

**EU Baltic Sea Region Strategy – Tourism
Mission Statement of Mecklenburg-Vorpommern
as Priority Area Coordinator**

The Action Plan of the Baltic Sea Strategy presented by the European Commission on June 10, 2009 was adopted by the European Council on 29-30 October, 2009. It designates the German Bundesland Mecklenburg-Vorpommern as coordinator for the field of tourism in priority area 12 (“To maintain and reinforce the attractiveness of the Baltic Sea Region in particular through education, tourism and health”). This paper aims to outline how the priority area coordinator perceives its role and mission.

- To fulfil the role as coordinator, within the State Chancellery Mecklenburg-Vorpommern a “Task Force Baltic Sea Strategy Tourism” has been established. It will serve as a platform for the exchange of information, stocktaking, collecting input from stakeholders (all levels and related sectors), drafting of reports, organisation of workshops, creation and maintenance of an appropriate website etc. The Task Force keeps close contact with the respective services of the European Commission in charge.
- As coordinator Mecklenburg-Vorpommern will work as transparently as possible. It commits itself to act impartially.
- Together with the lead partners of the flagship projects, which are the Regional Council of Southwest Finland, the Office of the Marshal of the Pomorskie Voivodeship and the Ernst-Moritz-Arndt University Greifswald, a Joint Committee has been set up. The purpose of this committee is to contribute to the well functioning cooperation under this priority area.
- As common interests emerge and hence cooperation is rewarding, activities should be jointly developed and undertaken –notwithstanding competitive reasons, necessitating stakeholders to work for their sole benefit. The achievement of practical results should be the main objective of the implementation process. Success will rely on the commitment of the stakeholders to act and contribute both with regard to content and financing.
- To develop a tourism strategy for the Baltic Sea Region as a whole is a worthwhile objective. Next to its umbrella function for the tourism-related activities in the region the strategy could provide the basis to create common Baltic Sea tourism products to be marketed outside the region.
- The coordinator has launched a web-based focal point - www.baltic-sea-strategy-tourism.eu. It shall serve as a common point of reference for the interaction between the stakeholders and provide information on networks, projects and related events in the field of tourism in the Baltic Sea region.
- Actors from the tourism field - i.e. partners of ongoing or planned projects, stakeholders who have actively participated in the consultation process and further actors from the sector who have shown an interest – are encouraged to network in the implementation of the Strategy. They are invited to submit information and proposals to the coordinator. A list of ongoing projects, project partners, stakeholders and other parties involved will be placed on the website.
- The coordinator will pay particular attention to the inclusion of Russian stakeholders and actors. The existing partnerships with Russian regions bordering the Baltic Sea could be a helpful instrument.
- The co-operative actions suggested in the Action Plan should be subject of projects, i. a. based on the activities and insights generated within the flagship projects while at the same time being open to additional input by the stakeholders.

- The flagship projects foreseen in the Action Plan are serving as examples and should be viewed in the context of existing and planned projects. Projects within a multilateral program (INTERREG A South Baltic and Central Baltic, INTERREG B) may cover aspects of the flagship projects, serving as a contribution to these. However further projects might be needed to cover the intentions of the flagship projects as a whole. New ideas and projects are welcome and could be further developed if they receive sufficient stakeholder support.
- Various financing sources, in particular the EU-funding instruments available in the region, could be utilized by the stakeholders to support the necessary projects and initiatives in accordance with the Action Plan.