

Umbrella 2.0



Be part of the change

"On both sides of the border, you see the wish to cooperate, and it is the wish of people - citizens. What is important is mutual understanding. Transborder projects can be a challenge, but the bigger the challenge, the bigger satisfaction when reaching common goals."

/Museums over the borders. Stage II/



UBC

UNION
OF THE BALTIC
CITIES





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LEGEND



LEARN WITH US



**BEST PRACTICES:
EXPLORE & GET INSPIRED**



TRUE STORIES

Umbrella 2.0



The key goal of the Umbrella 2.0 project is to raise awareness and knowledge of the importance and advantages of transnational and cross-border cooperation in the Baltic Sea Region (BSR), following the principles of the European Union Strategy for the Baltic Sea Region (EUSBSR), European Union Green Deal and the United Nations Sustainable Development Goals (SDGs). The project, whose partners are Euroregion Baltic ([ERB](#)), the Baltic Sea States Subregional Cooperation ([BSSSC](#)) and the Union of the Baltic Cities ([UBC](#)) is funded by the Swedish Institute.

Umbrella 2.0 is dedicated to the BSR local authorities, civil society organisations and small institutions of diversified type, especially those who are newcomers to international cooperation. Our aim is to encourage them to be open to the possibilities provided by cross-border and transnational cooperation, to make them aware it is worthwhile to cooperate and that there are financial tools and project possibilities available to them, too. Furthermore, our ambition is to jointly explore the opportunities and benefits of being a part of the BSR and EUSBSR.

We believe that the best way to convince those who are new to international cooperation is by showing them the best examples of what has already been achieved by others. Thus, we have decided to ask directly those we thought could give some inspiration. Enjoy the reading!



WHY COOPERATE IN OUR FAST-CHANGING WORLD?



We live in an ever-increasingly complex world, and we are more and more interdependent. What we do, or do not do in our home, the neighbourhood, city, region, etc., influence the shape and "health" of the world (not only in our closest surroundings).

We buy goods from all over the world, using water and energy and influencing how nature - forests and waters - look like on the other side of the globe. We produce waste and pollute nature around us, and this pollution goes through rivers and air further on to the Baltic Sea and beyond. People are free to travel more than ever before, and they can choose to live, spend leisure time and earn money outside their home area. Information, both true and false, flows extremely fast worldwide. It is even difficult to imagine the impact they have on our decisions and life. We can work for somebody on another continent sitting back at our home.

Therefore, to bring positive change for us (neighbourhoods, cities, regions, schools, institutions and organisations), future generations and the world as a whole, we need to cooperate. All the more so, as the required improvements demand targetted actions in many cases - this is the case with climate change, digitalisation or pandemics, for instance. And last but not least - very often, solutions to problems we identify already exist - we do not need to reinvent the wheel. We have the knowledge base available; we just need to use it.



WHY COOPERATE IN OUR FAST-CHANGING WORLD?



SOME OF THE BEST SOLUTIONS ARE BORN WHEN WE ADDRESS THEM BY JOINING FORCES AND BRINGING TOGETHER DIFFERENT APPROACHES, CULTURES AND EXPERIENCES

"Having an outsider view on your activities is such an essential element! A huge influence is gained by questions and remarks from a non-local participant. And not to even mention, what comes with the person's expertise and skills!"

Kati Fager - UrbCulturalPlanning, City of Pori

<https://urbcultural.eu/about>

"Since we believe that mutual growth in a varied and highly dynamic world is crucial to be successful, we practice it every day. Many issues such as resource protection, a sustainable society or Fair Trade affect us all and are better targeted and solved together."

City of Greifswald- Fair Trade Town 2020

<https://www.greifswald.de/en/>

"Based in Kaliningrad, our team at the Baltic Branch of the National Centre for Contemporary Arts has always been naturally very much inspired by the dialogue and exchange with our colleagues in the neighbouring countries and across the sea. Living in the region with such a rich and multilayered history, we can't avoid reflecting on the cultural and social context in our practice."

Yulia Bardoun, curator, Baltic Branch of the National Centre for Contemporary Arts (Kaliningrad)

<https://nccakaliningrad.ru/>





BALTIC SEA REGION (BSR) – AREA OF COOPERATION



In Europe, we have a long tradition of cooperation. After the II World War, countries have decided to cooperate within what is now the European Union. When the Iron Curtain fell in 1991, countries bordering the Baltic Sea Region chose to join forces to solve BSR problems together and make it a better region for us all. That was the moment when decision-makers at various levels have decided it is crucial to have established networks, organisations and institutions.

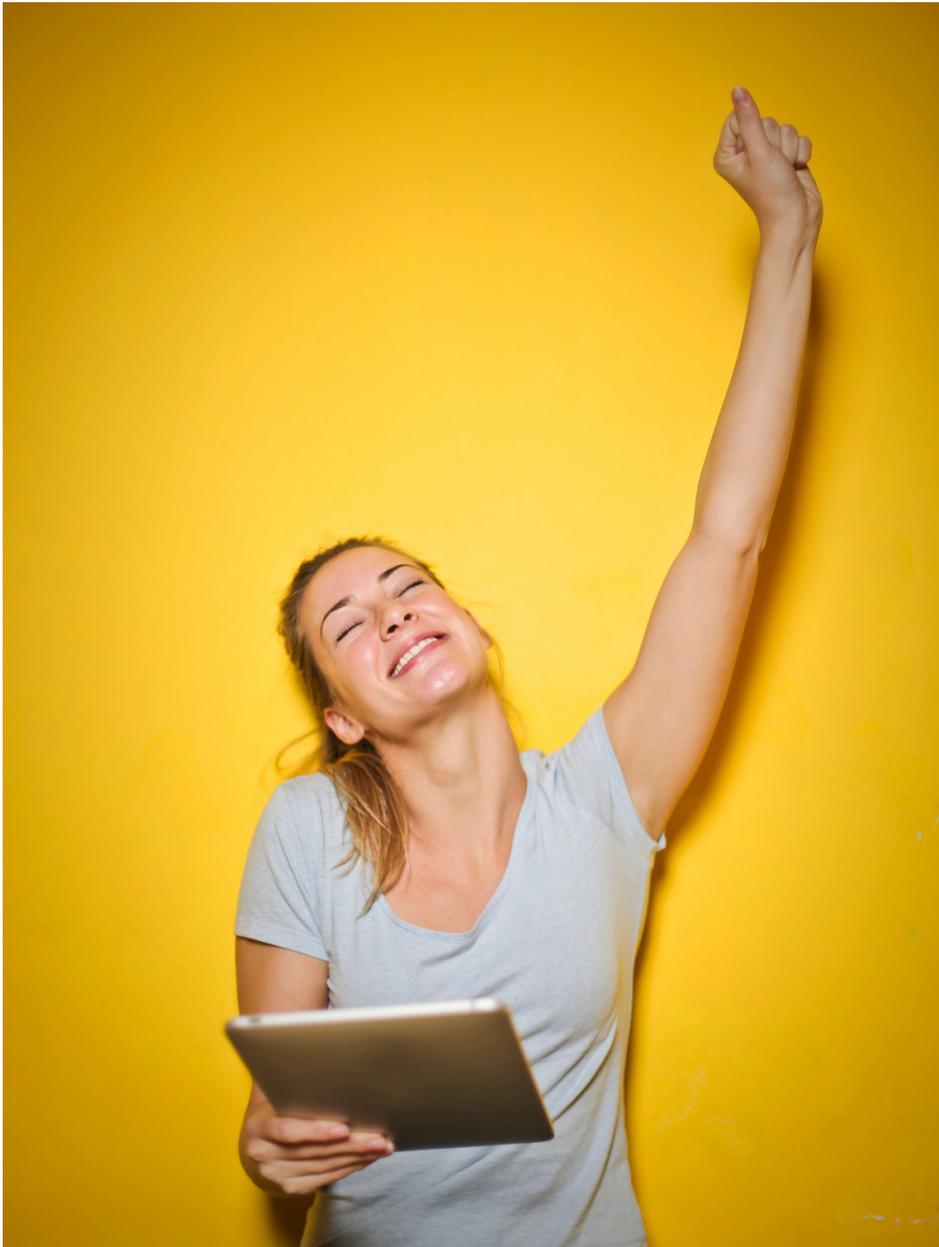
The Baltic Sea actors cooperate within such structures as:

- [Council of the Baltic Sea States CBSS](#) (intergovernmental political forum);
- [Baltic Sea Parliamentary Conference BSPPC](#);
- [Helcom](#) Baltic Marine Environment Protection Commission;
- [VASAB](#) Vision and Strategies Around the Baltic Sea;
- [ARS Baltica](#) (international cooperation between cultural Practitioners);
- [Baltic Sea States Subregional Cooperation BSSSC](#) (cooperation of BS regions);
- [Conference of Peripheral Maritime Regions Baltic Sea Commission CPMR BSC](#) (cooperation of BS regions within a bigger structure);
- Euroregions such as [Euroregion Baltic](#), ERB (cooperation of regions and municipalities in the Southern part of the Baltic Sea);
- [Union of the Baltic Cities UBC](#);
- [Baltic Sea Labour Forum](#) (platform for social dialogue between trade unions and employer organisations);
- [Baltic Sea NGO Network](#);
- [Baltic Sea Youth Platform BSYP](#) and many more!





BEST PRACTICES



Umbrella 2.0 developed this booklet with best practices to further build the capacities of small and local actors and inspire more stakeholders to engage in transnational BSR cooperation.

The stories show examples of successful collaboration, extensive networking and present current and future "hot topics" for cooperation in EUSBSR thematic areas.

We asked partners of Baltic Sea cooperation projects and initiatives to share their stories about what good transnational collaboration can bring to their work, their organisations and local communities. They were all so enthusiastic about their work!

We encourage you to read those stories, get inspired and try to start your own transnational or cross - border activity.

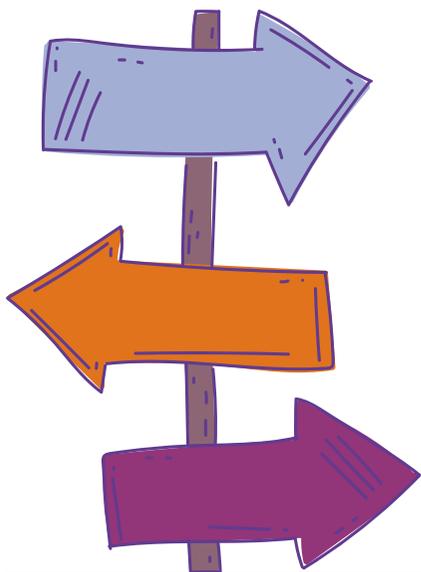


BEST PRACTICES

Culture and Tourism to lay a common ground



SI. Funded by
**Swedish
Institute**



"WATER CONNECTS US, BUT CULTURE UNITES US"

Under this heading, the Baltic Sea Cultural Cities and Regions is a project aimed at connecting cities and regions, people, cultural organisations and professionals by increasing the visibility of the cultural diversity within the Baltic Sea Region, complementing networks and titles like the European Capitals of Culture, UNESCO Creative Cities Network etc.

The initiative proposes a more collaborative, inclusive, affordable and sustainable model, particularly for small and medium-sized cities and regions in the Baltic Sea area:

1. To strengthen the "we-feeling" of the people and empower citizens within the Baltic Sea Region;
2. To increase sustainable cross-border cooperation between cities and regions, cultural organizations and professionals;
3. To celebrate the region's immense creativity, rich cultural heritage and diversity;
4. To improve quality of life through culture and creativity;
5. To provide smaller cities and regions to attract international audiences;
6. To contribute to UN Sustainable Development Goals through enhancing cultural crossovers to other sectors.



BEST PRACTICES

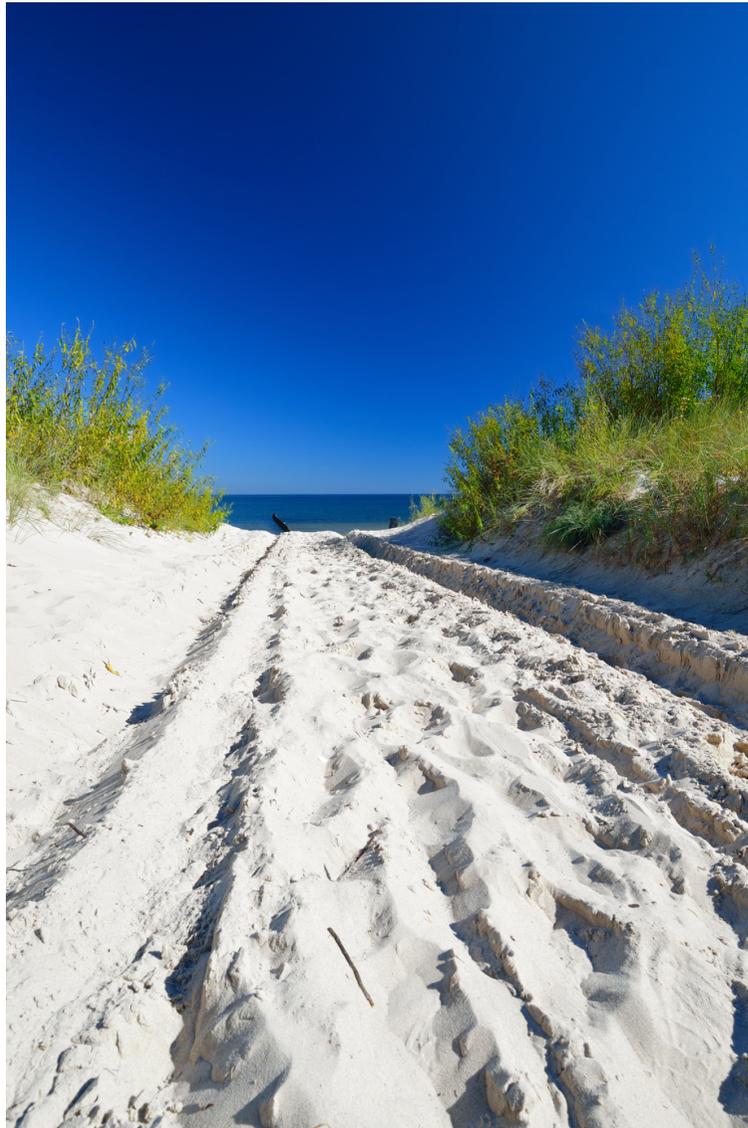
Culture and Tourism to lay a common ground



“Taking part in Baltic Sea Region projects such as the Baltic Sea Cultural Cities & Regions is a way to connect with the cultural actors in other parts of the region. Participation inspires us to overcome language barriers, broaden our views and develop a common identity in the Baltic Sea Region. In times of nationalism and populism this is of utmost importance. On a practical level, our cultural scene will get new and inspiring contacts to engage in future common projects”.

Annette Wiese-Krukowska,
head of the Kiel's cultural department and partner in Baltic Sea Cultural Cities and Regions project





COORDINATION THROUGH INTERNATIONAL COOPERATION

"In an ever-shrinking and integrating world, tourism has become one of the fastest-growing industries worldwide and has experienced exceptional growth over the past decades. The Baltic Sea region is no exception. From 2014 to 2017, the area recorded an increase of 14.2% in arrivals and respectively 12.2% in overnight stays which amounts to a total of 86 million arrivals and 225 million overnight stays in 2017. This makes the Baltic Sea region entering an increasingly global competition. To remain competitive, internationalization strategies need to be realigned to benefit from the positive effects and minimize the negative implications of growing tourism flows."

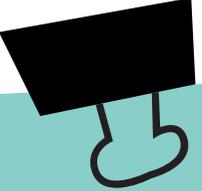
Annette Wiese-Krukowska, head of the Kiel's cultural department and partner in Baltic Sea Cultural Cities and Regions project

The Baltic Sea Tourism Centre allowed establishing a permanent centre of expertise for improved communication and cooperation in tourism at the macro-regional level by associating the key tourism stakeholders, voicing jointly the interests of the tourism sector and promoting sustainable and competitive tourism in the Baltic Sea region, providing PARTNERSHIPS, INSIGHTS and SKILLS.

<https://klaipedaregion.lt/en/turinys/baltic-sea-tourism-center/>



BALTIC SEA TOURISM CENTRE IS AN ONGOING FLAGSHIP PROCESS FOR DIGITAL TRANSFORMATION OF THE TOURISM SECTOR IN BSR



SOME OF THE PRIORITIES OF THE BALTIC SEA TOURISM CENTRE

- Bundling resources;
- Communicating fresh knowledge to prepare for relevant trends;
- Sharing experiences to deal with common challenges;
- Providing data and benchmarking possibilities;
- Gaining an overview on players, projects and initiatives by coordinating and making strategic use of project results;
- Supporting training and product development in sector-specific areas;
- Increasing visibility of regions, countries and the entire BSR as a tourism destination.



RESULTS ? WE ASKED KLAIPEDA REGION

Three tourist routes have been created in the Klaipėda Region:

- "Sweet Exhaustion"
- "Extraordinary Landscapes"
- "Migrating Cultures"

Explore Klaipėda Region [here](#).

Explore regional tourism products created by all partners [here](#).





BEST PRACTICES

The social impact of cooperation



ArchaeoBalt Project aims to present a new way to promote forgotten cultural and material heritage through several activities, which should boost the tourist exchange in SBSR by creating a new brand – sustainable green & blue Archaeotourism.

"Our activities have shown a great social impact since there has been close cooperation with the different levels of government and society in the decision-making processes of the project, as well as, in the design and execution of strategies for the archaeo- route as an element of conservation of knowledge of the regional heritage, memory and identity."

Mr Nicolas Caretta Ph.D - Bornholm Museum

Learn more: <https://www.facebook.com/ArchaeoBalt-Towards-Innovative-Green-Blue-Tourism-2481388448572893/>
<https://southbaltic.eu/-/archeobalt>



ARCHAEOBALT
TOWARDS INNOVATIVE GREEN & BLUE TOURISM



HERITAGE TO BOOST URBAN REGENERATION- FROM THE BALTIC SEA REGION TO A PAN-EUROPEAN PERSPECTIVE

KAIRÓS is an URBACT Action Planning Network focused on cultural heritage as a driver for sustainable urban development and regeneration. In ancient Greek **KAIRÓS** means the propitious moment, and this is the moment to test an innovative policy framework, combining a sound integrated approach with a real transformation purpose.

The ambition is to roll out an innovative policy framework maximizing the integrated approach, able to respond to different local needs and circumstances. To meet this challenge, the Kairós model pursues the proper assemblage of five key dimensions - Space, Economy, Social Cohesion, Attractiveness and Governance. Kairós is working at two levels.

Locally, network cities will co-produce an Integrated Action Plan (IAP), activating inter-departmental coordination and stakeholder mobilisation. Internationally, a learning and exchange itinerary has been set up, including baseline study, webinar series, thematic workshops, key study visits and peer reviews. This work plan is running from May 2020 to August 2022.



Learn more:

<https://urbact.eu/memories-cant-wait-heritage-urban-regeneration>

The example of Malbork (Poland):

<https://82-200.pl/5181,Pierwsze-spotkanie-Lokalnej-Grupy-Urbact.html>

<https://urbact.eu/sites/default/files/media/malborkroadmap.pdf>



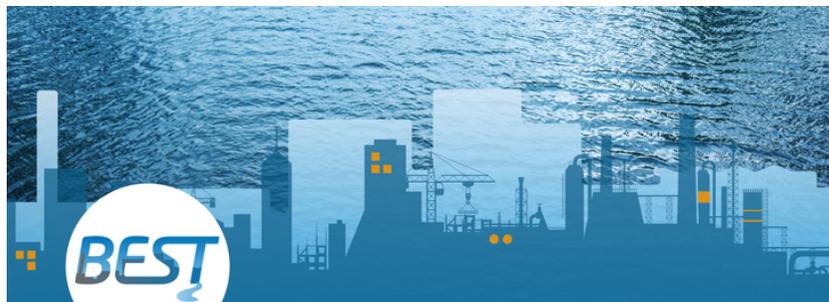


BEST PRACTICES

Water management



BEST «Better Efficiency for Industrial Sewage Treatment»

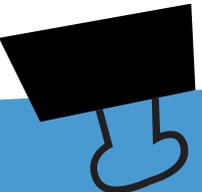


EFFICIENT WASTEWATER TREATMENT IS A KEY FACTOR OF BALTIC SEA WELLBEING

The fact the ecosystem of the Baltic Sea is quite weak conditioned to low water exchange with the ocean and densely populated seashores. One of the main problems in the Baltic Sea is eutrophication and high levels of nutrients. This is the result of insufficient wastewater management in particular of industrial wastewaters.

There are two ways of industrial wastewaters management provided by legislation: discharge to the water bodies after the on-site treatment required or discharge to the municipal sewer for further treatment with household wastewaters but in this way such wastewaters also needs to be pre-treatment. In case the industrial wastewaters are not pre-treated and include some hazardous substances of high solid contents this can be a reason for disturbance in the wastewater treatment process at the municipal WWTP and thus low effectiveness of the treatment.





THE BEST COOPERATION FOR THE BEST WASTEWATER MANAGEMENT

With the aim to obtain all aspects of this challenge and to find the best solutions, consortium of the 16 partners has initiated the BEST project. The aim of the project is to promote cooperation and best practices among industries, wastewater treatment plants and local environmental authorities to ensure efficient treatment of industrial wastewaters in the Baltic Sea Region. The success factor of the project are partners coming from sectors of wastewater treatment process which includes authorities, industrial enterprises, and wastewater treatment plant and science institutions.



TIPS AND TRICKS

1. Do not hesitate to ask for a professional view. Practicing experts are a source of valuable information.
2. Qualified project management is a half of success in the implementation of the project.
3. Pre-treatment of industrial wastewaters before the discharge to municipal sewerage system is important aspect of wastewater management.
4. The strong, friendly cooperation in the wastewater management process allows finding the BEST solution.





BEST PRACTICES

Youth cooperation



A crucial aspect of cooperation within the BSR is youth cooperation. Young people are invited to be active in the BSR organisations such as BSSSC, UBC or ERB and in the youth structures within them, where they can share their opinions, establish cooperation links and engage in various BSR initiatives.

EUROREGION BALTIC YOUTH BOARD

In 2007 ERB established a new structure within the organisation: ERB Youth Board, responsible for promoting and facilitating cooperation, actively involving youth from around the Euroregion.

ERB Youth Board main goals are to provide the opportunity for the youth to be involved in the ERB activities, act as a voice of youth in the ERB, increase interaction between regional authorities and the youth, encourage closer cooperation between the youth and local government, eliminate cultural prejudice and facilitate youth mobility.

<http://www.eurobalt.org/category/youth-board-and-youth-initiatives/>

BSSSC WORKING GROUP ON YOUTH POLICY

Youth Policy is one of the main priorities of the BSSSC. Since the establishment of the BSSSC, youth work and youth events e.g. Spring Youth Event has been supported and promoted by the BSSSC Board.

<https://www.bsssc.com/youth>

UBC YOUTHFUL CITIES COMMISSION

Everyone wants the best for children and young people so does the Union of the Baltic Cities. Youthful Cities Commission (YCC) is committed to helping children thrive, achieve and develop the confidence to meet the transitions into adulthood.

Youth is a resource, not a problem!

<https://www.ubc.net/commissions/youthful-cities>





BEST PRACTICES

Youth cooperation



TO MAKE THE YOUTH VOICE BETTER HEARD, the Baltic Sea Youth Platform has been created and operates under the CBSS umbrella. It was initiated by young visionaries in the Baltic Sea Region.

The Baltic Sea Youth Platform developed through discussions in various formats in the Baltic Sea Region.

The Foreign Ministers supported youth participation in their meeting in Jurmala, Latvia in June 2019, but at the already before the young people in the region were demanding actions.

THE FOCUS OF THE BSYP IS:

- To improve the political impact of youth on decision-making in the Baltic Sea Region.
- To develop tools for better knowledge transfer, as youth involvement in policy making is subject to high fluctuation in human resources.
- To serve as a facilitator for various innovative projects relying on the interests and capacities of youth in a broad range of policy areas.

NOTHING ABOUT US WITHOUT US!



Co-funded by the
Erasmus+ Programme
of the European Union



WHAT IS EUSBSR?



EUSBSR
EU STRATEGY
FOR THE BALTIC
SEA REGION



EUSBSR is a macroregional strategy with three main objectives: Saving the sea, Connecting the Region and Increasing Prosperity which address the main challenges of the area. Each of the objectives covers a wide range of policies and has impacts on the other objectives. They are interlinked and interdependent.

The objectives are all placed in a strategic context of the UN Sustainable Development Goals. The EU countries involved in the EUSBSR are: Denmark, Estonia, Finland, the northern part of Germany, Latvia, Lithuania, Poland and Sweden. The strategy implementation is coordinated in close contact with the European Commission and other member states, regional and local authorities, various pan-Baltic networks, institutions & organisations, and civil society actors. It is also open to cooperation with the EUSBSR neighbouring countries such as Belarus, Iceland, Norway and Russia – since to address the challenges, we need everybody on board and the broader Baltic catchment area.

An essential element of the EUSBSR is its Action Plan, a document addressing the constantly changing reality. It covers 14 policy areas and 44 actions that are all interlinked, providing cross-sectoral background and guidelines for cooperation.

The policy areas (PAs) are: PA Nutri, PA Hazards, PA Bio-economy, PA Ship, PA Safe, PA Transport, PA Energy, PA Spatial Planning, PA Secure, PA Tourism, PA Culture, PA Innovation, PA Health and PA Education.

In each involved Member State, there is a person called the National Coordinator – usually within the MFA or Prime Ministers Office. NC Group is the core decision-making body to EUSBSR with a rotating presidency.

Policy areas (PAs) represent the expertise in their respective areas of activity and ensure the implementation of the Strategy and the action plan. Having an overview of the relevant sectors, PAs hold policy discussions and identify key ways to achieve the EUSBSR objectives through different means of action and determine how to best implement the required solutions.

Information on this implementation network is also available on the webpage managed currently by the Let's Communicate project. We recommend visiting it and learn more about who is responsible for the EUSBSR in your own country.

As the EUSBSR AP is a living document, we can influence it by joint lobbying and good practice.



Climate change and cooperation with the EU neighbouring countries are fundamental and thus treated as horizontal issues, which means they are included in all the 14 PAs.



[READ ACTION PLAN HERE](#)



WHAT IS EUSBSR?

EUSBSR is a platform for cooperation and coordination between 8 EU Member States & neighbouring non-EU countries.

It focuses on challenges and opportunities, which are more efficiently addressed when working in a coordinated manner within the region.



**EU member states
involved in the EUSBSR**



**neighbouring
countries**



Objectives

Saving
the sea



Connecting
the Region



Increasing
Prosperity





Once a year, everybody interested in the BSR cooperation is invited to participate in the EUSBSR Annual Forum. The aim of this event is to communicate the work of the Strategy, its objectives and achievements to stakeholders, policymakers and a wider audience, initiate joint discussions, share results, and provide networking opportunities. The Annual Forum takes place in one of the EUSBSR Member States and attracts key stakeholders and active partners of the EUSBSR from local, regional, national and EU levels. Follow the EUSBSR [webpage](#) and/or register for the newsletter to be updated and not miss information on EUSBSR related events.



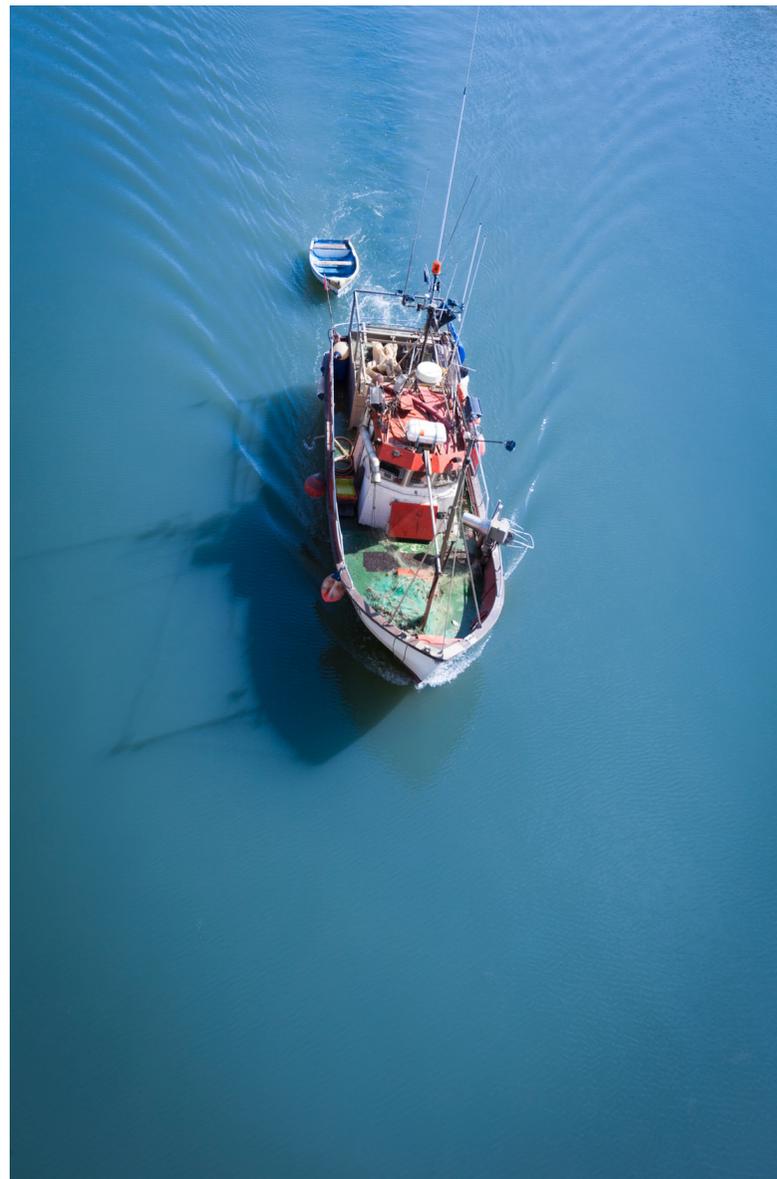


WHAT IS A EUSBSR FLAGSHIP?



The actions of the EUSBSR are implemented by means of **Flagships**. Flagships demonstrate the progress of the Strategy, and may serve as pilot examples for desired action in a given field.

A Flagship is frequently the result of a policy discussion and decision among the actors and stakeholders within a Policy Area. It translates the desire and ambition of a Policy Area in a specified field of action. Once approved, a Flagship is listed in the Action Plan.





EUSBSR Flagship



Interconnect, a EUSBSR flagship project, addresses the challenge of curbing the car-reliant mobility trend in the South Baltic area through user-adjusted and more sustainable public transport services for regional and cross-border travels. The current public transport offer hardly meets customer expectations for easiness and attractiveness of regional and cross-border journeys, with scarce range of integrated ticket options for multimodal rides, difficult access to one-spot passenger information and no clear benefits for users when choosing the public transport over car.

As the user-adjusted and more sustainable public transport services for regional and cross-border travels have a large but untapped potential to stimulate socioeconomic growth in the SB area, the project will initiate cross-sectoral dialogue and work out an optimum multi-level governance framework for cooperation on public transport across the border.

Learn more:

<https://www.interconnect.one/>



**INTER
CONNECT**



European
Regional
Development
Fund



FUNDS – WHERE TO SEEK FINANCIAL SUPPORT



To find the exact information on BSR international cooperation co-financing sources, you need to follow the proper web pages and newsletters. You may also contact the BSR organisations and structures for help.

As the EUSBSR does not have specifically allocated financial resources, funding for operations under the Strategy is intended to come from existing financial instruments.

It is advisable to check <https://www.euro-access.eu>, an online information and search tool on EU-funding available in all four EU Macroregions.

The source of funding worth recommending is also so-called **SEED MONEY** to support the preparation of projects and find partners. You just need to identify the issue you want to address and then look around for partners to work on the project idea. Check SI database [here!](#)

One more important webpage to help you is <https://keep.eu/>, where you will find extensive information on EU cross-border, transnational and interregional cooperation programmes, projects and partnerships. An excellent source of inspiration!

There are various sources available to co-finance BSR international cooperation



Interreg Programmes



Nordic funds



Funds from the CBSS (Project Support Facility) the Swedish Institute



Funds from financial EU instruments

- Horizon Europe
- Life Programme
- Education and Culture programmes (Creative Europe, Erasmus +)
- Europe for Citizens
- Urbact or EU Structural Funds



Funds from national and regional sources



TIP: Use different funding possibilities



“

“I am also sure the knowledge currently co-produced by 14 partners in the UrbCulturalPlanning project will also be very relevant to the needs of many operators in the Baltic Sea region and far beyond. That kind of process-based, long-term cooperation in which we not only exchange with what we already have, but co-create and jointly produce knowledge would not be possible without the support from such instruments as the Interreg Baltic Sea Region Programme.”

Yulia Bardoun, curator, Baltic Branch of the National Centre for Contemporary Arts (Kaliningrad)

”





TIP: Use different funding possibilities



INTERREG FUNDS FOR A SAFER REGION: THE EXAMPLE OF LIEPAJA

Interreg V-A Latvia – Lithuania Programme 2014-2020 funded project LLI-92 Safety First! (Coordination development and capacity building of rescuers along Baltic seashore) where the main objective was to increase Latvian and Lithuanian rescuer capacity, as well as inform residents and tourists about safe recreation on the beach.

Learn more:

<https://latlit.eu/coordination-development-and-capacity-building-of-rescuers-along-baltic-seashore-safety-first-no-lli-92/>



TIP: Use different funding possibilities



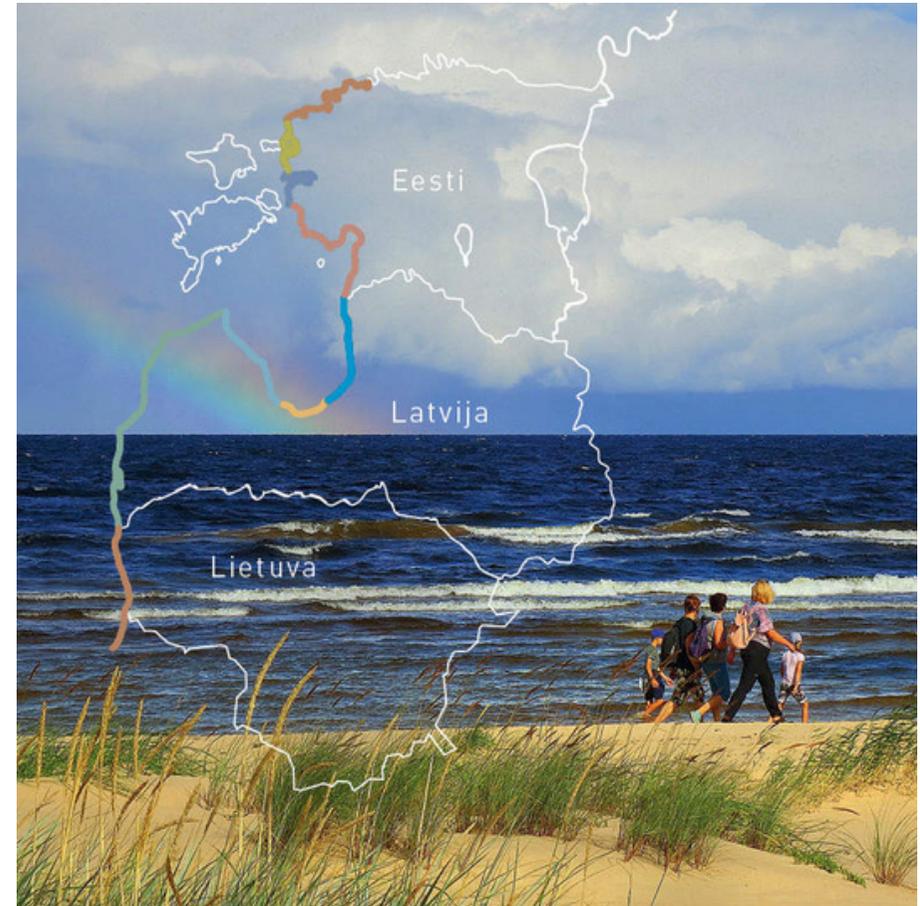
INTERREG AND NATURE AS KEY RESOURCES FOR TOURISM DEVELOPMENT IN LITHUANIA, LATVIA AND ESTONIA

PROJECT TITLE: BALTIC COASTAL HIKING

PROGRAMMES: Interreg Estonia-Latvia / Interreg Latvia-Lithuania

The Coastal Hiking Route from Tallinn – Riga – Nida village (in LV) has been developed under EST-LAT program project No. 22 "Coastal Hiking Route along the Baltic Sea Coastline in Latvia and Estonia". Lithuania is the only gap for the European long distance route E9 now, and with Lithuania added in the project LLI-448 "Development of Forest trail In Latvia and Lithuania and expanding the Baltic Coastal Hiking route in Lithuania", the Baltic Coastal Route will cover all three Baltic states and will be ca 1374 km long.

Learn more: <https://baltictrails.eu/en>



BALTIC
COASTAL
HIKING



Interreg
Estonia-Latvia
European Regional Development Fund



Interreg
Latvija-Lietuva
European Regional Development Fund





TIP: Use different funding possibilities



Ministry for Foreign Affairs of Finland funded project ReSit (Situational Picture of Volunteerism for Societal Resilience in the Baltic Sea Region) researched a situational picture of volunteers and volunteerism in fire, rescue and civil protection in the Baltic Sea Region and thus, in part, enhance resilience in natural and man-made disasters.

The final report is in the layout design at the moment and will be published soon.

Learn more:

<https://ubc.net/content/resit-situational-picture-volunteerism-societal-resilience-baltic-sea-region>



ReSit
Situational Picture of Volunteerism for
Societal Resilience in the Baltic Sea Region



Ministry for Foreign
Affairs of Finland



TIP: Use different funding possibilities



Interreg V-A Latvia - Lithuania Programme 2014-2020 funded project LLI-451 SCAPE II (The development of safety services by strengthening communication and cooperation capacity between the local government and police authorities) where the goal is to promote communication and cooperation between police and municipalities of Klaipeda county in Lithuania and Kurzeme region in Latvia, and to increase level of security in general.

Learn more:

<https://latlit.eu/lii-451-the-development-of-safety-services-by-strengthening-communication-and-cooperation-capacity-between-the-local-government-and-police-authorities-scape-ii/>



WHO CAN BENEFIT FROM THE BSR COOPERATION?



Even if you are a smaller entity with little experience in project cooperation, the instruments and possibilities mentioned in this material are also for you.

If you do not have sufficient experience yet, try to follow the web pages provided in this booklet for helpful information and get in contact with organisations and networks for guidance and support.

It is recommended to follow materials, events and Moodle learning platform of both [Umbrella projects](#) implemented by the [Euroregion Baltic](#) together with partners.

If you have defined the problem you need to solve, it should not be difficult to find the ways and means to address it in partnership with others. In some cases getting in contact with bigger and more experienced bodies would be a great solution. You can also ask for guidelines from the thematic EUSBSR Policy Area Coordinators; the contact list is [here](#).

The available thematic workshops, EUSUSB Annual Fora and similar meetings can provide you with indispensable knowledge through practice. If you wish, our experts can directly help you in your quest.



WHO CAN BENEFIT FROM THE BSR COOPERATION?



SOMEONE WHO FOLLOWED OUR ADVICE:

Crossroads in History (CROSSROADS) is a project born with the support of the Umbrella project, financed by the Interreg South Baltic Programme. It aims at creating a network of museums from Germany, Poland, Lithuania and Sweden to explore the socio-economic phenomenon of migration.

The aim is to use cultural heritage to create a better social cohesion in the South Baltic region today through the educational Time Travel Method- used to better understand the challenges of modern society in the region today through a historical perspective.

“Transnational projects bring together partners from different regions, highlighting similarities and differences which can help to better understand their region and culture.”

Gabriella Johansson - Antikvarie/Curator,
Pedagogika Enheten,
Kalmar County Museum

CROSSROADS





MACROREGIONS - ONE STEP FURTHER



In 2009 EU countries around the Baltic Sea Region and the European Commission came to a conclusion that in defined geographical areas, we share similar problems, challenges, opportunities and goals and that the best way to address them successfully, basing on common historical, cultural, economic, environmental and people- to- people ties is to work together. And so, they decided to launch an EU macroregional approach, as can be seen in the European Union Strategy for the Baltic Sea Region. Three other MRS followed: EUSAIR (Adriatic-Ionian), EUSALP (Alpine) and EUSDR (Danube).

EU macro-regional strategies provide an operational cooperation framework – a kind of cross-sectoral basis for better, more inclusive and more structured cooperation involving all the existing levels and partners in a given geographic area. They are also to help implement the key EU strategies and policies like the EU Green Deal for the green, digital, and resilient EU in a more concerted way, suiting the given part of Europe. By showing examples (flagship projects), they show the benefits of working together and encouraging the launch of new cooperation initiatives.



LOCAL REGIONAL NATIONAL EUSBSR EU MACROREGIONAL



EUROPEAN GREEN DEAL: WE HAVE AN IMPORTANT MISSION



Climate change and serious environmental degradation are a fact. They are severe threats to our planet and all the living creatures, including us - humans. We have extensively used finite resources like water, gas, oil, rare metals, etc. As a result of overconsumption and overproduction, we have been producing too much, often very harmful, waste which has ended in our oceans and landfills. And most of it does not degrade.

The air in many parts of the earth is polluted and harmful to our health and wellbeing. We have been destroying nature and biodiversity by cutting trees, using farmland extensively, overregulating rivers and using too much concrete. As a result, we experience extreme weather phenomena such as torrential rains, floods, high temperatures, hurricanes or draughts, and we face severe water shortages.



European Commission

ABOUT EUROPEAN
GREEN DEAL

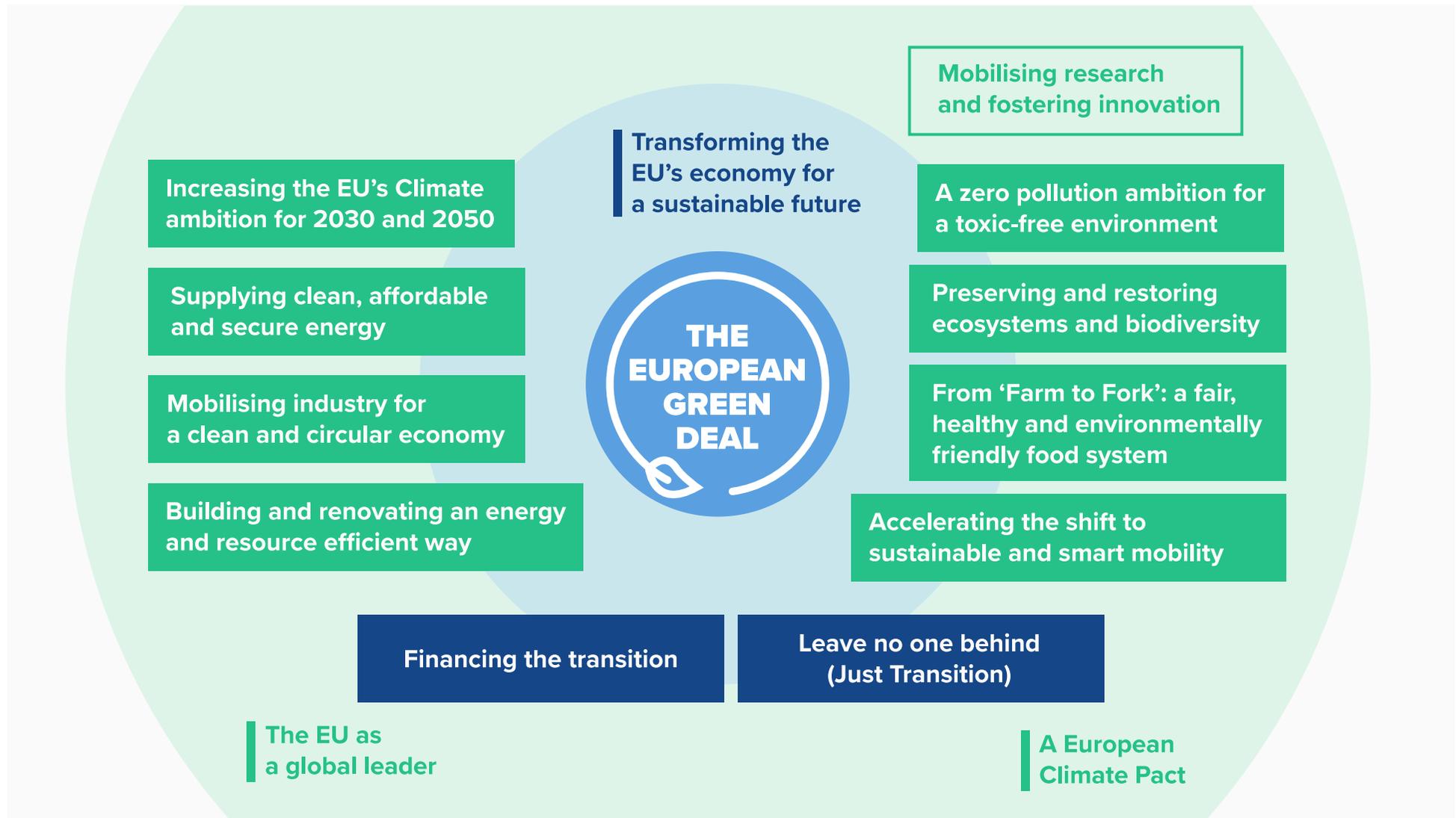




EUROPEAN GREEN DEAL : WE HAVE AN IMPORTANT MISSION



THE ELEMENTS OF THE EUROPEAN GREEN DEAL



Source: [European Commission](#)



EUROPEAN GREEN DEAL: WE HAVE AN IMPORTANT MISSION



CLIMATE CHANGE ACTIONS IN THE BALTIC SEA REGION

CASCADE project brings together civil protection specialists and climate change adaptation experts to build resilience in the Baltic Sea Region, involving multi-level risk governance. The project will seek to improve urban resilience in cities and towns, as well as the overall macro-regional resilience. The expected outcome of CASCADE is to adapt the existing risk assessment methodology to the climate change context and tailor it to the local level.

CASCADE initiates a region-wide policy dialogue on the UN Sendai Framework for Disaster Risk Reduction as an effective platform for cross-sectoral cooperation between different levels of governance and for greater policy coherence on climate risk assessments.

"Unfortunately, climate change is happening already now! It is important to be aware of various risks and to think of possible solutions. It is better to be prepared in advance."

Kaspars Varpins , project partner



Funded by
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Civil Protection
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EUROPEAN GREEN DEAL: WE HAVE AN IMPORTANT MISSION



The modern production of food is also harmful to nature - it produces too much CO2 and causes nitrate leakage, degrades vast soil areas, and results in excessive water and energy use.

Specialists throughout the planet and people living close to nature have been warning us for quite some time, but only now we have realised how bad the situation is and that immediate actions are needed throughout the Globe.





EUROPEAN GREEN DEAL: WE HAVE AN IMPORTANT MISSION



Diet for a Green Planet is an emerging flagship project with an overall vision to contribute to a change in eating habits that supports a local and sustainable food production and development.

It is a way of thinking that is based on a holistic perspective, more than a conclusion on right and wrong. Useful for anyone who cooks - public kitchens, restaurants, individual consumers. The concept provides rules of thumb and challenges you to become creative, environmentally and health-friendly at the same time!



Supported by
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Food and agriculture account for a key part of global environmental challenges including climate change, biodiversity, nitrogen and phosphorus.

Diet for a Green Planet is a way for every person who eats food to engage and become part of the solution.

THE BASIC PRINCIPLES OF DIET FOR A GREEN PLANET ARE:

- Tasty and healthy food;
- Organic, preferably from Ecological Regenerative Agriculture (ERA);
- Less animal products, more vegetables, legumes and whole grains;
- Locally produced in season;
- Reduced waste.



EUROPEAN GREEN DEAL: WE HAVE AN IMPORTANT MISSION



As a response to the situation, the European Union has decided to adopt
a **NEW GROWTH STRATEGY** which guarantees that:



The new strategic document, adopted in December 2019, is called the European Green Deal. It is accompanied by an Action Plan which shows how to:

- Boost the efficient use of resources by moving to a clean, circular economy, and
- Restore biodiversity and cut pollution.

The goals are very ambitious and require changes and transformations in all sectors and the involvement of all of us – from decision-makers through research, business and agriculture sectors to consumers.



EUROPEAN GREEN DEAL: WE HAVE AN IMPORTANT MISSION



To meet the intended EU goals a set of strategic documents and regulations have been introduced, and new ones are planned.



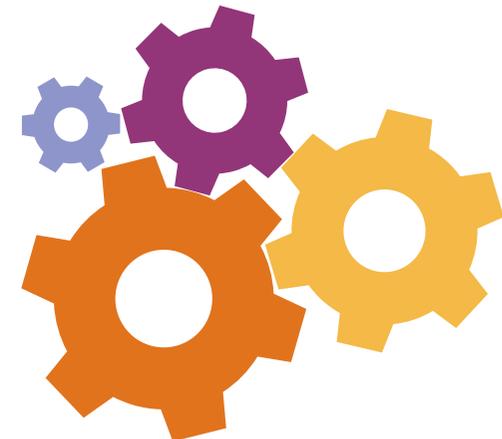
Some of the key documents and regulations have been:

- European Green Deal Investment Plan - looking into the financial resources;
- Just Transition Mechanism - to provide support for the areas which will be most seriously affected to support the necessary economic and social transformation;
- European Climate Law;
- Circular Economy Action Plan - to encourage us to use resources more efficiently and responsibly;
- Farm to fork strategy - to make food production and consumption more healthy to us and the planet;
- EU Biodiversity Strategy for 2030 - to protect our planet natural resources;
- New European Bauhaus - an environmental, economic and cultural project to make our living areas environment-friendly, aesthetic and inclusive for all.

All those policies and plans introduced at the EU level are in an obvious way necessary for the Baltic Sea Region. The current EUSBSR Annual Plan, with the support of EU and other available funds, takes them into account and responds to them.

All the individual, national and international activities - no matter how small - need to add to the shared success. So it is time for all self-governments, businesses of all kinds, educational and cultural institutions, and civil society to join forces across borders to stop the damage and reverse the negative changes.

Being involved in international projects helps us understand the processes, learn from experience and change the world around us for the better.





SUSTAINABLE DEVELOPMENT GOALS



In response to the diagnosis on the state of the planet, living conditions and general situation of the people the world over – already in 2015, the 193 – Member United Nations General Assembly adopted the 2030 Agenda for Sustainable Development (SDGs)





SUSTAINABLE DEVELOPMENT GOALS



The document shows actions for people and the planet to prosper in a peaceful, healthy and wealthy world. The program set there is divided into 17 Sustainable Development Goals and 169 targets. The term “sustainable” refers to four areas: human, social, economic and environmental – known as the four pillars of sustainability – where “human sustainability” aims to maintain and improve the human capital in society.

The thematic issues covered by the 17 SDGs include: water, energy, climate, oceans, urbanisation, transport, science and technology, living conditions and general wellbeing.

A particular web page is dedicated to the SDGs providing information, promotional materials, support, and capacity building for all of us to help implement them <https://sdgs.un.org/goals>.



EUSBSR Annual Plan recognises the SDGs – it defines which specific SDGs each of the 14 Action Plans contribute to. It helps us understand the global processes and contributes to the reporting on the progress we make while collaborating internationally for the Baltic Sea Region.

The 2030 Agenda for Sustainable Development with its 17 SDGs, EUSBSR and its Annual Plan and the key EU policies and strategies such as the EU Green Deals and related documents are all interconnected and form the basis for our actions to leave a better world to our children. The international cooperation which helps to make it a reality is worth the effort.



SUSTAINABLE DEVELOPMENT GOALS



YOUTH ACTION FOR SUSTAINABLE DEVELOPMENT

To achieve Agenda 2030 and make sure that we leave no one behind, everyone needs to get involved in the work towards a more sustainable world.

Youth has continuously been named as an important actor in this work and therefore Nordic Council of Ministers Office in Lithuania launched the project Youth Action for Sustainable Development

The project's aim is to foster youth action for sustainable development and selected youth together with interested civil servants will become leaders and ambassadors for sustainable development in their local communities and municipalities.

Project activities are focused on providing methods, tools, and skills for youth to become youth leaders and implement initiatives addressing local issues the young people themselves have identified. Civil servants will also gain skills and tools regarding youth and citizen engagement and Agenda 2030 to become ambassadors for sustainability and citizen involvement in their respective municipalities and support youth in their implementation work.





We hope that the information provided in this booklet will guide you in your journey to transnational cooperation in the Baltic Sea Region. Umbrella 2.0 aims to advise and support all the newcomers, small and local actors and NGO representatives when taking their first step in international activities. We will be happy to hear from you if you're looking for more inspiration, more detailed knowledge or partners to work with.

Once you start, you may need more information on successful cooperation related to EUSBSR and its thematic Policy Areas. In that case, we recommend you another material we prepared within this project - ["Umbrella 2.0 Entry points to EUSBSR cooperation"](#).

You will find there advice coming directly from the EUSBSR Policy Area Coordinators, information on whom to contact and recommendations for your next steps.

Good luck!

Umbrella 2.0



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