

Central Baltic Programme 2021-2027

Annual Event 2021

Ülari Alamets | 23.9.2021 | Zoom

PROGRAMME BASICS

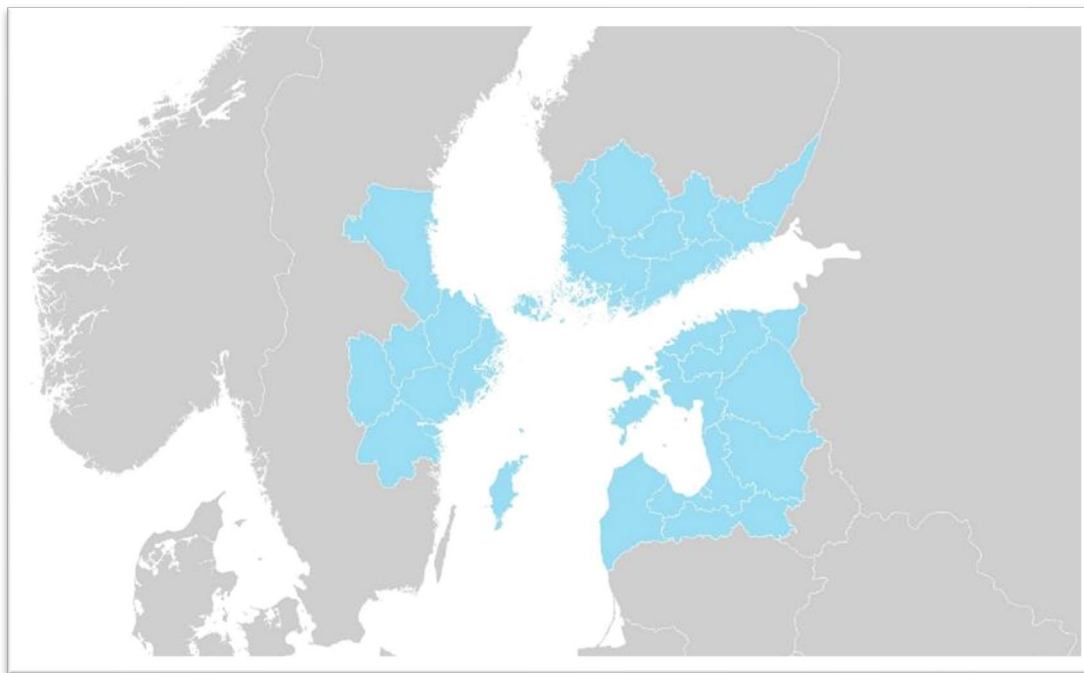
118 million
EUR
available
for projects

- Focused and result oriented
- Clear cross-border added-value
- Simplification
- 2-step approach for regular projects
- Small projects

CENTRAL BALTIC PROGRAMME 2021-2027 AREA

Participating countries:

- Estonia
- Latvia
- Sweden
- Finland
- Åland



INTERVENTION LOGIC

7 PROGRAMME OBJECTIVES

INNOVATIVE BUSINESS DEVELOPMENT

1. More exports by SMEs
2. More new scaled-up growth companies

IMPROVED ENVIRONMENT AND RESOURCE USE

3. Joint circular economy solutions
4. Improved coastal and marine environment
5. Decreased CO2 emissions

MORE ACCESSIBLE & INCLUSIVE LABOUR MARKET

6. Improved employment opportunities on labour market

INTERREG SPECIFIC OBJECTIVE

7. Improved public services and solutions for the citizens

PROGRAMME OBJECTIVES

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**1. MORE EXPORTS
BY SMES**

**2. MORE NEW
SCALED-UP
COMPANIES**

APPROACH AND SCOPE

- Challenges related to **SME-dominated economies** and their **capacity to take products and services to new markets**.
- Focus on export allows to achieve **real economic impact**. In addition to marketing and new market entry activities, development of products, processes and skills are relevant activities.
- **All relevant economic sectors** where joint interest to enter new markets is in place are included in the scope of this Programme Objective.
- Joint efforts of CB companies (SMEs) to enter **new markets (markets outside EU/EFTA)** and to participate with joint offers towards international organisations (sales to an international organisation is considered equal to entering a new market) will be supported.
- The headquarters of the international organisations should be outside of the Central Baltic programme area and the products or services should be for use outside of EU/EFTA areas.
- **Innovative companies** are defined as companies that are targeting higher value added than the sectorial and regional average.
- A cluster-based approach is encouraged.

1. MORE EXPORTS BY SMEs

Result
indicator

- **Companies with achieved sales on new markets**

Output
indicators

- Enterprises with non-financial support (actively participating in project activities)

Potential
partners

- **Non-commercial organisations relevant and capable** for implementing new market entry projects, for example non-commercial organisations with competence and experience on export and product development, sectoral associations, chambers of commerce or regional development agencies.

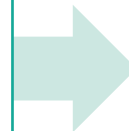
Target
group

- **Established, mature innovative SMEs** of different sectors with international cooperation experience and capacity.

INDICATIVE JOINT ACTIONS

- Awareness raising
- Product/service development
- Developing joint offers of products and services
- Process development and digitalisation of processes
- Skills development and quality management
- Market information and research
- Branding and marketing of products and services
- Sales support activities on target markets: visits to target markets and buyers visits to CB region, fairs, market expert services
- Experience exchange and learning as result of joint implementation

Any project should use a **suitable mix of these actions** based on the project topic. The chosen mix of actions must be relevant for achieving the **contribution to both the project and programme results.**



PROGRAMME OBJECTIVES

**1. MORE EXPORTS
BY SMES**

**2. MORE NEW
SCALED-UP
COMPANIES**

APPROACH AND SCOPE

- The approach derives from the challenges of scaling up the activities of new growth companies.
- **New companies with potential to grow** and to use the potential of Central Baltic start-up ecosystems will be supported.
- They should have the necessary product development **capacities and ambition to grow**.
- They should target **scaling up** (raising investments, establishing presence outside of the home market or developing business models) their businesses.

2. MORE NEW SCALED-UP COMPANIES

Result
indicator

- **Number of scaled-up new growth companies**

Output
indicators

- Enterprises with non-financial support (actively participating in project activities)

Potential
partners

- **Non-commercial organisations with competence and experience** for new business development, product development, internationalisation such as business development organisations, science parks, associations of companies and regional development agencies.

Target
group

- **New companies with scaling-up challenges and ambition.** All sectors where growth potential and joint interest exists are targeted.

INDICATIVE JOINT ACTIONS

- Awareness raising
- Product development
- Process development and digitalisation
- Skills development
- Market opportunities research
- Branding and marketing
- Business model development and expansion of operations
- Experience exchange and learning as result of joint implementation

Any project should use a **suitable mix of these actions** based on the project topic. The chosen mix of actions must be relevant for achieving the **contribution to both the project and programme results.**



PROGRAMME OBJECTIVES

**3. JOINT CIRCULAR
ECONOMY
SOLUTIONS**

**4. IMPROVED
COASTAL AND
MARINE
ENVIRONMENT**

**5. DECREASED
CO2 EMISSIONS**

APPROACH AND SCOPE

- The approach derives from challenges related to high levels of waste, low levels of product and material reuse, inflows of nutrients and hazardous substances and low levels of awareness.
- Three basic components will be targeted within CE: **design of the whole life cycle of products and/or services, awareness raising** and behaviour change of **consumers** as well as **producers** and service providers.
- This Programme Objective will not target the efforts to directly reduce the impact of nutrients, toxins and hazardous substances on the Baltic sea by water management activities.
- All main categories of waste can be targeted by the projects if **the Central Baltic scale** can be identified and justified, and where there are opportunities for **decreasing waste** or **increasing the reuse** of products or materials.
 - The Central Baltic scale will be defined by the existence of cross-border product/service life cycle or chain, or a solution which extends across CB borders or can be downsized to CB scale.

3. JOINT CIRCULAR ECONOMY SOLUTIONS

Result
indicator

- **The number of improved product/service cycles/chains (with reduction of use of virgin materials, decrease of waste, increase in reuse)**

Output
indicators

- The number of participating (in project activities) organisations and companies

Potential
partners

- **Public and non-profit organisations** relevant for the targeted product chains.

Target
group

- **People, communities and businesses** benefitting from reduced use of virgin materials, decreased waste, and increased reuse of products and materials.

INDICATIVE JOINT ACTIONS

- Awareness raising of consumers, organisations
- Mapping the cross border product life cycles/chains
- Feasibility studies, plans and designs
- Trainings and skills development
- Joint product development prototyping activities and cross-border hackathons
- Development and implementation of methods and technologies to reduce the use of materials, reduce the waste and increase the reuse of materials
- Process developments and digitalisation of processes
- Small scale investments to reduce the use of materials, waste and increase the reuse of materials
- Experience exchange and learning as result of joint implementation

Any project should use a **suitable mix of these actions** based on the project topic. The chosen mix of actions must be **relevant for achieving the contribution to both the project and programme results.**



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**4. IMPROVED
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**5. DECREASED
CO2 EMISSIONS**

APPROACH AND SCOPE

- The approach derives from challenges related to the poor health of the Baltic sea.
- The approach is to use existing and new measures to **reduce the inflows of nutrients, hazardous substances, plastics, and toxins' inflows to the Baltic Sea**. Both preventive and direct measures are supported. This focused approach will also contribute to enhancing biodiversity.
- The focus areas with impact to the Baltic Sea have been defined in the national water management plans and marine strategies. As the load of harmful substances originate mainly from **catchment areas**, land-based load sources like for example the **agricultural sector, forestry** and the impact from **urban systems** are most relevant to be targeted by joint actions. Sea-based load sources such as **sediments** as can also be targeted.
- Projects resulting into **direct positive effects** to the Baltic Sea are prioritised.

Result
indicator

- **The number improved urban and agricultural load sources (reductions of inflows should be achieved)**

Output
indicators

- The number of participating (in project activities) organisations and companies

Potential
partners

- **Public and non-profit** organisations and authorities on national, regional, and local level, as well as **private companies relevant** for reducing nutrients, toxins and hazardous substances.

Target
group

- **People, communities, and businesses** benefitting from reduced emissions.

INDICATIVE JOINT ACTIONS

- Awareness raising
- Information collection, surveys
- Analysis and surveys, plans, drawings, and designs
- Designing, adapting methods
- Planning and investing into digital solutions and processes
- Joint pilot actions to reduce inflows of nutrients, toxins and hazardous substances
- Small scale investments to reduce inflows of nutrients, toxins and hazardous substances
- Experience exchange and learning as result of joint implementation

Any project should use a **suitable mix of these actions** based on the project topic. The chosen mix of actions must be **relevant for achieving the contribution to both the project and programme results.**



PROGRAMME OBJECTIVES

**3. JOINT
CIRCULAR
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**4. IMPROVED
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**5. DECREASED
CO2 EMISSIONS**

APPROACH AND SCOPE

- The approach derives from challenges related to CO2 intensity of transport systems, the lack of multimodal integration, and the low level of use of less CO2 intensive mobility solutions.
- Existing Central Baltic **transport nodes** and areas and improving the **mobility solutions in large and small urban transport systems** (also the ones servicing hinterlands of the urban areas) are in the scope of this Programme Objective. The goal is to achieve joint mobility solutions and improved intermodal mobility that help reduce CO2 emissions.
- Improvements in efficiency and usability of transport nodes and areas and urban intermodal systems should be achieved as well.

Result
indicator

- **Number of improved intermodal transport nodes and transport areas with CO2 reductions**

Output
indicators

- The number of participating (in project activities) organisations and companies

Potential
partners

- **Public and non-profit** organisations and authorities on national, regional and local level, private companies relevant for improving transport nodes/areas and achieving CO2 reductions.

Target
group

- **People, visitors, businesses** as the users of less CO2 intensive, improved transport nodes/areas, multimodal and mobility solutions.

INDICATIVE JOINT ACTIONS

- Awareness raising
- Analysis and surveys
- Plans, drawings, and designs
- Planning and investing into digital solutions and processes
- Small scale investments leading to lower CO2 emissions
- Piloting new mobility solutions
- Experience exchange activities as joint seminars, study visits, surveys and trainings

Any project should use a **suitable mix of these actions** based on the project topic. The chosen mix of actions must be **relevant for achieving the contribution to both the project and programme results.**



PROGRAMME OBJECTIVE

6. IMPROVED EMPLOYMENT OPPORTUNITIES ON LABOUR MARKET

APPROACH AND SCOPE

- The approach derives from the challenges of **less competitive groups** in the society to access work opportunities, and labour market inflexibility.
- The goal is to strengthen and **improve employment opportunities** on the labour market through joint efforts in the region.
- The scope of this Programme Objective includes activities towards **all counterparts of the labour market** (i.e. employers organisations, trade unions, governments) and all sectors where work opportunities (including part time) are available.
- Facilitating employment supply and demand across borders is also supported, as well as entrepreneurship development activities towards the less competitive age groups and youth.

6. IMPROVED EMPLOYMENT OPPORTUNITIES ON LABOUR

Result indicator

- Number of people with increased competitiveness on labour market
- Number of organisations with applied additional anti-discriminatory policies
- Number of people with increased entrepreneurship

Output indicators

- Number of participating (in project activities) organisations and companies

Potential partners

- Organisations with **competence and experience** on labour market, organisations representing employees, employers, public authorities, organisations representing disadvantaged groups, and organisations with competence and experience on entrepreneurship.

Target group

- **Less competitive groups** (including young people under 25, people in pre-retirement, retired people, immigrants, and people with special needs and other less competitive groups) and companies.

INDICATIVE JOINT ACTIONS

- Awareness raising among target groups
- Designing and implementing trainings
- Incentives and services for employers
- Networking and dialogues between counterparts of labour market
- Digital tools for online skills development and working
- Entrepreneurship enhancing simulations and problem-solving exercises
- Mobility of participants
- Experience exchange and learning as result of joint implementation

All projects should use a **suitable mix of these actions** based on the project topic. The chosen mix of actions must be relevant for achieving the **contribution to both the project and programme results.**



PROGRAMME OBJECTIVE

7. IMPROVED PUBLIC SERVICES AND SOLUTIONS FOR THE CITIZENS

APPROACH AND SCOPE

- The approach derives from challenges and obstacles related to the administrative, regulatory, language and cultural barriers in public administration.
- It includes all branches of the society which are **not covered by the scope of Programme Objectives 1 - 6**, and levels of public administration experience exchange and learning from each other.
- These should lead to **practical solutions and policy improvements**, and/or **new or improved joint public services**.
- The **digitalisation** of public services is included.
- The **participatory processes** taking place when designing the improved solutions and services are also supported.
- The scope of the Programme Objective does **not include joint curricula development** within the educational systems.

Result
indicator

The number of joint solutions:

1. „practical solutions and improvements to public services“;
2. „new joint and digitalised public services“.

Output
indicator
s

- The number of participating (in project activities) organisations and companies
- Number of jointly developed solutions

Potential
partners

- Public sector organisations on local, regional, and national levels.

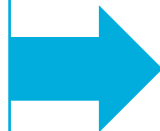
Target
group

- People benefitting from improved services and solutions provided by public sector on all levels

INDICATIVE JOINT ACTIONS

- Awareness raising
- Trainings and networking
- Feasibility studies
- Plans and designs (including strategic and land use planning)
- Improving participatory processes for developing services
- Improving public services and solutions
- Creating joint cross-border services
- Digitalising joint public services

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GET IN TOUCH WITH US!

Launch event - 15.11.21

Applicant seminars

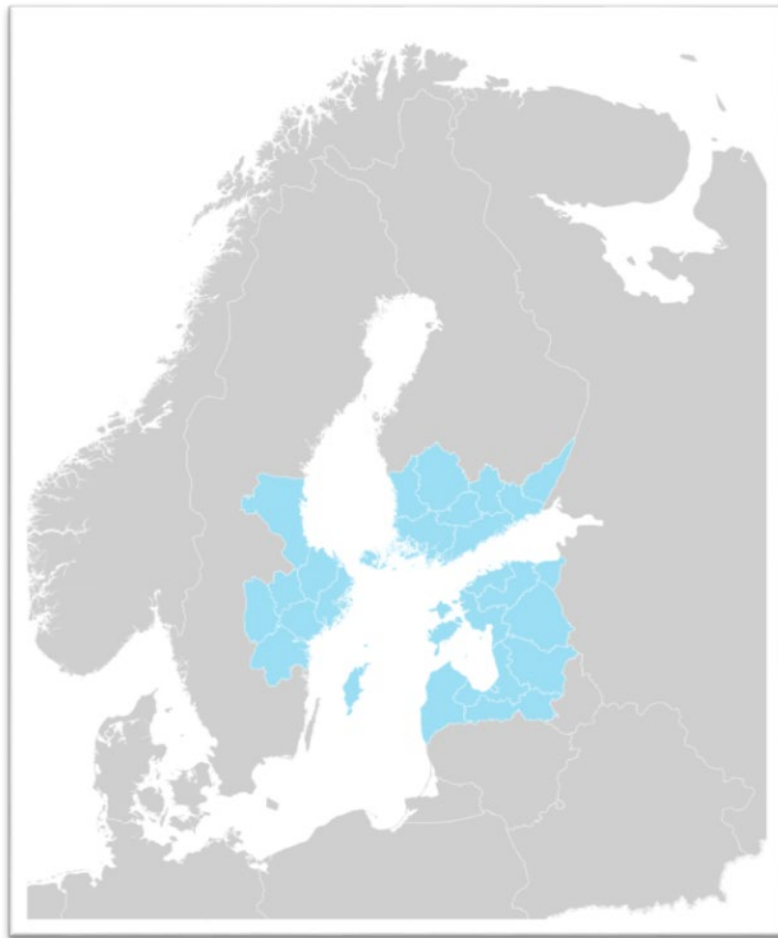
Project Idea description for
written feedback

Individual consultations

national Contact Points in each
country, Åland

Facebook, Twitter

Newsletter



Get in touch with us!

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2. More new scaled-up growth companies

3. Joint circular economy solutions

4. Improved coastal and marine environment

5. Decreased CO2 emissions

6. Improved employment opportunities

7. Improved public services

Ülari Alamets

ylari.Alamets@centralbaltic.eu

(business development)

Samu Numminen

samu.Numminen@centralbaltic.eu

(environment)

Laura Cunska-Āboma

laura.cunska-aboma@centralbaltic.eu

(labour market)

Normunds Strautmanis

normunds.strautmanis@centralbaltic.eu

(public services)



Thank You!



Varsinais-Suomen liitto
Egentliga Finlands förbund
Regional Council of Southwest Finland



European Union
European Regional
Development Fund