

Interreg IPA CBC Italy-Albania-Montenegro

CITIZENS' SUMMARY

of the content of the Annual Implementation Report

Year 2018

(Article 50(9) of Regulation (EU) No 1303/2013)

2018 was a very busy year for the Interreg IPA CBC Italy-Albania-Montenegro Programme. Here is a summary of the main activities and achievements.

FIRST CALL FOR STANDARD PROJECTS

Administrative procedures for the closure of the First Call for Proposal were completed, and after the negotiation phase 32 projects were contracted. All standard projects launched their activities, they started reporting and prepared for project implementation. Programme representatives participated in projects' kick-off meetings and the Joint Secretariat constantly monitored project progress.

Support was given to all beneficiaries through Trainings Seminars for Lead Partners, and Training Seminars for National Controllers. The Programme was also promoted in several conferences and external events, which were a valuable occasion to meet institutional representatives, journalists and stakeholders.

These are the projects contracted within the First Call for Standard Projects and in, in brief, their main focus:

PA1 Competitiveness of SMEs

- **3C4SME** - Facilitation of the access to credit for firms in the Programme area and check of the replicability of the cooperative guarantee instrument successfully tested in Puglia.
- **BRE** - Simplification of the cooperation between enterprises in the Programme area, by supporting Albania and Montenegro in the adoption of EU standards and electronic company registers.
- **FILA** - Improvement of the efficiency and innovation of agro-food micro and small-medium enterprises in the Programme area, by creating a fertile cooperation between scientists, institutions and enterprises
- **HISTEK** - Promotion of the competitiveness of SMEs in the Programme area, by training young people in Key Enabling Technologies (KETs), and creating a culture of innovation.
- **INERRANT** - Improvement of the chances for innovative businesses to grow in the Programme area, by providing concrete support and cooperation opportunities.
- **INNOTOURCLUST** - Improvement of the capacity of businesses and institutions of the Programme area, with the purpose of attracting and fidelising tourists, through the supply of new services, products and cooperation opportunities.
- **INTERACT 4.0** - Support of innovation in the handicraft sector of the Programme area, through joint trainings and innovative business models for handicraft.

PA2 Tourism & Culture

- **3D IMPACT** - Improvement of the management of cultural and natural assets inside the Programme area, also through the deployment of new 3D technology for tourist destinations.
- **ADNICH** - Improvement of the exploitation of the rich cultural heritage inside the Programme area, through joint theatre productions, for the benefit of both tourist and local people, and for the economic development of the area.
- **CIRCE** - Increase of the cooperation among the audio and video actors, belonging to the Programme area, e.g. through joint productions, in order to better exploit the great potential of the creative industries
- **CO.CO.TOUR** - Development of a cross border ecomuseum and community tourism model, in order to guarantee a sustainable growth of the coastal communities in the Programme area.
- **COMPLICITIES** - Exploitation of the creative potential of the city outskirts inside the Programme area, by involving the local communities in the development of innovative solutions for the urban regeneration.
- **CROSS BORDER OL** - Enhancement of the attractiveness of the territories included in the Programme area, characterised by ancient olive trees, in order to promote smart and sustainable tourism.
- **HAMLET** - Support for cities and villages, inside the Programme area, in the full expression of their touristic potential, by increasing promotion and visibility of their cultural assets.
- **MONET** - Improvement of the management of museums inside the Programme area, between Italy, Albania and Montenegro, in order to fully exploit their cultural and touristic potential.
- **NEST** - Promotion of “experience-based” tourism inside the Programme area and creation of a strategic “Interreg smart destination” model, by adopting collaborative and user-driven innovation tools.
- **OPEN TOURISM** - Development of innovative strategies for sustainable tourism in the Programme area and promotion of a new approach based on the relationship between visitors and local communities.
- **P.A.S.T.4FUTURE** - Promotion of the accessible and sustainable tourism destinations in the Programme area, to the benefit of the whole society.
- **REGLPORTS** - Promotion, in the Programme area, of the seasonal adjustment for tourism throughout the year, by developing a broader nautical tourism offer in small and medium-sized ports.
- **TOURNEE** - Improvement of the cultural theatre offer both for local and tourist people inside the Programme area and creation of a durable Cluster of Theatres Institution.
- **WISHFUL** - Development of new targeted tourist and health care services in the Programme area, by increasing territorial accessibility for tourists with special needs.

PA3 Water Landscapes & Energy

- **3 WATCH OUT** - Improvement of the management of the natural risks in the Programme area, from risk prevention to cooperation in case of natural disasters.
- **ADRINET** - Improvement of the management of the marine resources inside the Programme area, by combining the efforts of scientists, decision-makers, fishermen and citizens.
- **BLUE LAND** - Improvement of the protection of the coastal environment and water landscape in the Programme area, through the definition of new management models.
- **FLAT** - Strengthening of the capacities of the Rescue Services inside the Programme area and creation of integrated plans and tools to improve protection and risk management in case of floods and landslides.
- **LASPEH** - Promotion of common actions to safeguard biodiversity in the low Adriatic Basin and develop joint management plans for the cross border habitats and ecosystems.

- **REEHUB** - Increase of energy efficiency of public buildings inside the Programme area, through a network of hubs, enabling the training of building managers on energy-efficiency measures.
- **WELCOME** - Improvement of the management of the South Adriatic coasts of Italy, Albania and Montenegro, by adopting sustainable approaches in the resolution of issues related to marine litter and coastal erosion.

PA 4 Sustainable Transport

- **#DYNAMOB 2.0** - Promotion of car and bike sharing as a part of the new mobility culture inside the Programme area, thus making cities more sustainable.
- **ON CLOUD NINE** - Improvement of transports inside the Programme area, in order to make life easier for both citizens and businesses, through new direct air links between Italy, Montenegro and Albania.
- **PORTS** - Promotion of new maritime links connecting the ports of Taranto, Kotor, Bar and Durres, in order to improve the transport of passengers and good between Italy, Albania and Montenegro.
- **SAGOV** - Improvement of the transport routes coordination among Italy, Albania and Montenegro, for a more efficient transport network addressed to both citizens and businesses.

A presentation of project activities, outputs and results is available at: <https://www.italy-albania-montenegro.eu/projects>.

The list of operations is available at: <https://www.italy-albania-montenegro.eu/programme/official-docs/cooperation-programme>.

NOTICE FOR THEMATIC PROJECTS

After national consultation, a notice for the development of Thematic Projects was issued on 9 February 2018. The development of project ideas was closed on 3 October 2018. Thematic projects are initiatives based on a top-down approach, focused on issues of particular interest for the Programme area, and facing specific needs. Their financial dimension aims at ensuring wide and real medium- and long-term impacts on the involved territories. The following topics have been identified by the Joint Monitoring Committee: SMEs in the telemedicine sector; SMEs in the Agrofood sector; capacity building of SMEs; tourism; cultural and creative industries; water management; joint management of risks; sustainable transport.

According to the selected themes, eight thematic projects were developed by institutional partners responsible for these topics and they were approved under conditions on 23 October 2018.

PA1 Competitiveness of SMEs

- **PHASE** – Development of the eHealth sector, for the benefit of citizens and SMEs in the Programme area, through innovative electronic tools and procedures, efficiently addressing heart-attacks, neurodegenerative and chronic diseases.
- **FOOD4HEALTH** – Joint promotion of innovative production techniques and high-quality standards for the processing of typical and traditional products in the agri-food sector and fisheries across the border area between Italy, Albania and Montenegro.
- **SMART ADRIA** – Development of a Quadruple-Helix strategy in the Programme area, i.e. supporting the innovation transfer from applied research to SMEs, with the support of government and civil society.

PA2 Tourism & Culture

- **3C** - Exploitation of the creative potential of the Programme area, and support to the creation of stable and efficient cross-border networks, capable to produce joint innovative cultural and creative products.
- **DUE MARI** – Promotion of the unique cultural and natural assets of the Programme area, through a joint web platform and innovative services for new tourist routes, and promotion of lesser-known destinations and typical products.

PA3 Water Landscapes & Energy

- **TO BE READY** – Increase of the preparedness to jointly address natural and man-made risks in the Programme area, through joint protocols and standards, as well as operators' training.
- **CROSS WATER** – Promotion of a more effective use of water resources in the Programme area, through new infrastructures, technologies, as well as new control and measurement systems, to be jointly developed across the three countries.

PA 4 Sustainable Transport

- **ALMONIT MTC** - Connection of the two sides of the Adriatic Sea between Italy, Albania, and Montenegro, and of the two sides of Shkodra/Skadar Lake and Buna/Bojana River, through multimodal inland water and maritime transport connections.

TARGETED CALL FOR PROPOSALS

Based on a gap analysis made by the Joint Secretariat, the text of the last Targeted Call for Proposals was developed and approved, including a pilot action linked to simplified costs, with a detailed methodology for small scale projects.

The preannouncement of the Call was published on 1 October in the Programme web portal and promoted on press & media, and social networks.

All documents related to the Targeted Call are available at: <https://www.italy-albania-montenegro.eu/programme/open-calls-%26-notices>

PROGRAMME IMPLEMENTATION & COMMUNICATION

The performance framework targets for 2018 were met in terms of key implementation steps and financial indicators and the Programme Management and Control system updated, including procedures and manuals. Among others, a Programme Manual was further developed in order to provide project partners and potential participants with all the information needed to develop, implement and close a project within the Interreg IPA CBC Italy-Albania-Montenegro Programme.

The Visual Identity Manual was also published in order to provide projects with guidelines for branding communication activities and increasing the visibility and recognition of Interreg funds and results. Communication and promotional materials were distributed to stakeholders during programme and project events.

Two Joint Monitoring Committee Meetings were held, respectively on 17-18 April in Podgorica and on 22-23 October in Tirana, in order to supervise the Programme implementation and discuss aspects related to projects awarded under the First Call, and thematic projects.

The official web portal – accessible at <https://www.italy-albania-montenegro.eu/> - was launched on 4 October 2018. It consists of a programme area, divided in 6 sections (home, programme, projects, news, tools, contacts), and sub-domains, dedicated to all funded projects.

All relevant Programme documents have been published on the web portal and sub-domains dedicated to projects approved within the 1st Call have been implemented. Web analytics show a growing interest in the web portal and a very high number of visitors from Italy, Albania, and other EU and non-EU countries.

The programme Facebook page - <https://www.facebook.com/italy.albania.montenegro/> has provided daily information and direct interaction with stakeholders and beneficiaries. With thousands of followers, posts, photos and news, it is one of the most active pages among Interreg Programmes.

Building on all 2018 achievements, the Programme is looking forward to 2019 challenges and opportunities, such as: the contracting and start-up of the thematic projects; the launch of the Targeted call and the selection and development of projects; the evaluation of the programme and the drafting of the new programme for 2021-2027; the peak of activities for all standard projects, and related challenges.

For more information:

<https://www.italy-albania-montenegro.eu/>

<https://www.facebook.com/italy.albania.montenegro/>