

Baltic Green and Blue growth – are we ready to exploit what's available?

An insight from EU Cross-Border cooperation perspective on competitiveness, skills and attractiveness of the Baltic Sea Region



SME
development



Sustainable
tourism



Green
technologies



Sustainable
transport



Skilled
labour force



Cooperation
capacity building



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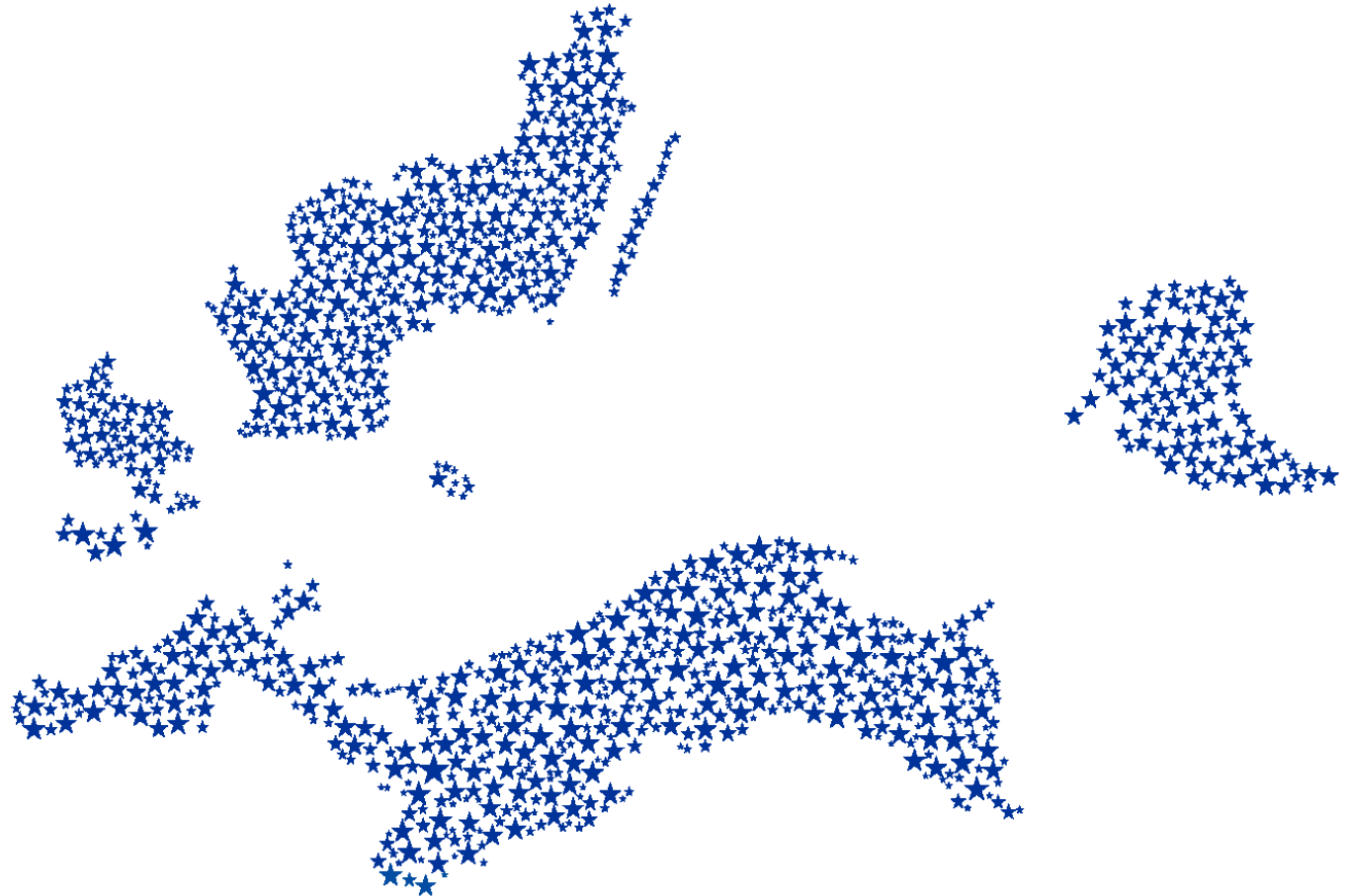
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What is the South Baltic Programme?

Coastal region countries:

- Denmark;
- Germany;
- Lithuania;
- Poland;
- Sweden.



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Soft power of the Baltic: revealing worldwide



A bottle of water from Cote d'Ivoire:

“Baltic water, clean, pure, and healthy”



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Soft power and its capitalization

Baltic Sea region holds a huge soft power of attractiveness...

...however:

- What is the Baltic Sea region?
- Do we all understand it in the same way: is Norway a Baltic country? Is Belarus?
- Do we associate ourselves with the Baltic Sea?



Some perspectives of the Baltic Sea as a region:



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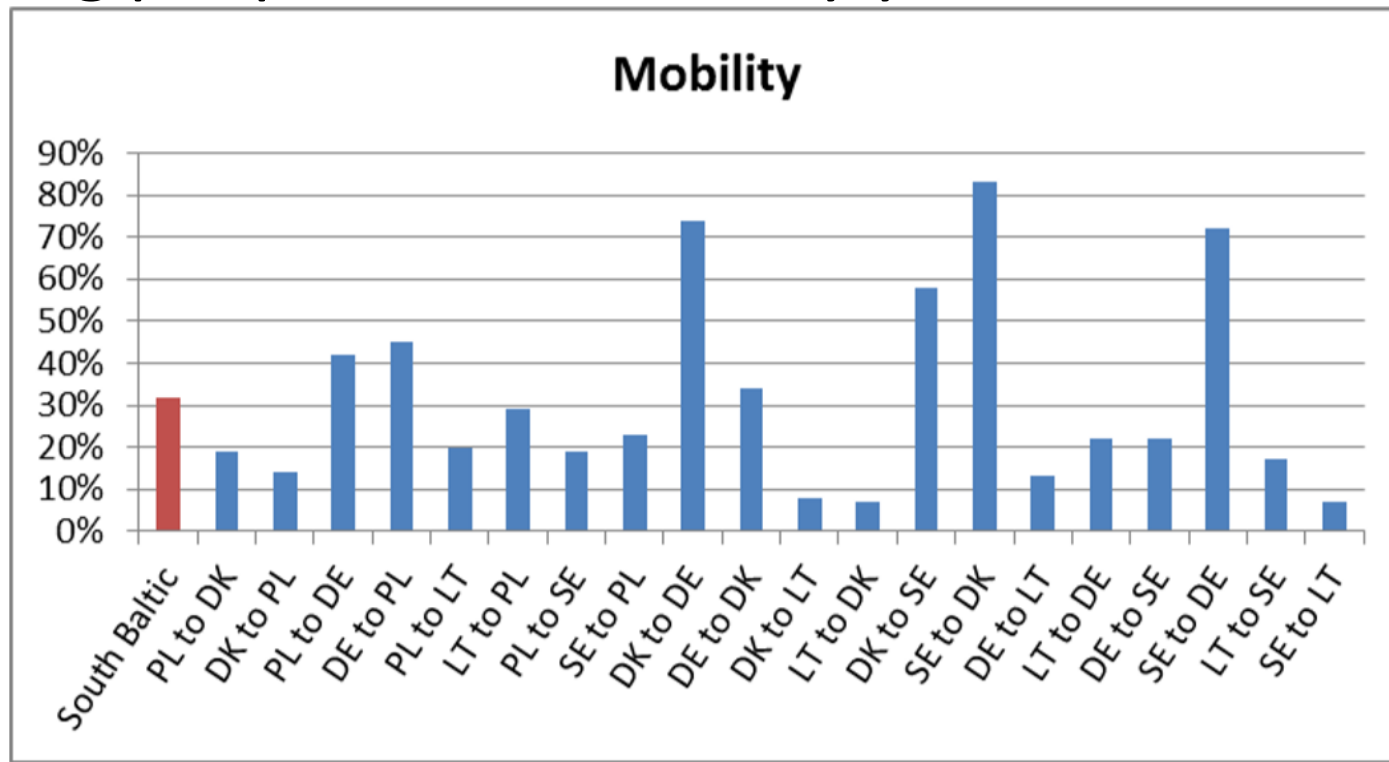
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Some perspectives of the Baltic Sea as a region:

Asking people: which country you have been to?



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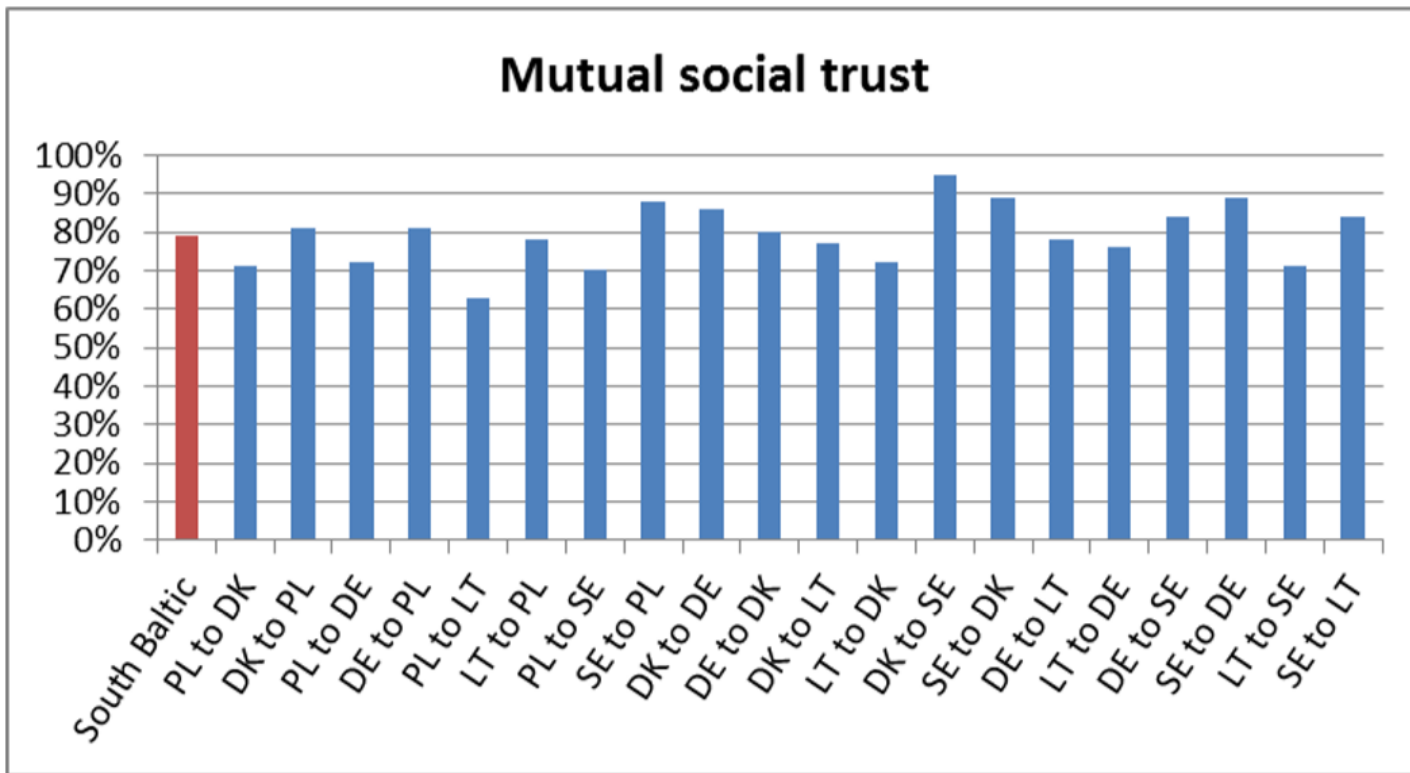


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Source: Eurobarometer survey, Baltic Sea area, December 2015

Some perspectives of the Baltic Sea as a region:

Asking people: people of which countries would you trust?



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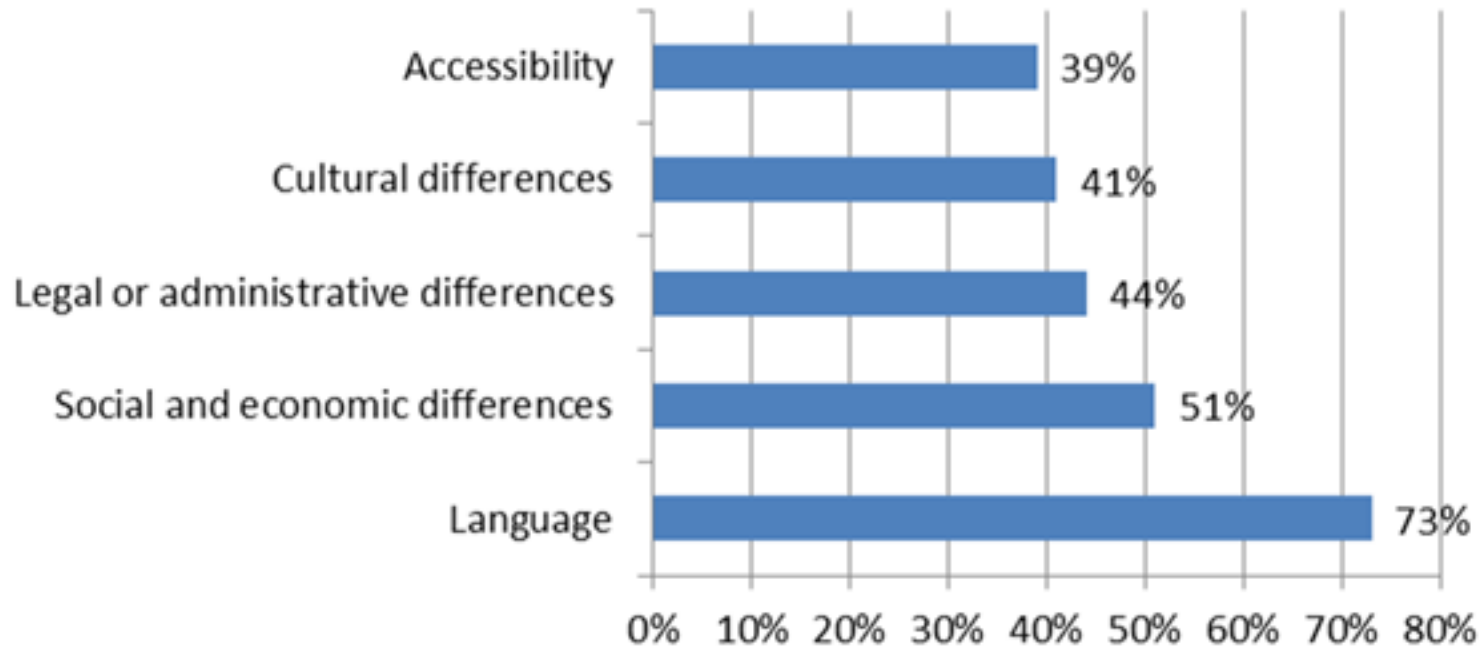


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Source: Eurobarometer survey, Baltic Sea area, December 2015

Some perspectives of the Baltic Sea as a region:

What do you see as main obstacle for cooperation?



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Source: Eurobarometer
survey, Baltic Sea area,
December 2015

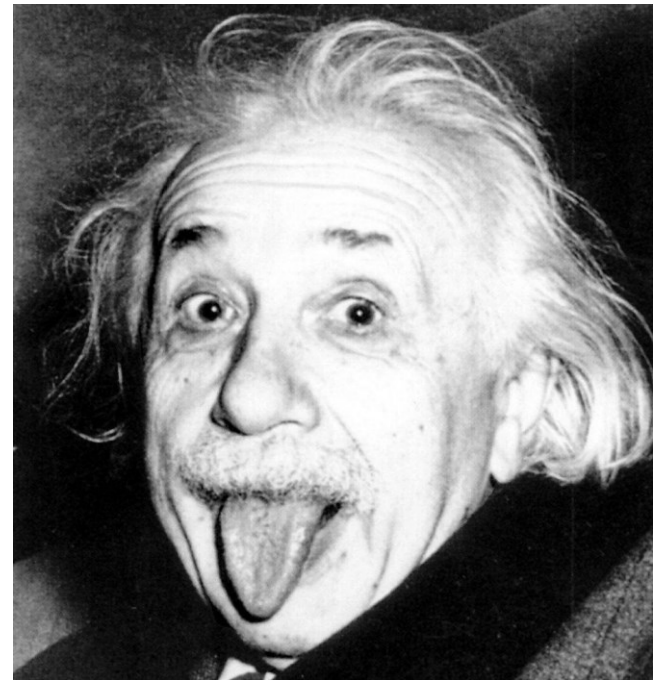
Breaking the philosophical circle: practical approach

Two answers about the Baltic Sea as a region:



European Commission

vs

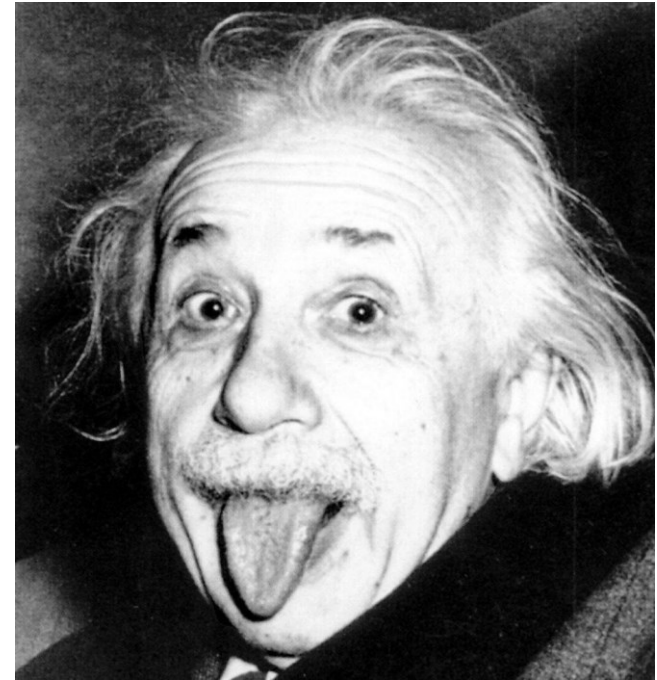


Albert Einstein

Breaking the philosophical circle: practical approach



Strategy for the Baltic Sea Region:
(self-)creating the region – from
vision down to details



*“Compound interest is the most powerful
force in the universe”*: using natural
forces to achieve desired goals



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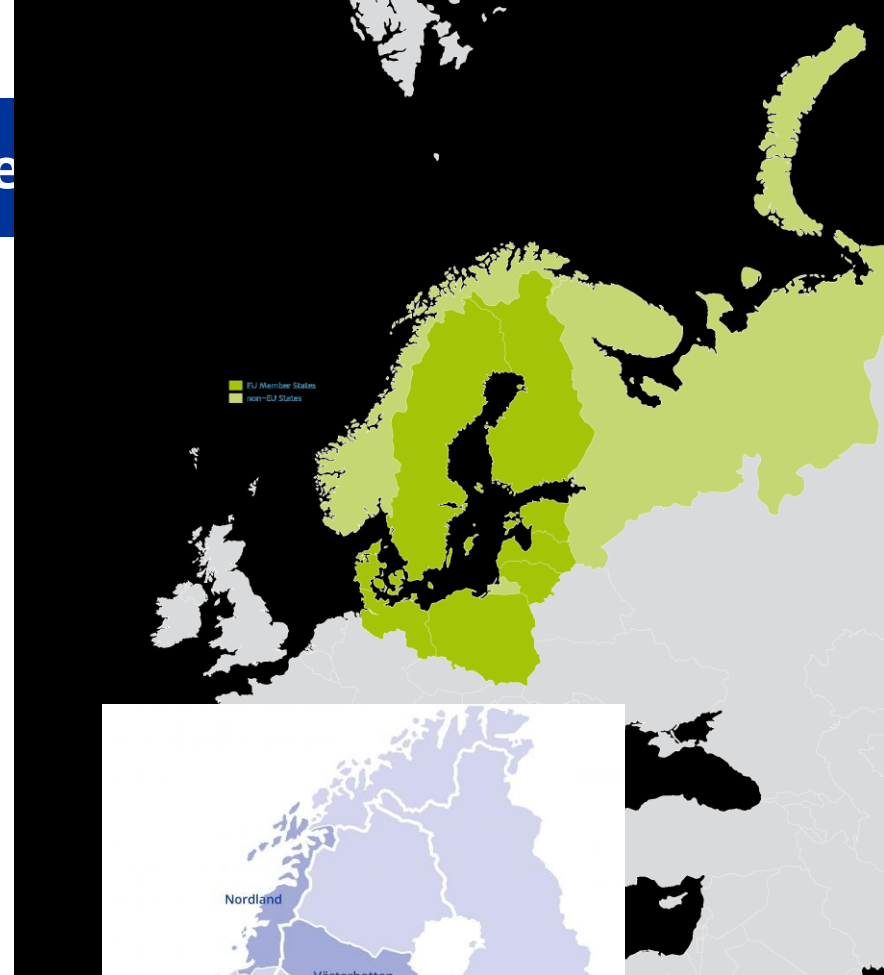
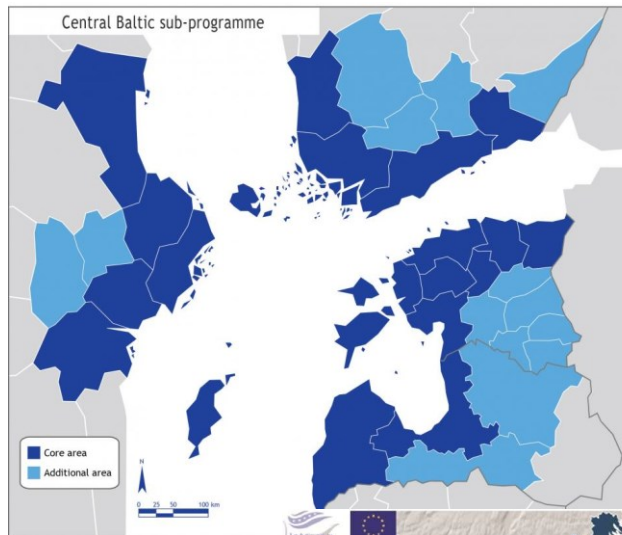


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4 „maritime“ CBC programmes in the



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South Baltic Programme:

- Overall priority: **Green** and **Blue** growth

Specific objectives:

- ☐ International activeness and innovation capacity of the South Baltic blue & green economy and access for international markets
- ☐ Environmental and cultural potential of the South Baltic for blue and green growth: green technologies, reduced pollution, sustainable tourism
- ☐ Cross-border connectivity for a blue and green transport area
- ☐ Human resource capacities for blue and green economy
- ☐ Increasing cooperation capacity of local actors

Central Baltic Programme:

- ❑ **Competitive economy:** sustainable growth of the region and balance between economic and environmental interests;
- ❑ **Sustainable use of common resources** and reduction of pollution;
- ❑ **Well-connected region:** integrated, green, multimodal transport systems and more sustainable urban environments;
- ❑ **Skilled and socially inclusive region:** strengthening local communities and skills, knowledge and social well-being.



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Similarities and differences:

- Similar goals (also in non-maritime programmes);
- Same cleavages:
 - East vs West;
 - competitiveness, markets and SDGs vs infrastructure and tourism;
 - Gaps of skills, knowledge, wealth, innovation, awareness...;
- What is the progress during last more than 15 years?

South Baltic success stories: innovation

- ❑ **ELMAR** - Supporting SMEs to enter the international supply chains and sales markets for boats and ships with electric propulsions
- ❑ **InterMarE** - Internationalization of South Baltic maritime economy
- ❑ **CTCC** - Creative Traditional Companies Cooperation
- ❑ **CIRTOINNO** - Circular economy tools to support innovation in green and blue tourism SMEs
- ❑ **InnoAquaTech** - innovative and sustainable aquaculture technologies in the South Baltic area
- ❑ **BioBIGG** – Biomass-based Innovation and Green Growth
- ❑ **ClusterMare** – Innovation capacity building Maritime clustering initiatives



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South Baltic success stories: transportation

- ❑ **INCONE60** - Inland Blue Transport Connector E60
- ❑ **SB Transport Loops** - South Baltic Transport Loops – shipping for small ports
- ❑ **SB LocPorts** – Development of South Baltic coastal regions through close cooperation of local ports
- ❑ **Connect2SmallPorts** - small ports as gateways towards integrated sustainable European transport system and blue growth by smart connectivity solutions
- ❑ **Parking Gets Smart** - digitalised parking management for green multimodal transport
- ❑ **LCL** - Low Carbon Logistics
- ❑ **ESPRIT2GO** – Easily Distributed Personal Rapid Transit
- ❑ **MITRA** – micro-transport by use of electrical power assisted cabin-cycles in towns and urban neighbourhoods
- ❑ **CoBiUM** - Cargo bikes in urban mobility
- ❑ **CAR** - Creating Automotive Renewal



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South Baltic success stories: skills

- ❑ **FOCUS** - open courses by utilizing virtual mobility
- ❑ **SB Bridge** – engaging children into technological sciences
- ❑ **SB Nature Guide Network** - sustainable nature tourism in coastal areas via establishing a common education scheme for Local Guides
- ❑ **TRAIN LNG**- training new competencies in LNG for cross-border growth
- ❑ **BFA – BALTIC FOR ALL** – empowering disabled people to become promoters of water sports
- ❑ **SEAPLANSACE** - Marine spatial planning instruments for sustainable marine governance
- ❑ **QUISST**- Qualification Upgrading In Sustainable Seaside Tourism



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South Baltic success stories: tourism

- ❑ **SOUTH BALTIC MANORS** - manors for tourism development in rural areas
- ❑ **SB WELL** - Wellbeing Tourism in the South Baltic Region
- ❑ **ArcheoBalt** - innovative Archeotourism
- ❑ **DUNC** - Development of UNESCO Natural and Cultural assets
- ❑ **BALTIC STORIES** - professionalization of events for culturally embedded tourism
- ❑ **Baltic Heritage Routes** - heritage tourism infrastructure in the South Baltic Area
- ❑ **Baltic Pass** - Maritime Heritage Tours
- ❑ **South Coast Baltic** - boating destination management
- ❑ **BalticMuseums: Love IT!** - gamified products of natural and cultural heritage
- ❑ **BSTC: Baltic Sea Tourism Center** –structures for active tourism
- ❑ **JOHANN** - development of small cruise ship tourism heritage products
- ❑ **CATCH** - Coastal Angling Tourism

South Baltic success stories: capacities

- ❑ **LYC SB** – Local Youth Councils in SB - An Effective Way to Promote Youth Participation
- ❑ **SB FOOD INNO** - food innovation capacity in the South Baltic Region
- ❑ **SB YCGN** - South Baltic Youth Core Groups Network
- ❑ **LYC SB** – Local Youth Councils in SB – a way to promote youth participation
- ❑ **FilmNet** - South Baltic Film and Culture Network
- ❑ **CICPA** - Common Initiatives in Conserved and Protected Areas
- ❑ **Umbrella** - cross-border cooperation capacities of local actors in South Baltic Sea
- ❑ **Trans-Opera**: local culture and social operators trans-border capacity with opera
- ❑ **SBPIN**: South Baltic Public Innovators Network
- ❑ **Let's do it** - South Baltic Initiatives to stop climate change



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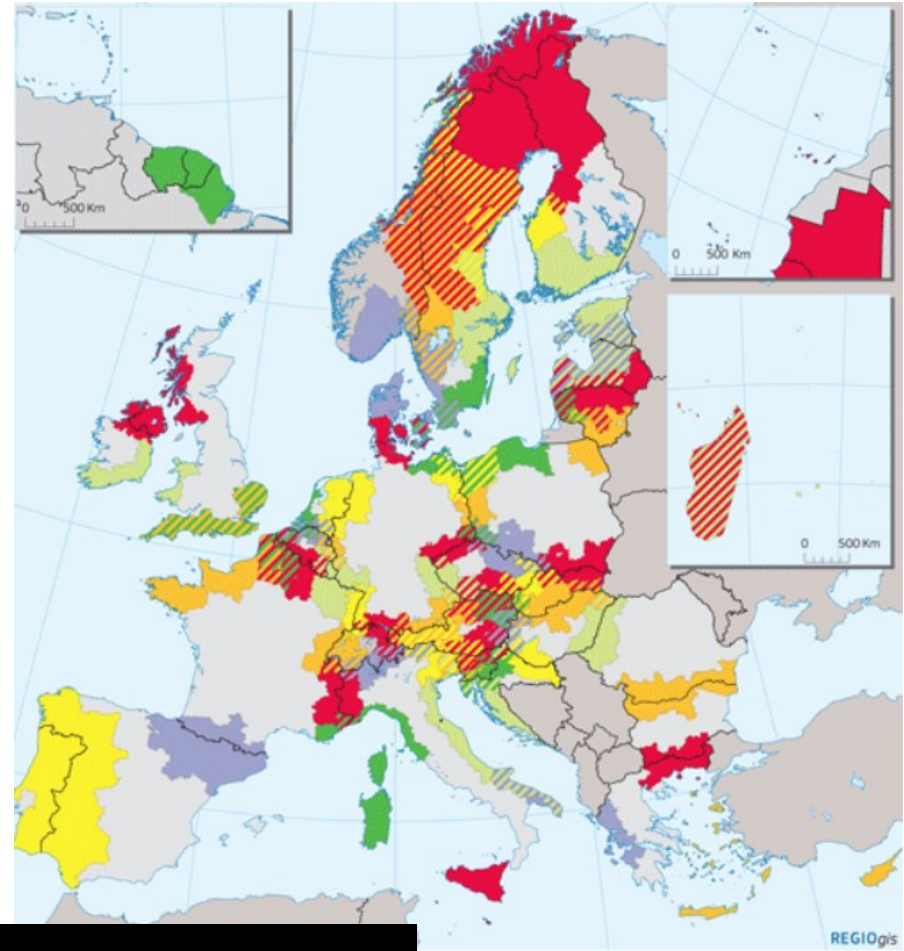
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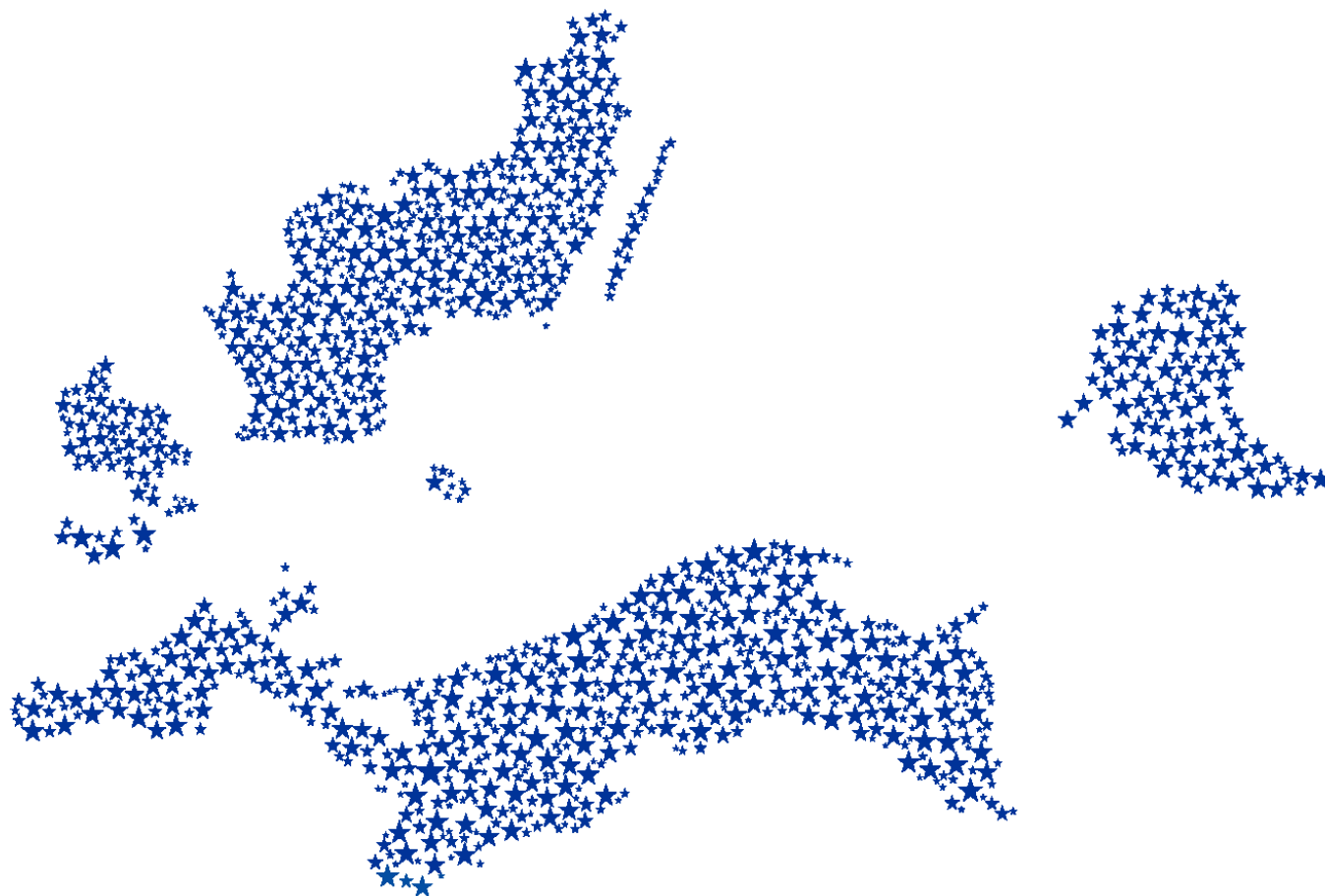
Baltic Sea CBCs: impact

- ✓ Rapidly closing cooperation gap;
- ✓ Fast closing skills gap;
- ✓ Not-so-fast closing knowledge gap;
- ✓ Slightly slower closing wealth gap;
- ✓ Even-slower closing innovation gap;
- ✓ Awareness (especially of the political leadership) gap – is it closing?

Baltic Sea CBCs in - 2021-2027

- Actual shaping of the CBC is to start soon;
- Number and areas of the CBC programmes is not likely to vary much;
- Devil is in the details – are you sure that your government knows all your concerns?
- To lobby, to lobby, to lobby!





Thank you!

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