

# Italy-Albania-Montenegro IPA II Cross-border Cooperation Programme 2014-2020

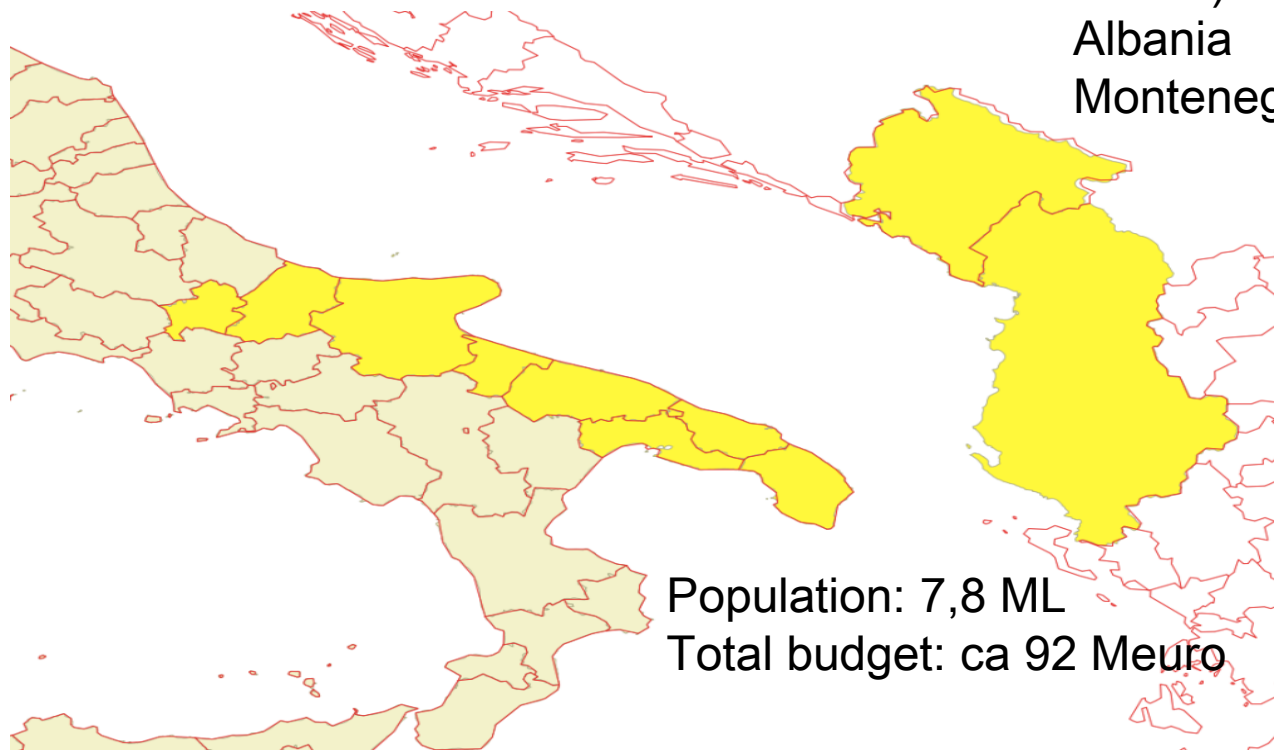
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# The Programme area

Italy (Puglia and Molise)  
Albania  
Montenegro



Population: 7,8 ML  
Total budget: ca 92 Meuro



# Territorial Analysis Outline

## Basic Socio economic data for the Area Economic Structure and Performance

### *Regional Indicators for Smart Growth*

Research, Innovation  
& SME Competitiveness  
Regional strategies for  
Innovation

### *Regional Indicators for Sustainable Growth*

Sustainable tourism  
Protection and  
Enhancement of Natural  
Resources, Protected  
Areas and Landscape  
Climate Change and risk  
prevention  
Low carbon strategies  
Transport and energy  
Infrastructure

### *Regional Indicators for Inclusive Growth*

Labour Market  
Regional Gross Value  
Added  
Education and Health  
system

## SWOT ANALYSIS

Summary of the Main challenges and Needs of the Area



# THE PROGRAMME STRATEGY

## Key Elements considered:

- ❖ Consistency with EUSAIR
- ❖ Italian Partnership agreement
- ❖ The 2 Regional ERDF Operational Programmes for Molise and Puglia
- ❖ EC progress report 2013 and Strategy Country Paper for Albania and Montenegro
- ❖ potential interest of the stakeholders (online consultation)
- ❖ Potential synergies with other ETC Programmes

Selection of the Thematic Priorities (TP)  
based on the Annex III of the IPA Regulation



# THEMATIC PRIORITIES

- ❑ Thematic Priority (G) **enhancing competitiveness, the business environment and the development of small and medium-sized enterprises**, trade and investment through, inter alia, promotion and support to entrepreneurship, in particular small and medium-sized enterprises, and development of local cross-border markets and internationalisation
- ❑ Thematic Priority - (d) **encouraging tourism and cultural and natural heritage**;
- ❑ Thematic Priority b) **protecting the environment and promoting climate change adaptation** and mitigation, risk prevention and management through, inter alia: joint actions for environmental protection; **promoting sustainable use of natural resources, resource efficiency, renewable energy sources** and the shift towards a safe and sustainable low-carbon economy; promoting investment to address specific risks, ensuring disaster resilience and developing disaster management systems and emergency preparedness;
- ❑ Thematic Priority (c) **promoting sustainable transport** and improving public infrastructures by, inter alia, reducing isolation through improved access to transport, information and communication networks and services and investing in cross-border water, waste and energy systems and facilities;



# CROSS CUTTING THEMES

## Cross-Cutting Thematic Priorities

- ❑ (f) promoting local and regional governance and enhancing the planning and administrative capacity of local and regional authorities;
- ❑ (h) strengthening research, technological development, innovation and information and communication technologies through, inter alia, promoting the sharing of human resources and facilities for research and technology development.

*Compliance to the Cross-cutting thematic Priorities: a specific section of the quality assessment grid will check the coherence of the project proposals with the above mentioned thematic Priorities, where relevant*



# PROGRAMME STRATEGY

**Thematic Priority 1** Enhancing competitiveness, the business environment and the development of small and medium-sized enterprises, trade and investment through, inter alia, promotion and support to entrepreneurship, in particular small and medium-sized enterprises, and development of local cross-border markets and internationalization

## *Priority Axis 1*

- ❑ SMEs' competitiveness and cooperation practices

### Specific Objective 1.1:

- ❑ Enhance the framework conditions for the development of SME's cross-border market.



# PROGRAMME STRATEGY

## Eligible Actions SO 1.1 - Enhance the framework conditions for the development of SME's cross-border market

- Setting up networking actions of business support organizations (such as Chambers of Commerce, Districts, Trade Unions, internationalization agencies)
- Promoting cooperation/cross border business practices (exchange of experiences) and pilot initiatives (new services) to support SMEs internationalization in the area (for example: participation in fairs, business scouting, BtoB, technology brokerage, capacity building).
- Setting up actions for improving access to research results and technology transfer for SMEs in some key areas of Programme intervention.
- Promoting innovative start-up, clusters and networks
- Developing and testing capacity building schemes benefiting the SMEs competitiveness
- Promoting the development of innovative approaches and financing tools to strengthen competences and encourage entrepreneurship for innovation including social innovation (as e.g. social inclusion, business angels networks, crowdfunding, open-innovation and start-ups lab).





# PROGRAMME STRATEGY

**Thematic Priority 2.** Encouraging sustainable tourism and cultural and natural heritage

## *Priority Axis 2*

*Smart management of natural and cultural heritage for the exploitation of cross border sustainable tourism and territorial attractiveness*

SO 2.1: Boost attractiveness of natural and cultural assets to improve a smart and sustainable economic development

SO 2.2: Increase the cooperation of the key actors of the area for the delivery of innovative cultural and creative products.



# PROGRAMME STRATEGY

Eligible actions SO 2.1 - Boost attractiveness of natural and cultural assets to improve a smart and sustainable economic development

- Developing common models and plans for the smart and sustainable tourism management, stimulating operators' public administrators and civil society stakeholders competences and skills , also favoring a bottom up approach.
- Development of distinct and diversified tourism products and service provided to specific target groups (e.g. disabled people, young and elder tourists, etc.) and sectors (eno-gastronomic, sport, religious tourism, etc. ) even through small scale investments and demonstration projects
- Promoting actions for the valorisation of natural and cultural assets and lesser-known destinations of the Area (common branding, promotional materials, other ITC promotional tools, such as interactive maps, apps, advisory systems, virtual tours, webportal etc.)



# PROGRAMME STRATEGY

Eligible actions SO 2.2.- Increase the cooperation of the key actors of the area for the delivery of innovative cultural and creative products.

- Setting up cross-border cooperation platforms (South Adriatic creativity cooperation platforms) and networks on cultural and creative industries, also fostering the public – private partnership.
- Realizing creative productions to enhance the cultural heritage of the area.



# PROGRAMME STRATEGY

**Thematic Priority Axis 3.** Protecting the environment and promoting climate change adaptation and mitigation, risk prevention and management through, inter alia: joint actions for environmental protection; promoting sustainable use of natural resources, resource efficiency, renewable energy sources and the shift towards a safe and sustainable low-carbon economy; promoting investment to address specific risks, ensuring disaster resilience and developing disaster management systems and emergency preparedness

**Priority Axis 3.** *Environment protection, risk management and low carbon strategy*

- ❑ SO 3.1 : Increase cross-border cooperation strategies on water landscapes.
- ❑ SO 3.2 : Promoting innovative practices and tools to reduce carbon emission and to improve energy efficiency in public sector



# PROGRAMME STRATEGY

## Eligible actions SO 3.1 - Increase cross-border cooperation strategies on water landscapes.

- Strengthening of technical and scientific capacities, establishment of cross-border platforms and innovative solutions for research, observation and monitoring and development of common knowledge bases and information gathering tools to support the integrated environmental and landscape planning activities, according to European directives and self-sustainable development methods and criteria.
- Developing a Web-GIS Observatory Network to gather and process geographical and statistical data related to water, coastal and marine ecosystems, coastal erosion risks and hydrogeological instability, along with a cross-border development of a digital inventory of karst cavities and other karst phenomena related to aquifer recharge processes; recognition of specific risk mitigation and prevention measures.
- Developing joint management plans for cross-border habitats and ecosystems. Planning of interventions completing NATURA 2000 network under Birds and Habitats Directives; designating further protected areas to form a coherent and representative network of water, coastal and marine protected areas; ensuring their joint or coordinated management, also in relation to maritime spatial planning and integrated coastal management.
- Realising interventions for raising awareness among farmers of the negative impacts of excessive nitrate use on water cycle and promotion of environmentally friendly farming practices and innovative recovery of traditional local methods and techniques of dryland farming.



# PROGRAMME STRATEGY

## Eligible actions SO 3.2 - Promoting innovative practices and tools to reduce carbon emission and to improve energy efficiency in public sector

- Cross-border exchange of regional/national good practices in the regulative framework for the RES and RUE sector for developing common models for energy planning in order to increase the endogenous renewable energy potentials and to meet the energy efficiency goals.
- Identification and adoption of European standards (such as Covenant of Mayors initiatives) for public administrations and set up of an energy sustainable mind set at local communities' level.
- Development of local sustainable energy action plans (also promoting citizens'/stakeholders' participation).
- Realization of feasibility studies, identification of financial opportunities and implementation of pilot initiatives for meeting the energy efficiency goals of public buildings (or other initiatives).



# PROGRAMME STRATEGY

**Thematic Priority 4.** Promoting sustainable transport and improving public infrastructures by, inter alia, reducing isolation through improved access to transport, information and communication networks and services and investing in cross-border water, waste and energy systems and facilities

**Priority Axis 4** *Increasing cross border accessibility, promoting sustainable transport service and facilities and improving public infrastructures*

**SO 4.1** Increase coordination among relevant stakeholders to promote sustainable cross border connections in the cooperation area.



# PROGRAMME STRATEGY

Eligible actions - SO 4.1 Increase coordination among relevant stakeholders to promote sustainable cross border connections in the cooperation area.

- Establishing a cooperation platform among relevant stakeholders to improve multimodal connections inside the programme area so that the existing transport infrastructure and transport services could be used more efficiently and be more user-friendly.
- Enhancing network of relevant cross border customs stakeholders to improve custom procedures for passengers and goods traffic, contributing to reach the target by 2020 of reducing the time spent at regional border crossings by 50%.
- Fostering connections between the main cross border transport infrastructures and the EU trans-European corridors, aimed at promoting sustainable transport in the Region, also implementing small scale investments in advanced services and physical infrastructures.
- Enhancing the intraregional connectivity of the area as hub both for freight and passengers toward and from other destinations.
- Improving and exchange of skills in terms of sustainable transports systems both for operators and management
- Setting up of consolidated platforms allowing the optimization of out of standard loads (LCL – Less Container Load)





# Thank you for the attention

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