



Foto: Hanse-Sail, Rostock

## Priority Area Tourism – State of play, funding and outlook

Wolf Born, State Chancellery Mecklenburg-Vorpommern  
Baltic Sea Tourism Forum, Ringsted, 25. September 2013



## Topics

- Baseline information on PA Tourism
- New projects and initiatives
- Setup of the Steering Committee
- Funding
- Agenda for 2014



## Evolving Frame: EU Strategy for the Baltic Sea Region

- Rationale: More efficient use of available resources
- Revision:
  - Strategy in March 2012
  - Action Plan in February 2013
- Seed money funding for new flag ship projects initiatives (since April 2013)
  - [www.seed.eusbsr.eu](http://www.seed.eusbsr.eu)
- Evaluation of macroregional strategies (July 2013)
- Bi-annual implementation reports on EUSBSR (Oct. 2013 and 2015)



## Action Plan – Objectives of Priority Area Tourism

### Save the sea

- Clear water in the sea
- Rich and healthy wildlife
- Clean and safe shipping
- Better cooperation

### Connect the region

- Good transport conditions
- Reliable energy markets
- **Connecting people in the region**
- Better cooperation in fighting cross-border crime and trafficking

### Increase prosperity

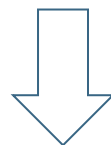
- Deepening and fulfilling the single market
- **Implementation of Europe 2020 Strategy**
- **Improved global competitiveness**
- Climate change adaption



## PA Tourism – Reinforcing cohesiveness through tourism

Mobilise the full potential for sustainable tourism of the BSR

**Actions**



**Flagship  
Projects**

Facilitate networking and clustering of tourism stakeholders

Cultural and nature heritage tourism

**Pomorskie**

Sustainable cruise ship tourism

**Aida Cruises**

Strategies for sustainable tourism development

**Univ. Greifswald**

Attract tourists to rural areas, esp. coastal ones

**Potential FP**

Network of regional tourism innovation centres

**Potential FP**





## Seed Money Projects to become future Flagship Projects

- Potential new flagship projects in the pipeline
  - Cultural and maritime heritage tourism
  - Rural tourism
  - Active tourism and events (sport and outdoor events)
  - SME and tourism clusters
- Funding instruments: Important but limitations
  - EUSBSR Seed Money Facility
  - Swedish Institute
  - Council of the Baltic Sea States
- Essential to get follow up financing



## Long term objective: Profile a Baltic Sea tourism destination

- Basis: National and regional tourism policies
  - strategy, creation of tourism infrastructure and offer
- Profile the BSR as a tourism destination
  - Similar themes across BSR Countries
  - Cooperation not necessarily covering the whole region
  - Transnational products where they make sense
  - Joint communication strategy
  - Joint virtual entry gate



## Steering Committee “Tourism Policy in the BSR”

Results of kick-off meeting (25. September):

- All EU-BSR member states represented (except for GER)
- Agreement on Terms of Reference
- Tasks
  - Advice and assistance for PA Tourism Coordinator
  - Platform for exchange and discussion
- Strengthening of tourism governance structures in the long run
- Next meeting: June 2014





## On the Agenda for 2014 (1/3)

### 1. Funding

- Facilitate funding for new flagship projects
  - Coherence of seed money and follow-up funding
  - Ongoing discussion in EU BSR Programme
- Access to other EU funding instruments, like the COSME programme
  - Programme for Competitiveness of Enterprises and SME (2.3 bn. €)
  - Access to finance, market access, internationalisation



## On the Agenda for 2014 (2/3)

### EU Baltic Sea Region Programme

- 3 Thematic Priorities agreed
- Further topics: SME support, low carbon economy, climate change
- Tourism considered in various respects
- Discussion needed: Support for EUSBSR, involvement of Russia
- Timeline
  - Jan-Feb 2014 Public consultation
  - May 2014 Submission to the EU
  - Approval in Autumn 2014



## On the Agenda for 2014 (3/3)

### 2. Promotion of governance structures

- Steering Committee: Definition of „common denominators“ (policy level)
- Approach for back-up structure for tourism cooperation (operational level))
  - Capacity to act (react on calls, prepare input to policy level, activation of network/s)
  - Project development and management
  - Bundling of resources for market oriented action

### 3. Promotion of tourism policy on different levels

- Tourism considered in the long-term objectives of CBSS
- Tourism as interface EUSBSR – NW Region Strategy 2020, Russia

### 4. 7<sup>th</sup> Baltic Sea Tourism Forum



EU STRATEGY FOR THE BALTIC SEA REGION  
**TOURISM**

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