR countries   |
| <p><b>EXPANDING THE TOURIST SEASON TO ALL-YEAR ROUND</b></p> <p><b>CRUISAIR</b></p>   | Flagships addresses the need for better management of cruise destinations, both seaside and continental ones (rivers, lakes), diversification of tourism product, promotion and support to the development of special interest tourism connected with cruising, and other niche tourism forms (MICE, rural, alternative tourism, etc.); exchange of good practices; targeting increased number of tourist arrivals and overnights; increased number of events, performances, entrepreneurship and SMEs in connection with cruise tourism  | The preparation of Destination Management Plans that are equivalent to strategic and action plans for sustainable tourism in Cruise destinations of the AIR(seaside, river, lakes)   | The preparation of Destination Management Plans that are equivalent to strategic and action plans for sustainable tourism in Cruise destinations of the AIR  |
| <p><b>DEVELOPMENT OF SUSTAINABLE AND THEMATIC CULTURAL ROUTES/ CONNECTING CULTURAL ROUTES IN EUSAIR</b></p> <p><b>AIR CULTURAL ROUTES</b></p>   | Flagships addresses the need for harmonized distribution of tourism flows through macro-regional territories using Cultural Routes as tool for the creation of innovative diversified tourism products; supporting the development of cycling, walking/hiking and sailing routes that would better connect all EUSAIR Cultural routes. The challenge is to address regional connectivity of locally micro-managed routes.   | Diversification of products; supporting: development of creative and cultural industry and SMEs, synergies between creative and cultural industries and the hospitality sector and sustainable tourism valorization of coastal and underwater cultural heritage  | Harmonized distribution of tourism flows through macro-regional territories using Cultural Routes as tool for the creation of innovative diversified tourism products. The challenge is to address regional connectivity of locally micro-managed routes.  |

