

Central Baltic Programme 2021-2027

Public hearing webinar
February-March 2021

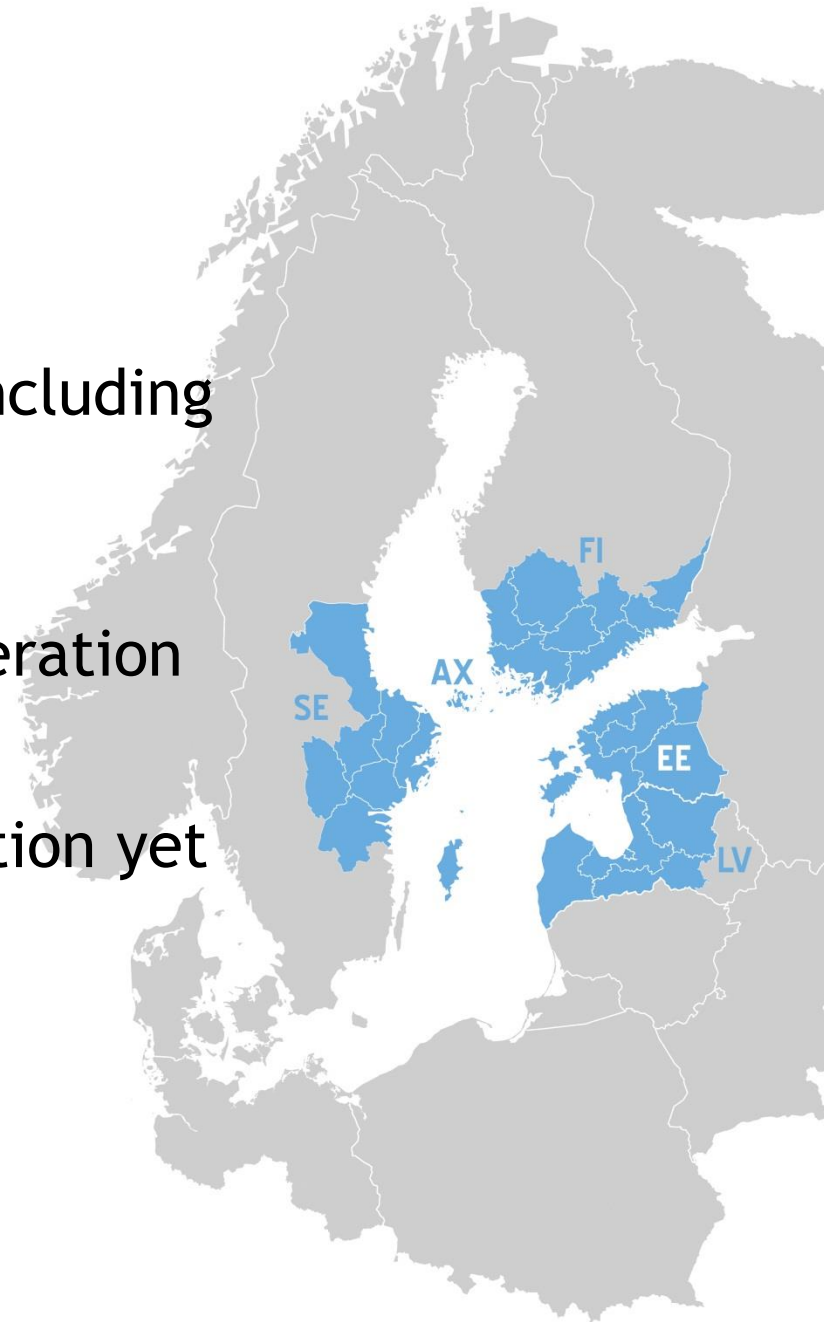


Agenda

1. Introduction
2. Overview of the Central Baltic programme 2021-2027
 - Thematic focus
 - Programme implementation
 - Q&A
3. Overview of the draft report of Strategic Environmental Assessment
 - Q&A
4. Final words and presenting the online survey

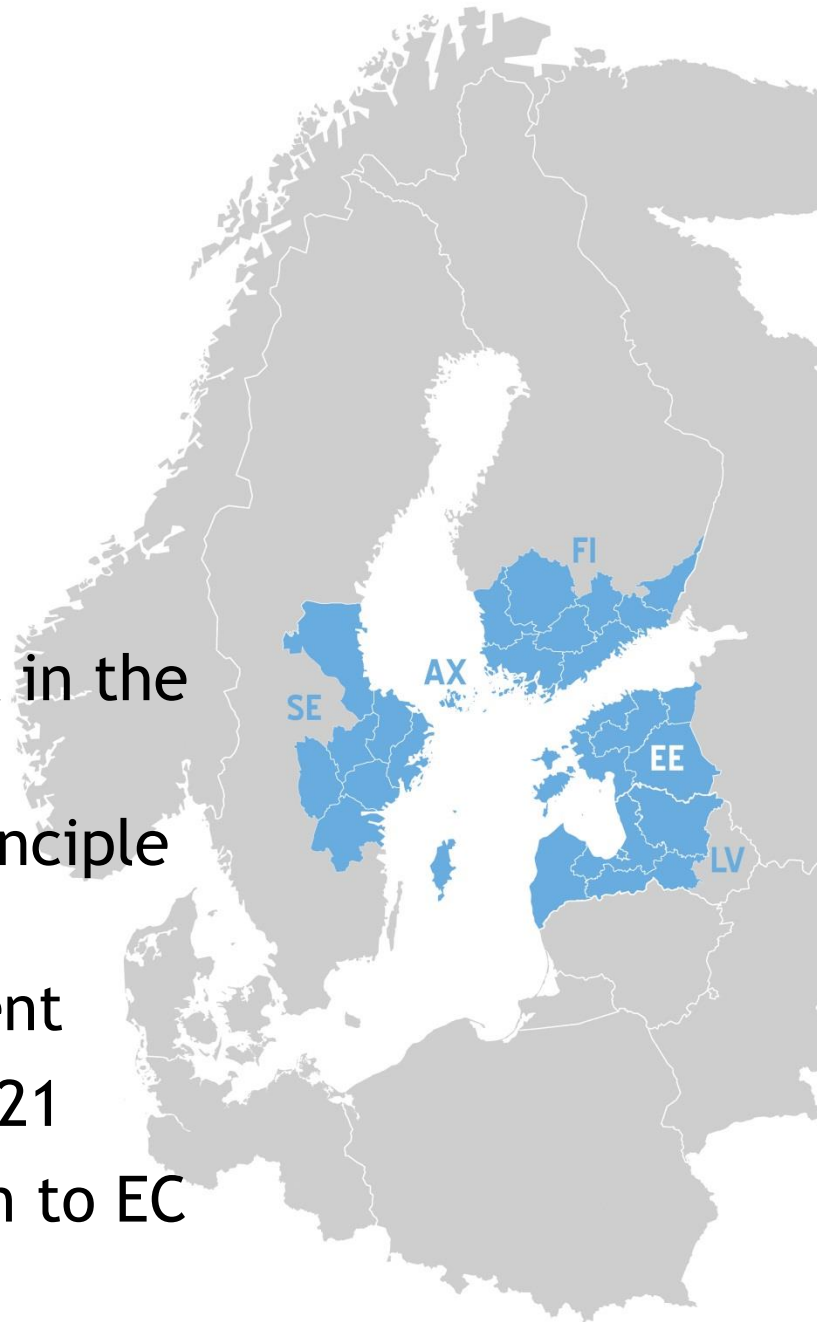
Central Baltic 2021-2027

- Participating countries: Finland (including Åland), Estonia, Sweden, Latvia
- The history of Central Baltic cooperation
- Funds available: no exact information yet



Central Baltic 2021-2027 programming process

- The new regulatory framework
- The Mandate Letter
- JPC and WG work during 2020
- Thematic workshops for feedback in the regions - August, September 2020
- Intervention logic approved in principle in late 2020
- Strategic Environmental Assessment
- Public hearing February-March 2021
- National approvals and submission to EC

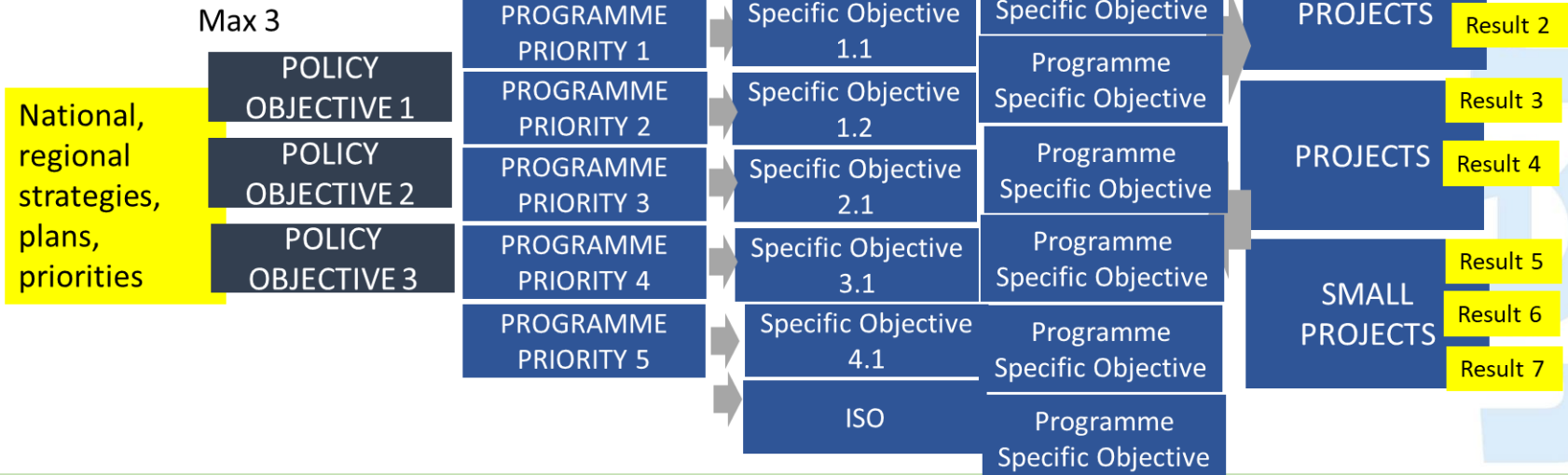


Programming Logic

- Europe 2030
- EUSBSR Strategy, Action Plan
- Menu of 5 PO-s
- Experience of current programme

Analysis, consultation, project ideas

Regional Analysis => CHALLENGES => FUNCTIONAL AREAS



**Innovative Central
Baltic business
development**



More exports by
Central Baltic SMEs

More new Central
Baltic scaled-up
growth companies

**Improved Central Baltic
environment and
resource use**



Central Baltic joint
circular economy
solutions to reduce the
use of virgin materials,
reduce waste and
increase reuse of
products

Decreased CO2
emissions in Central
Baltic region by
improvements of
intermodal mobility

Improved Central Baltic
coastal and marine
environment

**More accessible and
inclusive Central
Baltic labor market**



Central Baltic joint
efforts to strengthen
and improve
employment
opportunities in the
labor market

**Improved public
services and solutions
for Central Baltic
citizens**



Improved public
services and solutions
for Central Baltic
citizens

Innovative Central Baltic business development

Two Programme Specific Objectives:

- More exports by Central Baltic SMEs
- More new Central Baltic scaled-up growth companies



More exports by Central Baltic SMEs

Approach and scope:

- The approach derives from challenges related to SME-dominated economies and their capacity to take products and services to new markets; identifying and entering the new markets for their products and services
- The scope includes all relevant economic sectors where joint interest to enter new markets is in place
- Joint efforts of CB companies (SMEs) to enter new markets (markets outside EU/EFTA) and to participate with joint offers towards international organisations is also supported
- Innovative companies are defined as companies that are targeting higher value added than the sectoral and regional average

More exports by Central Baltic SMEs

Results: Companies with achieved sales and contracts on new markets

Target group: Established, mature innovative SMEs of different sectors with international cooperation experience and capacity.

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.

More exports by Central Baltic SMEs

Examples of indicative joint actions:

- Developing joint offers of products and services
- 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

More new Central Baltic scaled-up growth companies

Approach and scope:

- The approach derives from the challenges of scaling up and internationalising the activities of new growth companies
- New (a maximum of five years from start of operation) companies with ambition and potential to grow and to use the potential of CB start-up ecosystems is supported
- Scaling up (raising investments, establishing presence outside of the home market or developing business models) should take place
- Potential participant companies' ambition to grow is identified by partner organisations

More new Central Baltic scaled-up growth companies

Results: Number of scaled-up new growth companies

Target group: Established new companies (a maximum of five years from start of operation) with ambition to grow. All sectors where growth potential and joint interest exists are targeted.

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.

More new Central Baltic scaled-up growth companies

Examples of indicative joint actions:

- Product development
- Process development and digitalisation
- Market opportunities research
- Branding and marketing
- Business model development and expansion of operations

Improved Central Baltic environment and resource use

Three Programme Specific Objectives:

- Central Baltic circular economy solutions to reduce the use of virgin materials, to reduce waste and to increase the reuse of products
- Improved Central Baltic coastal and marine environment
- Decreased CO2 emissions by improvements in intermodal mobility in the Central Baltic region



Central Baltic circular economy solutions to reduce the use of virgin materials, to reduce waste and to increase the reuse of products

Approach and scope:

- The approach derives from challenges related to high levels of waste, low levels of product and material reuse, and low levels of awareness.
- 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.
- The key product value chains identified in the EC Circular Economy Action Plan:
 - Electronics and ICT, Batteries and vehicles, packaging, plastics, textiles, construction and buildings, food, water, and nutrients

Central Baltic circular economy solutions...

Results: Improved product/service cycles/chains

Target group: People, communities and businesses benefitting from reduced use of virgin materials, decreased waste, and increased reuse of products and materials.

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

Central Baltic circular economy solutions...

Examples of indicative joint actions:

- Awareness raising of consumers and organisations
- Mapping the cross border product life cycles/chains
- Development and implementation of methods and technologies to reduce the use of materials, reduce the waste and increase the reuse of materials
- Small scale investments to reduce the use of materials, waste and increase the reuse of materials

Improved Central Baltic coastal and marine environment

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
- The focus areas with impact to the Baltic Sea have been defined in the national water management plans and marine strategies

Improved Central Baltic coastal and marine environment

Results: Improved urban and agricultural runoff sources

Target group: People, communities, and businesses benefitting from reduced emissions.

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.

Improved Central Baltic coastal and marine environment

Examples of indicative joint actions:

- Designing, adapting methods
- Joint pilot actions to reduce inflows of nutrients, toxins and hazardous substances
- Small scale investments to reduce inflows of nutrients, toxins and hazardous substances

Decreased CO₂ emissions by improvements in intermodal mobility in the Central Baltic region

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 corridors and improving the mobility solutions
- 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 corridors and urban intermodal systems should be achieved as well

Decreased CO2 emissions by improvements in intermodal mobility in the Central Baltic region

Results: Improved intermodal transport nodes and corridors with CO2 reductions

Target group: People, visitors, businesses as the users of less CO2 intensive, improved transport nodes/corridors, multimodal and mobility solutions.

Potential Partners: Organisations and authorities on national, regional and local level, private companies relevant for improving transport nodes/corridors and achieving CO2 reductions.

Decreased CO₂ emissions by improvements in intermodal mobility in the Central Baltic region

Examples of indicative joint actions:

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

More accessible and inclusive Central Baltic labor market

One Programme Specific
Objective:

- Central Baltic efforts to strengthen and improve employment opportunities in the labour market



Central Baltic joint efforts to strengthen and improve employment opportunities in the labor 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 in the region
- The scope includes activities towards all counterparts of the labour market and all sectors where work opportunities are available
- Facilitating employment supply and demand as well as entrepreneurship development activities across borders are also supported

Central Baltic joint efforts to strengthen and improve employment opportunities in the labor market

Results:

1. People with increased competitiveness on labour market
2. Companies with applied anti-discriminatory policies
3. People with increased 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.

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.

Central Baltic joint efforts to strengthen and improve employment opportunities in the labor market

Indicative joint actions:

- Designing and implementing trainings
- Incentives and services for employers
- Networking and dialogues between counterparts of labour market
- Entrepreneurship-enhancing simulations and problem-solving exercises
- Mobility of participants

Improved public services and solutions for Central Baltic citizens

One Programme Specific Objective:

- Improved public services and solutions for Central Baltic citizens



Improved public services and solutions for Central Baltic citizens

Approach and scope:

- The approach derives from challenges and obstacles related to the administrative, regulatory, language and cultural barriers in public administration
- The scope includes all branches 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 public services.
- The scope does not include joint curricula development within the educational systems

Improved public services and solutions for Central Baltic citizens

Results:

1. The new practical solutions and improvements to public services
2. The new joint public services and digitalised public services

Target group: People benefitting from improved services and solutions provided by public sector on all levels

Potential Partners: Public sector organisations on local, regional, and national levels

Improved public services and solutions for Central Baltic citizens

Examples of indicative joint actions:

- Trainings and networking
- Feasibility studies
- Improving participatory processes for developing services
- Improving public services and solutions
- Creating joint cross-border services
- Digitalising joint public services

Strategic Environmental Assessment

- The purpose of the environmental assessment is to integrate environmental aspects into the planning and decision-making of the program so that sustainable development is promoted
- Clarifies whether there are potential significant environmental risks from proposed programme activities
- Recommendations will be given to mitigate the possible risks

Overall analysis

Political objective	Specific objective	Environmental issues							
		Climate change	Ecosystems (incl. flora, fauna, biodiversity and ecosystem services)	Soil and land use	Marine environment (incl. the sea and freshwater system)	Pollution and waste	Resource efficiency	Population and health (incl. chemicals)	Population and health (incl. social inclusion)
PO1 - Business and Markets	1:3 Enhancing growth and competitiveness of SMEs, including by productive investments								
PO2 - Environment	2:6 Promoting the transition to a circular economy								
	2:7 Enhancing nature protection and biodiversity, green infrastructure in particular in the urban environment, and reducing pollution								
	2:8 Promoting sustainable multimodal urban mobility								
PO4 - Labour markets	4:1 Improving access to employment of all jobseekers, in particular youth and long-term unemployed, and of inactive people, promoting self-employment and the social economy								
Public services and solutions (ISO)	Enhance the institutional capacity of public authorities, in particular those mandated to manage a specific territory, and of stakeholders								

Positive impact
Risk for negative impact
Negative impact
Hard to judge/no impact

Recommendations

- Secure the set of requirements and criteria for project support. It is the focus of the individual projects that determines the environmental effect
- Prioritisation: It should be considered whether there is time to carry out all the different activities included in the programme
- Ensure a structured and continuous follow-up of the programme and its projects, to avoid negative cumulative environmental effects of the programme

Practicalities

- Focus on results
- Choose the right set of activities
- Regular and small projects
- Two-step selection process and application form
- ERDF rate probably 80% for all
- High level of Simplified Cost Options

Indicative schedule

- Follow the information on the programme website
- Sign up for our newsletter
- We are also present on Facebook and Twitter

When	What?
February	Public hearing on the draft programme and Environmental report
May	Programme approved by the Member States Call timetable published Consultations starting
End of 2021	First call



Thank You!