



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

**- WORKSHOP-**

**Varaždin, 20th -21st February 2018**

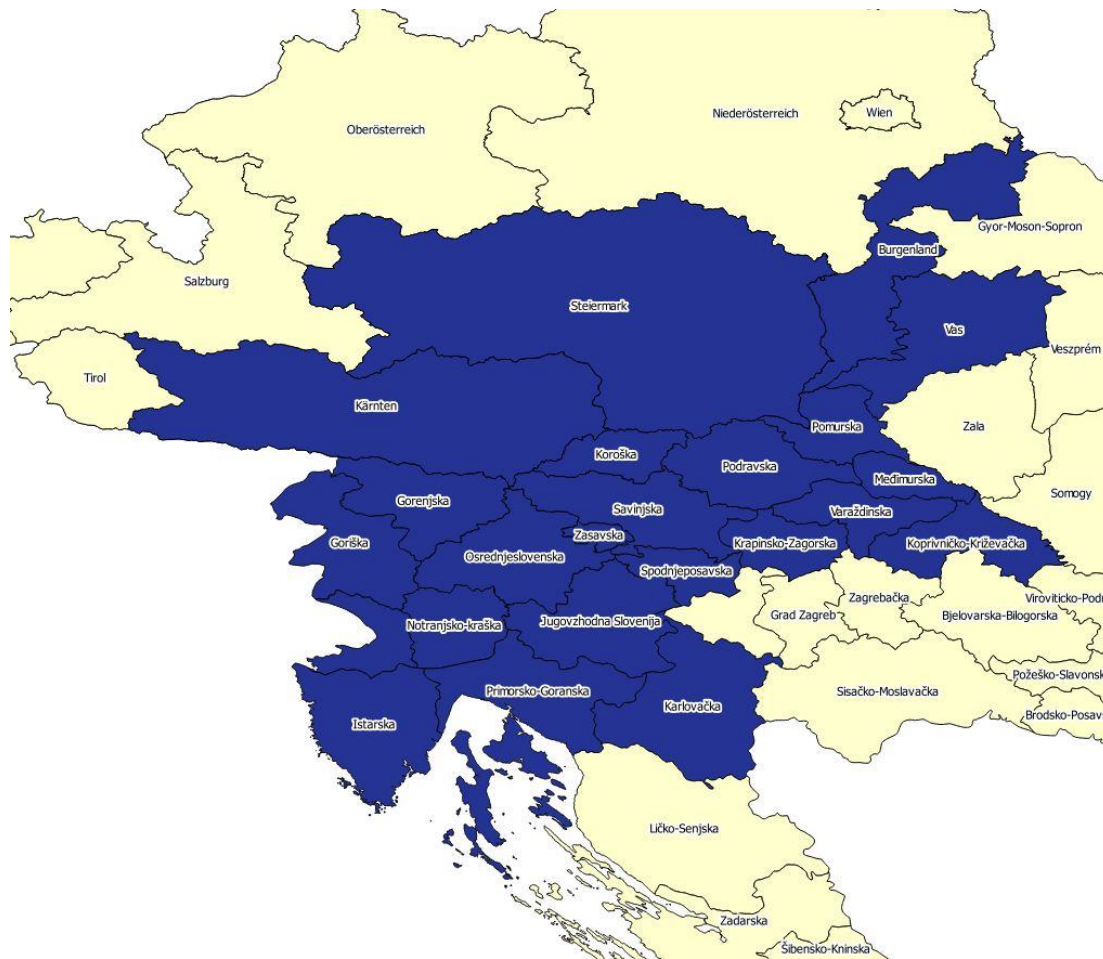




**Varaždin County:  
Croatia's oldest,  
the most competitive and transparent  
county –  
Alps-Adriatic Alliance presidency  
2018-2019**



# Geographical space of the AAA



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www.varazdinska-zupanija.hr



# The Alps – Adriatic Alliance (strengths)

- strong existing supporting infrastructure
- one of the oldest interregional organisations – 40 years
- positive legacy (positive track in the memory of citizens)
- liaison between old and new members should result in new creative ideas
- consensual agreement that something needs to be done
- some organisations have recognized the benefit of projects

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# The Alps-Adriatic Alliance (weaknesses)

- dispersed system (13 project application points)
- too many goals– 13
- minimum use of the budget for own financing of projects
- inactivity of some members
- lack of a clear scoring system
- some member regions leave the Alliance since they lack purpose and benefits of the membership

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www.jurelluedner-ensipzvezava.com



# What needs to be done? – inputs by the AAA president

- find joint goals of the Alps-Adriatic region
- increase joint funds through a more intensive use of EU funds
- decrease the number of project application points
- change the system of project application
- strengthen the Alliance in all fields of action

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# Suggestion of activities

- create a joint long-term strategic document of the Alliance in which joint goals and big projects of common interest for the whole region will be defined, which again will be based on real needs
- change application procedures
- create professionalized centres for development of projects which encompass activities of member regions
- decrease the number of points and define strong development centres



# Suggestion of activities

- create a base of projects of common interest - categories:
  - small – projects up to 50.000 €
  - medium – projects from 50.000 € up to 2,5 million €
  - big – projects of more than 2,5 million €
- change the system of project application
- create new application guidelines, application forms
- change the evaluation process





# Suggestion of activities

- by application of a joint project establish a development agency/center which will coordinate application and implementation of EU projects professionally and continuously
- professionalize the job, achieve self-sufficiency and sustainability
- by implementation of concrete projects get new regions into membership, including regions from non-EU states and that way increase the visibility of the Alliance

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# Suggestion of activities – first steps

- with the approval of the Steering Committee, we can start immediately with an AAA pilot project of one or more agencies by using own funds

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# Long-term goal

- use own funds only as a part of co-financing for the networking of partners, for increase of visibility and creation of joint projects according to the appointment of the Steering Committee
- increase own funds by a regulated contribution from the AAA procedures, only exceptionally and in smaller amount use them for direct co-financing of project implementation
- with a clear vision of development provide a clear political signal for joining of new regions, especially those outside the EU

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# Workflow for the strategic document

PERIOD	ACTIVITY
February 2018	<b>SWOT analysis</b>
September 2018	Definition of vision, mission and goals of the AAA
November 2018	Political conference on the occasion 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 and adoption of the AAA Strategy at the plenary session

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# Thank you for your attention!

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