EUROPEAN UNION

Common borders. Common Solutions.

Black Sea CROSS BORDER COOPERATION

Conference on the blue economy of the Black Sea
Towards better integration

Joint Operational Programme Black Sea Basin 2014-2020

- Support of the blue growth and partnerships in the maritime and marine domain-

14th of June, 2016
Odessa, Ukraine

BSB Programme Priorities

Promote business and entrepreneurship within the Black Sea Basin

Jointly promote business and entrepreneurship in the tourism and cultural sectors

Increase cross-border trade opportunities and modernisation in the agricultural and connected sectors

Indicative activities 2014-2020

Priority 1.1 – Jointly promote business and entrepreneurship in the tourism and cultural sectors

- ✓ Promote diversification and integration of coastal and inland tourism
- ✓ Promote historical heritage preservation through sustainable tourism development
- ✓ Promote electronic marketing tools and cross-border logistics information for tourism
- ✓ Jointly promote cultural products and events
- ✓ Exchange best practices on the development of environmentally-friendly tourism strategies
- ✓ Improve tourism services and promote the upgrade of skills

Priority 1.2 – Strengthen cross-border trade opportunities and modernisation of the agricultural and connected sectors

- ✓ Promote international trade links, sectoral networks & partnerships within BSB
- ✓ Strengthen internet connectivity, cross-border business information systems, market & logistics information with greater use of ICT
- ✓ Exchange best practices in modern and innovative marketing & develop joint marketing strategies
- ✓ ***Support innovation****, research and cooperation, including for development of logistics, in the agricultural industry,*
- ✓ Exchange experience and introduce innovative technologies for sectoral development (e.g. organic products, ***aquaculture***), including small-scale investments in pilot projects
- ✓ Joint actions to support productive use of migrant remittances in agriculture/***aquaculture***/food industry modernisation

Buget 2014-2020

Objective 1	ENI CBC Allocation (EUR)
Priority 1.1	17,736,426.87
Priority 1.2	7,601,325.81
Total Objective 1	25,337,752.68 (57,40%)
TOTAL PROGRAMME ALLOCATION	44,134,737.30

Eligible Lead applicants and Partners – Legal status

a) **national, regional or local public authority**;

E.g.: ministry, regional/county council, local council, municipality;

b) **bodies governed by public law**

E.g.: state/regional owned institute, universities and educational institutions, tourism and regional development agencies, cultural and archaeological associations/institutions, nature parks and protected areas management bodies, research institutes, etc.;

c) **Non-profit organisations**

E.g.: associations, unions, foundations, Euro regions, European Grouping of Territorial Cooperation, chambers of commerce, etc.

Key elements

1) The relevance and cross border added value of the projects
2) Partnership relevance
3) Sustainability
4) Knowledge
5) Synergies and complementarities with other actions

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Thank you for your attention!

Laura BOBARNAC,
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Joint Operational Programme
Black Sea Basin 2014-2020

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