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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 activities 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 workshop 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 cooperation, 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.

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 involvement of the ETC projects to the EUSBSR implementation.

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Annex: 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



Number	Program / Project
6	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
Program: South Baltic	
6	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
Program Öresund – Skagerrak - Kattegatt	
7	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
Program Syddanmark – Schleswig – K.E.R.N.	
8	1 Dänisch-Deutsche Fahrradstädte (Danish and German cycling cities)
	2 Ganzjahres – Erlebnisregion (Adventure region all year long)



Number	Program / Project
3	Bones4Culture: Kulturerbe erhellt deutsch-dänische Identität (Bones4Culture: cultural heritage as an element of common German and Danish identity)
9	Sjælland - Ostholstein - Lübeck - Plön Program
	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
10	Program Mecklenburg-Vorpommern/Brandenburg - Zachodniopomorskie
	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 Huguenotów" [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.	



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