



„THE FUTURE AND STRATEGIC GOALS OF THE ALPS-ADRIATIC ALLIANCE”

- WORKSHOP RESULTS-

Varaždin, 20th -21st February 2018



SWOT

(strengths)

- Cooperation of old and new EU members - creative new ideas
- Small, operational number of members - Consensual agreement to do something
- Very good network quality - Very flexible structure
- Good size - Close territorial connection
- Intersection of 3 different geopolitical historically tied regions - Good tradition of cooperation
- Good name - Brand
- Good administration for projects

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SWOT

(weaknesses)

- Dispersed system (13 project application points) - inactivity of some members
- Lack of common strategic goal - 13 goals
- Lack of a clear scoring system and minimum use of the budget for own financing of projects
- Low budget
- Low visibility
- Weak networking of TCP-es - lack of communication, no added value of the network
- Different legal form and Different resources (human and financial) for TCP – lack of guidelines for TCP funding
- Lack joint document base
- No legal status of AAA
- Lack of joint projects and lead partners



SWOT

(opportunities)

- Exchange of experience with similar interregional organisations and promotion of good practice examples
- New way of communication with citizens – bottom up approach
- Creation of 1 per year joint EU projects - include national and regional media in the promotion
- Introduction of youth exchange programmes such as Eurodysey – school partnership
- One thematic conference a year, each time in different region – open to everyone - choose a theme for each year, declare each year a year of something
- Celebrating important days in regions under umbrella of AAA
- Improve visibility in Bruxelles

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SWOT

(opportunities)

- Creation of a set of AAA products (brand)
- Improve networking of tourist offers - common visibility for tourists
- New project selection process -include an independent objective vote in the selection of projects
- Can provide good network – partner search and connection of partners
- Enlargement
- Fast project realization – preparation to implementation
- Joint planning for new budget period – creation of the joint strategic document

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SWOT

(threats)

- Lack of continuous political support
- Lack of interest of some members or their regions to be actively involved in AAA
- Inability of some members to pay the membership fee
- High political expectation
- Loss of members and inactive members
- Heterogeneous structure
- Lack of support for transition to the „new system” by politicians
- Lack of interest of new potential members

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1st Call for proposals

- Will be opened in March
- Steering committee meeting – 3rd of May in Varaždin
- Financial allocation is 35.000,00 €
- Current system of project submission and evaluation
- 13 TCP-es

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Joint AAA Strategy

- Coordinator and developer - Varaždin County Development Agency
- Each member will delegate one contact person
- Good preparation for the new financial perspective
- It should be flexible
- It should define joint goals and projects
- Start as soon as possible
- 7 year period
- Bottom up approach to see what is possible

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Workflow for the strategic document

PERIOD	ACTIVITY
Februray 2018	SWOT analysis
September 2018	Definition of vision, mission and goals of the AAA
November 2018	Political conference on the occassion of the 40th anniversary of the Alps-Adriatic Working Community/Alliance Adoption of the vision, mission, goals by the presidents of regions
February 2019	AAA Strategy finished
November 2019	Presentation of the AAA Strategy at the plenary session

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New application procedures

- New application guidelines
- New application forms
- New evaluation process
- New goals
- Aim – to do everything before 2nd Call

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Legal status of AAA

- Do we really need a legal status?
- What is our goal?
- Detail analysis is needed to answer that question

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Development of joint projects

- How we will do it?
 - Existing development agencies
 - We have to connect it with LAG-s and other institutions/networks
 - Visibility – DAAA logo
- Professionalization

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Communication strategy

- Visibility?
 - Develop new projects
 - Include stakeholders
 - We are the network that connects people with common interests
- Internal communication?
 - Communication protocols for TCP-s – exchanging of „know how” of successful TCP-es

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Further steps

- More meetings? No – we have to use existing network better (create network platforms of LAGs, development agencies, etc.)
- It is time to create mutual vision
- Focus on fields that are active
- Strategic goals have to be more focus
- Every TCP should define what is their goal
- Find a joint goal for a pilot project
 - Development of common strategy – we can do it on network level with own funds



THE END!