



The **Technology park Ljubljana** and the **Slovenian Business & Research Association (SBRA)** have the pleasure to invite you to the event of the **Interreg Adrion project BLUEAIR**

## ***Fostering transregional S3-based cooperation: Advancing the sustainable blue economy through macroregional innovation collaboration***

taking place on **Thursday, 20 April 2023**

at the **Permanent Representation of the Republic of Slovenia to the European Union**  
(Boulevard du Régent 45-46, 1000 Brussels).

The event will explore the potential of macroregional smart specialisation-based cooperation in advancing sustainable development in EU macro-regions and Euroregions. Utilizing the Interreg Adrion project BLUEAIR as a case study, the event aims to demonstrate the steps taken towards S3-based cooperation in the sustainable blue economy in the Adriatic and Ionian Region. The event will highlight the importance of promoting transregional collaboration between various innovation stakeholders towards a more coordinated approach for developing relevant priority areas and cross-border innovation. The event aims to inspire other EU macro-regions and Euroregions to embrace similar approaches in priority areas relevant to their respective regions.

The event will feature speakers from the European Commission, BLUEAIR partner organisations and ministries, discussing the ways of promoting macroregional innovation strategies and transregional S3-based cooperation.

Due to the **limited space available we urge you to register ASAP**. Further information, including **registration** is available [HERE](#).

### **Agenda**

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09:30 – 10:00 Registration

10:00 – 10:20 BLUEAIR project and its strategic importance for the Adriatic and Ionian Region  
*Elena Banci, Area Science Park*

10:20 – 10:40 BLUEAIR Macroregional innovation strategy for Sustainable Blue Economy

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**10:40 – 11:00** BLUEAIR innovation community building  
*Peter Medica, Technology Park Ljubljana*

**11:00 – 11:20** Embedding macroregional cooperation in territorial Smart Specialisation strategies  
*Gorazd Jenko, Ministry of Cohesion and Regional Development of Slovenia (TBC)*

**11:20 – 11:40** Promotion of transregional innovation cooperation through macroregional strategies  
*Marina Petrou, EUSAIR Pillar 1 Blue Growth (TBC)*

**11:40 – 12:20** EC promotion of transregional S3-based cooperation  
*Helena Sundblad Schäfer, DG REGIO*  
*Eleni Hatziyanni, DG MARE*

**12:20 – 14:00** Networking lunch

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