



Baltic Sea Region

Programme 2007–2013

Newsletter September 2008

Highlights

- Preparation of the 2nd call
- Invitation to the Programme Conference 2008
- EU Baltic Sea strategy: new initiative for the region
- Finalised projects: theme "Fostering innovations"

Preparation of the 2nd call

The 2nd call for project applications is under preparation. The Lead Applicant seminars and individual project consultations will be organised in **Tallinn/Estonia** on **27-28 November** and in **Gdansk/Poland** on **10-11 December**. Registration for the seminar in Tallinn is now opened and registration for the seminar in Gdansk will be opened in October. Depending on the capacity an additional Lead Applicant seminar in Rostock/Germany on 4-5 February 2009 will be organised.

Individual project consultations in Rostock and Riga will be offered by the Joint Technical Secretariats on the following dates:

- **Rostock:**
7, 14, 28 October
& 4, 11, 18 November
- **Riga:**
7, 9, 30 October
& 6, 13, 20 November

To register for the consultation please fill in the project idea form available at the eu.baltic.net and send it to info@eu.baltic.net. The Secretariat will contact you to inform about the possible dates of consultations.

Promoters of the new project idea looking for project partners will take part in the **Project Idea Café** that will be held back to back with the BSSSC Annual conference in Kaunas, Lithuania, on 18 September. The Café will serve as networking platform, and around 140 participants are expected to take part. Also you can add as well as search for project ideas in the project idea database at http://eu.baltic.net/Project_ideas.93.html.

In the 1st call closed on 30 May 2008, the Secretariat received 110 project applications with a total budget of 374 million EUR. Most of the Lead Partners are from Germany (40), Finland (23) and Sweden (21). 37 pro-



jects applied in Priority 1, 14 in Priority 2, 16 in Priority 3 and 43 in Priority 4. Meanwhile assessment of received project applications is ongoing. The Monitoring Committee will decide on approval of projects and on the opening of the 2nd call for project applications in Copenhagen, Denmark, on 23-24 October 2008. To agree on a strategy for the forthcoming meeting, the Committee had a pre-meeting in Berlin on 11 September. •

If you have any further questions feel free to contact us per e-mail info@eu.baltic.net or per phone +49 381 45484 5281 (Rostock, Germany) or +371 67357368 (Riga, Latvia).

Lead Applicant seminar in Tallinn, 27-28 November

The seminar and individual project consultations are addressed to Lead Applicants planning to apply for the funding from the Baltic Sea Region Programme 2007-2013 in the 2nd or eventually 3rd call for applications. The seminar will help Lead Applicants prepare an application, provide answers to open questions and offer individual project consultations. The seminar

will be moderated by the Joint Technical Secretariat. The Lead Applicant seminar is organised back to back with the Programme Conference in Tallinn, on 26 November 2008. The invitation, practical information and project idea forms are available at eu.baltic.net. To register online please go to <http://eu.baltic.net/index.php?id=2722>. The deadline for registration is 29 October 2008.

The number of participants is limited to 120. Do not forget to send a filled project idea form to dv@eu.baltic.net one day after registering at the latest. In case there are more participants interested in attending than places available, preference will be given to those having already submitted their project idea to the Secretariat. A maximum of 2 persons per project idea are invited. •



Part-financed by the EU



Invitation: Baltic Sea Region Programme Conference 2008, Tallinn, Estonia, 26 November 2008



*View from the Swissotel,
conference venue*

We have the pleasure to invite you to the Baltic Sea Region Programme Conference 2008!

We would be glad to meet you in Tallinn on 26 November 2008.

The draft agenda, practical information and online registration for the event are available at eu.baltic.net. **Registration deadline is 29 October 2008.**

The conference will offer you the opportunity to take a broader view at the Baltic Sea region and be informed about the new concept of the „EU Strategy for the Baltic Sea region“ prepared by the European Parliament and the European Commission.

Achievements of projects part-financed by the Baltic Sea Region INTERREG III B Programme 2000 - 2006 will be

presented and you will learn more about the start-up of the Baltic Sea Region Programme 2007-2013.

Around 500 participants from projects, programme's stakeholders, pan-Baltic organisations, governmental organisations, and the European Commission will get together in Tallinn.

We look forward to seeing you in Tallinn!

Susanne Scherrer
Director of the Joint Technical Secretariat

in co-operation with:
Estonian Ministry of the Interior
www.siseministerium.ee

and

Nordic Council of Ministers' Office in Estonia
www.norden.ee •

On 25 November also the INTERREG IVC Information Point North will be organising individual consultations for Lead Applicants of the second call of proposals.

Please contact IP-North@interreg4c.eu for more information.





Project showcases ready for premiere in Tallinn

From 2001 to 2008, the Baltic Sea Region INTERREG III B Neighbourhood Programme has financed 129 transnational co-operation projects. What are the issues of concern that can be addressed through transnational cooperation? To visualise the impacts and results of the Programme, **three project showcases** were selected. They illustrate how problems of transport, environment and business development have jointly been tackled by partners from different countries bordering the Baltic Sea.

The journey starts with the ferry leaving from Karlshamn in Sweden to Klaipeda in Lithuania connecting the Western

part of the Baltic Sea with the fast developing ports on the Eastern side. We then move on to Gdynia and Gdansk in Poland in order to explore the techniques of coastal zone planning combined with joint efforts of partners from Schwerin, Hamburg and Rügen island in Germany to diminish conflicts between industrial development nature protection and tourism. In Stockholm we observed a springboard for a Norwegian fashion start up company looking for new business opportunities abroad. The journey ends further East in the Baltic States where during the last years a boom of new companies has fostered the development of this region.

The premiere showing of the three short films will take place at the Programme Conference in Tallinn on 26 November 2008, alongside with a photo exhibition.

We hope that you will enjoy and join our journey across the Baltic Sea region. •



Evaluation study on use of project outcomes



The Baltic Sea Region INTERREG III B Neighbourhood Programme will be closed at the end of this year. Almost all project activities have been finalised. In order to find out what has happened to outputs produced, and what are the lessons learned, the Joint Technical Secretariat commissioned an **Evaluation Study on Use of Outcomes produced in the Programme**. The evaluation covers the whole programme including the 2 cross-border priorities.

The main aim was to find out how and to what extent the outputs/results produced with the

support of the programme's EU funds have been applied after the projects had ended their activities. This is important in terms of durability of the programme and its results.

At first, the Monitoring Committee of the Programme will discuss the findings of the study. The final version will be presented at the Programme Conference in Tallinn on 26 November 2008. In the first place, the stakeholders of the Programme, namely the representatives of the participating countries as well as future beneficiaries of the programme are invited to draw conclusions from findings. Also the managing bodies of the programme can learn a lesson for the future. The final version of the Evaluation study, as soon as it has been completed and approved, will be published on the website. •

Brief insight into some selected findings, lessons learned & recommendations of the evaluation study:

- involvement of the private sector better secures maintenance and reproduction of outcomes;
- involving stakeholders from the political level at an early stage secures that the outcomes also can have a policy impact, and that relevant authorities would use and implement them;
- an effective communication strategy (internal & external) needs to address the right target groups and is the most important tool to make outcomes public;
- a better planning and a more comprehensive needs assessment improves project implementation and results;
- commitment to the outcome often matters more than the type of outcome;
- learning and experience is one of the main added values after the project closure;
- integration of project outcomes into overall strategies of the project partner organisation is important.





Finalised projects: theme "Fostering innovations"

COMPASS - Competitive Alternatives for Sustainable Private Sector Investments in the Baltic Sea Region



Inward investment is the main driving force for regional development, but the question, how to best attract these investments, still remains. Therefore it is crucial to identify growth industries and industrial clustering patterns in the regions and to evaluate business location decisions.

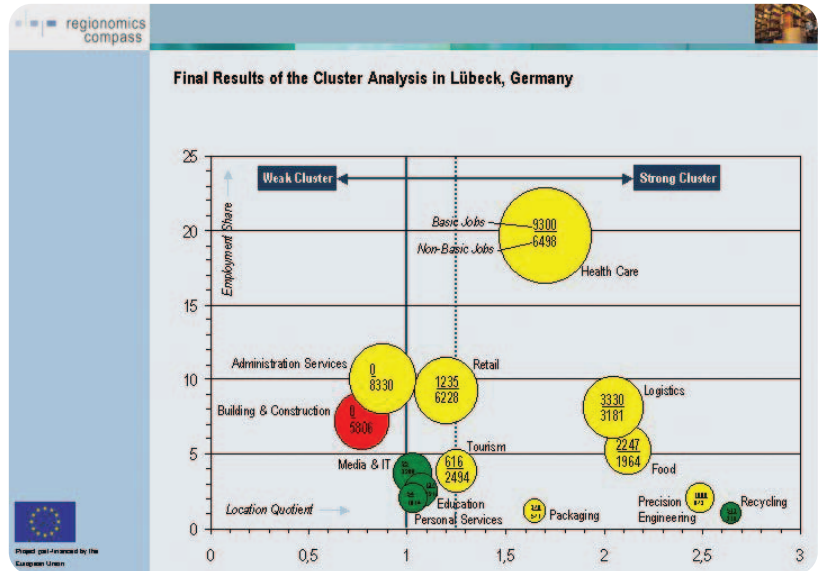
As a joint initiative of economic and business development agencies in Denmark, Finland, Germany and Sweden COMPASS concentrated on developing hands-on knowledge and supporting IT tools for inward investment promotion. Areas of research included the development of a practical approach to Cluster Analysis, the evaluation of site selection factors for growth industries, the importance of cost competitiveness in international facility location projects as well as benchmarking of potential investment sites in the participating countries.



www.regionomics.de

COMPASS started with an evaluation of existing industrial clusters and their potential for further development. As a result local economic investors can easily produce their own cluster analysis.

To form the basis for sustainable private sector investments
COMPASS identified 280 site selection factor studies for the Food Industry, Media Industry,



Metal Industry, Logistics, Health Care, Call Center, and Shared Service Centers. In addition a process for comparison of business cost between different regions, IT tools to support cost comparison studies and a process to track potential investors were developed.

Project in keywords:

- Cluster Analysis: basis to design a strategic approach to promote inward investments.
- Making cities more attractive for the business community.

To strengthen the competitiveness an IT-tool in the form of a database for six different cluster analysis areas, including, health care cluster, forestry-based cluster or media and IT cluster and regional cluster analysis for Kotka (Finland), Luebeck (Germany), Naestved (Denmark) and Skurup/SÖSK (Sweden) regions were produced. All cluster analysis has the same approach so the results can be compared. Com-

mon IT supported electronic fact books for local and regional economic development and an evaluation and analysis of enterprise-level investment flows in the Baltic Sea region using a geo information system were also produced.

The results of the project are practical tools, which help public authorities to identify concrete investment possibilities in regions and make cities more attractive for the business community. •

Lead Partner, country	LÜBECK Business Development Corp., DE
Project period	17/06/2002 - 16/12/2004
Duration	24 months
Total INTERREG III B budget	EUR 536,044
ERDF	EUR 268,022
Number of project partners	8



Part-financed by the EU

Baltic Sea strategy: new initiative for the region



Prepared by the European Parliament and the European Commission the **EU Strategy for the Baltic Sea Region** should contribute to more intensive cooperation between the Baltic countries and shape the region into a regional cooperation model for the whole EU. The strategy focuses on four areas: environment, economic development, culture & education and security. It is seen as an integrated European transnational strategy that will help the region handle its cross-border challenges more effectively. The aim of the Strategy will be to coordinate the efforts of various actors in the Region (Member States, regions, financing institutions, the EU, pan-Baltic organisations, NGO's) so that by working together they would promote a more balanced development of the Region.

The strategy will not replace or double, but rather be complementary to existing cooperation. It is planned that the implementation of the strategy will be financed from different EU funds in the area, for instance, from the Baltic Sea Region Programme 2007-2013. The aim is

however to work towards increasing the level of ambition in different fields, aiming for a deeper integration.

Development of the Baltic Sea Strategy is continuing. In order to build the support for the Strategy the next stakeholders meetings are planned in Stockholm, on 30 September 2008, and in Rostock, on 5-6 February 2009. The Commission plans to publish the draft Strategy in December 2008. The strategy is to be adopted during the Swedish Presidency in the second half of 2009. The Action plan for the strategy should be ready by 2010. For more information please check section "Baltic issues" at eu.baltic.net.

Representatives of the Joint Technical Secretariat will participate in both stakeholder events and run a Programme Info stand. Back to back with the meeting in Rostock, a third Lead Applicant seminar and individual project consultations are planned on 4-5 February 2009. •

More information:
http://ec.europa.eu/regional_policy/cooperation/baltic/index_en.htm

New sections on webpage eu.baltic.net

- **Section in Russian:** translations of main Programme documents, publication etc. in Russian
- **Baltic issues:** overview of pan-Baltic organisations and other new initiatives in the region
- **Other funding sources:** links to other programmes with partly similar themes in the Baltic Sea region
- **Articles:** links to the most interesting articles from the previous newsletters

In order to help projects with communication the Secretariat has prepared **Communication Guidelines** for projects.

These guidelines provide explanations of common terms, practical examples of communication activities and useful tips for different stages during project implementation. They are available for download in "Communication" section at eu.baltic.net. •





News from the Secretariat

New colleagues in the team

Sibyl Scharrer

Managing Authority,
Investitionsbank
Schleswig-Holstein, Kiel



Sibyl is part of the Managing Authority's team responsible for managing and implementing the Baltic Sea Region's Programme 2007-2013 on behalf of the participating states. Sibyl works as well for the Enterprise Europe Network Hamburg Schleswig-Holstein.

Elena Kolosova

Tacis Project Manager,
JTS Riga office



Elena is responsible for implementation of projects involving the Russian partners.

Corinna Günther

Certifying Authority,
JTS Rostock office

Returning from parental leave, Corinna will take up the new position as Certifying Authority of the programme. •

Baltic Sea Region Programme 2007-2013 calendar

	Date	Place
First call for project applications	25 February – 30 May 2008	
BSSSC annual conference & project idea café	17-19 September 2008	Kaunas, Lithuania
EU Strategy for the Baltic Sea Region, Stakeholder conference	30 September 2008	Stockholm, Sweden
Swedish InterReg Forum	2-3 October 2008	Stockholm, Sweden
2nd meeting of the Monitoring Committee	23 – 24 October 2008	Copenhagen, Denmark
Programme Conference 2008	26 November 2008	Tallinn, Estonia
Lead Applicant seminar & individual project consultations	27 – 28 November 2008	Tallinn, Estonia
Baltic Development Forum, Öresund Region Summit	30 Nov – 2 December 2008	Copenhagen, Denmark
Second call for project applications		
Lead Applicant seminar & individual project consultations	10 – 11 December 2008	Gdansk, Poland
Lead Partner seminar	January 2009 (tbc)	Rostock, Germany
Lead Applicant seminar & individual project consultations	4-5 February 2009 (tbc)	Rostock, Germany
EU Strategy for the Baltic Sea Region Stakeholder conference	5-6 February 2009	Rostock, Germany

For **Further Information** please go to www.bsrinterreg.net

and eu.baltic.net or feel free to contact the Joint Secretariat.

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The Baltic Sea Programme 2007-2013 is investing in Europe's future by fostering sustainable growth of the region.

