

CENTRAL BALTIC PROGRAMME 2021-2027

PROGRAMME OBJECTIVES



Better together!!

118 million euros to use for the benefit of 27 regions in the Central Baltic area

CENTRAL BALTIC PROGRAMME 2021-2027

CAN MAKE IT HAPPEN!

The Central Baltic Programme 2021-2027 is a EU cross-border cooperation programme. The programme will invest altogether 118 million euros from the European Regional Development Fund for improving the lives in our region by solving common problems and working on joint opportunities - together and across borders.

Financing is available for cooperation projects under the following programme objectives:

1. More exports by SME-s
2. More new scaled-up growth companies
3. Joint circular economy solutions
4. Improved coastal and marine environment
5. Decreased CO2 emissions
6. Improved employment opportunities on labour market
7. Improved public services and solutions for the citizens

WHAT CAN BE FUNDED?

Main characteristics of a project to be funded from the Central Baltic Programme:

- Thematic focus in one of the seven programme objectives
- Clear added value of the cross-border cooperation to solve a common challenge
- Project partners from at least two countries in the programme area: projects between Finland (including Åland), Estonia, Latvia and Sweden
- Project results contribute to the result and output indicators of the programme
- Project results are sustainable and live on after the project end
- Project partners are public organizations, NGOs and private partners according to relevance in project implementation



Central Baltic Programme 2021-2027

Overview of the programme objectives and indicators

PROGRAMME PRIORITY	PROGRAMME OBJECTIVE (PO)	RESULT INDICATORS	OUTPUT INDICATORS
INNOVATIVE BUSINESS DEVELOPMENT	1. More exports by SME-s	1. Companies with achieved sales and contracts to new markets	<ul style="list-style-type: none"> • Enterprises with non-financial support • Organisations co-operating across borders • SMEs introducing marketing or organisational innovation
	2. More new scaled-up growth companies	1. Number of scaled-up new growth companies	<ul style="list-style-type: none"> • Enterprises with non-financial support • Organisations co-operating across borders
IMPROVED ENVIRONMENT AND RESOURCE USE	3. Joint circular economy solutions	1. The number of improved product/ service cycles/ chains	<ul style="list-style-type: none"> • Organisations cooperating across borders • The number of participating (in project activities) organisations and companies
	4. Improved coastal and marine environment	1. The number improved urban and agricultural load sources.	<ul style="list-style-type: none"> • The number of participating (in project activities) organisations and companies • Organisations cooperating across borders
	5. Decreased CO2 emissions	1. Number of improved intermodal transport nodes and corridors with CO2 reductions 2. Solutions taken up or up scaled by organisations	<ul style="list-style-type: none"> • The number of participating (in project activities) organisations and companies • Organisations cooperating across borders
IMPROVED EMPLOYMENT OPPORTUNITIES	6. Improved employment opportunities on labour market	1. Number of people with increased competitiveness on labour market 2. Number of organisations with applied additional anti-discriminatory policies 3. Number of people with increased entrepreneurship	<ul style="list-style-type: none"> • The number of participating (in project activities) organisations and companies • Organisations cooperating across borders
IMPROVED PUBLIC SERVICES	7. Improved public services and solutions for the citizens	Solutions taken up or upscaled by organisations: 1. New joint public services or digitalized public services (by regular projects) 2. New practical solutions leading to improvement to public services (by small size projects)	<ul style="list-style-type: none"> • The number of participating (in project activities) organisations and companies • Organisations cooperating across borders • Number of jointly developed solutions

1. More exports by SME-s

The programme objective aims to support mature SMEs in identifying new markets outside EU/EFTA and entering them. Traditionally the cooperation between companies has been weak, and it has been challenging for the SMEs to participate to the global competition. Therefore, joint efforts are needed to improve the capacity of SMEs to take products and services to new markets.

All relevant economic sectors where joint interest to enter new markets is in place are included as supported activities in this programme objective. While focusing on export, real economic impact will be achieved. In addition to marketing and new market entry activities, development of products, processes and skills are relevant activities in this programme objective.

Innovative companies are defined as companies that are targeting higher value added than the sectoral and regional average. Cluster-based approach is encouraged for the participating SMEs.

The headquarters of the international organisations should be outside of the Central Baltic programme area and the products or services should be for use outside of EU/EFTA areas.

Indicative

...types of partners

- Non-commercial organisations relevant and capable for implementing new market entry projects, for example non-commercial organisations with competence and experience on export and product development, sectoral associations, chambers of commerce or regional development agencies

...actions supported

- awareness raising
- product/service development
- developing joint offers of products and services
- process development and digitalisation of processes
- skills development and quality management
- market information and research
- branding and marketing of products and services
- sales support activities on target markets: visits to target markets and buyers visits to CB region, fairs, market expert services
- experience exchange and learning as result of joint implementation

...main target groups

- established, mature innovative SMEs of different sectors with international cooperation experience and capacity

The list of supported actions is not in order of priority. Any project should use a suitable mix of these actions based on the project topic. The chosen mix of actions must be relevant for achieving the contribution to both the project and programme results.

Result indicators

- Companies with achieved sales and contracts to new markets

Output indicators

- Enterprises with non-financial support
- Organisations co-operating across borders
- SMEs introducing marketing or organisational innovation

**As a result of cross-border cooperation,
companies are expected to achieve sales and contracts on target markets.**

2. More new scaled-up growth companies

The programme objective tackles the challenges of scaling up the activities of new growth companies.

New companies with potential to grow and to use the potential of Central Baltic start-up ecosystems will be supported. They should have the necessary product development capacities and ambition to grow.

They should target scaling up (raising investments, establishing presence outside of the home market or developing business models) their businesses.

Indicative

...types of partners

- Non-commercial organisations with competence and experience for new business development, product development and internationalisation, such as business development organisations, science parks, associations of companies and regional development agencies.

...actions supported

- awareness raising
- product development
- process development and digitalisation
- skills development
- market opportunities research
- branding and marketing
- business model development and expansion of operations
- experience exchange and learning as result of joint implementation

...main target groups

- new companies with scaling-up challenges and ambition. All sectors where growth potential and joint interest exists are targeted.

The list of supported actions is not in order of priority. Any project should use a suitable mix of these actions based on the project topic. The chosen mix of actions must be relevant for achieving the contribution to both the project and programme results.

Result indicators

- Number of scaled-up new growth companies

Output indicators

- Enterprises with non-financial support
- Organisations co-operating across borders

**As a result of cross-border cooperation,
companies are expected achieve scaled-up status as,
for example attracted investment, developed new product or expanded team.**

3. Joint circular economy solutions

The programme objective targets the challenge related to high levels of waste, low levels of product and material reuse, inflows of nutrients and hazardous substances, and low levels of awareness in reuse of products.

Three basic components will be targeted within circular economy: Design of the whole life cycle of products and/or services, awareness raising, and behaviour change of consumers as well as producers and service providers.

However, this programme objective will not target the efforts to directly reduce the impact of nutrients, toxins and hazardous substances on the Baltic Sea by water management activities.

All main categories of waste can be targeted by the projects if the Central Baltic scale can be identified and justified, and where there are opportunities for decreasing waste or increasing the reuse of products or materials. The Central Baltic scale will be defined by the existence of cross-border product/service life cycle or chain, or a solution which extends across CB borders or can be downsized to CB scale.

Indicative

...types of partners

- public and non-profit organisations relevant for the targeted product chains

...actions supported

- awareness raising
- mapping the cross border “product life cycles/chains”
- feasibility studies, plans and designs
- trainings and skills development
- development and implementation of methods and technologies to reduce the use of materials, reduce the waste and increase the reuse of materials
- process developments and digitalisation of processes
- small scale investments to reduce the use of materials, waste and increase the reuse of materials
- experience exchange and learning as result of joint implementation

...main target groups

- people, communities and businesses benefitting from reduced use of virgin materials, decreased waste, and increased reuse of products and materials.

The list of supported actions is not in order of priority. Any project should use a suitable mix of these actions based on the project topic. The chosen mix of actions must be relevant for achieving the contribution to both the project and programme results.

Result indicators

- The number of improved product/ service cycles/ chains

Output indicators

- Organisations cooperating across borders
- The number of participating (in project activities) organisations and companies

**As a result of cross-border cooperation,
product and service cycles and chains are improved.**

4. Improved coastal and marine environment

The programme objective aims at developing existing and new measures to reduce the inflows of nutrients, hazardous substances, plastics, and toxins' inflows to the Baltic Sea. Both preventive and direct measures are supported. This focused approach will also contribute to enhancing biodiversity.

The focus areas with impact to the Baltic Sea have been defined in the national water management plans and marine strategies. As the load of harmful substances originates mainly from catchment areas, land-based load sources such as agriculture, forestry and the impact from urban systems are most relevant to be targeted by joint actions. Sea-based load sources such as sediments as can also be targeted.

Projects resulting into direct positive effects to the Baltic Sea are prioritised.

Indicative

...types of partners

- public and non-profit organisations and authorities on national, regional, and local level, as well as private companies relevant for reducing nutrients, toxins and hazardous substances

...actions supported

- awareness raising
- information collection, surveys
- analysis and surveys, plans, drawings, and designs
- designing, adapting methods
- planning and investing into digital solutions and processes
- joint pilot actions to reduce inflows of nutrients, toxins and hazardous substances
- small scale investments to reduce inflows of nutrients, toxins and hazardous substances
- experience exchange and learning as result of joint implementation

...main target groups

- people, communities, and businesses benefitting from reduced emissions

The list of supported actions is not in order of priority. Any project should use a suitable mix of these actions based on the project topic. The chosen mix of actions must be relevant for achieving the contribution to both the project and programme results.

Result indicators

- The number improved urban and agricultural load sources

Output indicators

- The number of participating (in project activities) organisations and companies
- Organisations cooperating across borders

As a result of cross-border cooperation, the load of nutrients and other harmful substances to the Baltic Sea is reduced from various sources.

5. Decreased CO2 emissions

The programme objective tackles challenges related to CO2 intensity of transport systems, the lack of multimodal integration, and the low level of use of less CO2 intensive mobility solutions.

The focus is on the existing Central Baltic transport nodes and areas as well as on the aims of improving the mobility solutions in large and small urban transport systems (also the ones servicing hinterlands of the urban areas). The goal is to achieve joint mobility solutions and improved intermodal mobility that help reduce CO2 emissions.

The projects funded under this programme objective should also achieve improvements in efficiency and usability of transport nodes and areas and urban intermodal systems.

Indicative

...types of partners

- organisations and authorities on national, regional and local level, private companies relevant for improving transport nodes/ corridors and achieving CO2 reductions

...actions supported

- awareness raising
- analysis and surveys
- plans, drawings, and designs
- planning and investing into digital solutions and processes
- small scale investments leading to lower CO2 emissions
- experience exchange activities as joint seminars, study visits, surveys and trainings

...main target groups

- people, visitors, businesses as the users of less CO2 intensive, improved transport nodes/ corridors, multimodal and mobility solutions

The list of supported actions is not in order of priority. Any project should use a suitable mix of these actions based on the project topic. The chosen mix of actions must be relevant for achieving the contribution to both the project and programme results.

Result indicators

- Number of improved intermodal transport nodes and corridors with CO2 reductions
- Solutions taken up or up scaled by organisations

Output indicators

- The number of participating (in project activities) organisations and companies
- Organisations cooperating across borders

As a result of cross-border cooperation,

CO2 emissions are reduced from intermodal transport nodes and areas.

6. Improved employment opportunities on labour market

The focus of the programme objective is to strengthen and improve employment opportunities on the labour market through joint efforts in the Central Baltic region. The programme activities support less competitive groups in the society to access work opportunities. Also labour market inflexibility is tackled.

The supported activities are targeted towards all counterparts of the labour market (i.e. employers organisations, trade unions, governments) and all sectors where work opportunities (including part time) are available. Facilitating employment supply and demand across borders is also supported, as well as entrepreneurship development activities towards the less competitive age groups and youth.

Indicative

...types of partners

- organisations with competence and experience on labour market
- organisations representing employees, employers or public authorities
- organisations representing disadvantaged groups,
- and organisations with competence and experience on entrepreneurship.

...actions supported

- awareness raising among target groups
- designing and implementing trainings
- incentives and services for employers
- networking and dialogues between counterparts of labour market
- digital tools for online skills development and working
- entrepreneurship enhancing simulations and problem-solving exercises
- mobility of participants
- experience exchange and learning as result of joint implementation

...main target groups

- less competitive groups (including young people under 25, people in pre-retirement, retired people, immigrants, and people with special needs and other less competitive groups) and companies

The list of supported actions is not in order of priority. Any project should use a suitable mix of these actions based on the project topic. The chosen mix of actions must be relevant for achieving the contribution to both the project and programme results.

Result indicators

- Number of people with increased competitiveness on labour market
- Number of organisations with applied additional anti-discriminatory policies
- Number of people with increased entrepreneurship

Output indicators

- The number of participating (in project activities) organisations and companies
- Organisations cooperating across borders

As a result of cross-border cooperation, people's competitiveness on labour market and entrepreneurship capabilities are improved and additional anti discriminatory policies are applied by organisations.

7. Improved public services and solutions for the citizens

The programme objective tackles obstacles related to the administrative, regulatory, language and cultural barriers in public administration. It includes all branches of the society which are not covered by the scope of Programme Objectives 1-6.

All levels of public administration experience exchange and learning from each other are targeted, but these should lead to practical solutions and policy improvements, and/or new or improved public services.

The digitalisation of public services is supported under this programme objective. In addition, participatory processes taking place when designing the improved solutions and services are supported.

However, joint curricula development within the educational systems is not supported under this specific objective.

Indicative

...types of partners

- public sector organisations on local, regional, and national levels

...actions supported

- awareness raising
- trainings and networking
- feasibility studies
- plans and designs (including strategic and land use planning)
- improving participatory processes for developing services
- improving public services and solutions
- creating joint cross-border services
- digitalising joint public services

...main target groups

- people benefitting from improved services and solutions provided by public sector on all levels

The list of supported actions is not in order of priority. Any project should use a suitable mix of these actions based on the project topic. The chosen mix of actions must be relevant for achieving the contribution to both the project and programme results.

Result indicators

Solutions taken up or upscaled by organisations:

- New joint public services or digitalized public services (by regular projects)
- New practical solutions leading to improvement to public services (by small size projects)

Output indicators

- The number of participating (in project activities) organisations and companies
- Organisations cooperating across borders
- Number of jointly developed solutions

**As a result of cross-border cooperation,
solutions are taken up or upscaled by organisations.**

About Interreg

The Central Baltic Programme 2021-2027 belongs to the European Territorial Cooperation framework (ETC), better known as Interreg.

Interreg is built around three strands of cooperation: cross-border (Interreg A), transnational (Interreg B) and interregional (Interreg C).


Five programming periods of Interreg have succeeded each other:
INTERREG I (1990-1993) - INTERREG II (1994-1999) - INTERREG III (2000-2006)
- INTERREG IV (2007-2013) - INTERREG V (2014-2020).

The Central Baltic Programme 2014-2020 period is still ongoing with some projects implementing their activities.
All in all, the programme has funded 137 cross-border cooperation projects.
More about the funded projects at database.centralbaltic.eu

 www.centralbaltic.eu

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