



Baltic Sea Region

Programme 2007-2013

Cooperation continues.
22 new transnational
projects

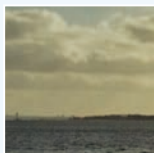
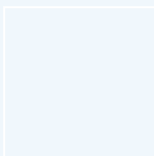
... contributing to the EU Strategy
for the Baltic Sea Region



European Union

eu.baltic.net

Introduction	4
Priority 1: Fostering innovations	8
BalticSupply	8
FM	10
BSR QUICK	12
PlasTEP	14
REMOWE	16
IBI Net	18
ICT for Health	20
Best Agers	22
Priority 2: Internal and external accessibility	24
Baltic Biogas Bus	24
SCANDRIA	26
TransBaltic	28
EWTC II	30
C.A.S.H.	32
Priority 3: Baltic Sea as a common resource	34
PURE	34
SMOCS	36
Baltic COMPASS	38
Priority 4: Attractive and competitive cities and regions	40
Trans in Form	40
Egoprise	42
PEA	44
AGORA 2.0	46
BaltMet Promo	48
ImPrim	50





Baltic Sea Region

Programme 2007-2013

Cooperation continues. 22 new transnational projects

... contributing to the EU Strategy
for the Baltic Sea Region

January 2010

Cooperation as the key to the future of the Baltic Sea region



Team of Managing Authority and Joint Technical Secretariat Rostock/Riga, Baltic Sea Region Programme 2007-2013

The Baltic Sea region became more prominent on the European map during the last months. The EU Strategy for the Baltic Sea Region was adopted by the European Council late October under the Swedish EU Presidency. The EU Strategy is rated as the first macroregional policy concept in the European Union. All eight EU member states in the area signed up to its successful practical implementation. Now the question is: what can we do, and what can you do to implement the ambitious objectives of the Strategy? What can we do together? What is the role of our transnational cooperation programme in the implementation of the EU Strategy?

Let's look first of all at what we have achieved to date. Following the first round of 24 successful projects, another 22 joint projects from the second application round will start up during 2010. On the following pages you will find a short description of every project including its main partners and how to get in touch. 380 public authorities, institutions, universities and NGOs are involved. Altogether 60 Million EUR of European Union's and Norwegian funding was allocated to finance their activities, added by about 17 Million EUR from their own resources.

The leaders of these 22 cooperation projects are jointly addressing problems of common concern for

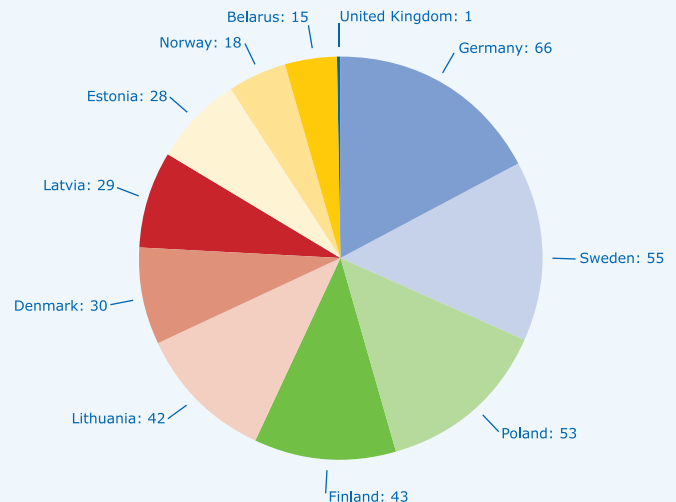
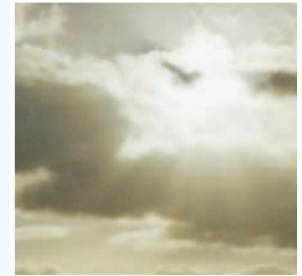
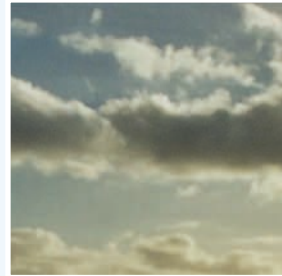
the people living and working in the area: How to create innovation and quality jobs – also in remote areas with aging population? How to make the area accessible keeping in mind the long distances?

How to fight pollution of the Baltic Sea but also create new businesses around it? Climate change - can something be done at regional level? How shall we cover our energy supply in 2020? None of these problems can be solved at local, regional or national level only. Know-how, technology, creativity and potentials from the overall area, and sometimes beyond are needed. Project leaders understand that any meaningful, sustainable, efficient change means collaborating with others who are equally affected. Keeping in mind the diversity of economic and social development, of traditions and culture in the Baltic Sea region, this renewable spirit of joining forces is amazing.

The challenges listed are addressed by the EU Strategy for the Baltic Sea Region as well as by all programmes of the area because they are real and they are urgent. We are doomed, and we are determined to cooperate beyond borders. Think local, act transnational, and think transnational and act local is the combined slogan for the Baltic Sea Region as well as for any other EU region. What we need are good examples, good practices that inspire and motivate others to take over new ideas or to follow the example. This is how our programme can feed the EU Strategy for the Baltic Sea Region. What we also can do is to look at other EU programmes in the area, try to create synergies and avoid double-financing. What you can do is to create, support and promote successful partnerships that can help you to tackle one of the urgent challenges in the Region. The Joint Technical Secretariat at Rostock and Riga is pleased to serve you achieving these goals.

Susanne Scherrer

*Director of the Joint Technical Secretariat Rostock/Riga
Baltic Sea Region Programme 2007-2013*



Project partners per country. 22 projects approved in the 2nd call. Altogether 380 partners.

Baltic Sea Region Programme area 2007 – 2013



The European Union's Baltic Sea Region Programme 2007-2013 promotes regional development through transnational cooperation by funding projects fostering innovations, improving accessibility, managing environmental resources and strengthening cities and regions in the Baltic Sea Region. Project partners from eleven countries - Belarus, Estonia, Denmark, Finland, Germany, Latvia, Lithuania, Norway, Poland, Russia and Sweden - are working together in transnational projects. The partners mainly originate from the public sector (regional and local administrations, universities, NGOs etc.). The total Programme funding is 236 million Euro from the European Regional Development Fund (ERDF), and from Norwegian national funding. The European Neighbourhood and Partnership Instrument finances Belarusian partners.

22 new transnational projects of the Baltic Sea Region Programme contributing to 4 pillars and 15 priority areas of the EU Strategy for the Baltic Sea Region

I To Make The Baltic Sea Region An Environmentally Sustainable Place

1. To reduce nutrient inputs to the sea to acceptable levels
2. To preserve natural zones and biodiversity, including fisheries
3. To reduce the use and impact of hazardous substances
4. To become a model region for clean shipping
5. To mitigate and adapt to climate change

PlasTEP
PURE 
Baltic
COMPASS 

SMOCS

II To Make The Baltic Sea Region A Prosperous Place

6. To remove hindrances to the internal market in the Baltic Sea Region including to improve cooperation in the customs and tax area
7. To exploit the full potential of the region in research and innovation
8. Implementing the Small Business Act: to promote entrepreneurship, strengthen SMEs and increase the efficient use of human resources
9. To reinforce sustainability of agriculture, forestry and fisheries

Egoprise

FM
BSR Quick
IBI Net


BalticSupply 
Best Agers
BaltMet Promo

III To Make The Baltic Sea Region An Accessible And Attractive Place

10. To improve the access to, and the efficiency and security of the energy markets
11. To improve internal and external transport links
12. To maintain and reinforce attractiveness of the Baltic Sea Region in particular through education, tourism and health

REMOVE
Baltic Biogas Bus
PEA

SCANDRIA 
TransBaltic 
EWTC II 
C.A.S.H.

ICT for Health
Trans in Form
AGORA 2.0 
ImPrim

IV To Make The Baltic Sea Region A Safe And Secure Place

13. To become a leading region in maritime safety and security
14. To reinforce protection from major emergencies at sea and on land
15. To decrease the volume of, and harm done by, cross border crime

Horizontal Action of the Strategy

"Implementing the Marine Strategy Framework Directive": Baltic COMPASS
"Build a regional identity": BaltMet Promo



Contributing to a flagship project listed in the Action Plan of the EU Strategy for the Baltic Sea Region

BalticSupply

Interregional SME Supply Clusters along the Northeast Corridor



BalticSupply contributes to the EU Strategy for the Baltic Sea Region by facilitating access for SMEs to procurement procedures.

The promotion of small and medium-sized enterprises (SMEs) in the Baltic Sea Region has gained strength over the years. Several measures were undertaken to reduce the administrative burden and costs related to tendering. However, small markets and SME access barriers to European supply markets still cause competitive disadvantages for SMEs in the region. SMEs cannot focus solely on traditional markets. It could menace the commercial perspective of the region and could be further aggravated by the global economic crisis.

The aim of the project “BalticSupply” is to strengthen SME competitiveness in important North-Eastern European supply markets. The SME supply cluster concept is an innovative instrument for effective regional economic development and SME promotion in the BSR. “BalticSupply” will closely cooperate with the North Sea Supply Connect project, approved in the North Sea Region Programme.

The “BalticSupply” project will result in better access for SMEs to large procurement procedures on the interregional supply markets in the North-Eastern Europe. It will develop comprehensive, supply and tender infrastructures for maritime, energy, public, health and food clusters. This tender infrastructure will become a practical instrument for procurement management to SMEs. The partnership will also elaborate on three online company registers for SMEs and original equipment manufacturers (OEMs) with contact details, product portfolio, market orientation, a knowledge base, competencies and innovation capacity. They will be open for all SMEs in the region.



Project in keywords:

- Facilitating access for SMEs to large procurement procedures and improving SME capacity to participate in tendering.

Partnership

National and regional authorities, NGOs, chambers of commerce, technology parks and universities from Denmark, Estonia, Finland, Germany, Latvia, Lithuania, Poland and Sweden

Number of partners	17
Lead partner	Senator for Economic Affairs and Ports, Germany
Approximate total budget	3.6 million €
ERDF funding	2.8 million €
Duration	36 months (December 2009 – December 2012)
Contact person	Barbara Schieferstein Tel.: + 49 421 3618851 Email: Barbara.Schieferstein@wuh.bremen.de

The project will develop three SME cluster services portfolios. These will be based on assessments of cluster-specific needs and demands for such services. The vocational training services will enhance SME understanding of the procedures, requirements and regulations in the European supply markets. Moreover, personal SME contacts will be built up with procurement managers from OEMs and first tier suppliers.

FM

FIRST MOTION – driving BSR regional development by innovating the high-skill growth sector “creative/AV industry”

First Motion is thematically related to the EU Strategy for the Baltic Sea Region’s priority area ‘exploiting the full potential of the region in research and innovation’. Creative industries are one of the topics in the flagship project “Developing a common Baltic Sea Region strategy to promote services innovation”.



The audiovisual industry forms an important part of the creative sector. Digitalisation has brought about changes, which have the potential to stimulate economic growth and the creation of new, highly skilled jobs in this sector. However, the audiovisual industry in the Baltic Sea Region comprises mainly small and medium sized enterprises (SMEs) with a limited capacity for innovation using their own resources.

To support SMEs from the Baltic Sea Region to participate as competitive players in the new digital markets, the project “First Motion” will support capacity building, clustering and training measures. Information about audiovisual developments and possible new markets will be pooled and transferred to SMEs. Public support for this sector will be reviewed and advanced; new, creative industry clusters will be formed and professional training curricula will be developed and tested.

The project’s main tool to support SMEs’ capacity building will be the Baltic Universe Distribution Platform, which will become a market place for producers and distributors of audiovisual content. It will be linked to a new ICT tool for media producers, which will help them in the budgeting and accounting of media productions. Audiovisual content creation for the online platform will also be tested.

Project in keywords:

- Supporting SMEs from the audiovisual industry to use the full potential of digitalisation for innovation and the development of new markets.



Partnership

Film related business support organizations, academic institutions and local public authorities from Denmark, Estonia, Germany, Latvia, Poland, Sweden and Norway.

Number of partners

11

Lead partner

Film Fund Hamburg
Schleswig-Holstein,
Germany

Approximate total budget

3.0 million €

ERDF+Norway funding

2.3 million €

Duration

42 month (September 2009
– March 2013)

Contact person

Till Hardy
Tel.: +49 40 3983720
Email: hardy@ffhsh.de

www.firstmotion.eu

BSR Quick

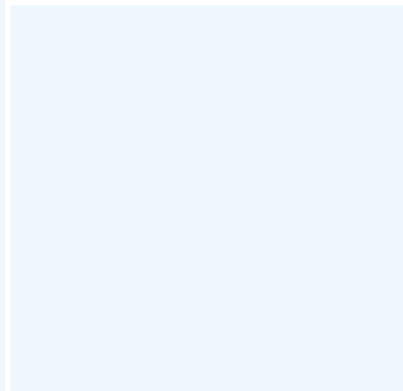
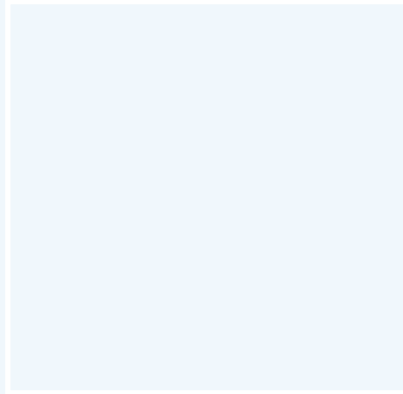
Qualification, Innovation, Cooperation and Key Business for Small and Medium Enterprises in the Baltic Sea Region

BSR Quick contributes to the EU Strategy for the Baltic Sea Region by supporting the competitiveness and internationalization of SMEs.

Small and medium sized enterprises (SMEs) have a high potential for increasing employment and creating jobs in the Baltic Sea Region. At the same time, SMEs face particular challenges which can undermine their competitiveness, such as limited access to research & development innovation, staff with comparably low qualification levels and a lack of internationalisation.

The project “BSR Quick” aims to improve strategic support for SMEs. In particular three innovation clusters will be targeted: “Energy, Climate and Environment Protection”, “Construction Technologies” and “Personnel and Organisational Development”. A large network of 40 project partners will bring SME promoters together, such as chambers of commerce, universities and public administrations. Jointly they will support SMEs to network, access research & development solutions, improve entrepreneur and employee qualification levels, increase international cooperation and improve the administrative context.

A Baltic Sea Academy will be established by the nine universities involved in the project. Strongly cooperating with a network of SME associations, this Academy will support universities dealing with innovation promotion targeted at SMEs to network. Research & development in SMEs will be subject to direct coaching for SMEs, resulting in business and investment plans. To increase qualification levels of SME staff, advanced training courses will be developed. International contacts among SMEs will be supported by a series of Business Forums.



Project in keywords:

- Establishing an innovation network to strengthen the competitiveness and internationalization of SMEs in the Baltic Sea Region.

Partnership

SME support institutions, chambers of craft and commerce, universities, as well as local and regional authorities from Denmark, Estonia, Finland, Germany, Latvia, Lithuania, Poland, Sweden, Norway and Belarus.

Number of partners	40
Lead partner	Hanseatic Parliament, Germany
Approximate total budget	3.7 million €
ERDF+Norway funding	2.7 million €
ENPI funding	0.3 million €
Duration	42 month (September 2009 – March 2013)
Contact person	Max Hogeforster Tel.: +49 40 822 447 11 Email: mhogeforster@hanse-parlament.eu

www.balticsea-academy.eu



PlasTEP

PlasTEP

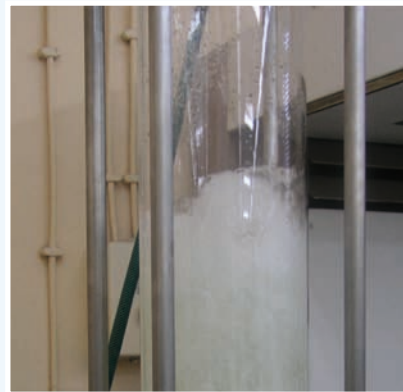
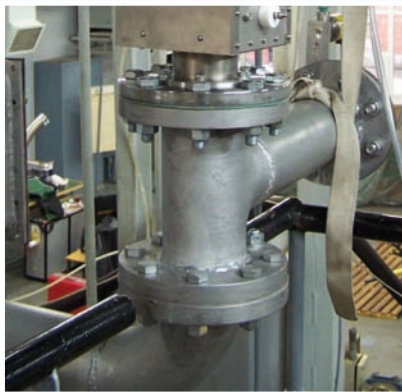
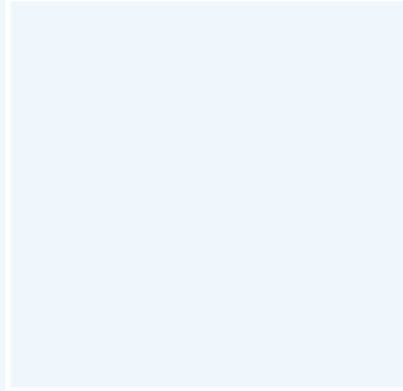
Dissemination and fostering of plasma based technological innovation for environment protection in BSR

PlasTEP is in line with the EU Strategy for the Baltic Sea Region by reducing nutrient input to the sea to acceptable levels.

There is a significant gap between the number of environmental protection solutions available in the Baltic Sea Region and the number applied in practice. Decision makers from both the public sector and industry are often not aware of existing potentials. This is especially true in the case of innovative plasma technologies, which can be used for air and water treatment.

The project "PlasTEP" aims to send clear information to key politicians and business representatives about existing possibilities. It focuses on establishing a sustainable structure and is responsible for transferring knowledge from research institutions to turn them into market applications. In addition, "PlasTEP" strives to promote the Baltic Sea Region as an important global player in plasma technologies for environmental protection.

"PlasTEP" will analyse the main sources of air and waste water pollution in the Baltic Sea Region which could be subject to plasma treatment. It will report on eco-efficiency and deliver cost-benefit analysis for the proposed solutions. In order to change the social perception of existing technologies, the project will integrate information about them in educational processes and also invest in five prototype applications. In addition, "PlasTEP" will organise meetings with potential investors who may be interested in the solutions developed.



Project in keywords:

- Introducing plasma-based technologies for a cleaner environment.

Partnership Technology centers and research organizations from Germany, Denmark, Sweden, Finland, Latvia, Lithuania, Poland and Estonia

Number of partners	15
Lead partner	Technology Centre of Western Pomerania
Approximate total budget	3.8 million €
ERDF funding	3.0 million €
Duration	36 months (January 2010 – December 2012)
Contact person	Alexander Schwock Tel.: +49 3834 550102 Email: schwock@technologiezentrum.de

www.plastep.eu

REMOWE

Regional Mobilizing of Sustainable Waste-to-Energy Production

REMOWE contributes to the EU Strategy for the Baltic Sea Region in the priority area “Improving the access to, and the efficiency and security of the energy markets” and cooperative action “Increase use of renewable energies”. The project helps to extend the use of biomass throughout the Baltic Sea Region.

Based on the EU Sustainable Development Strategy, the project wants to contribute to an improved environmental quality by reducing carbon dioxide emissions. Potential to balance energy consumption and sustainable use of renewable sources will be demonstrated.

Waste should be managed in an appropriate way, so that the negative environmental effects on the Baltic Sea Region are minimised. In order to help reduce harmful carbon dioxide emissions the project “REMOWE” will centre on the renewable resource of waste from cities, farming and industry. Within the project partnership, technology transfer and promotion of energy efficient technologies in the field of waste-to-energy is envisaged. Strategies to increase the use of waste as an energy source in the Baltic Sea Region will be elaborated. Various public authorities and universities are supported by organisations such as SMEs from the waste management and energy producing sector as well as chambers of commerce.

Models for regional waste-for-energy systems, including the impact on the environment and human health, will be developed in the project. Initially, the current status of the entire chain of waste-to-energy utilization of the partner regions will be investigated. This includes data collection on waste amounts, waste qualities and waste availabilities suitable for energy utilisation in the involved regions. Best practices on waste management, its transportation, storage and waste pre-treatment will be exchanged. With this knowledge gained, technological, economical and legislative conditions of the partner regions will be elaborated upon to find the best future waste-to-energy systems.



Project in keywords:

- Improving regional capacities in the field of waste-to-energy utilization.

Partnership

Public authorities, development agencies and academic institutions from Estonia, Finland Germany, Lithuania, Poland and Sweden

Number of partners

9

Lead partner

Mälardalen University, Sweden

Approximate total budget

1.6 million €

ERDF funding

1.2 million €

Duration

36 months (December 2009 – December 2012)

Contact person

Eva Thorin
Tel.: +46 21 101564
Email: eva.thorin@mdh.se

IBI Net

Intercountry Business Incubators' Network

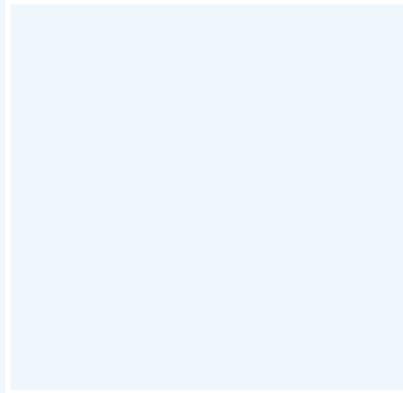
IBI Net is in line with the priority area "To exploit the full potential of the region in research and innovation" of the EU strategy for the Baltic Sea Region.

Business incubators play an important role in fostering the development of innovative, export-oriented SMEs. In order to deliver state of the art specialized services to SMEs, business incubators need to pursue transnational cooperation in the Baltic Sea Region to build upon their management capacity and technologies.

The project "Intercountry Business Incubators' Network" aims to establish and strengthen the transnational business incubators' network in the Baltic Sea Region - "IBI NET". The network will be a platform for the continuous sharing of knowledge and technologies among business incubators and technology centers from Latvia, Poland, Belarus, Sweden, Germany and Norway.

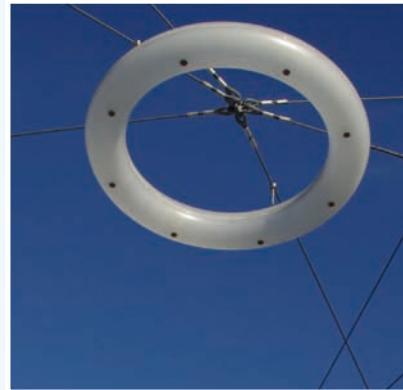
The project idea is based on the necessity to increase the quality of services, efficiency and sustainability of business incubators in BSR, as essential agents in nurturing and supporting the development of new and innovative SMEs.

The main activities of the project include: the establishment of the "IBI Net" network and ensuring an information platform for its operations; benchmarking of business support services; elaboration of guidelines for the financial sustainability of business incubators; introduction of IT tools for the management of partner business incubators; organization of a brokerage event to intensify business contacts among business incubators and entrepreneurs in the BSR and expanding "IBI Net" network throughout BSR.



Project in keywords:

- Business Incubators' Network.
- Bridging businesses and ideas.



Partnership

Regional and local public authorities, business incubators and technology centers from Latvia, Sweden, Poland, Germany, Belarus and Norway

Number of partners	7
Lead partner	Riga Planning Region
Approximate total budget	0.7 million €
ERDF funding	0.4 million €
Norwegian funding	0.03 million €
ENPI funding	0.09 million €
Duration	36 months (December 2009 – December 2012)
Contact person	Inga Brieze Tel.: +37167559823 Email: inga.brieze@rpr.gov.lv



ICT for Health

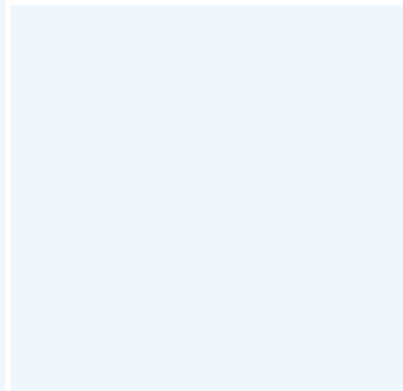
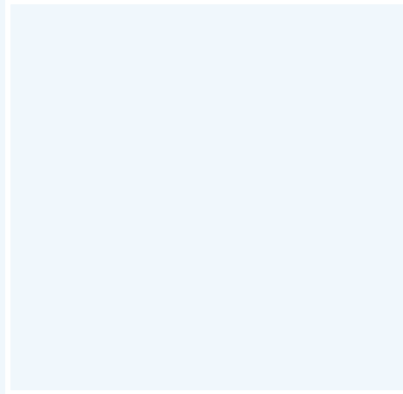
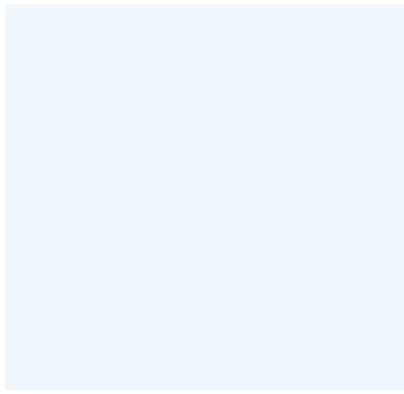
Strengthening social capacities for the utilisation of eHealth technologies in the framework of ageing population

ICT for Health contributes to the EU Strategy for the Baltic Sea Region by promoting e-health technology as a means of closing gaps in the access to and quality of healthcare.

Innovative eHealth solutions can be used for better collaboration between patients and medical professionals in the prevention and treatment of chronic diseases. They can improve public health and increase cost-efficiency in the health sector, which is important especially in view of an ageing population. However, knowledge about existing eHealth technologies and their acceptance among citizens and medical professionals has not yet been sufficiently developed.

“ICT for Health” aims to increase knowledge and acceptance of eHealth technologies for the prevention and treatment of diseases. The partners involved in the project are going to compare and transfer eHealth strategies between their regions. Furthermore, they will educate and train citizens and medical professionals to use existing technologies.

One of the project’s particular target groups will be citizens with chronic heart failures. 400 patients will be equipped with self-monitoring systems. Their blood pressure, weight and ECG will be checked regularly by special devices and transferred to their doctors for medical feedback. Based on this test, a standardised tele-monitoring service will be developed for the general public in the Baltic Sea Region. The selected patients will also test a multilingual personal health portal that will help them receive adequate medical treatment when travelling abroad.



Project in keywords:

- Enhancing knowledge and acceptance of eHealth technologies for prevention and treatment of diseases.

Partnership

Institutions in the sector of health care, universities and regional authorities from Denmark, Finland, Germany, Lithuania, Poland, Sweden and Norway

Number of partners	19
Lead partner	University of Applied Science Flensburg, Germany
Approximate total budget	3.6 million €
ERDF+Norway funding	2.8 million €
Duration	42 month (September 2009 – March 2013)
Contact person	Roland Trill Tel.: +49/461 805 1473 Email: Trill@fh-flensburg.de

www.ict4health-project.net

Best Agers

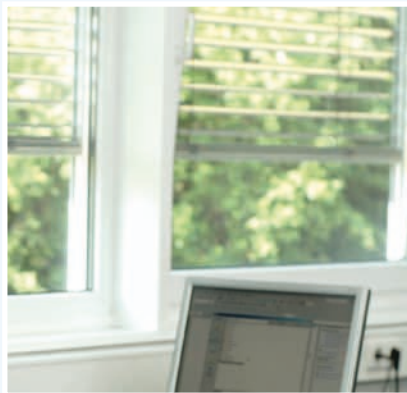
Using the knowledge and experience of professionals in their prime to foster business and skills development in the Baltic Sea Region

“Best Agers” indirectly contributes to the EU Strategy for the Baltic Sea Region by addressing challenges caused by demographic changes and the consequences of young educated people’s outflow.

The European Commission has defined demographic change as a challenge for the European Union. From 2017 on, its ageing, and thus shrinking workforce, is expected to become a brake on economic growth. “Best Agers” is based on the belief that demographic change also offers opportunities, as aged employees and seniors are healthier and better educated than ever before.

The project “Best Agers” aims to bring cities and regions which face similar challenges together, but are heterogeneous in their demographic, economic and institutional preconditions. While, for instance the age group of the so-called “best agers” (55 and older) will grow tremendously throughout the BSR, work force participation of the population aged 55 to 64 ranges currently from 30% in Poland to 70% in Sweden. Some regions, especially in the new member states have yet to discover the best agers’ potentials. 19 Project partners from 8 different countries will help to form a cross-generational innovation environment. In this environment, best agers work together with different age groups in the fields of business and skills development, to generate new ideas and share their experience and expertise.

“Best Agers” will keep the generation 55+ in the centre of society, as they are a valuable resource for the economy and the society. It will help cities and regions to utilize these resources by retaining the know-how of experienced professionals in the regional labour markets. Moreover, best agers who have already left the working environment will be motivated to make their experience and knowledge available to the younger generations, through voluntary commitment. Cross-generational cohesion will be advanced by connecting older or retired professionals with young employees, entrepreneurs and students. Finally, best agers will be encouraged and assisted to become entrepreneurs themselves and bring their own business ideas to the market.



Project in keywords:

- Using the full potential of citizens aged 55+ for BSR economies and societies.

Partnership	Public authorities, development agencies and academic institutions from Denmark, Estonia, Germany, Latvia, Lithuania, Poland, Sweden and the United Kingdom
Number of partners	19
Lead partner	Academy of Economics Schleswig-Holstein, Germany
Approximate total budget	4.4 million €
ERDF funding	3.4 million €
Duration	36 months (December 2009 – December 2012)
Contact person	Stephan Jung Tel.: +49 431 3016 146 Email: Stephan.Jung@wak-sh.de

www.best-agers-project.eu

Baltic Biogas Bus

Increase the Use of Biogas Buses in Public Transport to Reduce the Emissions in Urban Areas in the Baltic Sea Region

Baltic Biogas Bus contributes to the EU Strategy for the Baltic Sea Region by promoting the transnational transfer of experience on the use of alternative energy sources. It will elaborate a long-term strategy aiming at increasing the use of biogas buses in public transportation.

Increasing dependency on fossil fuels has boosted the interest for investments in new energy technologies. Introducing biogas to public transport services can help reduce environmental problems. Biogas buses lower emissions, improve urban air quality and strengthen the role of public transport. There are already good examples of the use of biogas buses, yet these best practices are not widely used in European cities.

The “Baltic Biogas Bus” project aims to increase the use of biogas buses in cities within the Baltic Sea Region (BSR). The project will focus on developing and widening practical solutions which will facilitate the use of biogas in public transport. It will provide cities with the correct tools to set up a biogas bus introduction strategy. This strategy will help cities connect with biogas supply, distribution and use.

Each partner region participating in the project will set up a long-term introduction strategy in order to accelerate the purchase of biogas buses. Public transport authorities will work closely with transport companies and bus producers. A manual for the introduction of biogas buses will be developed within the project’s lifetime. The project will analyse current production amounts, as well as short and long-term growth scenarios for each BSR country and the BSR as a whole. The project will highlight the possibilities to fuel the majority of urban public transport bus fleets with biogas. “Baltic Biogas Bus” will analyse and depict the distribution infrastructure. It will map existing and planned gas infrastructure on the BSR level. On a more detailed level, feasibility planning studies will be implemented in Estonia and Poland.



Project in keywords:

- Biogas buses in the public transportation - excellent environmental performance and more energy autonomy of the Baltic Sea Region.

Partnership Public transport companies, regional and local authorities, universities and research centers from Estonia, Finland, Germany, Latvia, Lithuania, Norway, Poland and Sweden

Number of partners	12
Lead partner	Stockholm Public Transport Company, Sweden
Approximate total budget	4.2 million €
ERDF funding	2.7 million €
Norwegian funding	0.4 million €
Duration	36 months (September 2009 – September 2012)
Contact person	Lennart Hallgren Tel.: + 46 8 686 1401 Email: lennart.hallgren@sl.se

SCANDRIA

Scandinavian-Adriatic Corridor for Growth and Innovation



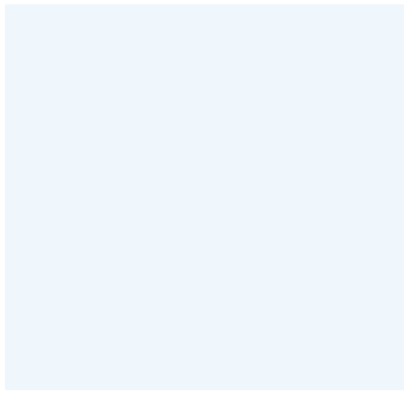
SCANDRIA contributes to the EU Strategy for the Baltic Sea Region by facilitating coordination of the national transport policies and infrastructure investments in order to improve co-modality and road safety. It will also develop criteria for the Green Corridor concept.

At present, the efficiency of the transport routes and intermodal nodes between the Baltic Sea and Adriatic Sea regions only partly meet the long-term demands. The existing ferry routes, ports, freight terminals and airports have to be better connected with each other and with rural areas. New logistic offers should be provided in order to manage North-South traffic more efficiently.

The project "SCANDRIA" aims to increase the efficiency and sustainability of the transport systems in the Scandinavian-Adriatic corridor. It will develop goods and passenger flows. It will use an integrated transport concept for this purpose. Short sea shipping, rail and inland waterways will complement each other to enable a choice of environmentally friendly transport. These innovative logistic solutions will comply with the demands of a green transport corridor.

"SCANDRIA" is a part of the initiative of the Baltic-Adriatic Development Corridor. A link to the Adriatic Sea is provided by the project „SoNorA" funded by the Central Europe Programme. Moreover, "SCANDRIA" will pool resources with EWTC II and TransBaltic projects. Together these projects will increase transport efficiency in Europe.

"SCANDRIA" will develop an investment strategy for the corridor. It will include recommendations for transnational planning, implementation and harmonisation of investments in the transport infrastructure. The strategy will focus on intermodal node development and rail network improvements, and will optimise routes used by heavy traffic. It will include long-term scenarios, following economic needs and political decisions.



Project in keywords:

- Increasing efficiency and sustainability of the transport systems in the Scandinavian-Adriatic corridor.



Partnership

National, regional and local authorities, ports, development agencies and universities from Denmark, Finland, Germany, Norway and Sweden

Number of partners

19

Lead partner

Joint State Planning Department representing the capital region Berlin-Brandenburg, Germany

Approximate total budget

3.8 million €

ERDF funding

2.8 million €

Norwegian funding

0.02 million €

Duration

36 months (September 2009 – September 2012)

Contact person

Horst Sauer
Tel.: +49 331 866 8722
Email: horst.sauer@gl.berlin-brandenburg.de

www.scandriaproject.eu

TransBaltic

Towards an integrated transport system in the Baltic Sea Region



TransBaltic contributes to the EU Strategy for the Baltic Sea Region by harmonising transport policies at various governance levels. It will develop a Green Corridor concept in cooperation with other transport projects, as well as through pilot initiatives. The project also contributes to the fast track flagship project of the strategy in "cooperation for smarter transport".



Economic interactions between the Baltic Sea countries and other global players are increasing dynamically. Thus, growing traffic volumes bring challenges for both the capacity of the transport networks in the area and for the sustainable development within the region. In order to overcome transport deficiencies, regional level stakeholders need to elaborate a sustainable socio-economic development perspective of increasing traffic in the whole region.

The project "TransBaltic" aims to provide regional level incentives for the creation of a comprehensive multimodal transport system in the Baltic Sea Region. "TransBaltic" will join forces with individual transport projects, e.g. "EWTC II" and "SCANDRIA". It will act as an umbrella by providing inspiration for their investigations and generalising their specific findings. Thus, the project will increase the internal connectivity of the area. It will also develop regional measures for the increasing transport flows across the area. Therefore, the project will improve the external connectivity of the Baltic Sea Region.

"TransBaltic" will elaborate a regional preparedness plan with measures which are needed to enhance the gateway function of the BSR. The plan will help to tackle the challenge of increasing intercontinental transport flows in the area. The project will develop pan-Baltic traffic forecasts and scenarios. Moreover, it will elaborate a priority list of investments in infrastructure, logistic and transport capacity. Those will support regional and national level decision-makers in preparing and implementing investments in transport corridors across the BSR.



Project in keywords:

- Joint actions towards enhancing the transport gateway function of the Baltic Sea Region.

Partnership	Regional authorities, universities and competence centers from Denmark, Estonia, Finland, Germany, Latvia, Lithuania, Norway, Poland and Sweden
Number of partners	21
Lead partner	Region Skåne, Sweden
Approximate total budget	5.5 million €
ERDF funding	4 million €
Norwegian funding	0.1 million €
Duration	36 months (September 2009 – September 2012)
Contact person	Wiktor Szydarowski Tel.: +46 768 54 20 20 Email: wiktors@szydarowski.com

www.transbaltic.eu

EWTC II

East West Transport Corridor II – a Green Corridor Concept within the Northern Transport Axis Approach



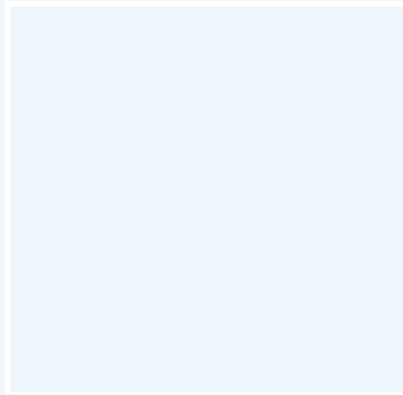
EWTC II contributes to the EU Strategy for the Baltic Sea Region by developing an East-West axis and thus improving links in the region to the rest of the EU. It will also develop and facilitate deployment of the green corridor concept within the European Union.



East-west trade in the Baltic Sea Region is expected to continue increasing, despite a recent drop in trade volumes, due to the global financial crisis. However, the east-west transport corridor is still subject to congestion and transport security problems can increase. High volumes of traffic also cause environmental challenges.

The aim of the “EWTC II” project is to secure sustainability for transport solutions within the corridor. The project links Minsk, Vilnius, Klaipeda/Kaliningrad with Denmark via south Sweden and with Germany via Sassnitz. It will facilitate development of hubs as growth centers. The project will develop an innovative testing ground for a green corridor concept. This will serve as a best practice case from a European perspective. “EWTC II” will cooperate with “TransBaltic”, “SCANDRIA” projects in order to accumulate synergies when developing green corridor criteria.

“EWTC II” will produce a green corridor manual. It will highlight more eco-friendly transport alternatives than those available today. It will also explain how to set up a green corridor concept step by step. The manual will also describe options for the certification of green transport systems, which will be of great interest to the transport market. The project will develop an innovative IT-based information broker system. It will be a simple means to reduce costs and problems, to access and exchange relevant information. This will include traffic intensity and conditions, logistic services, weather conditions, custom clearance and e-payments. The users of the broker system will be cargo owners, transport and traffic operators and public administrations. This working system will respond to the EU ambitions for e-freight.



Project in keywords:

- Deploying a green corridor concept and new e-freight technologies in the East-West transport corridor.

Partnership National, regional and local authorities, ports, railways and transport authorities, research centers and universities from Belarus, Denmark, Germany, Lithuania and Sweden

Number of partners	29
Lead partner	Region Blekinge, Sweden
Approximate total budget	6 million €
ERDF funding	4.5 million €
ENPI funding	0.14 million €
Duration	36 months (September 2009 – September 2012)
Contact person	Magnus von Schenck Tel: +46 455 30 50 34 E-mail: Magnus.vonSchenck@RegionBlekinge.se

www.eastwesttc.org

C.A.S.H.

Connecting Authorities for Safer Heavy Goods Traffic in the Baltic Sea Region

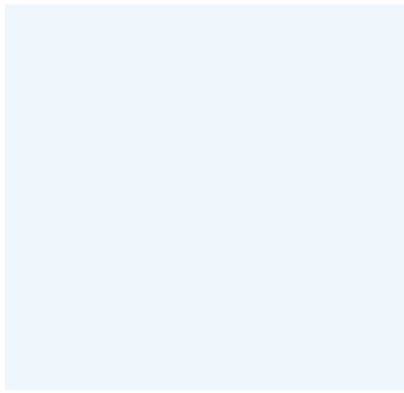
C.A.S.H. supports the priority area 11 of the EU Strategy for the Baltic Sea Region, which aims to improve internal and external transport links in the region. The project increases capacity of police authorities. It contributes to strategic actions through promotion of joint actions on road safety measures and training programmes. It also provides input to cooperative actions by harmonising procedures, testing and providing recommendations on equipment investments.

Over 560,000 million ton-kilometres of goods are transported annually on the roads of the Baltic Sea Region. 5–10% of them are classified as Dangerous Goods. EU legislation on Heavy Goods Vehicles (HGV) and Dangerous Goods (DG) transport is widely harmonised at the European level. Yet, the implementation and interpretation of existing regulations, as well as the operating procedures, varies between countries.

The aim of the project “C.A.S.H.” is to enhance cooperation among authorities – especially road police units - dealing with safety issues at border crossing points for goods transport, including the transport of DG. It will also harmonize training programmes for respective authorities so that they are in line with EU legislation. The project will also test safety and security equipment, as well as IT systems, which will be used by the relevant authorities.

The “C.A.S.H.” project will result in increased cooperation and information exchange between police organisations. Field exercises and short-term staff exchanges will facilitate dissemination of the experience gained by the police authorities in the BSR.

The project will introduce harmonised training requirements for HGV and DG inspectorate officials so that equal standards and methods for monitoring and inspecting HGV and DG transport are followed. Moreover, the project will apply risk analysis methods on operations and potential investments, and test up-to-date solutions and tools through both practical usage and analytic work. Thus, it will provide recommendations for investments for the BSR road police units.



Project in keywords:

- Improving safety of heavy and dangerous goods traffic in the Baltic Sea Region.



Partnership

Road police units, transport inspectorates, regional councils and research institutes from Denmark, Estonia, Finland, Germany, Latvia, Lithuania, Norway and Poland

Number of partners	14
Lead partner	Turku School of Economics, Finland
Approximate total budget	3.4 million €
ERDF funding	2.3 million €
Norwegian funding	0.2 million €
Duration	36 months (September 2009 – September 2012)
Contact person	Torsten Hoffmann Tel.: + 358 50 5629 737 Email: info@cash-project.eu

www.cash-project.eu

PURE

Project on Urban Reduction of Eutrophication



PURE contributes to the EU Strategy for the Baltic Sea Region by implementing actions that will reduce the nutrient level in the sea. The activities of the project are in line with the flagship project “cleaner waste water”. PURE has identified and will upgrade several waste water treatment plants in the Baltic Sea area.



The Baltic Sea is a sensitive area. One major problem is eutrophication. It is caused by the overload of nutrients, mainly nitrogen and phosphorus, from land-based sources. A large part of this overload originates from municipal waste water treatment plants (WWTPs). New actions aimed at reducing phosphorus levels are needed urgently. According to HELCOM, failure to react now would undermine prospects for the future recovery of the sea and its capability to react to climate change.

The aim of the “PURE” project is to develop and implement tools that will reduce phosphorus discharges to the Baltic Sea. Therefore, the environmental state of the sea will be improved. According to the HELCOM Baltic Sea Action Plan, the level of phosphorus needs to be reduced to 0.5 mg/l in outgoing municipal wastewaters. The project will target selected municipal WWTPs in the Baltic Sea Region and support them to reach this level. Thus, “PURE” implements the HELCOM Baltic Sea Action Plan’s Recommendation for the more stringent requirements of phosphorus removal from municipal WWTPs. The project will be implemented by nine city-partners together with UBC Environment Commission, John Nurminen Foundation and HELCOM.

The “PURE” project will implement low-cost, high-impact joint investments at WWTPs in Riga, Jurmala and Brest. This will result in an annual reduction of 300-500 tons of phosphorous discharges originating from municipal waste waters ending up in the Baltic Sea. The partnership will also prepare technical audit reports and investment plans for selected waste water treatment plants in the region. These plans will help to establish the most cost-effective way to remove phosphorus, so that the level of 0.5 mg/l can be reached. Furthermore, the project will map existing good practices and develop solutions for sustainable sludge handling and phosphorous recycling.

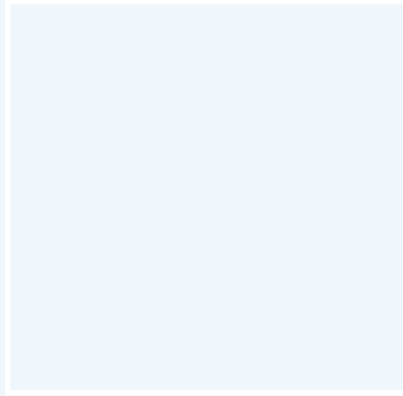


Photo by John Nurminen Foundation

Project in keywords:

- Implementing particular actions to reduce eutrophication and to improve the environmental state of the Baltic Sea.

Partnership	Local authorities, NGOs and waste water treatment plants from Belarus, Estonia, Finland, Germany, Latvia and Poland
Number of partners	11
Lead partner	Union of the Baltic Cities Commission on Environment Secretariat/City of Turku, Finland
Approximate total budget	3.2 million €
ERDF funding	2 million €
ENPI funding	0.5 million €
Duration	36 months (December 2009 – December 2012)
Contact person	Eija Eloranta Tel.: +358 2 262 3169 Email: eija.eloranta@ubc.net

SMOCS

Sustainable Management of Contaminated Sediments in the Baltic Sea

The project contributes to the strategic action "Implement actions to reduce hazardous substances" of the EU's Strategy for the Baltic Sea Region.

The Baltic Sea has many highly contaminated sediment "hot-spots" in ports, estuaries etc. Human activities often take place in coastal areas and are affected by these "hot-spots". Activities such as the development, maintenance and dredging of ports and fairways, due to more deep-draught ships, means that several million m³ incl. contaminated sediments will be dredged over the coming years. Handling contaminated sediments is a major problem. There are few alternatives, they are costly and require complicated technical methods to reduce the impact on the environment. Dredged sediments are normally deposited on land or at sea. The former is very costly and the latter is often not possible due to environmental restrictions. Emerging treatment technologies make it possible to consider the beneficial use of contaminated sediments.

The project will address these issues and produce a guideline for the management of contaminated sediments in the Baltic Sea. A communicative approach will be used to provide the following outcomes: 1) Guidelines for the management of contaminated sediments incl. i) handling alternatives for sediments ii) disposal alternatives iii) beneficial use of treated contaminated sediments; 2) A tool-box of: i) treatment technologies, ii) tools for the assessment of sustainability, iii) a decision support tool to be used in planning and application processes; 3) Field tests to validate, demonstrate and communicate emerging treatment methods under various conditions: type of sediments, type of contamination, climatic condition, availability of technology, costs etc. 4) Establish a durable network for the management of contaminated sediments, based upon existing national and transnational networks, e.g. SedNet and HELCOM.



Project in keywords:

- Management of contaminated sediments.
- Beneficial use of treated contaminated sediments.
- Sustainable treatment technologies.

Partnership	Academic institutions and port authorities from Sweden, Finland, Germany, Lithuania and Poland
Number of partners	10
Lead partner	Swedish Geotechnical Institute (SGI)
Approximate total budget	3.6 million €
ERDF funding	2.9 million €
Duration	36 months (December 2009 – December 2012)
Contact person	Göran Holm Tel.: +46 13 20 18 61 Email: goran.holm@swedgeo.se

www.smocs.eu

Baltic COMPASS

Project on agriculture, environment and eutrophication



Baltic COMPASS contributes to the EU Strategy for the Baltic Sea Region by implementing actions which will reduce nutrient levels in the sea. The activities of the project are in line with the flagship project "Putting best practices in agriculture to work". Moreover, the project facilitates the implementation of the Marine Strategy Framework Directive, as it promotes early actions to restore the Baltic Sea.



Baltic COMPASS

Agriculture-Environment Partnership for a Healthy Baltic Sea and Competitive Baltic Sea Regions

It is expected that land use for agricultural purposes in the Baltic Sea Region will be intensified following climate change and increasing global demands for food and bioenergy. This may increase pressure on the sensitive marine ecosystems. However, levels of communication regarding actions and possible solutions to the main environmental threats faced by the Baltic Sea, such as both diffuse and source pollution, are poorly developed on a trans-national level.

The "Baltic COMPASS" project is a strategic initiative that brings business, environmental and agricultural sectors together. It will contribute to reducing eutrophication of the Baltic Sea by fostering win-win solutions for both the agriculture and environmental sectors. The solutions will be based on problems which are relevant for stakeholders within the whole drainage area.

"Baltic COMPASS" will strengthen the adoption of agro-environmental policies. These actions will facilitate the implementation of the Baltic Sea Action Plan, with special regard to the mitigation of eutrophication in the Baltic Sea. As a basis, the project will test and validate innovative solutions and best practices for strengthening the utilization of valuable ecosystem services, as provided by agricultural activity, as well as exploiting their economic potential. Best practices will be collected for practical use by agricultural advisory services, regional and local authorities, as well as business networks. The project will also implement several regionally relevant agro-environmental pilot investment projects.



Project in keywords:

- Introducing win-win solutions to the agro-environmental sector and facilitating the reduction of nutrient levels in the Baltic Sea.

Partnership

National and regional authorities, agricultural research centres and advisory services, academic institutions from Belarus, Denmark, Estonia, Finland, Germany, Latvia, Lithuania, Poland and Sweden, associated organisations from Russia

Number of partners	23
Lead partner	Swedish University of Agricultural Sciences, SLU, Sweden
Approximate total budget	6.7 million €
ERDF funding	4.7 million €
ENPI funding	0.6 million €
Duration	36 months (December 2009 – December 2012)
Contact person	Staffan Lund Tel.: +46 18 671130 Email: staffan.lund@adm.slu.se

Trans in Form

Transforming rural regions by launching scenarios, new narratives and attractive urban design

Trans in Form is in line with the EU strategy for the Baltic Sea Region by bringing local authorities close to the citizens.

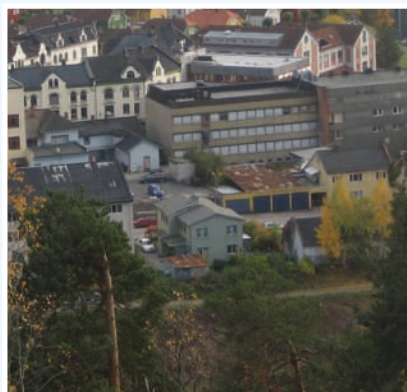


TRANS IN FORM

Regions and medium size cities in the Baltic Sea Region periphery are threatened by migration. In some rural areas, cultivated landscape and settlements are abandoned. At the same time world population is growing and cities are growing with an increasing number of problems. Rural regions, smaller towns and cities need to become attractive for labour, for young families and investments. This means the identity of these areas, i.e. transforming business life, city structures and governance need to be redesigned. Therefore, better planning tools, new development strategies and joint community projects are needed.

The project “Trans in Form” aims to introduce competitive development concepts for rural regions, smaller towns and cities. It will raise awareness among both policy makers and citizens about regional attractiveness and potential.

“Trans in Form” will design an Attractivity Barometer as a tool to analyse the situation in all regions, look further at regional scenarios and perspectives, population and labour market (SME’s). The project will make a toolbox for Regional Scenario Planning and guidelines for New Narratives and storytelling. “Trans in Form” will study best practise and produce regional improvement plans and furthermore carry out an investment pilot, evaluated by partners and professionals, which could demonstrate a possible way of redesigning and creating more interaction in public spaces. The elaboration of diverse toolboxes for analysing rural BSR, with regards to attractiveness, will give guidelines for new approaches to scenario planning together with good governance practices.



Project in keywords:

- Competitive development concepts, new planning tools and guidelines, new narratives and storytelling, new urban design.

Partnership	Local, regional municipalities, research institute from Germany, Latvia, Lithuania, Norway, Poland, Sweden
Number of partners	11
Lead partner	Municipality of Notodden
Approximate total budget	1.6 million €
ERDF funding	1.1 million €
Norwegian funding	0.5 million €
Duration	39 months (November 2009 – February 2013)
Contact person	Bjørn Frode Moen Tel.: +4735015150 Email: bmoen@notodden.kommune.no
	Alf S. Johansen Tel.: +4791337013 Email: alf@innovationcircle.net

www.tifpro.eu

Egoprise

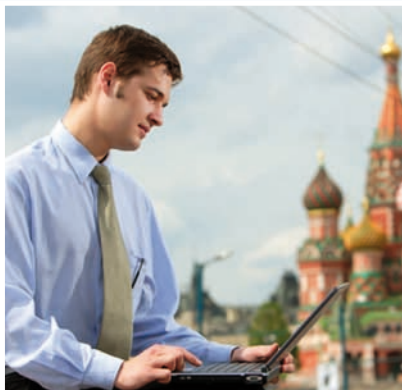
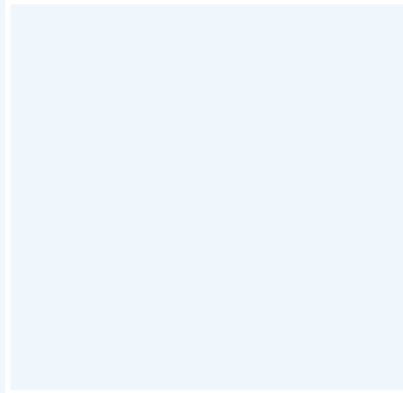
E-Government solutions as instruments to qualify the public sector for the specific needs of small and medium sized enterPRISEs (SMEs) in the rural BSR

Egoprise is in line with the cooperative action “Remove remaining barriers to the cross-border provision of services” of the EU strategy for the Baltic Sea Region.

The Directive on services in the internal European market strives for simplified procedures and formalities when it comes to the establishment of businesses and the cross border provision of services. E-government could be a solution to those challenges, but existing solutions are still not sufficiently addressing the needs of the users.

“Egoprise” aims to improve the business orientation of public services. During the project, the most challenging business-related processes and weaknesses will be identified in public sector institutions. Changes to tools, workflows and procedures will be implemented and supported by technical e-government means. The project is being carried out by a competent partnership including academic institutions, public authorities, as well as umbrella commerce organisations and local and regional authorities throughout the Baltic Sea Region.

During the project, an inter-operable web service will be developed and implemented, thus facilitating an exchange with the business community. A current example is the inefficient process of transnational business registration. A multilateral business registration web service will provide multilingual, step-by-step registration support, generate official national forms and submit them directly to the relevant public authorities. Another example is physical or virtual centres, which will improve employment services, the implementation of other e-government solutions to ease public tenders, as well as other services which will connect public authorities and businesses.



Project in keywords:

- Improving business oriented e-government services in the Baltic Sea Region.

Partnership	Public authorities, business associations and academic institutions from Belarus, Denmark Estonia, Finland, Germany, Latvia, Lithuania and Sweden
Number of partners	22
Lead partner	E-Government Association Mecklenburg-Vorpommern
Approximate total budget	2.5 million €
ERDF funding	1.9 million €
ENPI funding	0.063 million €
Duration	36 months (December 2009 – December 2012)
Contact person	Bernd Anders Tel.: +49 385 773 347 12 Email: bernd.anders@ego-mv.de

www.egoprise.eu

PEA

Public Energy Alternatives – Sustainable energy strategies as a chance for regional development

PEA contributes to the realization of the EU Strategy for the Baltic Sea Region. The project is in line with the cooperative action “Increased use of renewable energies”.

Over the last few years, the fossil energy resource costs have increased heavily and they will tend to remain at a high level and in the medium and long-term, rise continuously. Consequently, the costs for public services, such as transportation or the provision of heat and electricity, are also rising. This is contributing to a steadily increasing financial pressure for public utilities such as schools, sport facilities and the town hall and leads to heavy burdens on the local economies. In addition, small towns, often in rural areas, have to face a decreasing number of inhabitants. This leads to a negative cycle: the public bodies have a lower budget at hand, while at the same time the costs are rising, despite the lower demand. These circumstances and preconditions, together with a lack of knowledge with regards to the technical possibilities of using renewable energy on the public stakeholders and decision makers’ side, make it hard to bring about a change in the regional and local strategies for producing and using energy.

The project’s focus is on the important economic potentials that municipalities and counties could exploit by using renewable energy and focussing on energy efficiency. Its main aim is to reduce energy-related costs of public building, by identifying the possibilities of sustainable technological innovations. Within the framework of the project, Regional Energy Strategies will be elaborated upon and new financing and management models for sustainable regional energy production and management will be developed. Through different events and activities, the public’s awareness, with regards to the important topics of renewable energy and its efficient use, will be raised.

Within the “PEA” project, a web based database on renewable energy production will be established to help regions all over the BSR and beyond rethink their energy production, to raise awareness for alternative energies and to encourage municipalities and regions



Photo by Aeroclub Perleberg e.V., Karsten Heilek



Project in keywords:

- Development of Regional Energy Strategies.
- Development of tools for public energy management and production.
- Awareness and education for energy management and efficiency.

to meet European energy standards as early as possible. Web-based tools for cost benefit analysis and analysis of value added chains will be created to assist municipalities and regions when developing new models for energy production. Educational training modules on Public Energy Management, as vocational, in-job training for employees of the regions and municipalities, will be developed to enable the regions to continue their energy related approaches well beyond the project lifetime.

All the project's findings will be compiled in the Baltic Energy Compendium to be provided for general use by public institutions, to foster decision making on modernisation and restructuring processes in the public energy sector. In order for all partners to commit to working further on the energy issues tackled within PEA, a Baltic Energy Declaration will be elaborated and signed. A constant share of experience will be ensured through cooperation within the Baltic Energy Council - a network that will be founded in the framework of the project. The council will serve as a consultant and information service for all interested public organisations in the BSR regions and municipalities.

Partnership

Regional, local public authorities, associations, academic institutions from Germany, Estonia, Lithuania, Latvia, Poland and Finland

Number of partners

21

Lead partner

City of Wittenberge, Germany

Approximate total budget

3.7 million €

ERDF+Norway funding

3.03 million €

Duration

36 months (January 2010 – December 2012)

Contact persons

Annett Jura
Tel.: +49 3877984271
Email: koordinatin@wk-prignitz.de

Tim Brauckmüller
Tel.: +49 30 6098 990 0
Email: pea@atenekom.eu

AGORA 2.0

Heritage Tourism for Increased Baltic Sea Region Identity



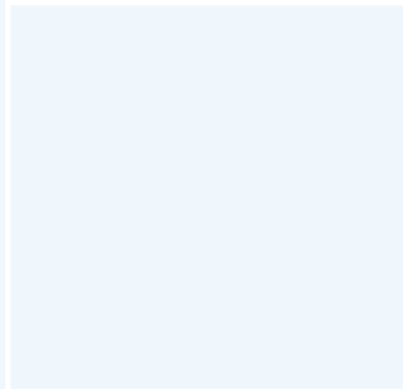
AGORA 2.0 contributes to the EU Strategy for the Baltic Sea Region by developing strategies for sustainable and environmentally-friendly tourism. It aims to improve accessibility to the natural, cultural heritage for tourism and creating a common identity for the Baltic Sea Region.

Over the centuries, countries in the Baltic Sea Region have had a long shared history and a great variety of natural and cultural resources. However, the area is still not well perceived as one single region outside its borders.

“AGORA 2.0” aims to improve the common identity of the Baltic Sea Region, based on its rich natural and cultural heritage. Heritage assets are not only interesting tourist attractions, but also relevant preconditions to enhance the business environment. The project focuses on finding solutions and looking at using them in a sustainable way. Therefore, a strategic cooperation between the heritage, tourism and business sectors will be set up. Heritage with pan-Baltic potential will be identified to strengthen tourism capacities and to make the BSR more visible.

“AGORA 2.0” will compile existing data and market research results, as well as identify source markets and respective tourism demands. A web-based Baltic Sea Heritage Tourism Information Service (BASTIS) will provide this information – with free access for tourism-based SMEs. Partners collect and assess identity-forming heritage potentials and develop a common identity profile.

Five transnational pilot groups are going to develop new solutions and innovative tourism products, based on analyses and studies on visitor perception conducted previously. Each group deals with common subjects that are typical for at least 3 Baltic Sea Region countries: Red-Brick Gothic, Castles, Forests, Shifting Sand Dunes and Stones (Rocks).



Photos by Betina Meliss

Project in keywords:

- Creating a toolbox for improving the shared identity of the Baltic Sea Region based on the natural and cultural heritage.

Partnership

National, regional and local authorities, academic institutions, NGOs (business, tourism, culture, environment), tourism associations and development agencies from Belarus, Denmark, Estonia, Finland, Germany, Latvia, Lithuania, Poland and Sweden

Number of partners	24
Lead partner	University of Greifswald, Institute of Geography and Geology, Germany
Approximate total budget	2.8 million €
ERDF funding	2.2 million €
ENPI funding	0.1 million €
Duration	36 months (December 2009 – December 2012)
Contact person	Betina Meliss Tel.: +49 3834 864541 Email: agora@uni-greifswald.de

www.agora2-tourism.net



BaltMet Promo

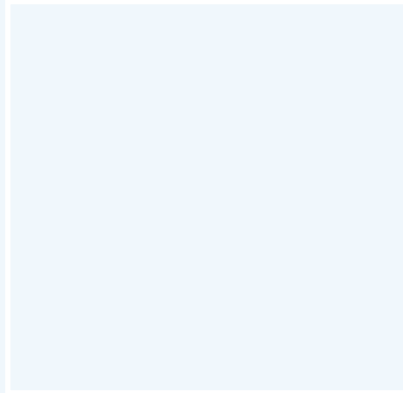
Creating promotional BSR products for tourists, talents and investors in the global markets

BaltMet Promo contributes to the EU strategy for the Baltic Sea Region by building up the regional identity, by promoting trade and by attracting more investments into the Baltic Sea Region.

Marketing and branding of the Baltic Sea Region on the global market is not yet developed in a structured and systematic way. A joint Baltic Sea Region identity as a basis for attracting tourists, talents and investors to the region does not exist.

Based on the permanent Baltic Metropoles Network (BaltMet formed by 11 major cities in the Baltic Sea Region) and the Baltic Development Forum, the project aims to join forces in promoting the Baltic Sea Region on a global scale. The project wants to attract tourists from other continents, talents from the creative sector, as well as major international investment projects to the Baltic Sea Region.

Three pilot project areas will be implemented as a test run for lasting joint promotion. In relation to tourism, service packages will be developed to catch the attention of Japanese tourists. For attracting talents from the creative sector, Japanese film makers will be targeted with special services and events. To spark investors' interests in the region, participation in selected fairs is planned, an Investor's Guide will be drafted and investment promotion organisations will be trained. All this will be accompanied by a permanent policy dialogue between key opinion leaders and decision makers from the region.



Project in keywords:

- Promoting the Baltic Sea Region on a global scale for tourists, talents and investors.



Partnership	Local public authorities, academic and business support institutions from Denmark, Finland, Germany, Latvia, Lithuania and Poland
Number of partners	9
Lead partner	City of Helsinki, Finland
Approximate total budget	2.8 million €
ERDF+Norway funding	2.2 million €
Duration	30 months (September 2009 – March 2012)
Contact person	Riikka Lahdensuo Tel.: +358931036044 Email: riikka.lahdensuo@hel.fi

ImPrim

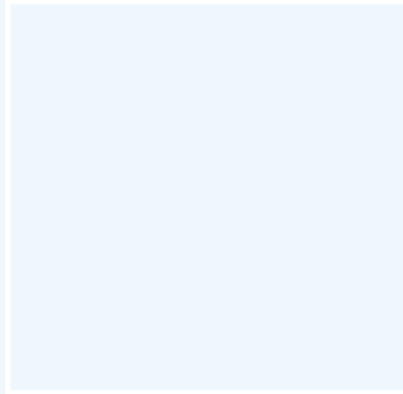
Improvement of public health by promotion of equitably distributed high quality primary health care systems

ImPrim contributes to the cooperative action “Fight health inequalities through the improvement of primary healthcare” of the EU strategy for the Baltic Sea Region.

Primary Health Care (PHC) is the level of care nearest to the community. It coordinates care with other community stakeholders, manages interfaces with other health services and thus also helps to control the costs of public health systems. Therefore, PHC is an efficient tool for health promotion & disease prevention and helps increase the attractiveness of regions. While the importance of PHC is without controversy, the availability of high quality PHC personnel and resources is a big challenge for all Baltic Sea Region countries.

The project aims to promote equitably distributed, high quality primary health care services in the Baltic Sea Region, in order to increase the cost-efficiency of the public health system and to counteract communicable diseases more efficiently, as well as health problems related to social factors. The project tackles three core areas: access to PHC, financial resources for PHC, and professional development of PHC staff.

The project will produce a new incentive payment scheme and an operational system of evidence-based quality indicators, as well as developing a set of proven measures to recruit and retain doctors and other health professionals in less attractive areas. Furthermore, the project will prepare a strategy on professional development of PHC in the Baltic Sea Region, compile recommendations for avoiding brain drain within and between countries and make evidence-based PHC practices for counteracting communicable diseases available. The project will also prepare a model solution for incorporating PHC in regional development plans and recommendations for promoting equal distribution of PHC.



Project in keywords:

- Primary Health Care services (PHC), access to PHC, financial resources for PHC, professional development of PHC staff.

Partnership	Local, regional municipalities, research institute from Belarus, Finland, Latvia, Lithuania, Poland, Sweden
Number of partners	13
Lead partner	Swedish Committee for International Health Care Collaboration
Approximate total budget	2.3 million €
ERDF funding	2.2 million €
ENPI funding	0.2 million €
Duration	42 months (December 2009 – June 2013)
Contact person	Wenche Stribolt Tel.: +46 8 441 33 50 Email: wenche.stribolt@oek.se

www.oek.se/imprim





Radisson SAS

marie claire Kodutch DELF

DELTA

Imprint

© Joint Technical Secretariat of the Baltic Sea Region
Programme 2007-2013

We would like to thank the projects for the photos and
for their help in editing texts.

Editing: Joint Technical Secretariat
Design & Printing: ArtBerries, info@artberries.lv
Printed in January 2010



Baltic Sea Region

Programme 2007-2013



Part-financed
by the
European Union

Joint Technical Secretariat Rostock/Riga

Investitionsbank Schleswig-Holstein
Grubenstrasse 20
18055 Rostock, Germany

Phone +49 381 45484 5281

Fax +49 381 45484 5282

email info@eu.baltic.net
eu.baltic.net

State Regional Development Agency
Ausekja iela 14-6
Riga, LV-1010, Latvia

Phone +371 6 735 7368

Fax +371 6 735 7372

email info@eu.baltic.net
eu.baltic.net