

# Interreg South Baltic



SME  
development



Sustainable  
tourism



Green  
technologies



Sustainable  
transport



Skilled  
labour force



Cooperation  
capacity building



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# Programme area

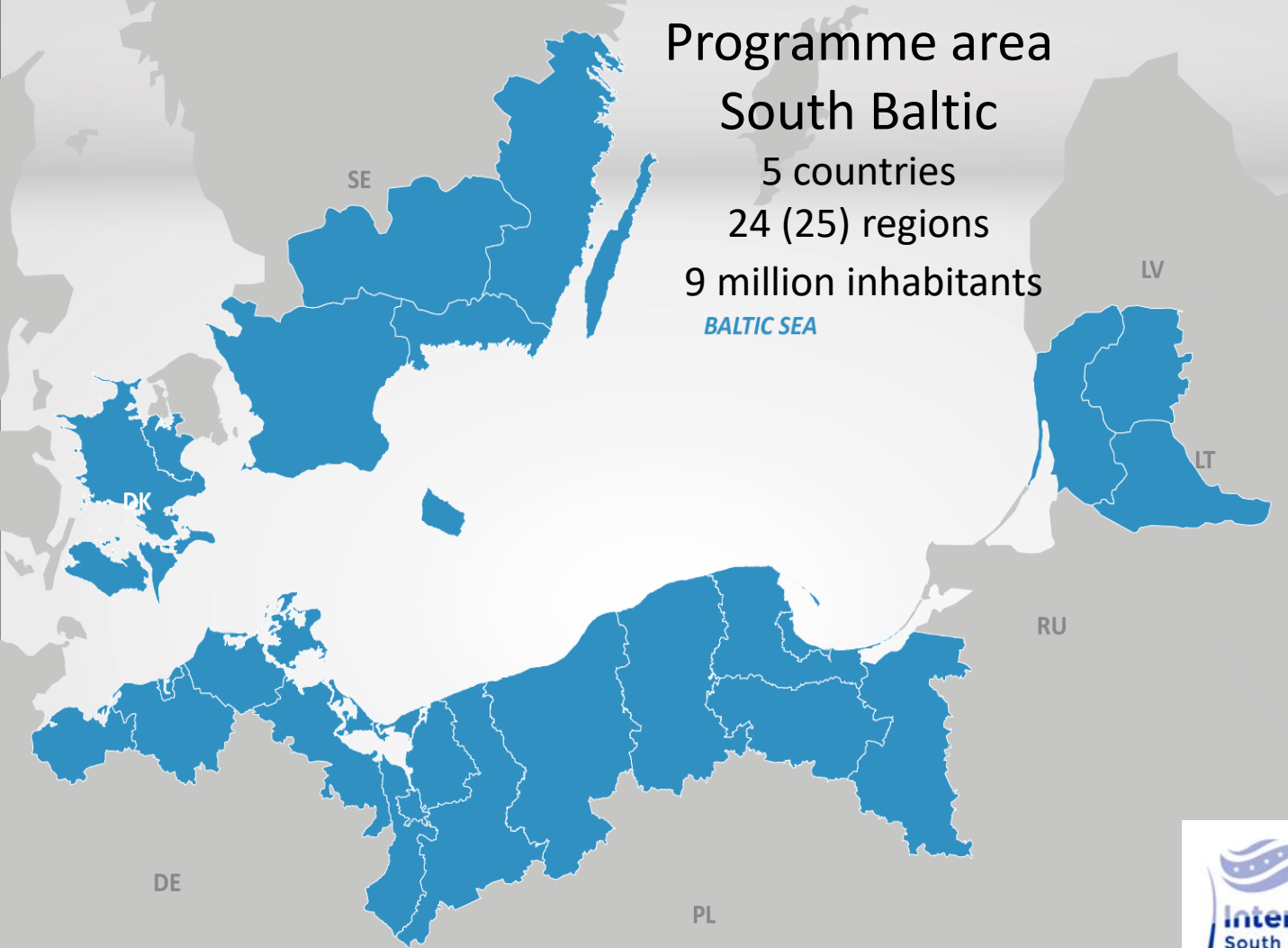
## South Baltic

5 countries

24 (25) regions

9 million inhabitants

*BALTIC SEA*



European  
Regional  
Development  
Fund

***“United by the Sea into action for a blue and green future – Innovative, Sustainable, Attractive and Active South Baltic.”***



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# Interreg South Baltic 2021-2027: Programming process in the regions

- Stakeholder analysis in the regions
- Regional input to socio-economic analysis
  - Statistical support, regional expert opinion, emails
- Regional input to and anchoring of draft strategy in several stages
  - Surveys, dialogue meetings, emails, working groups, joint programming committee
- Consensus on thematic scope of the new programme



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## PA 1 Innovative South Baltic – enhancing the level of innovation and internationalization of local actors

- SO 1.1. Digitizing the region
- SO 1.2. Building connectivity of the region through internationalization

## PA 2 Sustainable South Baltic – promoting sustainable development and blue and green economy

- SO 2.1. Supporting energy transition towards green energy
- SO 2.2. Promoting sustainable use of water
- SO 2.3. Supporting a circular and more resource efficient development

## PA 3 Attractive South Baltic – activate the tourist potential of the South Baltic Area

- SO 3.1. Promoting a sustainable and innovative tourism development

## PA 4 Active South Baltic - improving cooperation governance

- SO 4.1. Strengthen the cooperation capacity of actors based within the South Baltic Area (including civil society)

**DRAFT programme, March 2021: Priorities**

**"Budget appr 80 mEUR"  
(in total)**



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# Interreg South Baltic 2021-2027: WATER

- Potential measures in the next South Baltic programme:
  - **Promoting sustainable use of water**
  - Supporting a circular and more resource efficient development
- Example projects from 2014-2020 perspective:
  - MORPHEUS, Less is more, LiveLagoons, WISA



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# Interreg South Baltic 2021-2027: MOBILITY

- Potential measures in the next South Baltic programme:
  - **Digitizing the region**
  - Supporting transition towards green energy
  - Promoting a sustainable and innovative tourism development
- Example projects from 2014-2020 perspective:
  - Interconnect, Parking gets smart, Connect2smallPorts and Secmar



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# Interreg South Baltic 2021-2027: YOUTH

- Potential measures in the next South Baltic programme:
  - Strengthen the cooperation capacity of actors based within the South Baltic Area (including civil society)
    - Actions for youth empowerment
    - **People-to-people actions**
- Example projects from 2014-2020 perspective:
  - CaSYPoT, SB YCGN, SB Bridge, (YC3)



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# Interreg South Baltic 2021-2027: TOURISM

- Potential measures in the next South Baltic programme:
  - **Promoting a sustainable and innovative tourism development**
- Example projects from 2014-2020 perspective:
  - Attractive Hardwoods, JOHANN, DUNC, SB Well, Baltic Museums Love IT



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# Interreg South Baltic 2021-2027: What do we do now?

- WHAT and WHY?  
Identify potential initiatives from key challenges and activate your networks
  - For WHOM? Target group analysis
  - By WHO? Start establishing a relevant partnership
  - HOW? Preparatory works
    - Within the established ERB core working groups
    - Strategic political dialogue
    - Applying for seed funding
- } Stakeholder analysis



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# South Baltic programme 2014-2020

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