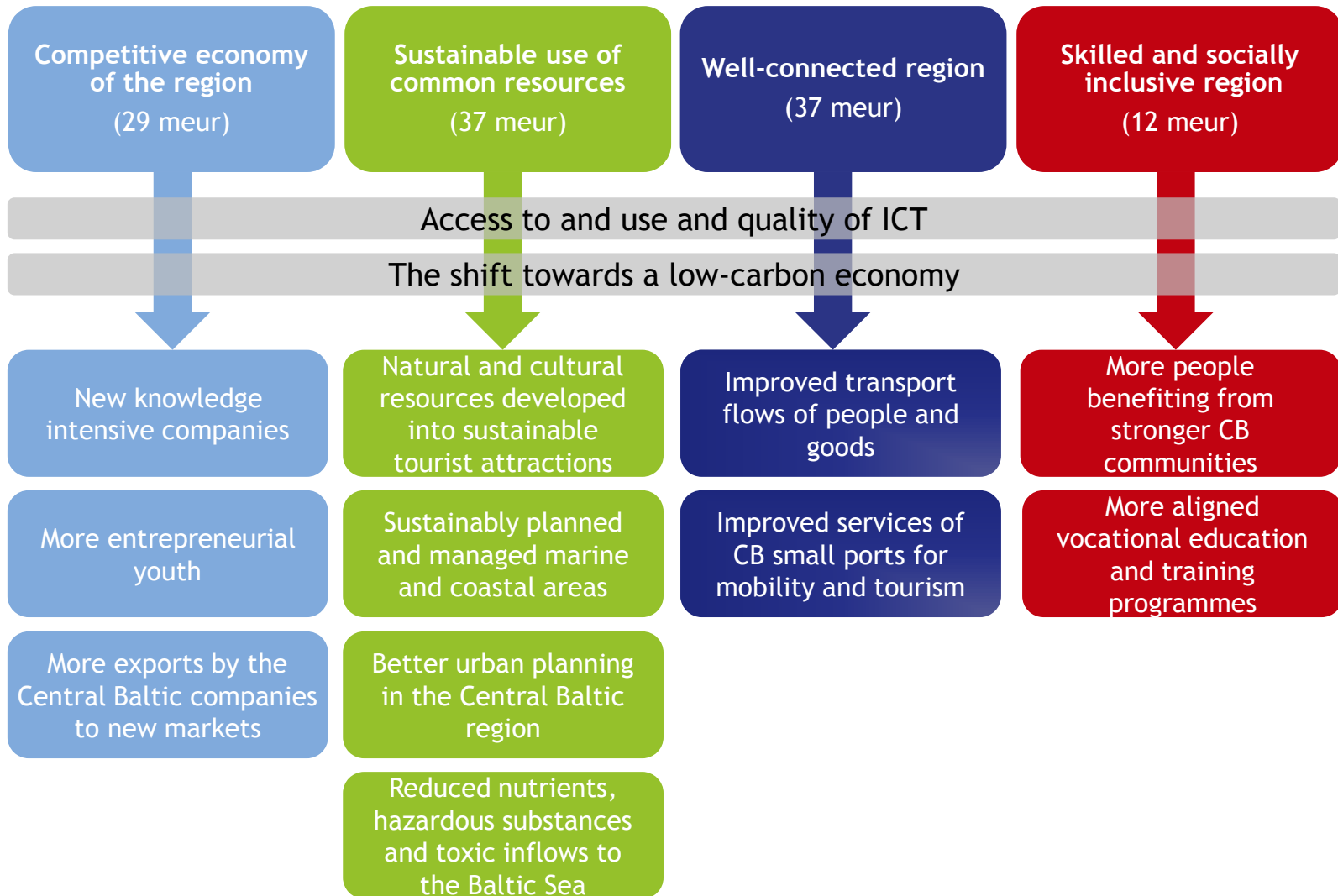




Better environment for the Central Baltic region

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Priority 2

Sustainable use of common resources

- Status of the Baltic Sea and importance of supporting and promoting activities, developing new methods and technologies to reduce the inflows of nutrients, toxins and hazardous substances
- Better integrated planning of urban environments leading to improved urban environments and reduction of carbon dioxide (CO₂) emissions
- Improved maritime spatial planning and integrated coastal zone management as basis for sustainable use of marine and coastal resources

Priority 2

Sustainable use of common resources II

- Balancing the conserving and developing aspects of natural and cultural heritage resources in creating sustainable tourist attractions to improve the quality of living and visiting environment
- Foster “green” growth of the region exploiting potential of environment friendly technologies and “blue” growth of the region exploiting potential of the Baltic Sea resources
- References: EUSBSR, HELCOM BSAP, Water Framework and Marine Strategy Directives, Marine Spatial Planning Directive, ICZM Recommendation

Priority 2: Specific Objectives

SO 2.1

Natural and cultural resources developed into sustainable tourist attractions

SO 2.2

Sustainably planned and managed marine and coastal areas

SO 2.3

Better urban planning in the Central Baltic region

SO 2.4

Reduced nutrients, hazardous substances and toxins inflows into the Baltic Sea

What results we should the financed projects achieve by 2023?

- **10** more sustainable joint natural and cultural heritage based tourist attractions
- **5** new marine and coastal areas with improved management
- **10** new urban areas covered with integrated, improved urban management
- Amounts of nutrients, hazardous substances and toxins inflows into the Baltic Sea reduced from **20** sources

What characterizes a strong project?

- Contribution to the programme result indicators
- Presence of a cross-border challenge or opportunity → cross-border added value
- Joint interest to co-operate
- Strong partnership: capacity for international co-operation
- Based on a clear need

SO 2.1 Natural and cultural resources developed into sustainable tourist attractions

This specific objective aims to develop cultural and natural resources into joint tourist attractions and products. Preserving nature and developing it as a resource for economic development simultaneously is to be done in a balanced and sustainable way.

Indicative

...types of partners

- organisations responsible for maintenance and development of natural and cultural heritage
- tourism development organisations
- local and regional authorities

...actions supported

- identifying and specifying the potential use of natural and cultural resources
- designing attractions and packaging tourist services
- investments into natural and cultural resources to create joint tourist attractions
- marketing activities

...main target groups

- visitors and local people
- companies in tourism sector
- regional and local organisations benefiting from developed attractions

Result indicator

More sustainable joint natural and cultural heritage based tourist attractions

Output indicators

Number of targeted joint attractions

Number of jointly targeted planning and management activities

SO 2.2 Sustainably planned and managed marine and coastal areas

This specific objective aims to address joint challenges and issues related to maritime spatial planning of exclusive economic zones of territorial waters and integrated coastal zone management. It also aims to foster cooperation, mediate and find the balance between different sectors that have different interests using marine and coastal resources, e.g. agriculture and nature conservation, tourism and coastal protection, shipping and fisheries.

Indicative

...types of partners

- organisations and authorities responsible for the planning of territorial waters, exclusive economic zones of territorial waters and coastal areas
- organisations contributing to planning and management, such as authorities from specific sectors using marine and coastal resources, including environmental protection organisations

...actions supported

- information collection, surveys
- supporting and carrying out participatory processes preceding official planning process
- experience exchange events
- creating manuals, guidelines, agreements, e-platforms and solutions for supporting participatory processes, planning processes and management

...main target groups

- local people
- visitors and companies interested in developing sea and coastal resources

Result indicator

Share of marine and coastal areas with improved management

Output indicators

Number of targeted joint attractions

Number of jointly targeted planning and management activities

SO 2.3 Better urban planning in the Central Baltic region

This specific objective targets the challenges and opportunities related to improving the urban space via joint urban planning activities. Integrated urban management is understood as a broader set of activities than the planning required by legislation. It includes activities preceding the official planning processes and activities following official planning process.

Indicative

...types of partners

- organisations and authorities on local, regional and national level responsible for spatial planning of the Central Baltic urban and surrounding areas

...actions supported

- information collection
- experience exchange seminars
- trainings
- preparatory activities of environment impact assessments
- concepts and primary designs for brownfield regeneration
- pilot investments
- dissemination of and putting acquired good practices into use

...main target groups

- inhabitants
- visitors and developers of urban and sub-urban areas of Central Baltic region

Result indicator

Share of urban areas covered with integrated urban management

Output indicator

Number of targeted integrated urban plans

SO 2.4 Reduced nutrients, hazardous substances and toxins inflows into the Baltic Sea

This specific objective aims to reduce nutrients, hazardous substances and toxins inflows to the Baltic Sea from all types of land-based sources. This includes among others the impact of runoffs from agriculture and urban storm-waters to the Baltic Sea. The programme supports activities leading to development and implementation of innovative methods and technologies. Worked out and implemented methods and technologies should have potential for being used also outside the Central Baltic region.

Indicative

...types of partners

- organisations and authorities responsible for environment protection, especially for water treatment
- organisations contributing to the reduction of nutrient, hazardous substances and toxins inflows
- research institutions

...actions supported

- information collection, surveys
- designing and adapting methods
- development and implementation of methods and technologies
- pilot investments

...main target groups

- local people and visitors to the region

Result indicator

The amounts of nutrients', hazardous substances and toxins' inflows into the Baltic Sea

Output indicator

Number of targeted sources of nutrients, hazardous substances and toxins



Thank You!