



Baltic Sea Region

Programme 2007–2013

Newsletter March 2011

Highlights

- Cluster initiative on energy launched
- Joint conference of all Transnational Cooperation programmes
- 4th call for projects open until 31 March



First cluster initiative on energy launched

Eight Baltic Sea Region Programme projects focusing on energy issues (Baltic Biogas Bus, Urb.Energy, Bioenergy Promotion, COOL Bricks, Public Energy Alternatives, Longlife, REMOWE, SPIN) met in Berlin on 8th February to discuss how to combine and better promote their outcomes jointly. This was the first step to establish an "Energy efficiency and renewable energy sources" cluster initiative in the Programme.

Cluster initiatives are a new instrument for cooperation in the Baltic Sea Region Programme. The instrument is targeted at lead and project partners of already approved projects addressing similar fields. Its main purpose is to make further use of outcomes delivered by the ongoing projects and to increase their visibility. The instrument enables joint promotion of developed tools and best practices as well as common assessment of needs for the next

programming period.

Based on the project portfolio and the definition of common challenges, to which the Baltic Sea Region countries are exposed, few potential cluster topics were identified. The subject of energy efficiency and renewable energy sources has been selected for piloting the concept.

Participants of the first workshop talked mainly about the project outputs they could promote together. They also tried to define joint dissemination strategy and precisely characterize their target groups. During the workshop it was visible that several projects work on renewable energy sources whereas others focus rather on efficient use of energy. Still, the participants concluded that their common concern is how to convince policy makers to implement concepts proposed by their projects. To make full



Participants of the pilot cluster workshop in the premises of Landesvertretung Schleswig-Holstein in Berlin

use of the identified potential the projects will meet again in Rostock, on 7 March.

The Joint Technical Secretariat will invite more projects for cooperation in autumn 2011. The cluster initiatives will be granted additional funding from the Programme and will last approximately 12 months. Every cluster initiative will be free to define its own methods of work.

Thirteen programmes – one goal!



Joint conference of all Transnational Cooperation Programmes in Katowice, Poland

For the first time, all thirteen transnational programmes currently operating in the EU have come together to arrange a joint conference, on 15 and 16 September 2011.

The event will showcase results of transnational cooperation across Europe to date. Stakeholders, decision-makers and practitioners will also discuss how transnational coopera-

tion will help implement the EU 2020 strategy.

The conference will be organised in Katowice/Poland. It is co-hosted by the Polish Ministry of Regional Development as one of the major events under the Polish EU Presidency in 2011. Also the Silesian Region as well as the City of Katowice are actively supporting the event.

The preparation as well as the budget of the conference is shared among the programmes.



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Part-financed by the European Union
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Naturally the larger programmes including North West Europe, Central Europe, North Sea and Baltic Sea region have taken over more responsibilities.

The attendance at the event in Katowice will be upon invitation only due to limited capacity of the location. Still, as many interested people as possible shall be involved. The conference website will invite you to contribute and share your opinions (currently under con-

struction). It will also be possible to follow the proceedings of the conference via live web streaming. For regular updates please check also our website at eu.baltic.net.

4th call for projects open until 31 March – high quality applications expected

The Monitoring Committee of the Baltic Sea Region Programme launched the 4th call for applications last December. For the first time, project owners have to comply with conditions: the call is open for projects in selected topics not yet tackled by the ongoing 65 projects. Also flagship projects of the EU Strategy for the Baltic Sea Region that are in line with the priorities of the Baltic Sea

Region Programme are encouraged to apply.

The Joint Technical Secretariat is providing assistance in preparing applications: at a Lead Applicant seminar in Riga more than 60 participants received information about how to design the project, the partnership and how to fill in the application form. At the Lead Applicant seminar and in

the offices in Rostock and Riga more than 60 individual project consultations were held – JTS project officers are continuously consulting applicants over the phone. The quality of expected applications seems to be high. Also several flagship projects of the EU strategy for the Baltic Sea said they would to hand in an application.

Communication seminar



Participants at the Communication Seminar in the premises of the JTS in Rostock

On 22 February the communication managers of ten projects approved last year gathered at the office of the Joint Technical Secretariat in Rostock. All participants are facing the same challenge: how to communicate the complex results of a transnational project with a fairly small budget?

Communication managers have very different backgrounds: some are working for professional communication agencies contracted by the projects. Some combine tasks of project management and communication. Some others work for one of the project partners responsible for communication in the project. This special mix of

experience led to many discussions at the communication seminar. Which message can be understood by the selected target groups? Which communication tools are best to use for the project?

Communication managers of all projects handed in a draft version of their communication plans. They will all get a feedback from the JTS communication officers.

On 24 - 25 May, a similar communication seminar for all remaining projects approved in 2010 will be organized in Berlin.





DG DEVCO – merger of DG AIDCO and DG DEV

As from 3rd January 2011 DG EuropeAid (AIDCO) and DG Development (DEV) were merged into a new Directorate-General "EuropeAid Development and Co-operation Directorate-

General" (DG DEVCO). The former Unit A6 - Multicountry programmes, EuropeAid Co-operation Office, also in charge of the Baltic Sea Region Programme, continues to be Unit

A6 – Multicountry programmes. More information at: http://ec.europa.eu/europeaid/who/about/index_en.htm.

New colleague in the JTS office team in Rostock

Ulrike Klose
Programme Assistant



Ulrike Klose joined the Rostock office team in January 2011. As programme assistant Ulrike supports all three teams, the JTS of the Baltic Sea Region Programme, the Info Point North of the INTERREG IVC Programme and the Contact Point of the South Baltic Programme.

Ulrike graduated in European Studies, at Maastricht, the Netherlands, and in Political Science at Uppsala, Sweden. Before joining the JTS, she worked at the European Parliament, and collected professional experience also at the German embassy in Stockholm.



Event calendar

	Date	Place
4th call for project proposals	1 December 2010 - 31 March 2011	
Monitoring Committee Task Force meeting "Programme Strategy"	14-15 April 2011	Berlin, Germany
Financial Seminar for financial managers and first level controllers of lead partners	3-4 May 2011	Hamburg, Germany
Communication seminar	24-25 May 2011	Berlin, Germany
Monitoring Committee meeting	7-8 June 2011	Schwerin, Germany
Joint conference of Transnational Cooperation Programmes	15-16 September 2011	Katowice, Poland

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New publication: Towards an innovative and attractive region. 19 transnational cooperation projects.

The brochure features 19 projects part-financed by the Baltic Sea Region Programme and their contribution to the EU Strategy for the Baltic Sea Region. The projects were approved in the 3rd call.

You can order copies from Alke Voß (av@eu.baltic.net).



For **further information** please go to eu.baltic.net and feel free to contact the Joint Technical Secretariat.

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