



Abruzzo



“NEWS” PROJECT

Strategic Actors for New Scenarios in the Governance of Cross-border business cooperation

These are some brief excerpts from the first 6 months of the project. Below you will find out what the objectives are, who the partners are and the opportunities for businesses in the Adriatic cross-border area.

NEWS aims to support SMEs in the development of new growth opportunities by creating a new innovative Adriatic cross-border governance model that promotes professional internationalisation services to micro and small enterprises between Italy and Croatia; the project also aims to analyse legal and administrative barriers to cross-border business services, such as access to credit, business partnerships, energy efficiency practices and export strategies in the blue and circular economy.

WHO ARE THE PARTNERS?



Abruzzo

CNA, National Confederation of Craftsmen and Small and Medium-sized Enterprises, is an association system that represents craft, small and medium-sized enterprises and their associations; CNA Abruzzo aims to provide services that help entrepreneurs and businesswomen to improve their competitiveness, sustainability and innovative capacity to grow not only in the Italian region but also in Europe.



IRI Centar is a business support organisation registered in Croatia. IRI Centar facilitates collaboration between R&D organisations and industry. The organisation is involved in national, regional and local politics and maintains close contacts with BSOs in other regions and countries.



Eupolis has been involved in ecosystems and entrepreneurship support since its inception in 2000. It has gained valuable experience in stakeholder engagement, capacity building, networking, cooperation, clustering and partnership development in Croatia, the Western Balkans and Europe,

including a number of training programmes implemented in cooperation with UNDP outside Europe.

THE FIRST STEPS...

On 11 and 16 September 2023, the first two operational meetings of the partnership were held; the occasion was propitious to start a fruitful discussion to plan the ways and timing of activities for the following months. The main activities of the project are outlined below:

Activity 1.1

Analysis of the current situation and identification of needs and opportunities for cross-border cooperation between SMEs in the blue and circular economy sectors. The activity includes the analysis of legal and administrative obstacles to cross-border cooperation, the identification of potential solutions and the development of a new governance model for cross-border cooperation between SMEs.

Activity 1.2

Simulation and testing of a small-scale governance model and finalisation of the implementation strategy. The aim is to address the inherent complexity of governance of multiple companies in a cross-border organisation, balancing centralisation versus decentralisation considerations and considering the local needs of companies, customers, compliance, legal and other stakeholders. The activity involves selecting a group of SMEs operating in a specific sector of the blue economy to test the effectiveness and feasibility of the proposed governance model. This includes collecting feedback from stakeholders, organising focus group and roundtable, and producing a draft governance model.

Activity 1.3

Development of three training modules on business opportunities in the blue economy sector. These training activities are developed by each of the three partners involved in the project. The first training module focuses on cluster management in new economic domains, the second on cross-border business opportunities in the blue economy and fisheries sector, and the third on the potential application of artificial intelligence to the blue economy, fisheries and circular economy sectors.

KICK-OFF MEETING

25-26 OCTOBER 2023, Pescara



The project meeting was held from 25 to 26 October 2023 in the city of Pescara where a discussion on ideas and good management of project activities was initiated. The participation of all partners and the joint secretariat enhanced the initial event; an important moment both in terms of advancing project activities and strengthening the partnership.



The first day was entirely dedicated to the operationalisation of the project. The partners took stock of what had been done so far and outlined what activities would be carried out from then on and, above all, discussed how to effectively and efficiently carry out.



The following day, the Croatian partners were involved in the initiative promoted by CNA Abruzzo called 'Premio Cambiamenti', which consisted of a competition of start-ups from Abruzzo; in this setting, the NEWS partners illustrated the project objectives and results to the economics students of the University of Chieti Pescara 'Gabriele d'Annunzio'; the joint secretariat in the figure of Paolo Rtoni promoted the European territorial cooperation programme Italy Croatia, illustrated the call for proposals and the opportunities for businesses.

THE LAST MONTHS OF 2023

In the last two months of 2023, the partners concentrated on the training activities, focus groups and interviews foreseen in Work Package 1 activity 1.2 and 1.3.

Following the A1.2 methodology, the partners collected interviews of stakeholders from the partners' areas of expertise (Marine Living Resources, Research and Development and Coastal Tourism). The transcripts of the interviews are then analysed to outline commonalities and more specific questions to be proposed in the subsequent focus group.

In the meantime, A1.3 meetings were organised, such as the EDUCATION WORKSHOP on AI in online mode on 1 December by the Croatian partner IRI Centar. The event was attended by Italian and Croatian experts, who illustrated the dynamics of Artificial Intelligence implementation in the Blue Economy sector.



The poster features a background image of a coastal area with blue water and green hills. The main title is "EDUCATION WORKSHOP" in large, bold, black letters, followed by "ARTIFICIAL INTELLIGENCE IN THE BLUE ECONOMY SECTOR" in smaller, bold, black letters. Below the title, there are logos for "interreg Italy - Croatia" and "Co-funded by the European Union". The "Topics" section lists three items: "Video inspection and machine learning to increase productivity, reduce costs and lower environmental footprint of fisheries.", "Using satellite imaging and data processing to manage business processes and increase the production yield.", and "Optimizing business operations through Data science". The "Contributors" section lists "ANA BEDALOV Karmen studio", "DRAGAN DIVJAK List Labs", and "MARCO BLASOLI Abruzzo digitale". At the bottom, there is a "NEWS PROJECT" section with the text "Strategic actors for New Scenarios in the governance of cross-border business cooperation", a QR code, and the event details "WORKSHOP ONLINE December 1st, 13:00 https://bit.ly/3QXeXCy".