

## SAVE THE DATES!

### Tenerife (25-26<sup>th</sup> March):

Workshop "Insular Regions: challenges and prospects in the EU 2020"

### Mallorca (9-12<sup>th</sup> June):

10<sup>th</sup> INSULEUR Forum – First Decade Special Anniversary

## "Tourism needs urgent actions on infrastructure, products, legislation, promotion and marketing"

Gual de Torrella at the Malta's Forum on Innovation in Tourist Islands

The Economic and Social Committee (EESC) held on 11 February in Malta, a Forum on Innovation in Tourist Islands. The business meeting was attended by experts in the tourism sector. Joan Gual de Torrella, INSULEUR President, held a conference on tourism innovation from the point of view of cameral network. During his speech, Gual de Torrella highlighted a series of performances that bring together the public and private activity. It is essential to achieving significant changes on items requiring urgent action:



### 1) Infrastructure and tourism products:

- Strengthen the connectivity island destinations, should be encouraged to maximize the participation of the Chambers in the port and airport management.
- To promote comprehensive reform plans mature areas, planning and legal interventions that allow conversion brave actual destinations obsolete.
- Promote the creation of new tourism products that complement the sun and beach, and helping to extend the tourist season. Since co-management in Conference Centres, boosting tourism and creating senior infrastructure for sports tourism.

### 2) Legislation

- Encourage the hotel conversion, introducing new legal instruments that respond to current times.
- Suggest improvements in the regulation of places to eat and the tourist trade, to promote the organization and professionalization of the sector.
- To regulate the extra-hotel accommodation offer, so that these new forms of housing can be developed within the law, quoting the public finances, and subjected to sanitary regulations, personnel, security, etc., like the hotel offer.

### 3) Tourism Promotion and Marketing

- The chambers should be part of the promotional agencies of the destinations, as representatives of the entire tourism sector of our islands. It must promote a professional management, transparent and efficient.
- A permanent customer orientation, adapting not only the product but the messages and how to market. Support the rapid adaptation to new technologies, and promote training of all cadres, training that extends from the customer to use new technologies.

Finally, the President of INSULEUR stressed that these measures should be driven by the junction between the private and public sector and having as ultimate goals to maintain a sustainable and competitive tourism industry in a globalized world.

## Report on the 9<sup>th</sup> INSULEUR Forum: “Islands - Which value for European construction?”

Piraeus, 20-22 November 2009



Piraeus held the 9<sup>th</sup> Forum of INSULEUR last November 2009. During the sessions of the Forum, representatives of the socio-economic community, European and national politicians, representatives of the university, scientific, artistic and cultural community discussed mainly on the adaptation of the European policies to the reality of the insular areas, the advantages of insularity in the European construction industry, concretely in the fields of energy, innovation and infrastructures, and also the positive insular development for European construction.

We had the opportunity to discuss the most general and specific problems concerning the areas of the islands of the European Union. The results of the Forum submit the appropriate proposals to the community and the national administrations.

In opening the Forum, INSULEUR President was accompanied by Mr Panagiotis Fasoulada, Mayor of Piraeus, Mr. Stavros Arnautakis, Deputy Minister of Economy, Competitiveness and Navigation, in addition to the co-organizer of the Forum, the President of the Chamber of Piraeus Mr. Yiorgos Benetos.

During the first session it was tried to answer the question: **Are European policies adapted to the island regions?** Several subjects addressed by the panelists were:

1. The limitations and future strategies to allow insular economic development;
2. The need to increase financial investment in infrastructure and operations in arid islands of small populations;
3. How to specify the particularities of the islands within the framework of territorial cohesion, based on statistical knowledge of the island reality, and the proportionality and flexibility in implementing European policies in the islands;
4. Euroislands, the international study led by the Greek Government which main goal is to identify the insular disadvantages and their original causes, and proposing policy recommendations to achieve an equitable position in the European regional development process

The second session presented **how the island's resources can contribute to the construction of the European Union.** The conclusions of this second panel were:

1. The importance of quality as a way of ensuring the competitiveness of European islands
2. The islands as research and science laboratories in the energy field
3. The ecological, environmental and sustainable insular development
4. The environmental protection as a factor for competitiveness of island economies
5. Islands Networks seek to increase the insular potential.

The third session brought a **discussion with political and businesses representatives from Europe and Greece on an ideal model of island development and its benefits to European integration.**

## Copenhaguen Declaration

### INSULEUR - PIRAEUS FORUM DECLARATION

*We all, who live, work, have business activities and have family ties in the European Islands, are deeply concerned about the warnings from specific scientists as well as from the International Organizations concerning the possible negative consequences of the Climate Change of our planet, especially on the islands' territories. In case these warnings come true, even for the worst case scenario, our daily life will be affected by dramatic changes, leading to destructive consequences to the most crucial fields of Economy (Tourism, Shipping, and Fishery).*

*Furthermore, it is evident that the Island areas, which are the most preferred for the development of the renewable sources of energy, have fall drawn the proper attention and the most effective support in order to benefit, in the best possible way, the financial support either from the national or from the European Union Funds.*

*Based on the above reasons, we make an appeal to **the Word Summit concerning the Climate Change of the United Nations**, which is going to be held in Copenhagen, for daring decisions, real action and politics based on environmental necessities taking into account the needs of every region. Our aim is to achieve a political agreement with specific goals **that eventually can be** verified.*

*Pireaus, November 2009*

## Workshop "Insular Regions: challenges and prospects in the EU 2020"

Santa Cruz de Tenerife (Spain), 25th - 26th March



INSULEUR, the Network of the Insular Chambers of Commerce and Industry of the European Union, is pleased to invite you to a workshop he organizes with the European Economic and Social Committee and the Chamber of Commerce of Santa Cruz de Tenerife (Spain), on March 25<sup>th</sup> and 26<sup>th</sup> in Tenerife (Spain) on the topic: « **Insular Regions: challenges and prospects in the EU 2020** ».

This two-day event will address the situation in the islands in specific sectors. It will provide the opportunity to propose solutions which take into account the specificities of insular regions. The debates will be focused on three sectors (agriculture and agro-industry, tourism) and will also address the issue of accessibility. The second day will be dedicated to visits of places of interests and enterprises of Canaries Islands, and will give participants the opportunity to better know the reality of insular businesses. In order to testify the situation of the insular enterprises, we have selected the speakers amongst the representatives of businesses, that is, representatives of chambers of commerce and of business associations.

The event will take place at the premises of the Chamber of Commerce of Santa Cruz de Tenerife. You will find enclosed the programme and more details related to it. Our team in Brussels remains at your disposal for further information. Please, confirm your participation by completing the enclosed reply form and by sending it by e-mail or fax before the 5<sup>th</sup> of March 2010.

In order to **register for the workshop**, please contact:

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**1. - Which country does Tenerife Chamber consider as priority regarding international collaboration? Are programmes being implemented with Cape Verde, Madeira, Azores?**

The priorities within the framework of foreign trade and international cooperation that develops the Chamber of Commerce of Santa Cruz de Tenerife are imposed by the demands of Canary employers, as follows: In Africa we are focused on Equatorial Guinea, Mauritania and Senegal in South America; our main activities are developed also in Panama, Uruguay and Chile. In America, we are working with Miami (Florida), and finally near the archipelago, we work closely with Chambers of Commerce of the Azores, Madeira and Cape Verde and we developed jointly several projects of various European programs.

**2.- How are the Tenerife business community influenced due to the fact that the Canary Islands are considered an outermost region of the European Union?**

We, outermost regions, are members of the European Union. We are in a natural context marked by their remoteness, insularity, volcanism, adverse weather and proximity to other less developed third countries, including socio-economic determinants recognized at the highest level Community law.

These regions have in common a number of disadvantages: external economic dependency, additional costs due to the remoteness and insularity territorial fragmentation, reduced size and smallness of markets, concentration of activities in some sectors, high underemployment, competition from products from neighboring developing countries which cumulatively affect our economic and social development. In situations like the current crisis these disadvantages become accentuated.

**3. - How is insularity in outermost regions treated from the EU?**

Insularity itself has no specific treatment in these regions, characterized by the concurrence of multiple social and economic constraints, as indicated. In this sense, insularity is a condition but is not the determining factor for categorizing our territories as outermost regions. In fact, we outermost region are seven insular regions and an isolated region in the mainland. The remoteness is a special reality, characterized by the permanence and combination of a number of structural constraints that justify specific treatment within the European Union, so the Lisbon Treaty, whereby amending the Treaty on European Union and the Treaty establishing the European Community which became known as the Treaty on the Functioning of the EU. Its Article 349 consolidates the juridical status of these regions and reaffirms the model of full integration of the outermost regions in the European Union. In short, the legal-community treatment of the insularity differs from outermost regions legal status, although one of the conditions that share some of these regions is the insularity, not being also the only, as can be verified.

**5. - What is the current economic situation in the Santa Cruz de Tenerife within the international framework?**

In the Canary Islands, we are having a difficult time; the current crisis has done major damage to our productive fabric. We have an unemployment rate exceeding 27% as at 31 December 2009, with an undiversified economy with high dependence on service sector. From the Chamber of Commerce of Santa Cruz de Tenerife, all our efforts are directed to the objective of generating and regain the confidence of entrepreneurs in the productive system and in this year 2010, we have the great challenge of boosting economic activity, with all operators, to help our entrepreneurs to get out as soon as possible in this difficult economic climate.

## 5. - What are the aims for the next Workshop "Insular Regions: challenges and prospects in the EU 2020" to be held in Tenerife next 25 and 26<sup>th</sup> March?

As the title of the event suggests, it aims to identify current potential, challenges and prospects for the islands of the EU in the new strategic framework 2020 and what they can bring to achieving the overall objectives of the EU community. We think these regions can provide new and renewed economic outlook at the Union level that justifies this joint seminar. It is stressed that within the island regions of the EU we find part of outermost regions of the Union, and for their special and differential constraints, show a unique treatment that helps to overcome, in part, the difficulties associated with remoteness, fact that, for the reasons stated, can not be assimilated for the islands.

Therefore, from this workshop should a message should be underlined, eminently practical and positive about the benefits and inherent potentialities in the European island regions, raising to the European Union a realistic work plan in this sense for the 2020.

## European Projects: Call of proposals

### Competitiveness and Innovation Framework Programme (CIP)

The Competitiveness and Innovation Framework Programme (CIP) was adopted on 24 October 2006 by Decision No. 1639/2006/EC of the European Parliament and of the Council (the "Programme Decision"). This Community programme runs for the years 2007-2013 and is organized around three specific programmes:

- The Entrepreneurship and Innovation Programme (EIP);
- The Information and Communication Technologies Policy Support Programme (ICT PSP);
- The Intelligent Energy-Europe Programme (IEEP).

### The Information and Communication Technologies Policy Support Programme (ICT PSP)

The 2010 Work Programme has been formally approved; the **4th call is open until 1<sup>st</sup> June 2010, with a budget of 107 million euro.**

The ICT PSP offers opportunities both for innovative SMEs in the ICT sector and for SMEs that can make better use of ICT to improve their products, services and business processes. It does so by contributing to the creation of wider market opportunities and better services for SMEs. The ICT PSP will build on and complement national, regional and other EU initiatives for SMEs. In particular, the ICT PSP will:

- accelerate the deployment of EU-wide services of public interest that are of direct benefit for all businesses and in particular for SMEs, improving and expanding their working environments;
- help avoid fragmentation of the EU market for innovative ICT based services and products notably in areas of public interest. This will open new opportunities and support the growth and development of innovative SMEs that can then benefit from wider markets for the diffusion of their innovations;
- fund the participation of SMEs supplying innovative ICT -based solutions in pilots and networking activities together with the main users of these solutions;

The ICT PSP is expected therefore to have an impact on a wide range of SMEs extending far beyond those that participate directly in the supported actions.

Based on these criteria and recommendations, the WP 2010 focuses on 6 themes:

- ICT for a low carbon economy and smart mobility
- Digital Libraries
- ICT for health and inclusion
- Open innovation for future Internet-enabled services in smart cities
- ICT for improved public services for citizens and businesses
- Multilingual Web

For more information:

[http://ec.europa.eu/information\\_society/activities/ict\\_psp/participating/calls/call\\_proposals\\_10/index\\_en.htm](http://ec.europa.eu/information_society/activities/ict_psp/participating/calls/call_proposals_10/index_en.htm)



## Intelligent Energy Europe Programme (IEE)

With about € 730 million of funds available between 2007 and 2013, the Intelligent Energy Europe Programme (IEE) will help deliver on the ambitious climate change and energy targets that the EU has set for itself.

Examples of projects funded under this programme include:

- Training on new construction techniques that can lead to 50 percent or more energy savings compared with traditional buildings;
- Improving the effectiveness of support schemes for electricity generation from renewable energy sources across Europe;
- Helping Europe's cities to develop more energy-efficient and cleaner transport.

The publication of the **call 2010 is expected in March**. Total expected budget to support projects this year: **€ 56 million**. Deadline for applications: **June 2010** (day will be confirmed soon).

For more information:

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