

# Central Baltic Programme 2021-2027

## Programme objectives 3, 4 and 5

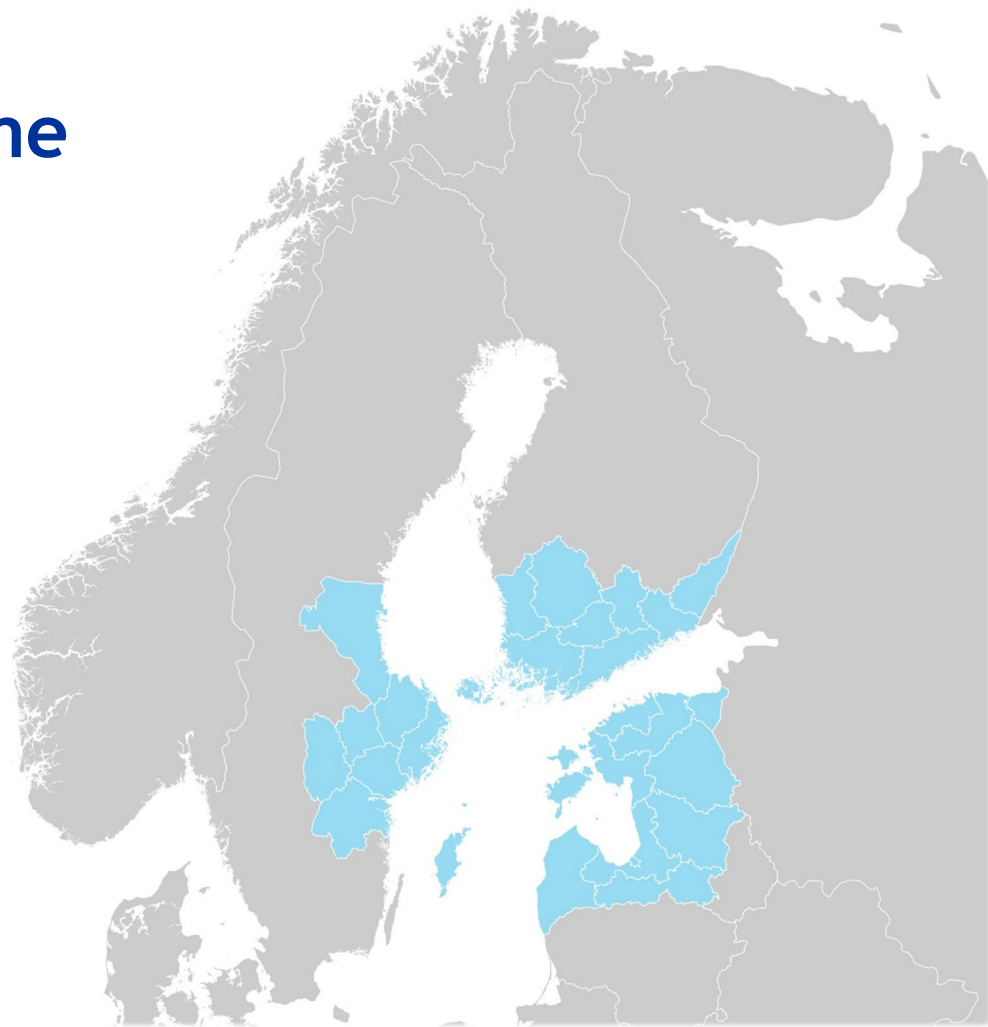
• Samu Numminen | 1.12.2021 | Zoom

# Goals for the seminar

- To go through the contents of the environmental programme priorities
- To understand what is required from an environmental project in the Central Baltic programme

# PROGRAMME AREA

# Central Baltic Programme 2021-2027 area



## PROGRAMME BASICS



118 million  
euros ERDF  
funding

POs 3-5  
52 million  
euros ERDF  
funding

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Partners from at least two participating countries

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Clear cross-border added-value

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Contribution to indicators

---

2-step approach for regular projects

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Small projects

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# ENVIRONMENT: WHAT'S NEW FOR 2021-2027?

## WILL REMAIN

- Focus and result-orientation
- An ambition to simplify
- Cross-border cooperation
- Improving the coastal and marine environment
- Transport and traffic issues

## WILL BE NEW

- An increase in the use of Simplified Cost Options
- A new e-monitoring system Jems
- Circular economy
- Transport and traffic issues

# INTERVENTION LOGIC

# 7 PROGRAMME OBJECTIVES

1. More exports by SMEs

2. More new scaled-up growth companies

INNOVATIVE  
BUSINESS  
DEVELOPMENT

3. Joint circular economy solutions

4. Improved coastal and marine  
environment

5. Decreased CO<sub>2</sub> emissions

IMPROVED  
ENVIRONMENT  
AND RESOURCE  
USE

6. Improved employment opportunities  
on labour market

IMPROVED  
EMPLOYMENT  
OPPORTUNITIES

7. Improved public services and solutions  
for the citizens

IMPROVED  
PUBLIC SERVICES



**FOCUS ON RESULTS**

# EXPECTED RESULTS

**PROGRAMME OBJECTIVE 3**  
Joint circular economy solutions

As a result, product and service cycles and chains are improved.

**PROGRAMME OBJECTIVE 4**  
Improved coastal and marine environment

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

**PROGRAMME OBJECTIVE 5**  
Decreased CO<sub>2</sub> emissions

As a result, CO<sub>2</sub> emissions are reduced from intermodal transport nodes and areas.

# PROGRAMME OBJECTIVES

## PROGRAMME OBJECTIVES

3. JOINT CIRCULAR  
ECONOMY  
SOLUTIONS

4. IMPROVED  
COASTAL AND  
MARINE  
ENVIRONMENT

5. DECREASED  
CO<sub>2</sub> EMISSIONS

IMPROVED ENVIRONMENT AND RESOURCE USE

# State of play

- EU Circular Economy Action Plan
- Part of the Green Deal; a strategy for climate-neutral, resource-efficient and competitive economy
- Climate neutrality by 2050
- Circularity is a common goal for Europe, and also for many Interreg programmes (Baltic Sea Region programme, Estonia-Latvia programme)
- Scaling up from front-runners to mainstream economy

### 3. JOINT CIRCULAR ECONOMY SOLUTIONS



## RESULT INDICATOR

The number of improved product/service cycles/chains

### 3. JOINT CIRCULAR ECONOMY SOLUTIONS

#### APPROACH AND SCOPE

- The approach derives from challenges related to high levels of waste, low levels of product and material reuse, and low levels of awareness.
- Three basic components will be targeted within CE: **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.
- 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 (→ PO4).
- 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.

# Key value chains

**4 million jobs**

linked to the  
circular economy  
in the EU



- Electronics and ICT
- Batteries and vehicles
- Packaging
- Plastics
- Textiles
- Construction and buildings
- Food, water, and nutrients



# Phases of chains/cycles

- Product design
- Planning of production
- Production
- Marketing
- Sales
- Repairability
- Recyclability

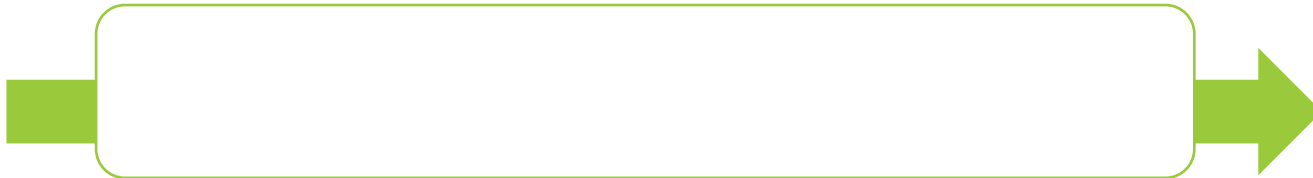


Up to  
**80%**  
of products' environmental  
impacts are determined at  
the design phase

### 3. JOINT CIRCULAR ECONOMY SOLUTIONS

#### INDICATIVE JOINT ACTIONS

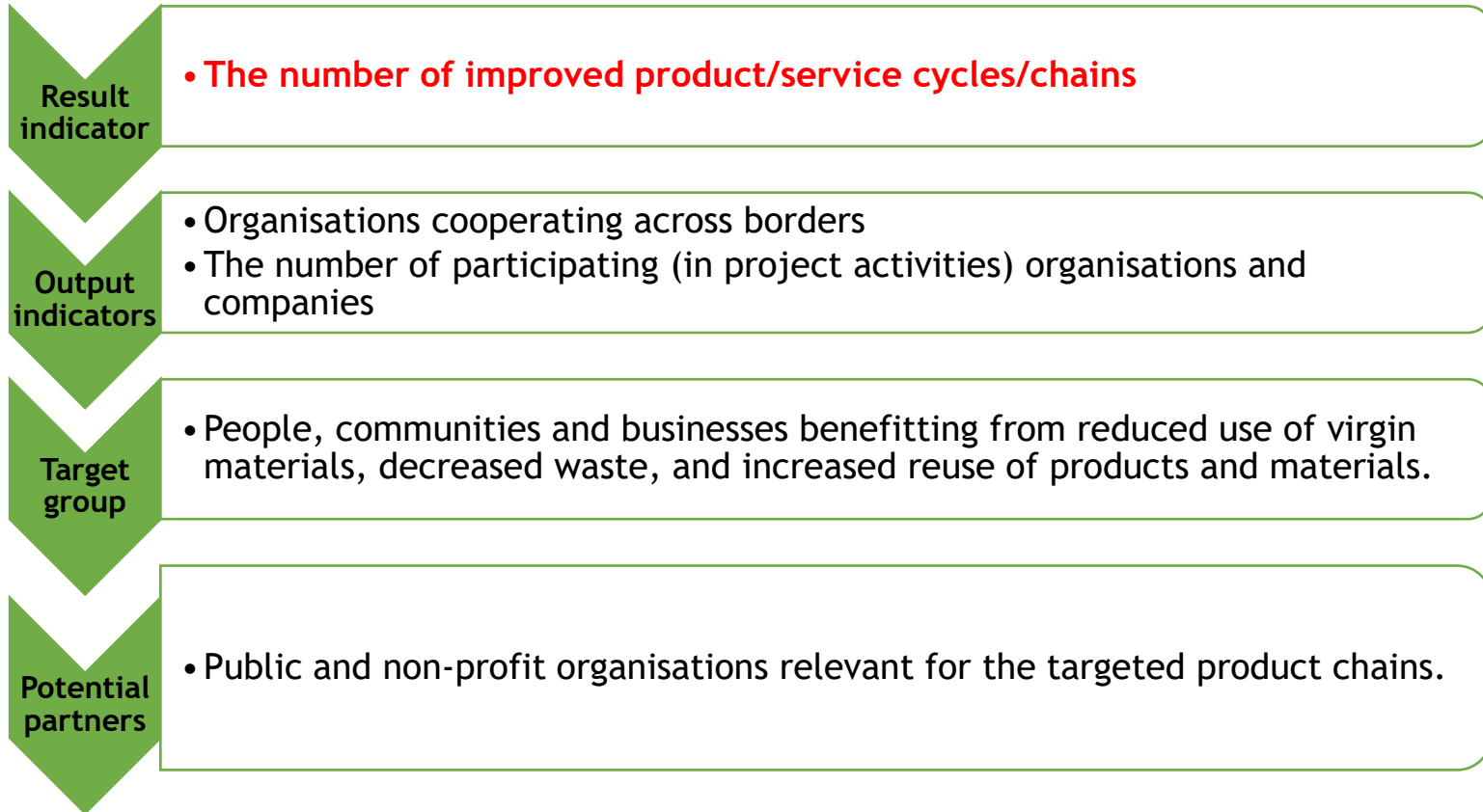
- Awareness raising of consumers, organisations
- Mapping the cross border product life cycles/chains
- Feasibility studies, plans and designs
- Trainings and skills development
- Joint product development prototyping activities and cross-border hackathons
- Development and implementation of methods 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



# Joint elements and cross-border added value

- The joint elements which justify and add cross-border value must be described.
- The project approach and the activity plan should be joint and integrated
- Examples:
  - The joint Central Baltic cross border product/service chain should be in place and identified as a precondition for the project
  - Mixed target group participants in project activities (e.g., joint trainings, events etc.)
  - Jointly developed or adopted approaches, methodologies and/or technologies
  - Jointly developed and applied solutions

### 3. JOINT CIRCULAR ECONOMY SOLUTIONS



# Things to remember

- Focus your activities
- Do not try to cover too much
- However, more than one cycle/chain can be targeted in one project
- The focus can be on products or services



Any questions?

## PROGRAMME OBJECTIVES

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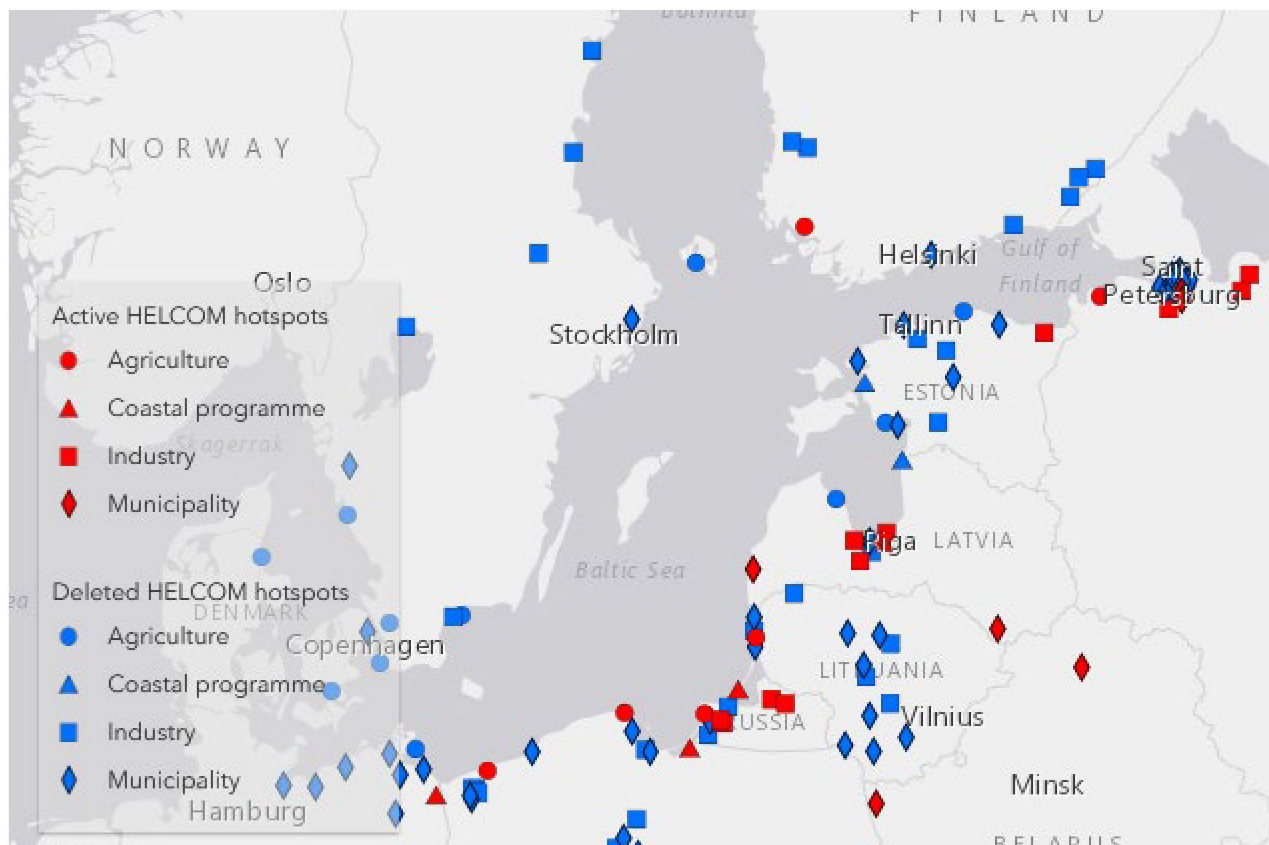
5. DECREASED  
CO<sub>2</sub> EMISSIONS

IMPROVED ENVIRONMENT AND RESOURCE USE

# State of play

- Continued from the 2014 - 2020 programme
- Achievements have been made
- HELCOM BSAP
- National water management plans
- National marine strategies





# State of play

- Continued from the 2014 - 2020 programme
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## 4. IMPROVED COASTAL AND MARINE ENVIRONMENT

### RESULT INDICATOR

The number of improved urban and agricultural load sources

## 4. IMPROVED COASTAL AND MARINE ENVIRONMENT

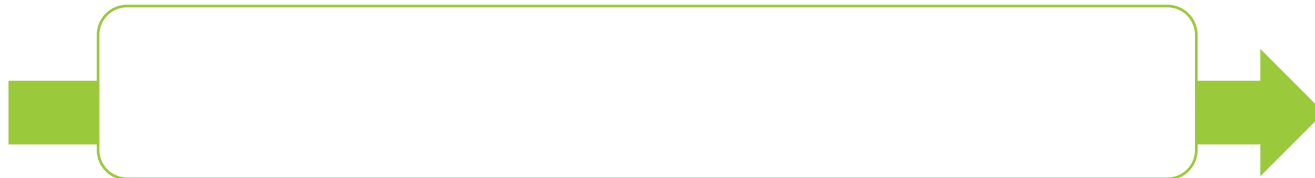
### APPROACH AND SCOPE

- The approach derives from challenges related to the poor health of the Baltic sea.
- The approach is to use 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.
- 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 originate mainly from catchment areas, **land-based load sources** like for example the agricultural sector, 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.

## 4. IMPROVED COASTAL AND MARINE ENVIRONMENT

### INDICATIVE JOINT ACTIONS

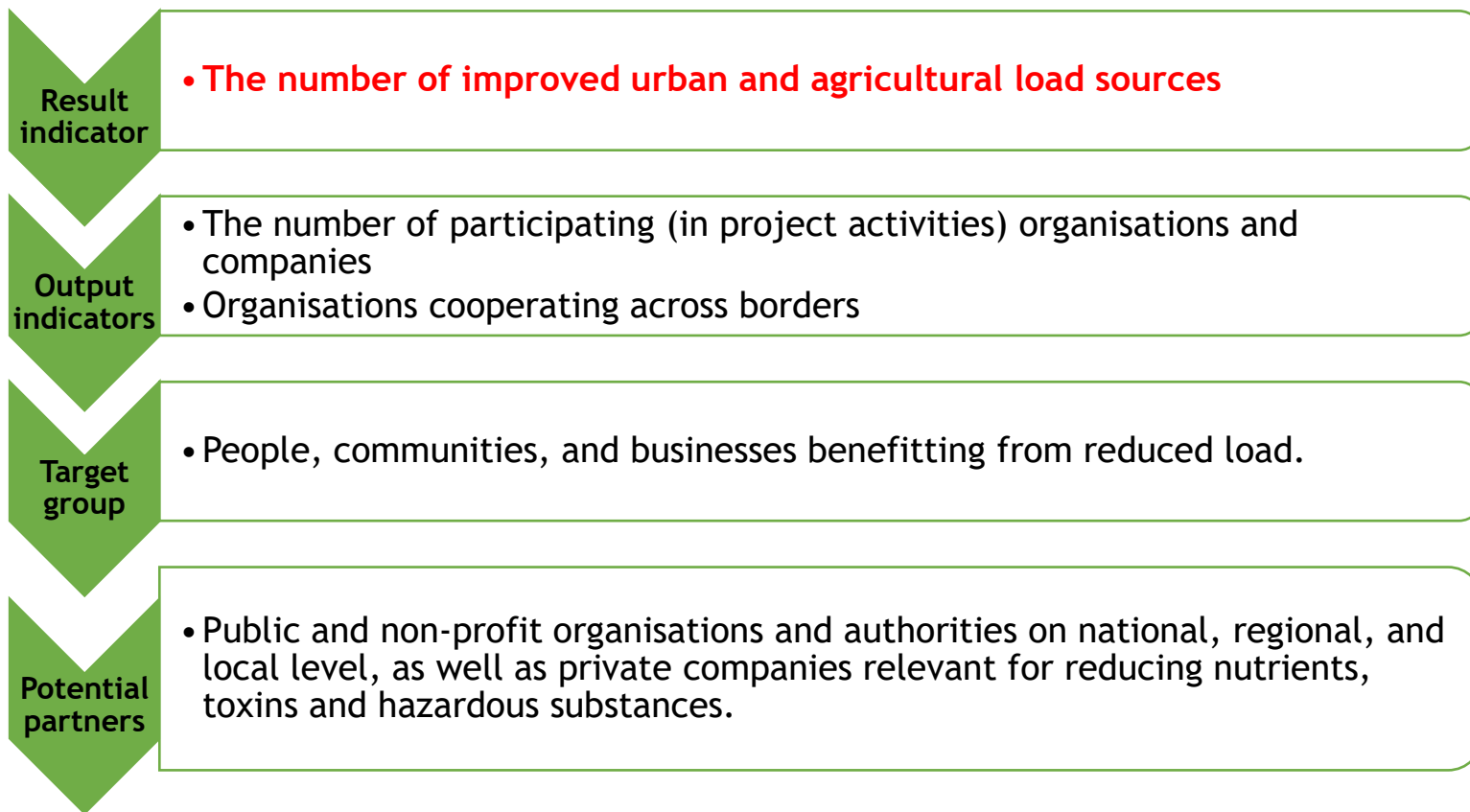
- Awareness raising
- Information collection, surveys
- Analysis and surveys, plans, drawings, and designs
- Designing, adapting methods
- Planning and investing into digital solutions and processes
- Joint pilot actions to reduce inflows of nutrients, toxins and hazardous substances
- Small scale investments to reduce inflows of nutrients, toxins and hazardous substances
- Experience exchange and learning as result of joint implementation



# Joint elements and cross-border added value

- The joint elements which justify and add cross-border value must be described.
- The project approach and the activity plan should be joint and integrated
- Examples:
  - Mixed target group participants in project activities (e.g., joint trainings, events etc.)
  - Jointly developed or adopted approaches, methodologies and/or technologies
  - Jointly developed and applied solutions

## 4. IMPROVED COASTAL AND MARINE ENVIRONMENT



# Things to remember



- Focus your goals
- Aim for achieving a change
- Reduction of harmful substances should take place during the project
- Focus on concrete activities



Any questions?

## PROGRAMME OBJECTIVES

3. JOINT CIRCULAR  
ECONOMY  
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4. IMPROVED  
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MARINE  
ENVIRONMENT

5. DECREASED  
CO<sub>2</sub> EMISSIONS

IMPROVED ENVIRONMENT AND RESOURCE USE

# State of play

- Partly continued from 2014 - 2020 programme
- EU is strongly targeting climate change
  - 2020 climate & energy package
  - 2030 climate & energy framework
  - 2050 long-term strategy
- Part of the Green Deal; a strategy for climate-neutral, resource-efficient and competitive economy
- Central Baltic: Capital cities, remote areas

## 5. DECREASED CO<sub>2</sub> EMISSIONS

### RESULT INDICATORS

1. Number of improved intermodal transport nodes and transport areas with CO<sub>2</sub> reductions
2. Solutions taken up or up scaled by organisations

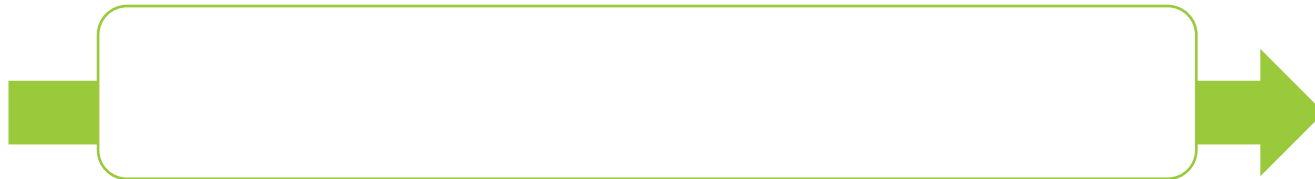
### APPROACH AND SCOPE

- The approach derives from challenges related to CO<sub>2</sub> intensity of transport systems, the lack of multimodal integration, and the low level of use of less CO<sub>2</sub> intensive mobility solutions.
- Existing Central Baltic **transport nodes and areas** and improving the mobility solutions in **large and small urban transport systems** (also the ones servicing **hinterlands** of the urban areas) are in the scope of this Programme Objective. The goal is to achieve joint mobility solutions and improved intermodal mobility that help reduce CO<sub>2</sub> emissions.
- Improvements in efficiency and usability of transport nodes and areas and urban intermodal systems should be achieved as well.

## 5. DECREASED CO<sub>2</sub> EMISSIONS

### INDICATIVE JOINT ACTIONS

- Awareness raising
- Analysis and surveys
- Plans, drawings, and designs
- Planning and investing into digital solutions and processes
- Small scale investments leading to lower CO<sub>2</sub> emissions
- Piloting new mobility solutions
- Experience exchange activities as joint seminars, study visits, surveys and trainings



# Joint elements and cross-border added value

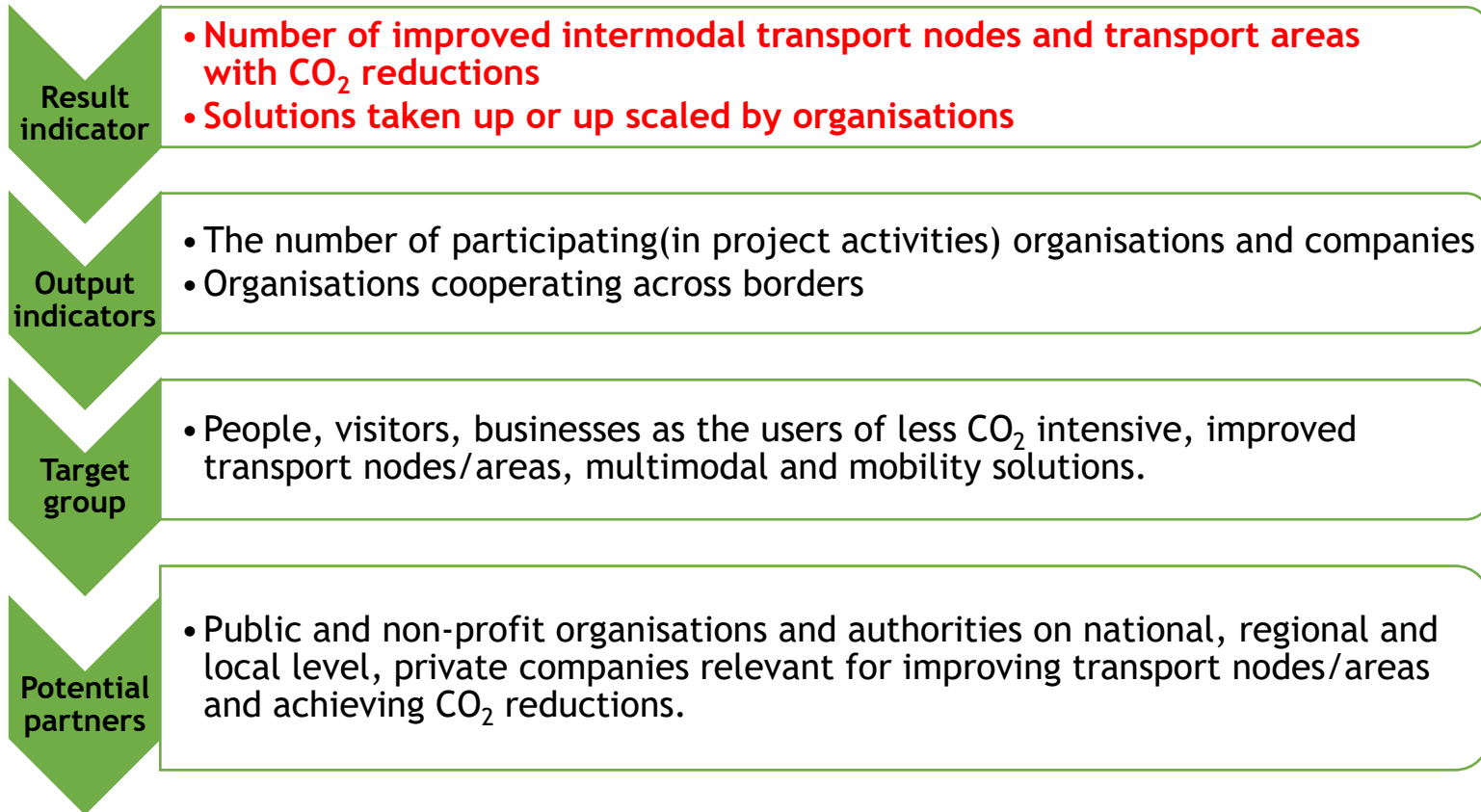
- The joint elements which justify and add cross-border value must be described
- The project approach and the activity plan should be joint and integrated
- There should be intermodal transport node or intermodal/multimodal transport system with common challenges in place

# Joint elements and cross-border added value

- Examples:
  - Mixed target group participants in project activities (e.g., joint trainings, events etc.)
  - Jointly developed or adopted approaches, methodologies and/or technologies
  - Jointly developed and applied solutions
- Intermodal transport node refers to a place or location where different transport modes interlink
- Intermodal transport area/system refers to an urban area with its hinterlands, where different transport modes interact and coexist



## 5. DECREASED CO<sub>2</sub> EMISSIONS



# Things to remember



- Focus your goals
- Aim for achieving a change
- Reduction of CO<sub>2</sub> should take place during the project, but it is also ok if reductions are foreseen right after the project
- Focus on concrete activities

Any questions?

# THINGS TO CONSIDER WHEN PLANNING A PROJECT

# Pay attention when in planning phase!

## CONTRIBUTION TO PROGRAMME OBJECTIVES

- Looking at the result and output indicators

## THE RIGHT PARTNERS

- The technical eligibility has been widened
- More focus on the relevance of the projects
- The right partners needed to achieve results

## SUSTAINABLE RESULTS

- Value-for-money through real results
- Plans for the use of results should be considered early on

Write down  
your project  
idea to get  
feedback

[www.centralbaltic.eu](http://www.centralbaltic.eu)

Interreg



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## Central Baltic Programme

### Project idea form

#### Central Baltic programme 2021-2027

Provide a short and concise description on the indicated aspects of the project idea. Avoid repeating same things under different questions. To get more information on the Programme content, please find a draft of the Programme Document from our website at [www.centralbaltic.eu/for-applicants/key-documents/](http://www.centralbaltic.eu/for-applicants/key-documents/)

| Indicative name of the project |   |
|--------------------------------|---|
|                                | <p>Targeted Programme Objective</p> <ul style="list-style-type: none"><li><input type="checkbox"/> PO 1: More exports by SMEs</li><li><input type="checkbox"/> PO 2: More new scaled-up growth companies</li><li><input type="checkbox"/> PO 3: Joint circular economy solutions</li><li><input type="checkbox"/> PO 4: Improved coastal and marine environment</li><li><input type="checkbox"/> PO 5: Decreased CO2 emissions</li><li><input type="checkbox"/> PO 6: Improved employment opportunities</li><li><input type="checkbox"/> PO 7: Improved public services</li></ul> |

## Information and support are available!

Applicant seminars

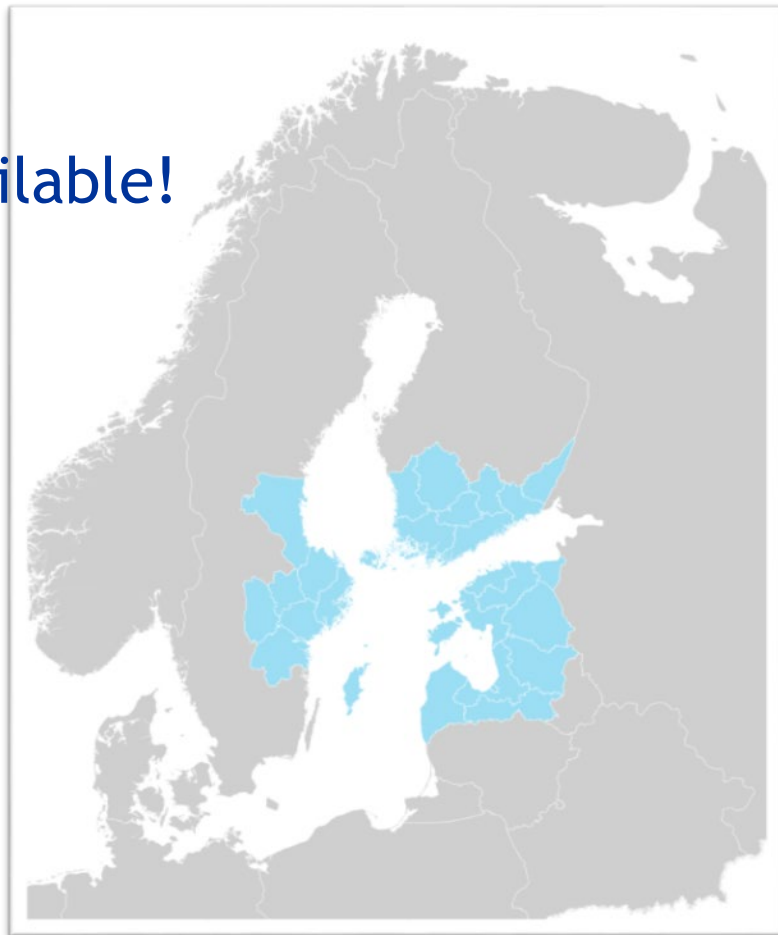
Individual consultations

National Contact Points in  
each country, including Åland

Website

Facebook, Twitter

Newsletter



# Get in touch with us!

1. More exports by SMEs

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

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(Improved public services)



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**Thank You!**



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Egentliga Finlands förbund  
Regional Council of Southwest Finland