Implementation Report of the EU Strategy for the Baltic Sea Region 2013
Priority Area Tourism

1. <u>Concrete results achieved since the last reporting in 2011</u>

Under the given conditions as to policy, funding instruments and economic structure of the tourism sector, the implementation of Priority Area (PA) Tourism cannot be but a long term process. In order to be sustainable, the development of tourism cooperation in the Baltic Sea region (BSR) strives to offer an added value to its stakeholders while the competitive nature and resulting fragmentation of the sector has to be taken into account.

A multilevel cooperation has been developed over the last years which involves tourism ministries, destination management organizations, universities, and other public entities at national, regional and local level. This cooperation is not evenly developed across the Baltic Sea region. So far, most of the key partners in this cooperation have come from the southeastern part of the region.

The involvement of the private sector is still weak which might be due to the fact that the activities are mostly focused on the exchange of experience and the improvement of communication and networking in the sector. In addition, most of the companies in the sector are micro and small companies which do not have the resources to enter into processes where the outcome is open and where public funding is not available to them. In fact, in the relevant EU ETC programmes in the BSR, companies are not eligible for funding and probably will not be in the programme period 2014 - 2020.

Against this background, the activities of the coordinator focused on the following issues since the last reporting in March 2011:

- <u>Promoting the cooperation among different tourism related projects</u>: This activity serves the objectives to use available resources more efficiently and to better exploit the tourism potential in the region. Starting point was the result of an analysis on behalf of the lead partner of the former Flagship Project (FP) 12.9, the Marshal´s Office of Pomorskie Voivodeship and the Pomorskie Tourist Board about ongoing ETC-projects in the Baltic Sea region. At that time, 82 tourism related projects with about 100 mio. Euro ERDF co-financing were identified. Most of these projects ran on the level of the cross-border-cooperation programmes, without any instrument to assess their synergy potential and to effectivey link these projects where appropriate. With a non-paper of 9. June 2011, the coordinator initiated a discussion on how to interrelate activities of thematically „like-minded" projects across different ETC programmes and the respective priority area within the EUSBSR (see <u>Annex II</u>). This ideas has been taken up in the draft operational programme of the EU BSR programme 2014 - 2020 where it is currently discussed to have a clustering of projects across different programmes that support the implementation of a EUSBSR PA / Horizontal Action (HA). Under the condition of its approval, this instrument would offer a possibility to cluster tourism projects in the Baltic Sea region under the umbrella of the implemenation of PA Tourism which would mark a great progress in comparison with the current situation.

- <u>Promotion of PA Tourism</u>: In the reporting period, the coordinator was actively involved in 21 international conferences, seminars and workshops in the field of tourism as speaker or moderator in order to promote the objectives and to report on the activities in PA Tourism. An overview of the respective events is attached in <u>Annex I</u> of this report. These events show the range of partners and topics addressed by the coordinator. The list comprises also those events that were organized by the coordinator or the FP lead partners in this PA.

- Strengthening of the cooperation with key stakeholders in tourism: Through the technical assistance provided by the European Union, the coordinator was enabled to build up a deeper cooperation with key network partners, first of all with those responsible for the organization of the annual Baltic Sea Tourism Fora (BSTF). As a result, this networking format could be strengthened. The 5th Baltic Sea Tourism Forum, which was financially supported by the coordinator, took place in Rostock on 14.-15. November 2012 and attracted about 130 tourism stakeholders. A declaration was adopted by the forum that underlines the economic role of the sector, and formulates the objectives of tourism cooperation and joint proposals for the EU programmes 2014 - 2020 in the region (see also Section 4. of the report and Annex III). It was prepared in a joint effort by a group of representatives of EU projects in the field, destination management organisations, ministries, universities, the UNWTO and the PAC. This intensified cooperation is a precondition for the establishment of a performing cooperation structure in the future in line with the objectives of PA Tourism.
  In addition, through the close cooperation of the Swedish Institute and the coordinator, the so far weak level of involvement of partners from Sweden could be raised visibly, e.g. through projects in the field of a museum network or the support for tourism SME.

- Facilitating the development of new (seed money) projects: One objective of the 5th BSTF in Rostock was to stimulate the cooperation in projects. To this end, funding sources that are available during the transition period between the EU programme cycles were presented (EUSBSR Seed Money Facility, CBSS Project Support Fund, Swedish Institute funding instruments) and new project ideas and initiatives discussed. Also as a result of the BSTF, new cooperation projects are on track. In the case of the Swedish Institute, two tourism related seed money projects have received funding since then, one on the development of a museums network with a focus on the Baltic Sea identity and tourism, the second one on support mechanisms for tourism SMEs. In the first evaluation round of the EUSBSR Seed Money Facility (SMF), one tourism project application - SPORTOUR - was approved which deals with the joint marketing of sports and outdoor events. The coordinator accompanied the elaboration of these projects and served as a feed-back partner in this process.
  From the coordinator´s point of view, the overarching objective of the development of new tourism projects is to profile the whole Baltic Sea region as a tourism destination. Projects should contribute to develop this profile in their specific field of action, be it cultural and natural heritage tourism, coastal and maritime tourism, rural and activity tourism, just to mention the more prominent aspects. To make the tourism potential of the region visible, accessible and marketable is an important prerequisite to finally brand the Baltic Sea region.

2. Added value of the implementation for the objectives and sub-objectives of the Strategy

PA Tourism contributes to the objectives "Increase prosperity" and here to the sub-objectives "Global Competitiveness" and "Europe 2020". In addition, it adds to the sub-objective "Connect the people" under the objective "Connect the region".

The economic relevance of the tourism sector is considerable in terms of employment and turnover. In the Baltic Sea region, tourism shows a dynamic development in most of the countries, thus stabilizing and promoting the economic development. It is a key sector in rural areas, it triggers self-employment, entrepreneurship and growth, stimulates investment and the capitalization of the nature and cultural heritage. Its relevance for the competitiveness of the EU and the implementation of the Europe 2020 Strategy is evident.

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PA Tourism is focused on the exploitation of synergies that a stronger cooperation within the tourism sector and also with regard to the cooperation with other sectors in the Baltic Sea region may offer. The pace and the scope of the implementation are closely related to the scarce funding available for such activitities at transnational level and the still limited operational capacities of the tourism cooperation structures in place.

Tourism cooperation partly also addresses the issue of a „Baltic Sea identity". Among others, it is focused on the promotion of the common heritage of the region, and in doing so, helps to implement the sub-objective "Connect the people". One example is the project „AGORA 2.0 – Heritage Tourism for Increased Baltic Sea Region Identity" which developed the „6 Baltic Sea Wonders" online contest with the aim to identify the most popular sites and characteristics of the common natural and cultural heritage of the region. In addition, PA Tourism and PA Culture have started a continuous exchange which might also lead to synergies as to a common view on the Baltic Sea region.

3. Main problems and challenges to be addressed and solutions found

A major challenge for making faster progress is and remains the availability of funding for tourism-related projects at transnational level. In this context, two aspects are highlighted:

The first aspect refers to the difficulty for FP to acquire funding: The FP on the promotion of tourism in rural areas, especially coastal ones (former FP 12.7). The former lead partner, the region of Southwest Finland and Turku Touring resigned from this role as it was no longer possible to safeguard the financial resources necessary to properly develop this FP. During the first two years of implementation, the lead partner was able to get funding through a Finnish ERDF programme and regional sources. Various workshops were organised and a social media network was established. In order to put the implementation on a more long-term and financially stable basis, the lead partner submitted of project proposal in the EU BSR programme which was rejected in spring 2012. The elaboration of a transnational project is a costly and time-consuming effort. As it was not possible to acquire other funds for this FP, the lead partner resigned from this task.

The second aspect refers to the EUSBSR Seed Money Facility (SMF). As it is the first funding instrument that is explicitly related to the EUSBSR, it has brought an additional momentum in the implementation process, also in PA Tourism. It also makes a difference as to the role of the PACs / HALs in the SMF application procedure: Applicants need to find out if their project idea is compatible with the implementation of the respective PA / HA and if necessary adapt to it. Through this role, PACs / HALs have become more relevant to stakeholders. This is not the case e.g. for the ETC programmes in the region, where the PACs / HALs are not involved in the decision-making processes. This situation can be considered to be the major cause why ETC projects in principle have no incentive to connect themselves to the implementation process of the EUSBSR unless the project partners have an immediate role as coordinators or FP lead partners in a PA / HA. Regardless of the advantages of the SMF, for tourism the key challenge remains to acquire funding for FPs, not the least for the concepts that will be elaborated through the seed money projects.

Another challenge that had to be tackled with was to find a solution for the currently vacant FP on the promotion of tourism in rural areas, especially coastal ones. A process was launched in order to find a solution for how to continue with this FP. With regard to the future priorities in the fields of rural, coastal and maritime tourism, the coordinator carried out a stakeholder consultation in early 2013. As one result, rural tourism and coastal and maritime tourism shall be pursued in different projects. In the following, separate workshops were organized in April and May 2013 where possible outlines of future projects were discussed with dedicated stakeholders in these fields. As an outcome of these activities, it is expected that two project applications in the aforementioned areas in the SMF will be developed until autumn 2013.

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4. <u>Next steps planned in order to improve the implementation and involvement in the preparation of the programming period 2014-2020</u>

The coordinator has taken an active role to formulate a <u>common position of the tourism stakeholders</u> in the Baltic Sea region in order to give an input to the preparation process for the operational programmes 2014-2020. The common position was adopted at the 5. BSRF in Rostock (see also Section 1. of the report and <u>Annex III</u>). In the following, the declaration was sent to key stakeholders that are involved in this programming process and was referred to in various presentations.

The general perception of the tourism sector does not correspond to its role as a sizeable employer and an economic motor. At the same time, the sector has to face an increasing global competition and cope with demographic trends, changing tourist behavior, climate change, the accelerating use of innovative technologies while its structure is dominated by SMEs.

Nonetheless, tourism will not be eligible for funding in the future EU BSR programme. In March 2013, the coordinator recommended to DG Regio to <u>advocate the following approach</u> within the European Commission: Projects based on partnerships from one macro-region like the Baltic Sea region should be considered eligible for funding in the EU internal policies programmes. This would make these sectoral funding instruments also accessible to and relevant for the implementation process of macro-regional strategies. Usually, these programmes require projects to cover a broader geographical scope across the EU. Macro-regional projects should be considered to also contribute to EU integration as a whole. In the case of tourism, this would mean that project consortia from the Baltic Sea region would be eligible for funding in the future programmes of DG Enterprise like the <u>COSME programme</u>.

Apart from the funding issue, it is intended to establish a <u>Steering Group</u> according to the recommendation of the European Commission that comprises representatives of the national tourism ministries and / or the national destination management organisations. The role of this body would be to focus on common matters of tourism policies in the Baltic Sea region and to tackle with strategic questions of cooperation. It would complement the work that is done in the Joint Committe of PA Tourism which serves as a tool for coordination between coordinator and FP lead partners.

In addition, it is also looked into the possibility establish a competence center for tourism cooperation in the Baltic Sea region. This center could take care of the operational aspects of cooperation like the development of new tourism projects and the clustering of ongoing projects, networking with key stakeholders also beyond the tourism sector itself, and the involvement of the private sector.

5. <u>Main uses of Technical Assistance</u>

The EUSBSR Technical Assistance (TA) which was granted to the coordinator in November 2011 has been mostly used to finance major tourism stakeholder events like the PA Tourism conference in May 2012, the Baltic Sea Tourism Forum in November 2012 in Rostock and the upcoming BSTF in September 2013 in Ringsted. This focus on networking and stakeholders has helped to achieve a higher visibility for tourism cooperation and to strengthen the cooperation structures in the Baltic Sea region. In addition, the TA has been used to carry out a study on how the Baltic Sea region presents itself as a tourism destination in the internet. The study has provided a valuable input for the work about the foci

of and approach to tourism cooperation. Furthermore, the TA was used to buy roll-ups and other PR materials, and it is intended to also use TA money to revise the PA Tourism website in the second half of 2013.

6. Steps to implement the roles and responsibilities as a PAC

On the basis of the report in the above sections 1. - 5., it can be stated that the coordinator actively implements his role and responsibility with regard to

- the cooperation with relevant stakeholders, with a view to further strengthen these activities by setting up a Steering Group and by promoting the establishment of a competence center for tourism cooperation in the Baltic Sea region;
- facilitating policy discussions in the Baltic Sea region regarding PA Tourism, especially as to the question of funding;
- maintaining a dialogue with bodies in charge of implementing programmes and financial instruments, especially with the EU BSR programme, the South Baltic Programme, CBSS and SI;
- facilitating the development and implementation of actions, flagship projects and seed money projects;
- ensuring communication and visibility of PA Tourism through the active participation in and organisation of conferences and workshops, and the homepage.

In addition,

- the results and recommendations of the FP on sustainable tourism strategies for the Baltic Sea region (former FP 12.10) will be presented during the 6. BSTF in September 2013 to tourism stakeholders;
- the coordinator is in a regular contact with the coordinators of PA Education, PA Culture and the leader of HA Multilevel Governance in order to exchange on the respective implementation activities;
- the coordinator actively contributed to the revision of PA Tourism in the EUSBSR Action Plan.

Further work needs to be done in the field of targets and indicators for PA Tourism.

signed
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Annex I

Events where PA Tourism was presented (March 2011 - June 2013):

1. "Nature Tourism Conference", organised by the Latvian Country Tourism Association "Lauku Celotajs, Riga, 22. March 2011;
2. Workshop "Common Future for Baltic Tourism" of FP 12.7 (Tourism in rural and coastal areas), Turku, 12. May 2011;
3. Baltic Sea Tourism Forum (BSTF), Sopot, 18. May 2011;
4. Round Table „Mare Balticum – Tourism Cooperation in the Baltic Sea Region: Experiences and Perspectives" at the fringe of the meeting of the foreign ministers of Estonia, Germany, Latvia, Lithuania in Binz, 24. August 2011;
5. Workshop "Common Future for Baltic Tourism II" of FP 12.7 in Turku, 14. September 2011;
6. EU – Russia Cooperation in the Baltic Sea Region Conference, Kaliningrad, 22. September 2011, participation in a panel discussion;
7. Final conference of the EU-Project „Parks and Benefits" in Sellin, 10. October 2011;
8. 2. Stakeholder EUSBSR Stakeholder Forum, presentations in the panels on regional identity and on alignment of funding, Danzig, 25. Oktober 2011;
9. IX. Southern Baltic Sea Parliamentary Forum, Kiel, 12. March 2012;
10. Conference "Building A Baltic Sea Tourism Region - Towards a Cooperative Approach of the Council of the Baltic Sea States and the EU Strategy for the Baltic Sea Region", which was jointly organised by the Council of the Baltic Sea States and the State Chancellery of Mecklenburg-Vorpommern in its role as PAC Tourism, Rostock-Warnemünde, 3. / 4. May 2012;
11. Conference „Past - Present - and Future: Cooperation along the historical Amber Route", organisedby the UNWTO and the lithuanian Ministry of Economics, Vilnius, 26. / 27. June 2012;
12. Seminar „The Baltic Sea Region 2025 - 25th Anniversary Seminar of the Pan-European Institute", organised by the Pan-European Institute at the Turku University, Turku, 25. October 2012;
13. Joint conference of the Sea Tourism Commission (BTC) und EU project AGORA 2.0, Sopot, 8.-10. November 2012;
14. Workshop "Towards a Baltic Sea cluster development knowledge and business hub " des EU-Projekts Enjoy South Baltic, organised by the Marschall Office of the Vojewodship Pomorskie, the Pomorskie Tourist Board and the Cluster Development Centre Bornholm, Gdansk, 30. / 31. January 2013;
15. Baltic Media Forum "Course Northeast - Chances and prospects in the Baltic Sea Region", jointly organised by the Norddeutscher Rundfunk, Academia Baltica and the Land Schleswig-Holstein, Berlin, 19. April 2013;
16. Workshop on rural tourism cooperation, jointly organised by the Mecklenburg-Vorpommern Tourist Board and the Coordinator for Priority Area Tourism, Gut Dalwitz, 18. April 2013;
17. Workshop on coastal and maritime tourism, organised by the Coordinator for Priority Area Tourism, Schwerin, 16. May 2013;
18. European Maritime Day 2013, Workshop "EU Regions: pathway to boost maritime coastal tourism", jointly organised by the Conference of peripheral and maritime regions (CPMR) and the City of Gothenburg, La Valetta, 22. May 2013;
19. Danube Parliamentarian Floating Conference, Tourism session, organised by the Danube Competence Center, Linz, 20. - 25. May 2013;
20. General Assembly of the Baltic Sea Commission / Conference of peripheral and maritime regions (CPMR), Bodö, 31. May 2013;
21. Conference "Creativity and cooperation in the South Eastern Baltic Area", mainly organised by the Council of the Baltic Sea States (CBSS), Kaliningrad, 7. June 2013.

Schwerin, June 9, 2011

Non-Paper
on the involvement of ERDF-co-financed projects
under the European Territorial Cooperation
in the implementation of the EU-Strategy for the Baltic Sea Region

One of the basic requirements for the implementation of the EU-Strategy for the Baltic Sea Region (EUSBSR) is the alignment of funding. The focus of this Non-Paper is on the involvement of ERDF-cofinanced projects under the European Territorial Cooperation objective (ETC). From the viewpoint of priority area tourism, an analysis of the current situation is provided on the basis of which a proposal for action is made.

In the framework of the implementation of flagship project 12.9, the lead partner, the Marshal´s Office of Pomorskie Voivodeship in cooperation with the Pomorskie Tourist Board, carried out an analysis about ongoing ETC-projects in the Baltic Sea Region. The study was closed in February 2011.

In the study, twelve ETC programs were analyzed whose program areas fully or partly belong to the Baltic Sea Region, among them ten INTERREG IV A and two INTERREG IV B programs. According to the assessment of the author of the study and on the ground of the information available, 82 tourism related projects with about 100 mio. Euro ERDF co-financing were identified. 76 of the respective projects receive funding in the framework of a cross-border cooperation program. A comprehensive list of the analyzed projects and programs is attached to this paper. The complete study will be published soon on the website of priority area tourism.

Being aware that the list of projects may be incomplete due to information restraints, the major conclusions seem to be clear. At least in the area of tourism, there is a potentially strong relevance of projects that receive ERDF-funding in the ETC cross-border cooperation programs. So far, the experience in the cooperation with these projects in the framework of implementation of priority area tourism has been weak. Basically, it is a matter of allocation of resources:

- In the average ETC project, an active involvement in the implementation of the EUSBSR is not foreseen. Accordingly, there is no budget to pay for travel expenses or workshops that refer to the EUSBSR. Relevant actitivities would have to be paid with funds outside of the project, especially when the activities take place outside of the respective program area.
- There is no incentive to get involved into the implementation of the EUSBSR. Human and financial resources are limited, an involvement in the EUSBSR would mean an additional "burden" that generally has no priority for the project partners, unless the project is directly linked to a flagship project or priority area. In the monitoring and control of the projects, EUSBSR-activities are irrelevant as the involvement in the strategy is not a binding criterion in the grant agreement. In other terms: The priority area coordinators (PACs) have no other reference point than the goodwill of the lead partners to become a part of the EUSBSR. The picture might be different if the respective priority area is connected to some form of intergovernmental cooperation like in the field of environment, energy or security.

In a few cases, the PAC was addressed by a Joint Technical Secretariat (JTS), asking for the confirmation that approved projects are considered to be relevant for priority area tourism. In the following, the lead partners of the selected projects were contacted by the PAC - with almost no reaction. Also when the study was carried out, the readiness to contribute was poor.

On the other hand, a positive experience was made when the lead partner of flagship project 12.10 on sustainable tourism, the University of Greifswald, invited ETC-projects for a whorkshop to Greifswald at the end of January 2011. There were four INTERREG IV B Baltic Sea Program projects and three South Baltic Program projects that attended the meeting. The participation of projects and finally the success of the meeting was not the least made possible by the fact that Greifswald is a part of the South Baltic Program area, and that the partners of the different projects knew each other already before the meeting.

By its nature, the EUSBSR is about cooperation. This may be the reason why the alignment of funding under the Convergence or Competitiveness Objectives is a challenge as they mostly have a purely national or regional focus. Therefore, the active involvement of the ETC programs in the Baltic Sea Region in the implementation of the EUSBSR seems to be even more essential. But labelling in itself is irrelevant for implementation as long as it does not result in some further input. Not every ETC project might be appropriate for a further networking beyond the project borders like in the case of smaller infrastructure investments. But wherever a project is about the development of joint solutions for common problems or the strengthening of cooperaton, it also has the potential to contribute to the EUSBSR. As the ETC programs have already committed their budgets for the period 2007 - 2013, or will have very soon, there will be a gap of support for useful project proposals in the years to come. The more it seems necessary to generate some synergies of existing projects and to prepare for the next programming period after 2013.

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Proposal
Against this background, it is proposed to develop a clustering-initiative on the level of the ETC programs in the Baltic Sea Region that 1. allows to bundle the activities of a program area towards the EUSBSR and that 2. provides an interface for cooperation towards the priority area coordinators and the flagship project lead partners and the other ETC programs in the region. Upon a voluntary basis, an ETC program may designate an "EUSBSR facilitator" that would act as a supporter and motivator for the projects in the respective program area in order to get them involved, either directly or through the assistance of the facilitator, in the implementation of the priority areas of interest. On behalf of funded projects, the facilitators may attend workshops and conferences also outside the program area, report back and involve actors on site. The facilitators could help to translate and articulate interests of the respective order region in the implementation process and could also organise workshops and events for this purpose within the program area. With the end of the calls in the individual programs, the program management enters into another phase. Monitoring and assistance of projects become more important. These activities require a closer contact with the lead partners and could be very well complemented by the profile of an "EUSBSR facilitator" as described above. This approach could also help to maintain interest in the EUSBSR during the "desert phase of funding" until 2014-2015.
The activities of an "EUSBSR Facilitator" could be financed through the technical assistance of the respective ETC program as far as they refer to travel expenses or the cost of organising a workshop. In some cases, it might be possible to run such activities in the framework of an individual project under the leadership of a kind of EUSBSR activist group of actors within a program area. Other approaches might be possible and should be discussed. Regardless of the approach opted for, it seems important to support the invovlement of the ETC projects to the EUSBSR implementation.

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List of projects analyzed within the scope of FP 12.9 (state: February 2011)

Number		Program / Project
1		**Program: Baltic Sea Region**
	1	Baltic Green Belt
	2	Parks&Benefits
	3	Eco-Region
	4	BaltMetPromo
	5	Agora 2.0
2		**Program: Northern Periphery**
	1	NPP Sustainable Hunting Tourism - business opportunity in the Northern Europe 1.2
3		**Program: NORD**
	1	Border Route
	2	Tools to develop Tourism in Varanger region and North Lapland
	3	Region Arctica
	4	Development of destination and future for trade and Tourism in the region of Haparanda – Tornio
	5	War-opera
4		**Program: Botnia - Atlantica**
	1	Världsarv i samverkan 63 grader Nord (Heritage development in cooperation at the 63rd latitude)
	2	Skogens kulturarv i Kvarkenregionen (Forest heritage in Quark area)
	3	Utbildning och certifiering av natur- och kulturguider (Training and certification for tourist guidebooks concerning natural tourist and cultural attractions of the area)
	4	Cross-media design för besöksnäring och turistmiljöer (Designing new media technologies intended to develop tourist industry and the environment)
	5	Gränslös fisketurism (Fishing tourism without borders)
	6	Res och ät (Travel and eat!)
	7	Sju Broars skärgård och Södra Lapplands fisketurism (Fishing tourism in the Seven Bridges Archipelago and Lapland)
	8	Visit Kvarken (Visit Quark region)
5		**Program: Central Baltic**
	1	BASAAR - Baltic Sea - Asia Agenda for Regions in a Globalising World
	2	BENCH - Beneficial business relations between the Central Baltic region and China
	3	QUADRUPLE - Quadruple helix Central Baltic
	4	GoVeSa LINK - Linking Gotland-Ventspils-Saaremaa for sustainable development
	5	CulturalTourism2011 - Developing cultural tourism as a joint network in Capitals of Culture 2011

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Number		Program / Project
	6	INFACTO - International food and activity Tourism
	7	BSI - Branding scandinavian Island
	8	GEOISLANDS - Fostering geotourism on Central Baltic Island
	9	SHIPWHER - Shipwreck heritage: digitizing and opening access to maritime history sources
	10	DEVEPARK - Sustainable historic park management and development in Finland and Estonia
	11	BACES – Baltic Archipelago and Island Centre
	12	FIR – Friendly Island Routes
6	**Program: South Baltic**	
	1	Baltic Museums 2.0 (Joint development of cross-border tourism information products by South Baltic oceanographic museums)
	2	Four Corners Heritage (Developing the Four Corners as a sustainable destination based on natural and cultural heritage)
	3	SEASIDE (Developing excellent cultural destinations in the southern Baltic area)
	4	UNITED (United in diversity)
	5	BalticMuseums 2.0 Plus
	6	RECreate Revitalisation of the European Culture Route in theSB Area, Pomeranian Way of St.James
	7	Art Line
7	**Program Öresund – Skagerrak - Kattegatt**	
	1	Öresund som cykelregion (Öresund as a region for cyclists)
	2	AMAPROF Öresund
	3	Coasts of the Future
	4	Discover Oresund through regional culinary heritage
	5	Hav möter land - sustainable use of the unique values of the sea and coastal areas of Kattegat & Skagerrak
	6	IKON - Interregional Cultural Experience Network
	7	LISA - The development of rural communities in Scandinavia
	8	Nordiske cykelbyer (Nordic cycling cities)
	9	Rekreativa rutter (Recreative routes)
	10	VER-DI - protection and value creation-nature protection areas as a resource for sustainable economic development
	11	Öreferie – sustainable tourism in the landscape of the Öresund region
8	**Program Syddanmark – Schleswig – K.E.R.N.**	
	1	Dänisch-Deutsche Fahrradstädte (Danish and German cycling cities)
	2	Ganzjahres – Erlebnisregion (Adventure region all year long)
	3	Bones4Culture: Kulturerbe erhellt deutsch-dänische Identität

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Number	Program / Project
	(Bones4Culture: cultural heritage as an element of common German and Danish identity)

Sjælland - Ostholstein - Lübeck - Plön Program

9	1	Cruising Fehmarnbelt (Sailing in Fehmarnbelt Strait – German and Danish cooperation of clubs and other organizations in smaller marines of the Fehmarnbelt Strait area)
	2	Baltic Sailing 2
	3	Baltic Bridge II – The Information Highway of the Past
	4	Destination Fehmarnbelt
	5	Baltic Flyways

Program Mecklenburg-Vorpommern/Brandenburg - Zachodniopomorskie

10	1	Natural attractions of Uznam and Karsibór islands
	2	Building cycling routes in Pomerania Euro region at the section between Pilchowo and Tanowo to Bartoszewo and in Pasewalk, within the frameworks of extension and connection of the cross-border system of cycling routes.
	3	Building a cycling route Ustronie Morskie - Kołobrzeg - Dźwirzyno and Barth within international seaside cycling route No. 10
	4	Organizing Information Centres and development of infrastructure in touristically attractive places in Ziethen and Moryń for intensive tourist exploitation of landscapes shaped by a glacier at both sides of Odra River (Geopark Kraina Polodowcowa nad Odrą - Postglacial Region on the Odra River)
	5	Developing the infrastructure of Water Tourism Centre in Schwedt over Odra River and building the central Embankment in Gryfino in order to intensify cross-border water tourism
	6	Development of "Europejski Park Hugenotów" [European Huguenots Park] in Schwedt over Odra River and revitalization of the Natural Park "Dolina Miłości" [Love Valley] in Zatonia Dolna, as cross-border centres of culture and recreation
	7	Cross-border Polish - German professional training in hotel industry and gastronomy in POMERANIA Euro Region.
	8	Cross-border connection Świnoujście - Kamminke at Uznam island.
	9	Revitalization and change of functions for railway stations Groß Schönebeck and Drawsko Pomorskie
	10	Life in the area of Zalew Szczeciński [Szczecin lagoon] and Puszcza Wkrzańska [Wkrzanska Primeval Forest], ecological education and history.
	11	Ecologic revival, touristic and environmental development of Polish and German parts of Odra River reception basin.
	12	Infrastructure connecting Polish and German boroughs and cities Mark Landin, Brüssow, Carmzow-Wallmow, Schenkenberg, Schönfeld, Mescherin, Angermünde, Schwedt over Odra River, Banie, Cedynia, Chojna, Gryfino, Kołbaskowo, Stare Czarnowo and Trzcińsko-Zdrój
	13	Cross-border promenade between Swinoujście and Heringsdorf Borough.

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Number	Program / Project
Latvia - Lithuania Program	
1 1	
	1	ClayTour - Development of Creative Tourism through the creation of Clay Art Centres in Daugavpils and Utena
	2	STELLA – Sustainable tourism development at Kupiskis Lagoon (Lithuania) and Lake Luban (Latvia)
	3	Water Joy - Joint water-based tourism offering in Latgale region and Utena county
	4	ActiveTour LV-LT - Improvement of Active Tourism in Border Region
	5	New Quality Image - New Quality Image and Infrastructure Development in Remote Border Towns- Zarasai and Kraslava
	6	Museum Access - Development of Accessible and Attractive Museums in Zemgale and Northern Lithuania
Program Estonia – Latvia	
1 2	
	1	Active Tourism - attractive feature of Madona and Polva
	2	Beach Hopping – Towards the Blue Flag on Baltic Beaches
	3	Increasing the attractiveness of Valga-Valka
	4	One vacation - two countries – Raising the Attractiveness and Competitiveness of Northern Kurzeme in Latvia and Saaremaa Island in Estonia
	5	ViSoEst by Bike – Go Cycling Through Vidzeme and Southern Estonia
	6	BayLink – Baltic Small Harbour Network

Source: Doradztwo i Szkolenia TREK Jacek Zdrojewski on behalf of the Pomorskie Tourist Board

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Annex III

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FORUM DECLARATION

ADOPTED BY THE 5th BALTIC SEA TOURISM FORUM
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The 5th Baltic Sea Tourism Forum "Tourism Cooperation in the EU Programme Period 2014 - 2020", convened in Rostock, Germany, 14-15 November 2012, attracted participants from all countries bordering the Baltic Sea and beyond. They discussed the perspectives of tourism co-operation in the Baltic Sea Region with regard to the next EU programme period 2014 - 2020 and the implications of the Europe 2020 Strategy, the EU Strategy for the Baltic Sea Region and the Strategy of social and economic development of the North-West Federal District of the Russian Federation until 2020.

Since its first convention in 2008, the annual Baltic Sea Tourism Fora (BSTF) have contributed to building a closer co-operation in the tourism sector in the Baltic Sea Region (BSR) by offering a platform for exchange of information, best practice, and the promotion of new projects among practitioners and for debate among the relevant representatives in tourism policy. A close interaction with Priority Area Tourism in the EU Strategy for the Baltic Sea Region (EUSBSR) has been developed, which strongly supported the BSTF 2012.

The participants of the 5th BSTF call on the governments in the BSR, the Council of Baltic Sea States (CBSS), the EU and the authorities responsible for preparing the EU programme period 2014 - 2020, as well as tourism organizations and networks, relevant projects, and further tourism stakeholders,

regarding the economic relevance of the tourism sector in the BSR,

1.   to take account of the contribution of the tourism sector to the economic, social and environmental development in the BSR, being the third-biggest sector in the EU economy in terms of turnover and number of employees, and its proven ability to create jobs and to promote Europe's competitiveness due to its labor intensive nature and cross-cutting impact;

2.   to acknowledge the important role that the tourism sector can play for the implementation of the Europe 2020 Strategy and the EU Blue Growth Strategy;

3.   to strengthen the role of international incoming tourism to profile the BSR at global scale, not only as a sustainable, high-quality destination but also as a place to do business, to work and to live;

4.   to support the tourism sector to meet the major challenges that it is confronted with, namely the increasing global competition, the demographic trends and changing tourist behavior, climate change, a growing sensitiveness to sustainability, and the accelerating use of innovative technologies;

5.   to take into account the prevailing SME structure of the sector which makes a case for appropriate support and co-operation structures, e.g. with regard to market information, training, the development of a competitive tourism offer and its successful marketing;

regarding the role of tourism co-operation,

6.   to continue efforts towards the development of a tourism policy framework for the BSR, stating common objectives and actions, which also permits to commit the necessary resources;

7.   to further develop the creation of a permanent co-operation platform at transnational level with the Baltic Sea Tourism Forum at its core for continuous collaboration on the basis of a multilevel process;

8.   to explore and identify new areas of co-operation at transnational level, also with a view to prepare for the EU programme period 2014 - 2020;

9.   to get involved in smart specialization processes by entering into an entrepreneurial learning process with tourism-related fields like science and technology, social media, health, nature, cultural heritage, experience economy, creative industries etc.;

regarding the preparation of the EU Operational Programmes 2014 - 2020 in the BSR,

10.   to make tourism co-operation eligible for funding in the relevant European Territorial Cooperation programmes 2014 - 2020 and to facilitate the cooperation with non-EU partners, especially from the Russian Federation,;

11.   to strengthen the commitment of relevant sectoral policies to tourism, e.g. in transport and infrastructure, employment, rural development, environment, SME, technology and innovation, culture, education and training, foreign policies (travel facilities) and maritime policy;

12.   to further develop the clustering of like-minded projects across different EU programmes, involving also other relevant actors, in order to foster the integration of know-how, to exploit synergies and to possibly trigger smart specialization activities at transnational level;

13.   to make each co-operation project elaborate a durable ex-post perspective with a focus on the subsequent use of the expected project results and through the early involvement of potential catalysts outside the project;

14.   to consider the eligibility for funding of small scale investments for prototypes in order to improve the development of a long-term and possibly market-related perspective of project results.

The participants welcome the kind offer of VisitEastDenmark to host the **6th Baltic Sea Tourism Forum** in 2013 in co-operation with Priority Area Tourism in the EUSBSR.

Rostock/Germany, November 15, 2012