

## CONTENTS

- 2**  
Information about the **Annual Conference of the South Baltic Programme**

---

- 5**  
**On-line voting has started – the South Baltic competition**

---

- 7**  
**The 8th Call for Proposals – changes**

---

- 8**  
**Results of the South Baltic Projects**

---

- 9**  
**The South Baltic Facts**



### Dear Southbaltic Friends

This issue of the Compass Newsletter provides important information about the upcoming Annual Conference which will take place on 29 November 2011 in Schwerin, Germany. The event will bring together the representatives from all the countries involved in the implementation of the Programme, the representatives of the European Commission, as well as our friends from other cross-border programmes, who will discuss the impact the Programme has made so far, as well as plan for the future shape of activities offered by the Programme.

In order to present the visual tools used by the South Baltic Programme projects, the Programme announced an open competition among the projects. All nominated projects are presented in the Compass. Use the opportunity to express your opinion and vote via [www.southbaltic.eu](http://www.southbaltic.eu)!

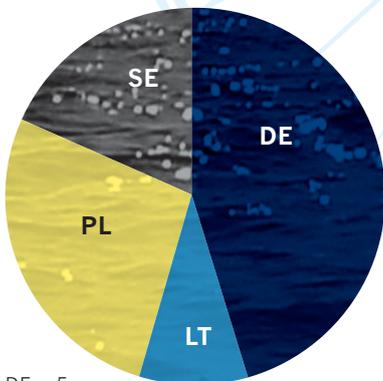
Finally, we would like to present decisions of the Monitoring Committee on the upcoming 8<sup>th</sup> Call for Proposals. In this issue we are very happy to present a few very interesting results of the project implemented within the South Baltic Programme as well as some facts about the Programme.

*The South Baltic Team*

The Steering Committee of the South Baltic Cross-border Co-operation Programme 2007-2013 held a meeting in Stralsund/Germany on 5 October 2011 and decided to approve 11 projects amounting to 7 226 423,82 EUR (ERDF co-financing) in the framework of the 7th Call for Proposals.

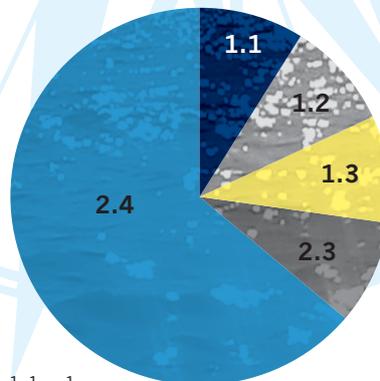
The area of the South Baltic Programme will be enriched by sharing experiences and developing new solutions in the fields of labour market, cultural activities, intermodal transport and local initiatives.

Lead Beneficiaries per country



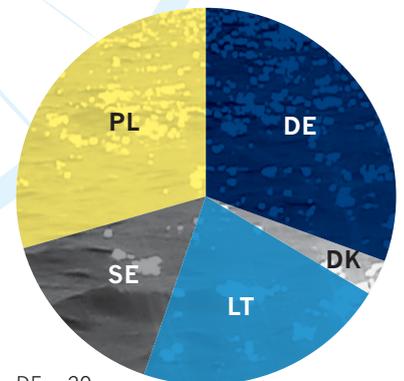
DE – 5  
LT – 1  
PL – 3  
SE – 2

Approved projects per measure



1.1 – 1  
1.2 – 1  
1.3 – 1  
2.3 – 1  
2.4 – 7

Project partners per country



DE – 20  
DK – 2  
LT – 14  
SE – 10  
PL – 19

For more information please visit [www.southbaltic.eu](http://www.southbaltic.eu)

## Celebrating the success of 55 M EUR committed by the South Baltic Programme

On 29 November 2011 the South Baltic Cross-border Co-operation Programme will celebrate its achievements during the annual conference. This year's conference, which will be held at the Neustädtisches Palais in Schwerin in Germany, will be dedicated to the celebration of the Programme's achievements and the impact of an over 55 M EUR of the Programme's ERDF funds to the cross-border activities implemented by 61 projects approved to date by the South Baltic Programme. The event will also bring the strategic context of the wider co-operation in the Baltic Sea region within the EU Strategy for the Baltic Sea Region as well as discuss the future of the EU cross-border programmes for the next programming period 2014-2020.

### The South Baltic Annual Conference Agenda Tuesday, 29 November 2011

9:00-10:00	<b>Registration and welcome coffee</b>
10:00-10:30	<b>Opening and welcome speeches</b> <b>Mr Jürgen Seidel</b> – The Minister for Economics, Labour and Tourism Mecklenburg-Vorpommern Germany (tbc) The representative of the Managing Authority – The Ministry of Regional Development of Poland (tbc)
10:30-11:00	<b>The South Baltic Programme – state of the implementation</b>
11:00- 11:30	<b>The European Union Strategy for the Baltic Sea Region (EU SBSR) – opportunities and challenges for the South Baltic co-operation</b> <b>Mr Marcin Wójcik</b> – The European Commission, DG Regional Policy
11:30-13:00	<b>Impact of the territorial co-operation on the regions covered by the South Baltic Programme</b> A panel discussion between the representatives of the countries and regions participating in the South Baltic Programme.  <b>Panelists:</b> <b>Mr Niels Chresten Andersen</b> – The Regional Municipality of Bornholm/Denmark <b>Mr Karl Schmude</b> – The Ministry for Transport, Building and Regional Development Mecklenburg-Vorpommern /Germany <b>Mr Valdas Pučkorius</b> – The Head of the Strategic Planning and Development Department, Klaipeda District Municipality/Lithuania <b>Mr Radomir Matczak</b> – The Deputy Head of Department Regional and Spatial Development, The Marshall Office of the Pomorskie Voivodeship /Poland <b>Ms Lisbeth Lennartsson</b> – The Chair of the Executive Committee, Borgholm Municipality/Sweden  Moderator: <b>Prof. Jacek Zaucha</b> <b>Q&amp;A Session</b>
13.00-14.30	<b>LUNCH</b>

EXHIBITION OF THE PROJECTS

The language of the conference is English

## Celebrating the success of 55 M EUR committed by the South Baltic Programme

The South Baltic Annual Conference Agenda **Tuesday, 29 November 2011**

13.00-14.30

### LUNCH

14:30-16:00

### The new programming perspective 2014-2020 – challenges and opportunities for the territorial co-operation

A panel discussion between the representatives of the countries and regions participating in the South Baltic Programme, Managing Authorities of the European Territorial Co-operation Programmes, and the European Commission's representatives.

#### Panelists:

**Ms Iwona Brol** – The Managing Authority, Head of Territorial Co-operation Department, Ministry of Regional Development of Poland (tbc)

**Mr Marcin Wójcik** – The European Commission, DG Regional Policy

**Mr Niels Chresten Andersen** – The Regional Municipality of Bornholm/Denmark

**Mr Sławomir Demkowicz-Dobrzański** – The Head of the Euroregion Baltic International Permanent Secretariat

**Mr Michael Mattner** – The Head of Unit “Joint Managing Authority ERDF, ESF and EAFRD” Division for European and Foreign Affairs, The State Chancellery Mecklenburg-Vorpommern Germany

**Ms Deimantė Jankūnaitė** – The Head of Territorial Co-operation Programmes Unit, The Ministry of the Interior of the Republic of Lithuania

**Ms Julita Miłośz** – The Head of International Co-operation Department, The Marshall Office of the Zachodniopomorskie Voivodeship/Poland

**Mr Roland Gustbée** – The Chair of the Board of Regional Council in Södra Småland/Sweden

Moderator: **Prof. Jacek Zaucha**

#### Q&A Session

16.00-17:00

### Exhibition of the South Baltic projects Forum for exchange of experiences and good practice examples

An exhibition of the projects implemented in the frame of the South Baltic Programme. The event will provide possibilities to discover the wide variety of the projects' results.

### The South Baltic Programme Awards 2011

A presentation of the finalists in all categories.

A “group” picture and closure of the conference.

EXHIBITION OF THE PROJECTS

The language of the conference is English

## Projects Forum

On 28 November this year, prior to the South Baltic Programme Annual Conference, projects will have an opportunity to share their experiences and improve their project implementation skills during a number of dedicated workshops.

The workshops, facilitated by the Programme experts, will focus on exchange of knowledge, good practices and lessons learned from the projects implemented under the South Baltic Programme in the areas of project management, communication and promotion and changes in the project set-up.



### The South Baltic Projects Forum Agenda Monday, 28 November 2011

9:30-10:00 **Registration and welcome coffee**

10:00-10:10 **Welcome and presentation of the day**

10:10-10:30 **Challenges for the JTS during project's lifetime**

10:30-13:00 **Parallel Workshop Sessions**

The aim of the workshops is to discuss different areas of project implementation, find challenges and share good practices. Workshops will include case studies and will be conducted by experts experienced in the given thematic fields.

**Communication and promotion**  
Effective promotion and dissemination of project results

**Project Management**  
Tools and tips for successful project management

**Changes in a project set-up and project closure**  
Rules and procedures

13:00-14:30 **LUNCH**

14:30-17:00 **Parallel Workshop Sessions (repetitions)**

**Communication and promotion**  
Effective promotion and dissemination of project results

**Project Management**  
Tools and tips for successful project management

**Changes in a project set-up and project closure**  
Rules and procedures

17:00-17:30 **Summary and closure of the meeting**

18:30 **EVENING RECEPTION**

Let's get together in the informal atmosphere.  
Weinhaus Wöhler  
Puschkinstraße 26, 19055 Schwerin  
www.weinhaus-woehler.de

The language of the forum is English

## ON-LINE COMPETITION: the best project photo, the most creative project logo and the most interesting project website!

In order to present the visual tools used by the South Baltic Programme projects, the Programme announced an open competition among the projects in three categories:

- I. the best project photo,
- II. the most creative project logo,
- III. the most interesting project website.

All the projects being implemented within the Programme have been invited to take active part in the competition by submitting the project photos, logos and nominating the project website for online voting.

Below, you can find all the nominated project promotion means. Which of those, under each of category, do you like the most?

Please vote on [www.southbaltic.eu](http://www.southbaltic.eu)

### The category of the competition

The project title	Project subject	The best project photo	The most creative project logo	The most interesting project website
1 Youth Cross-border Cooperation and Communication Project (Yc3)	Euroregion Baltic Youth Board			<a href="http://www.youthboard.eu/yc3">www.youthboard.eu/yc3</a>
2 Hardwoods are good – supporting entrepreneurs of the forestry hardwood chain in the South Baltic Region (Hardwoods are good)	Entrepreneur network in the hardwood sector			<a href="http://www.skogsstyrelsen.se/sv/Projektwebbar/Hardwoods-are-good">www.skogsstyrelsen.se/sv/Projektwebbar/Hardwoods-are-good</a>
3 SeaSide – Developing excellent cultural destinations in the southern Baltic area (SEASIDE)	Marketing maritime heritage destinations of the South Baltic			<a href="http://www.baltic-seaside.com/">www.baltic-seaside.com/</a>
4 Joint development of cross-border tourism information products by South Baltic oceanographic museums (BalticMuseums 2.0)	Multilingual visitor guidance systems in oceanographic museums			<a href="http://www.kids.balticmuseums.net">www.kids.balticmuseums.net</a>
5 South Baltic Global Access (SB Global Access)	Air transport in the South Baltic region			
6 Modern Water Management in the South Baltic Sea Area (MOMENT)	Water User Partnerships in river basins			<a href="http://www.momentproject.eu">www.momentproject.eu</a>

The photos are property of the projects

## ON-LINE COMPETITION: the best project photo, the most creative project logo and the most interesting project website!

### The category of the competition

The project title	Project subject	The best project photo	The most creative project logo	The most interesting project website
7 Dredged Materials in Dike Construction - Implementation in the SBR using Geosynthetics and Soil Improvement (DredgDikes)	Dredged materials in dike construction			<a href="http://www.dredgdikes.eu">www.dredgdikes.eu</a>
8 The South Baltic WebLab – a virtual laboratory on marine science for school students (Baltic WebLab)	WebLab for youngsters on marine biology and oceanography			<a href="http://www.southbalticweblab.eu">www.southbalticweblab.eu</a>
9 Maritime Education and Sail Training for Young People (M.A.S.T.)	Sailing and educational activities for young people			<a href="http://www.mast-project.eu">www.mast-project.eu</a>
10 Implementing EU Landscape Convention in the South Baltic Region (LIFescape)	Protection of landscapes			
11 Linking maritime education with the changing job market for a new generation of Baltic Sea experts (Generation BALT)	Strengthening links between higher education and maritime labour market			
12 Art Line (Art Line)	Collaborative network between art institutions			<a href="http://artline-southbaltic.eu">http://artline-southbaltic.eu</a>
13 South Baltic Offshore Wind Energy Regions (South Baltic OFFER)	Offshore wind energy clusters			<a href="http://www.southbaltic-offshore.eu">www.southbaltic-offshore.eu</a>

The photos are property of the projects

## ON-LINE COMPETITION: the best project photo, the most creative project logo and the most interesting project website!

### The category of the competition

The project title	Project subject	The best project photo	The most creative project logo	The most interesting project website
14 Wind energy in the BSR - the extension (WEBSR 2)	New financing models for onshore wind energy			<a href="http://www.windenergy-in-the-bsr.net">www.windenergy-in-the-bsr.net</a>
15 Household Participation in Waste Management (HPWM)	Reducing household waste			
16 Oversize Baltic (Oversize)	Cross-border transport of oversized goods			<a href="http://www.transportoversize.eu">www.transportoversize.eu</a>
17 Responsible entrepreneurship – a way of increasing SMEs competitiveness during economic crisis (RespEn)	Responsible cross-border supply chains			<a href="http://www.responsiblesme.eu">www.responsiblesme.eu</a>
18 Eco4Life – South BALTIC Network for Environmental and Life Sciences to Boost Cross Border Cooperation (Eco4Life)	Innovations in eco-business			

The photos are property of the projects

Please vote on [www.southbaltic.eu](http://www.southbaltic.eu)

## The 8th Call for Proposals – changes

The next 8th Call for Proposal is scheduled for autumn this year (28 October – 16 December 2011). The Call is open only for proposals within Measure 1.2 where still 0,7 M Euro ERDF is available and Measure 2.1 where 1 M Euro is available. The information about consultation dates will be published on the [www.southbaltic.eu](http://www.southbaltic.eu) in the second half of October 2011.

## Results of the South Baltic Projects BalticMuseums 2.0



Kids playfully discover South Baltic oceanographic museums

On June 1, the International Children's Day, the six partners of the project BalticMuseums 2.0 launched their joint website for kids: [www.kids.balticmuseums.net](http://www.kids.balticmuseums.net). Little explorers can find out online about woman pirates, dangerous octopuses and fish that produce their own light.



The project team has worked hard on both the concept plus programming but also on translations.

Children are as future conservationists a very important visitor group for the oceanographic museums who cooperate within the project BalticMuseums 2.0. To attract these little maritime researchers, a special area was created

on the international website of oceanographic museums [www.balticmuseums.net](http://www.balticmuseums.net). „With games, a screensaver and a lot of information about the sea, children shall playfully discover the habitat of water,” explains Professor Michael Klotz from Stralsund University of Applied Sciences, Germany. Interactivity is one focus of this European project of the oceanographic museums and its scientific partners. The smallest kids can colour pictures of sea creatures online, older ones are invited to catch fish or train their memory. The website for kids was set up in five different languages: German, English, Polish, Lithuanian and Russian. For adults the online portal [www.balticmuseums.net](http://www.balticmuseums.net) will present fascinating features like the panorama tours, next to the basic facts



Screenshot of the website

Since 2008, Stralsund University of Applied Sciences, the German Oceanographic Museum, the University of Szczecin, Gdynia Aquarium, the Lithuanian Sea Museum and the Museum of the World Ocean in Kaliningrad cooperate in the EU-project BalticMuseums 2.0. The project is part-financed with 963.635 Euros by the European Regional Development Fund within the South Baltic Programme. Starting in December 2010 the project consortium works on a second project BalticMuseums 2.0 Plus to introduce eGuides in the partner museums and share materials, translations and experiences to develop the content for these electronic guides.



Kids embraced the new website [www.kids.balticmuseums.org](http://www.kids.balticmuseums.org) on the World Ocean Day in the Lithuanian Sea Museum

about the museums. In a joint promotion, the museums award visitors who visit more than one of the partner museums within one year. The launch of the kids' website generated considerable press coverage. The Lithuanian Sea Museum arranged their celebration of the World Ocean Day around this new internet site.

### Susanne Marx

**Email:** [susanne.marx@balticmuseums.org](mailto:susanne.marx@balticmuseums.org)

**Internet:** [www.balticmuseums.net](http://www.balticmuseums.net) – The museums portal

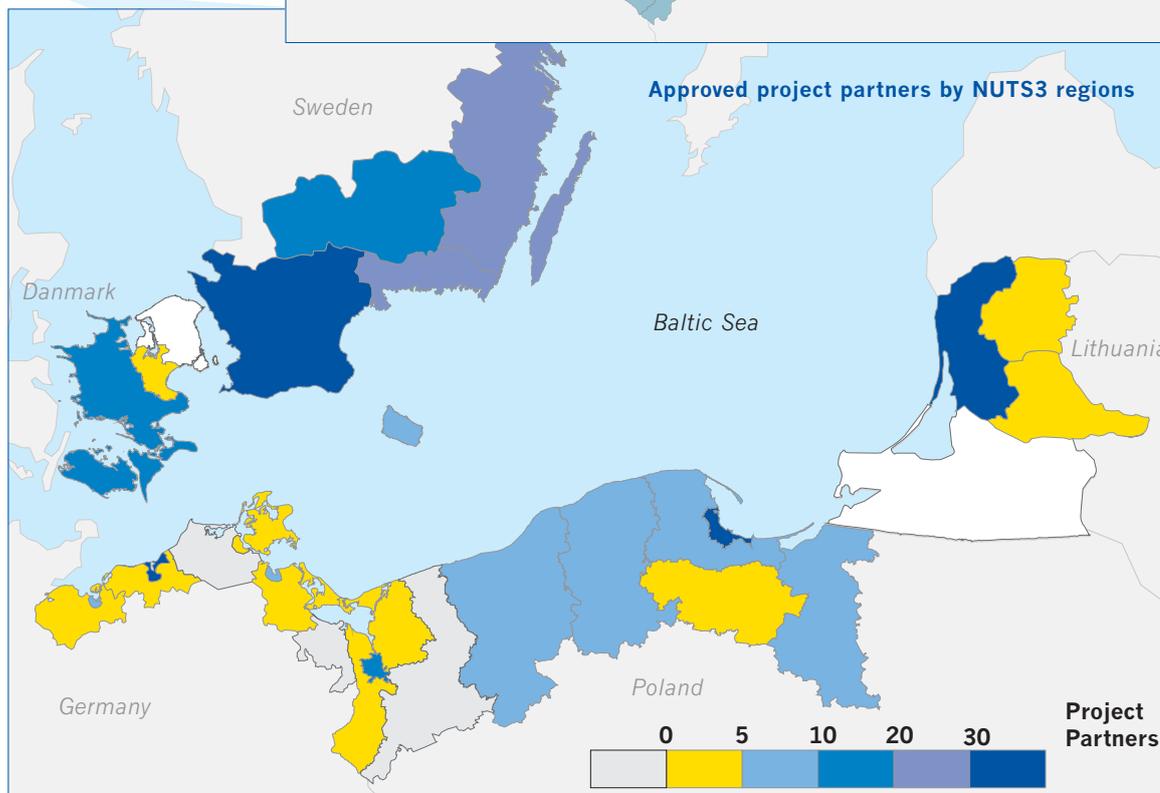
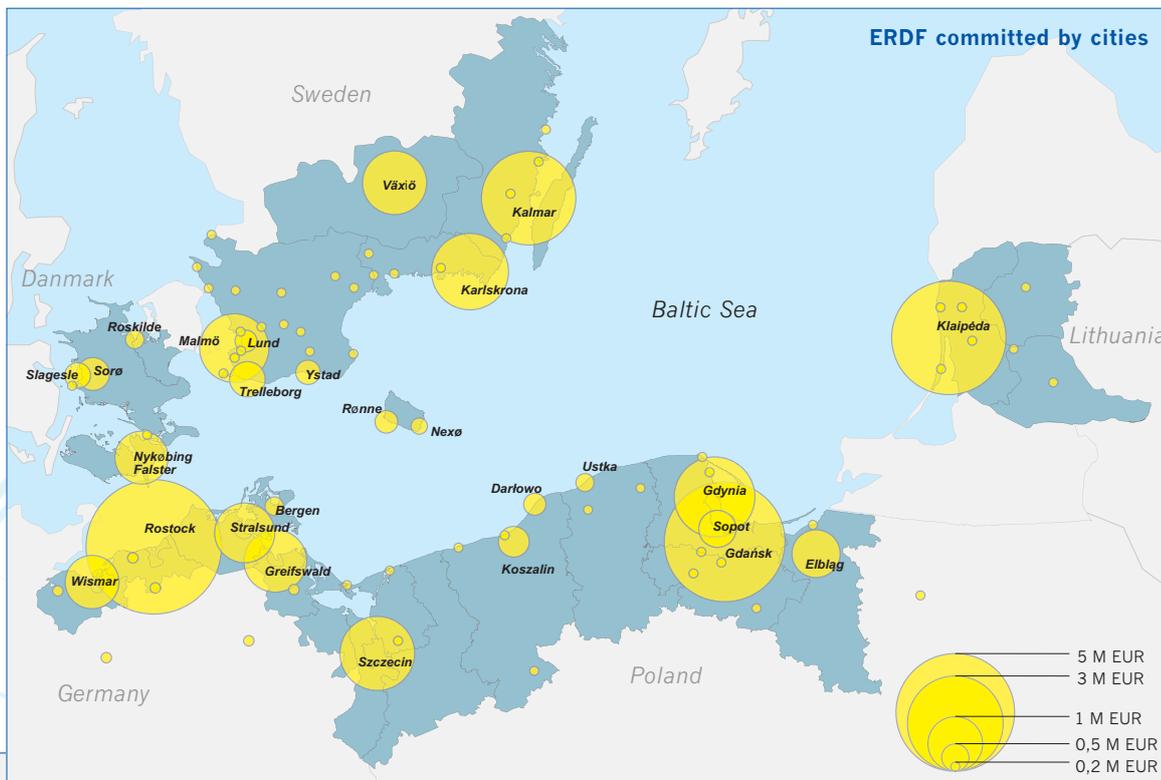
**Internet:** [www.balticmuseums.org](http://www.balticmuseums.org) – The projects, register for the newsletter.

**Follow us:** [twitter.com/balticmuseums](https://twitter.com/balticmuseums)

**Like:** [www.facebook.com/Balticmuseums](https://www.facebook.com/Balticmuseums)



## The South Baltic Facts



### Contact us

Your opinion is important. We are waiting for your comments and further feedback (email: [dominika.butkiewicz@southbaltic.eu](mailto:dominika.butkiewicz@southbaltic.eu))

For further information please visit our website [www.southbaltic.eu](http://www.southbaltic.eu) or feel free to contact our Secretariat:

**Joint Technical Secretariat of the South Baltic Programme**

Ul. Rzenicka 58, Gdansk, Poland | phone: + 48 58 761 00 30 | email: [southbaltic@southbaltic.eu](mailto:southbaltic@southbaltic.eu) | [www.southbaltic.eu](http://www.southbaltic.eu)