

30MILES

**Small port every 30 miles apart –
Development of services for lively water
tourism in the Eastern Gulf of Finland**

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Posintra Ltd

- Development company working in Porvoo and Loviisa regions
- History of more than 18 years in producing business and development services
- Active role in the future development of the region by providing services for start-up as well as operating businesses in the region
- Works in both private and public sectors with networks of domestic and international actors
- Has a strong execution expertise of the EU-funded projects implementation



Posintra's mission is to increase the region's well-being and vitality



30 Miles Project overview – Facts

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Financial framework

- Interreg Central Baltic Programme 2014 – 2020, Program Priority P3 – Well-connected region
- Specific objective 3.2 – Improved services of existing small ports to improve local and regional mobility and contribute to tourism development

Location

- Helsinki-Uusimaa, Kymenlaakso
- Harjumaa, Lääne-Virumaa, Ida-Virumaa

Timescale 1.9.2015 - 31.8.2018 – Budget 3,3 million

€

30 Miles Project overview – Facts

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FI Lead Partner: Kotka Maritime Research Association

FI Partners: South-Eastern Finland University of Applied Sciences, University of Helsinki, Development Company Cursor Ltd, Development Company Posintra Ltd

EE Partners: Reconstruction and operation of Eisma Port, Viimsi municipality, Estonian Maritime Museum, Narva City Development and Economy, Narva-Jõesuu municipality

Associate partners: Lääne-Viru County Government (EE), Finnish Sailing and Boating Federation (FI)

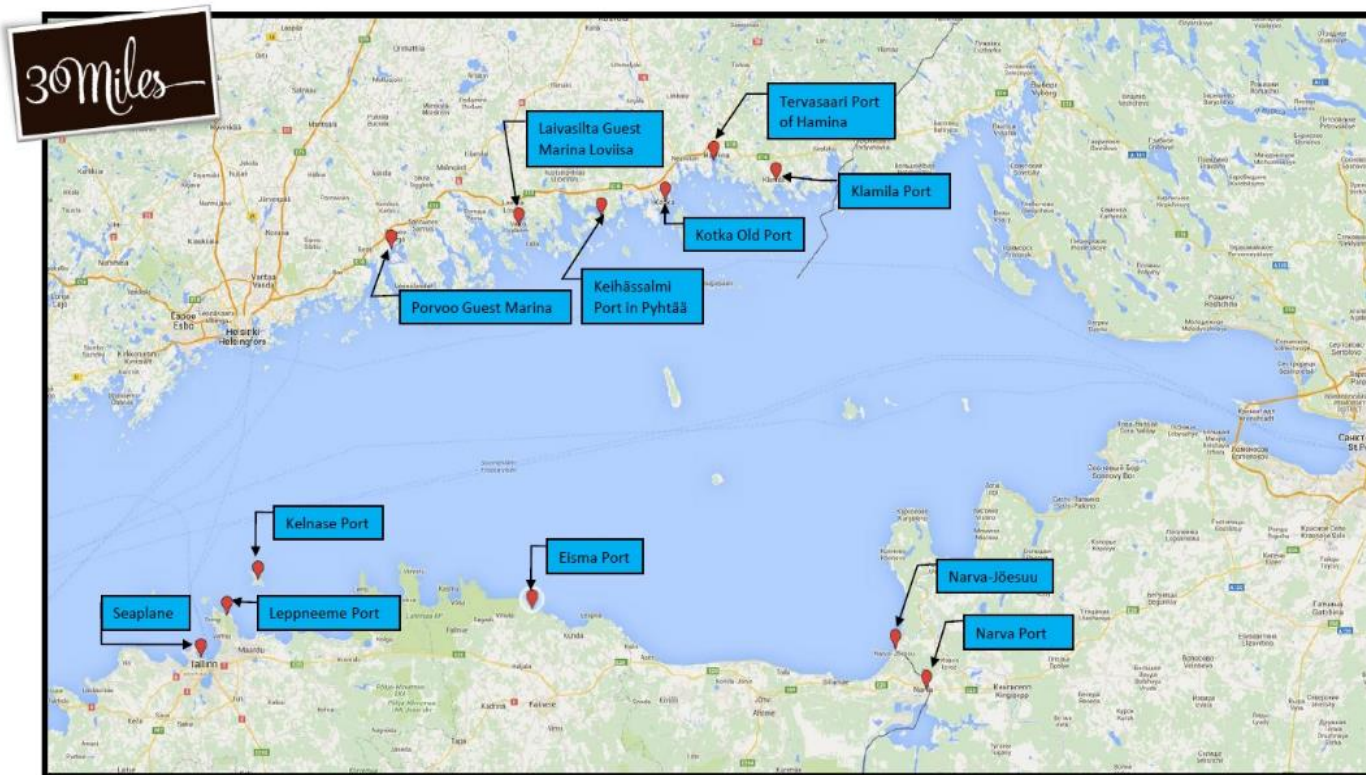


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30 Miles Project overview – Facts

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Main results and outputs to achieve and activities on a general level?

Eastern Gulf of Finland needs

- *Network of the safe and well equipped ports within every 30 miles*
- *Sustainability for the small port business development*
- *Actions to increase the attractiveness of the region*

30MILES basic idea is to establish a ring of developed ports

- *Joint development of sustainable port services boosts up the business opportunities*
- *Carefully studied cost-effective development protects the environment*
- *Joint marketing actions increases the awareness of new services*

What have been the main challenges in your project implementation in moving towards achieving main results?

Implementing the investments takes time – cooperation with different stakeholders needs good relations -> there should be room for unpredictable changes because people and their positions changes during the long project

We have realized during the Project, that leisure boating is totally different thing in Finland and Estonia -> needs more resources to go deeper into both systems -> kind of normal learning process and should be seen as one result

What have been positive additional effects? Does the cross-border cooperation has valuable benefits?

The boaters participating in the project represented a wide range of competence -> project brought together new people and new competence on the basis of a shared hobby -> the practice enriched the work of many of the project's parties by combining surprising competence and networks in alignment with the goals of the project

In 30MILES the cross-border co-operation is essential, in border-crossing cooperation all knowledge and experience is shared



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What would you do differently if you would start to prepare the Central Baltic project now?



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Use enough time for the project preparation - partners, activities, schedule

Leave room for surprises

What would be your message to those who are planning the next (2021 – 2027) programming period?

Enable and create

- *Projects enables the participation of surprising people, groups, stakeholders*
- *Projects could create new & more platforms for human interaction*

Trust and avoid

- *Trust people's thinking -> encourage & allow projects to take more risks*
- *The program planning should avoid over-planning -> kills innovations*

Explore and share

- *Recognize the opportunities for surprises*
- *Share the information of the program planning*

What would be your message to those who are planning the next (2021 – 2027) programming period?

Am I in the wrong business?

- *Should I become as a First Level Controller?*
- *For example: 3 year project x 6 partners x 2 periods per year x 1.500 EUR average FLC cost = $3 \times 2 \times 6 \times 1.500 = 54.000$ EUR*

What would be your message to those who are planning the next (2021 – 2027) programming period?

In a innovation oriented development project it may be difficult to foresee the final results in application phase

During the implementation there may appear new innovative solutions which needs a bit more efforts for establishing after the project

Very often we're worrying about how the project results could stay alive, what will happen after the project money is spent?

Could we do something for strengthening the results?

Could we invent a some kind of a system or a tool for that?

What would be your message to those who are planning the next (2021 – 2027) programming period?

Let's play with an idea...

We need PREOS = Project Result & Evaluation Optimization System

-> Let's invest more money to get the good results even better

-> Let's bet for the best horse to win the race

How could it work?

- Project partner and the financier defines together the PREOS goal(s) in the project application***
- The PREOS goal is a long lasting major effect the project wants to achieve = every result isn't a PREOS result***
- The PREOS goals evaluates carefully before the project ends***

What would be your message to those who are planning the next (2021 – 2027) programming period?

If the PREOS goals were achieved during the main project?

- > The PREOS funding can be applied in order to establish/strengthen the PREOS results***
- > PREOS funding doesn't come automatically, requires an application, maybe a lump sum – funding***
- > ERDF level in PREOS funding shouldn't be more than 50% = increases the project partner's own funding & commitment for the result***

If the PREOS goals weren't achieved during the main project?

- > No need for PREOS funding, no need for prolonging the main project***

What would be your message to those who are planning the next (2021 – 2027) programming period?

What's the point – why invest more money in the ending project which already achieved it's results?

PREOS benefits?

- ***More focus on project results already in the application phase***
- ***More focus on project results already in the program planning phase***
- ***Projects have a great motivation to reach the PREOS goals in order to get an opportunity for more funding***
- ***The financier could be sure that the projects keeps their focus strictly in right issues***
- ***No more discuss about project prolongation***
- ***Etc...***

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What would be the important cross-border challenges and assets that need financing?



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Thank you for your attention

Topi Haapanen, Posintra Oy

