

Strategy of the Alps-Adriatic geographic area 2019-2027 (SAA-2027)

Diversity for a Better Tomorrow

Summary version



Varazdin, November 2018

1. INTRODUCTION

The presented short summary of the draft of the SAA-2027 constitutes a document which defines the priorities, goals and measures of the Alps – Adriatic region in order to achieve the strategic objectives set out on the transnational level.

This draft sets out the objectives of the joint transnational development policy, combining the objectives identified by each member. In order to achieve complete compliance with the development needs of the members, the SAA-2027 has an explicit territorial focus.

The objectives defined in the SAA-2027 ensure efficient usage of identified specific territorial development potential for the purpose of achieving long – term transnational objectives.

This Strategy has been created jointly by all members of the Alps – Adriatic Alliance under the leadership of the Public Institution for the Regional Development of Varaždin County, which performs also the role of the Regional Coordinator for Varaždin County in terms of regional development and which is in charge of creation and implementation of strategic documents.

2. FINDINGS

The SAA-2027 aims to forecast the complexity of future challenges for the Alps – Adriatic region and to provide a cohesive set of agreed priorities. After the analysis of the collected and available data, the following joint priorities can be defined:

1. Competitive region – to foster comparative advantage of regionally significant industry
2. Connected region – to increase the interconnectivity of the region
3. Region of wellbeing – to enhance the wellbeing of inhabitants in the region
4. Region of liveability – to protect and enhance the appeal and lifestyle of the region

These four priorities have been identified based on a multitude of needs, demands and plans co-existing and competing in the Alps – Adriatic region and they allow the Alps – Adriatic Alliance to unite the regions' development and to encourage the investments and actions to be directed where they will have greatest impact on the prosperity of the whole region. This Strategy outlines aspirations and strategic directions, as well as comparative advantages and community needs of members in the Alps – Adriatic area.

3. VISION AND STRATEGIC OBJECTIVES

Based on the previous findings and the development visions of members, a shared vision and strategic objectives of the SAA-2027 has emerged:

GOAL 1**GOAL 2****3.1. VISION**

This vision is based on the fact that the AAA is characterized by the members that are diverse in tradition, language, geography, administration, natural resources and population characteristics. In order to succeed and to achieve joint development, this diversity needs to be accepted as the key success factor of the SAA-2027. Moreover, the development vision of the SAA-2027 builds on a region that puts the needs of its people on the first place and satisfies these needs in a sustainable way. It builds on the region that promotes justice, equality and inclusion, protects public and personal freedoms but at the same time it pays attention to protection of cultural and natural heritage, environmental protection, connectivity inside and outside the members and resource efficiency.

3.2. STRATEGIC OBJECTIVES

The SAA-2027 rests on four strategic objectives, which will support the development of members:

1. Community focused growth – to transform into competitive and diversified communities capable of meeting the needs and securing high living standards for all inhabitants
2. Cohesive regional development – to achieve a competitive, diversified and developed region capable of taking over a noticeable role in the global development activities
3. Knowledge, skills and abilities – to establish integrated educational system that incorporates modern teaching/learning approaches to formal, informal and non-formal knowledge, skills and ability transfer in line with the market needs and demands
4. Sustainable adaptability – to ensure harmony among economic growth, social development and environmental protection

4. DEVELOPMENT PILLARS

In defining the vision and strategic goals, and taking into account the specific development needs of each member, as well as the results achieved by the Alps – Adriatic Alliance in the past, three pillars for the SAA-2027 have emerged:



Diversity – in order to support growth and development in all members, a coordinated and integrated development approach is necessary. This pillar is based on the assumption that all of the members are aspiring intercultural cooperation as a common core value, as well as interregional cooperation as a tool for focusing the ability to compete nationally and internationally and to enable higher quality of life for its inhabitants.

Connectivity pillar focuses on strengthening the capacities of members through improved interconnected networks in all important development areas as a key prerequisite to achieve stable development and prosperity.

Sustainability as a pillar in this Strategy focuses on the member's capacity to achieve development that incorporated sustainable environment, society and economy in balanced ratio. In order to achieve this, the sustainability pillar builds upon the active approach to the development needs of members and on the fact that there is a significant will to change attitude in all members.

5. INTERVENTION LOGIC

In order to achieve its vision and the development goals, the AAA needs to mobilize its creative human potentials and to invest into new jobs with higher added value. At the same time, there is a need to jointly work on achieving sustainable connection among scientific, civil, public, social, health, education and cultural sector in order to increase the well-being of the population in the Alps – Adriatic area and to support feasible economic and civil development.

It needs to be additionally highlighted that, in order to ensure the success of the SAA-2027, all of these areas need to be viewed in the frame of interregional and/or international cooperation.

As identified before, this will be achieved throughout 3 strategic development goals which will contribute to the achievement of the development vision. These goals will be achieved throughout the implementation of the following intervention logic of the SAA-2027:

CODE	STRATEGIC GOAL / PRIORITY
SG1	Community focused growth
P1.1.	Support thriving civil society
P1.2.	Further develop and integrate the regional health and social care systems and address the social and economic causes of disadvantage
P1.3.	Supporting contemporary Art and Culture scene with an special view to cultural heritage
SG2	Cohesive regional development
P2.1.	Stimulate local private sector to maintain and create employment
P2.2.	Improve public and private connectivity and mobility
P2.3.	Strengthen community cohesion
SG3	Knowledge, skills and abilities
P3.1.	Ensure inclusive and accessible quality education and promote lifelong learning opportunities for all
P3.2.	Develop, maintain and use workforce skills
SG4	Sustainable adaptability
P4.1.	Enable access to affordable, reliable, sustainable and modern energy
P4.2.	Adopt smart solutions to the management of resources to achieve economic, environmental and lifestyle improvements

6. HORIZONTAL AREAS

During the creation of the SAA-2027, a significant attention has been given to the identification and incorporation of horizontal areas into all strategic goals and development priorities. There are two main horizontal areas identified during the process of the creation of the SAA-2027:

