



Interreg
Central Baltic



European Union
European Regional
Development Fund

CENTRAL BALTIC PROGRAMME 2014-2020

Central Baltic Programme 2014-2020

Overview of the programme priorities, specific objectives and indicators

| Priority | Specific objectives (SO) | Result indicators | Output indicators |
|-------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Priority 1 COMPETITIVE ECONOMY 29 MEUR | SO 1.1 New Central Baltic knowledge intensive companies | Number of joint or co-operating knowledge intensive enterprises | Number of new enterprises supported Number of enterprises receiving support |
| | SO 1.2 More entrepreneurial youth | Number of established joint student companies | Number of participating young people |
| | SO 1.3 More exports by the Central Baltic companies to new markets | Number of cluster co-operations exporting to new markets | Number of enterprises receiving support Number of enterprises receiving non-financial support Number of enterprises supported to introduce new to the market products |
| Priority 2 SUSTAINABLE USE OF COMMON RESOURCES 37.5 MEUR | SO 2.1 Natural and cultural resources developed into sustainable tourist attractions | More sustainable joint natural and cultural heritage based tourist attractions | Number of targeted joint attractions Increase in expected number of visits to supported sites of cultural and natural heritage and attractions |
| | SO 2.2 Sustainably planned and managed marine and coastal areas | Share of marine and coastal areas with improved management | Number of jointly targeted planning and management activities |
| | SO 2.3 Better urban planning in the Central Baltic region | Share of urban areas covered with integrated urban management | Number of targeted integrated urban plans |
| | SO 2.4 Reduced nutrients, hazardous substances and toxins' inflows into the Baltic Sea | Amounts of nutrients, hazardous substances and toxins inflows into the Baltic Sea | Number of targeted sources of nutrients, hazardous substances and toxins |
| Priority 3 WELL-CONNECTED REGION 37.5 MEUR | SO 3.1 Improved transport flows of people and goods | Travel time of passengers Transport flows of goods | Number of developed and improved transport corridors and nodes |
| | SO 3.2 Improved services of existing small ports to improve local and regional mobility and contribute to tourism development | Share of Central Baltic small ports with good services | Number of ports with improved services |
| Priority 4 SKILLED AND SOCIALLY INCLUSIVE REGION 11.5 MEUR | SO 4.1 More people benefiting from stronger Central Baltic communities | Communities with improvements | Number of participating people |
| | SO 4.2 More aligned vocational education and training (VET) programmes in the Central Baltic region | Share of aligned vocational education and training (VET) programmes in the Central Baltic region | Number of benefitting vocational education schools |

Interested in finding joint solutions for common challenges?

Wishing to cooperate across the borders?

CENTRAL BALTIC PROGRAMME 2014-2020

CAN MAKE IT HAPPEN!

The Baltic Sea region is a region with many opportunities. By cooperating with our neighbours we can tackle many challenges and make the region a better place to live in, to visit and to become a vital source of knowledge and good ideas.

The Central Baltic Programme 2014-2020 delivers funding, altogether 115 million euros, from the European Regional Development Fund.

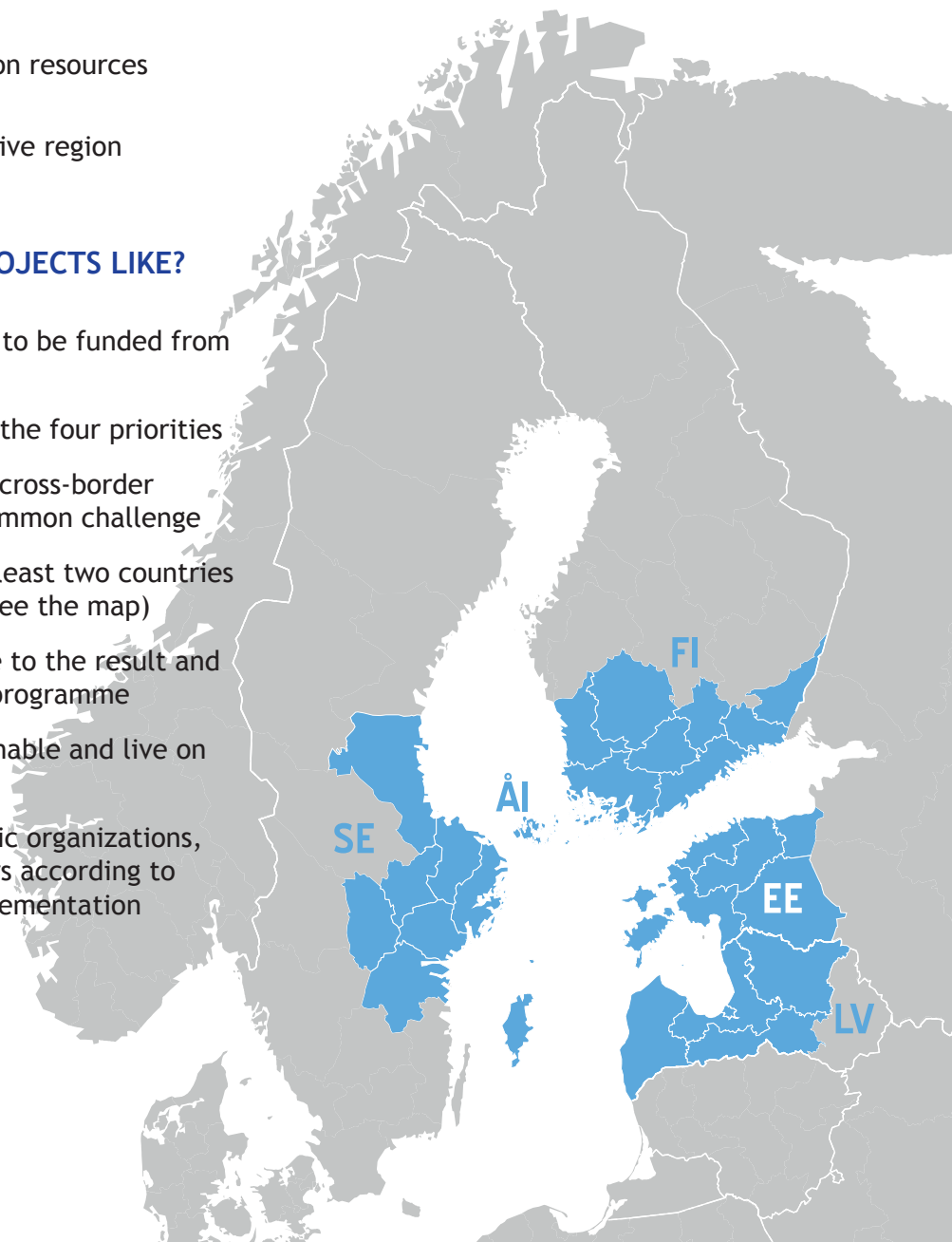
The financing is available for cooperation projects under the following themes:

- Competitive economy
- Sustainable use of common resources
- Well-connected region
- Skilled and socially inclusive region

WHAT ARE THE FINANCED PROJECTS LIKE?

Main characteristics of a project to be funded from the Central Baltic Programme:

- Thematic focus in one of the four priorities
- Clear added value of the cross-border cooperation to solve a common challenge
- Project partners from at least two countries in the programme area (see the map)
- Project results contribute to the result and output indicators of the programme
- Project results are sustainable and live on after the project end
- Project partners are public organizations, NGOs and private partners according to relevance in project implementation



COMPETITIVE ECONOMY

The programme supports the sustainable growth of the region and aims at a balance between economic and environmental interests. The chosen means to achieve this goal is to develop and promote the Central Baltic region as a knowledge-based innovative economy, supporting the creation of new companies and promoting the SME entrances to international markets. The focus is on innovations to the business development encouraging entrepreneurial activities of the young generation as well as creating links between the generations of entrepreneurs.

SO 1.1 New Central Baltic knowledge intensive companies

This specific objective aims to exploit the opportunities of “green”, “silver”, “blue” economy. Knowledge intensive enterprises are the ones with a potential to grow and internationalise, aiming to achieve higher value added than the regional average. Another aim is to target challenges related to the sustainability of the businesses operating in sparsely populated, rural, peripheral, isolated island and archipelago communities or with seasonal activities. The aim is also to achieve the creation of new joint Central Baltic enterprises and co-operation between new enterprises in the Central Baltic region.

Indicative

...types of partners

- business development organisations
- business incubators
- business associations
- national, regional and local authorities

...actions supported

- awareness raising
- training and advisory services
- networking of potential and new entrepreneurs
- mapping and analysing opportunities
- incubator services

...main target groups

- potential entrepreneurs and newly established enterprises contributing to the “green”, “low-carbon”, “blue” and “silver” economies
- technology start-ups
- students of universities and vocational schools
- the elderly (building intergenerational teams to start companies is encouraged)
- people interested in starting a business in the archipelago and islands regions

Result indicator

Number of joint or co-operating knowledge intensive enterprises

Output indicators

Number of new enterprises supported
Number of enterprises receiving support

SO 1.2 More entrepreneurial youth

This specific objective aims to use the potential of the young generation (people under 18) to make the Central Baltic region more entrepreneurial and competitive in the coming years. Joint Central Baltic activities will be based on good experience supporting youth entrepreneurship and attracting young people to engage into cross-border and international activities.

Joint activities aim to motivate young people to establish student companies and create international teams, which can serve as a basis for future business partnerships within the Central Baltic region. The experience from international cooperation acquired is seen as a great benefit for young people.

Indicative

...types of partners

- business development organisations
- youth organisations
- youth entrepreneurship development organisations
- educational institutions
- national, regional and local authorities

...actions supported

- awareness raising
- training/coaching/internships
- advisory services
- networking of teams of pupils/students, experienced entrepreneurs, investors, capacity building of teams and pupil/student firms
- designing and creating e-platforms and e-tools

...main target groups

- students involved in basic and upper secondary education

Result indicator

Number of established joint student companies

Output indicator

Number of participating young people

SO 1.3 More exports by the Central Baltic companies to new markets

This specific objective aims to support the Central Baltic SMEs to enter into new markets outside the EU/EFTA with focus on innovation, product development and internationalization.

Here a cluster-based approach for cooperation is used promoting cooperation between already established clusters forming “meta-clusters” in order to enable the SMEs to enter to new markets with new or adapted products and services.

Indicative

...types of partners

- organisations (including national, regional and local authorities) responsible for cluster development
- business development organisations
- business associations
- regional development organisations responsible for trade and industry

...actions supported

- development and adaptation of services and products to new markets
- branding, awareness building and marketing of services and products in new markets
- process and human resource development
- market analysis
- feasibility studies

...main target groups

- SMEs cooperating through established clusters with potential to enter into new markets
- clusters reflecting the strengths of the Central Baltic economies (forestry, tourism, local-food, ship building, maritime)
- municipal, regional and national tourist boards
- associations of tourism companies

Result indicator

Number of cluster co-operations exporting to new markets

Output indicators

Number of enterprises receiving support
Number of enterprises receiving non-financial support
Number of enterprises supported to introduce new-to-the-market products

SUSTAINABLE USE OF COMMON RESOURCES

The programme aims to improve the status of the Baltic Sea, reducing pollution from nutrients, hazardous substances and toxins' inflows via jointly developed and implemented new innovative methods and technologies. The programme also aims to protect and develop the regions' unique, joint natural and cultural heritage, promote sustainable use of marine ecosystems via maritime spatial planning and integrated coastal zone management, as well as to improve urban planning and management.

SO 2.1 Natural and cultural resources developed into sustainable tourist attractions

This specific objective aims to develop cultural and natural resources into joint tourist attractions and products. Preserving nature and developing it as a resource for economic development simultaneously is to be done in a balanced and sustainable way.

Indicative

...types of partners

- organisations responsible for maintenance and development of natural and cultural heritage
- tourism development organisations
- local and regional authorities

...actions supported

- identifying and specifying the potential use of natural and cultural resources
- designing attractions and packaging tourist services
- investments into natural and cultural resources to create joint tourist attractions
- marketing activities

...main target groups

- visitors and local people
- companies in tourism sector
- regional and local organisations benefiting from developed attractions

Result indicator

More sustainable joint natural and cultural heritage based tourist attractions

Output indicators

Number of targeted joint attractions
Increase in expected number of visits to supported sites of cultural and natural heritage and attractions

SO 2.2 Sustainably planned and managed marine and coastal areas

This specific objective aims to address joint challenges and issues related to maritime spatial planning of exclusive economic zones of territorial waters and integrated coastal zone management. It also aims to foster cooperation, mediate and find the balance between different sectors that have different interests using marine and coastal resources, e.g. agriculture and nature conservation, tourism and coastal protection, shipping and fisheries.

Indicative

...types of partners

- organisations and authorities responsible for the planning of territorial waters, exclusive economic zones of territorial waters and coastal areas
- organisations contributing to planning and management, such as authorities from specific sectors using marine and coastal resources, including environmental protection organisations

...actions supported

- information collection, surveys
- supporting and carrying out participatory processes preceding official planning process
- experience exchange events
- creating manuals, guidelines, agreements, e-platforms and solutions for supporting participatory processes, planning processes and management

...main target groups

- local people
- visitors and companies interested in developing sea and coastal resources

Result indicator

Share of marine and coastal areas with improved management

Output indicator

Number of jointly targeted planning and management activities

SO 2.3 Better urban planning in the Central Baltic region

This specific objective targets the challenges and opportunities related to improving the urban space via joint urban planning activities. Integrated urban management is understood as a broader set of activities than the planning required by legislation. It includes activities preceding the official planning processes and activities following official planning process.

Indicative

...types of partners

- organisations and authorities on local, regional and national level responsible for spatial planning of the Central Baltic urban and surrounding areas

...actions supported

- information collection
- experience exchange seminars
- trainings
- preparatory activities of environment impact assessments
- concepts and primary designs for brownfield regeneration
- pilot investments
- dissemination of and putting acquired good practices into use

...main target groups

- inhabitants
- visitors and developers of urban and sub-urban areas of Central Baltic region

Result indicator

Share of urban areas covered with integrated urban management

Output indicator

Number of targeted integrated urban plans

SO 2.4 Reduced nutrients, hazardous substances and toxins inflows into the Baltic Sea

This specific objective aims to reduce nutrients, hazardous substances and toxins inflows to the Baltic Sea from all types of land-based sources. This includes among others the impact of runoffs from agriculture and urban storm-waters to the Baltic Sea. The programme supports activities leading to development and implementation of innovative methods and technologies. Worked out and implemented methods and technologies should have potential for being used also outside the Central Baltic region.

Indicative

...types of partners

- organisations and authorities responsible for environment protection, especially for water treatment
- organisations contributing to the reduction of nutrient, hazardous substances and toxins inflows
- research institutions

...actions supported

- information collection, surveys
- designing and adapting methods
- development and implementation of methods and technologies
- pilot investments

...main target groups

- local people and visitors to the region

Result indicator

Amounts of nutrients, hazardous substances and toxins inflows into the Baltic Sea

Output indicator

Number of targeted sources of nutrients, hazardous substances and toxins

WELL-CONNECTED REGION

Accessibility of and within the Central Baltic region has a direct effect on the region's economic competitiveness. It also has an effect on the attractiveness of the region as a favourable living and visiting environment. The programme supports the planning of the integrated, green, multimodal transport systems and developing better and more sustainable urban environments. One specific approach is to support the sustainable development of small ports' networks of the Baltic Sea.

SO 3.1 Improved transport flows of people and goods

This specific objective aims to identify and target the challenges related to integration of different transport modes so as to reduce time in transportation of both passengers and cargo, and at the same time reducing the CO² emissions. The objective is also to identify and target the challenges related to the improvement of the transport corridors within the Central Baltic region in north-south and east-west directions.

Indicative

...types of partners

- organisations and authorities on national, regional and local level responsible for planning and developing transport solutions
- local, regional, national, governments
- port authorities

...actions supported

- plans and solutions for improving transport corridors and transport nodes
- pilot investments
- planning and investing into ICT solutions
- marketing activities
- experience exchange activities

...main target groups

- people and visitors using improved transport corridors and nodes
- transport and logistics companies

Result indicators

Travel time of passengers
Transport flows of goods

Output indicator

Number of developed and improved transport corridors and nodes

SO 3.2 Improved services of existing small ports to improve local and regional mobility and contribute to tourism development

This specific objective aims to contribute to the improvement of the services of small ports' network. This will improve local and regional mobility and thus improve travel opportunities of local people as well as attract more visitors to the region. "Small ports" are defined as ports located at the coast of the Baltic Sea serving local people and visitors. Also small ports as parts of larger marina areas are seen as potential beneficiaries.

Indicative

...types of partners

- organisations and authorities responsible for the development and maintenance of small ports
- regional and local governments
- non-governmental organisations
- private companies operating in or providing services for small ports

...actions supported

- surveys and plans for improving port services
- investments (infrastructure and equipment on piers and land territory of port)
- planning and investing into ICT solutions to create new services or improve existing port services
- marketing activities of improved small ports networks

...main target groups

- inhabitants using small ports for commuting and leisure
- visitors of the small ports
- companies offering services to users of small ports

Result indicator

Share of Central Baltic small ports with good services

Output indicator

Number of ports with improved services

SKILLED AND SOCIALLY INCLUSIVE REGION

The programme aims to achieve a more inclusive region by strengthening local communities and improving skills, knowledge and social well-being of people, especially of the youth and the elderly. Enhancing the competitiveness of vocational education and training and creating liaisons with the labour market are regarded as essential ways to reach this aim.

SO 4.1 More people benefiting from stronger Central Baltic communities

This specific objective targets a wide range of practical community and local level social problems. It will do so through joint educational and/or training activities. Community and local level problems and challenges can be related for example to health, minorities, safety, gender, elderly and low involvement in entrepreneurship. Activities supported are seen as instruments to strengthen communities via “people to people” projects.

Indicative

...types of partners

- regional and local authorities and community based non-governmental organisations with statutory objectives to deal with community development

...actions supported

- surveys to identify and map problems
- training and development programmes
- seminars
- experience exchange events
- network development
- designing and creating ICT solutions to contribute to the solution of problems

...main target groups

- Central Baltic people under risk of social exclusion

Result indicator

Communities with improvements

Output indicator

Number of participating people

SO 4.2 More aligned vocational education and training programmes in the Central Baltic region

This specific objective aims to contribute to the development and further integration of the Central Baltic labour market. Development of skills and better matching work opportunities with skills can have a strong impact on decreasing the social exclusion. Central Baltic joint actions are justified by linking them to the specific needs of enterprises operating within the Central Baltic region.

Indicative

...types of partners

- public and private vocational educational institutions, including universities of applied sciences
- national, regional and local authorities responsible for developing vocational education and training
- organisations representing employers and employees

...actions supported

- surveys and activities to identify needed improvements
- activities to develop new curricula and improve existing curricula
- designing and implementing pilot education and training activities
- seminars and experience exchange events
- designing and creating distance learning and e-learning platforms

...main target groups

- people involved in vocational education and training
- companies

Result indicator

Share of aligned vocational education and training (VET) programmes in the Central Baltic region

Output indicator

Number of benefitting vocational education schools



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