

Central Baltic Programme 2021-2027

Partner Search Event
October 19th & 20th

- *09:20 Introduction*
- *09:30 The Central Baltic programme*
- *11:00 What are the elements of a good project/application*
- *12:00 Lunch*
- *13:00 Speed dating workshop*
- *14:45 Project presentations*
- *16:00 Walk to the Central Baltic photo exhibition, at Kungsträdgården*
- *16:45 End of workday*

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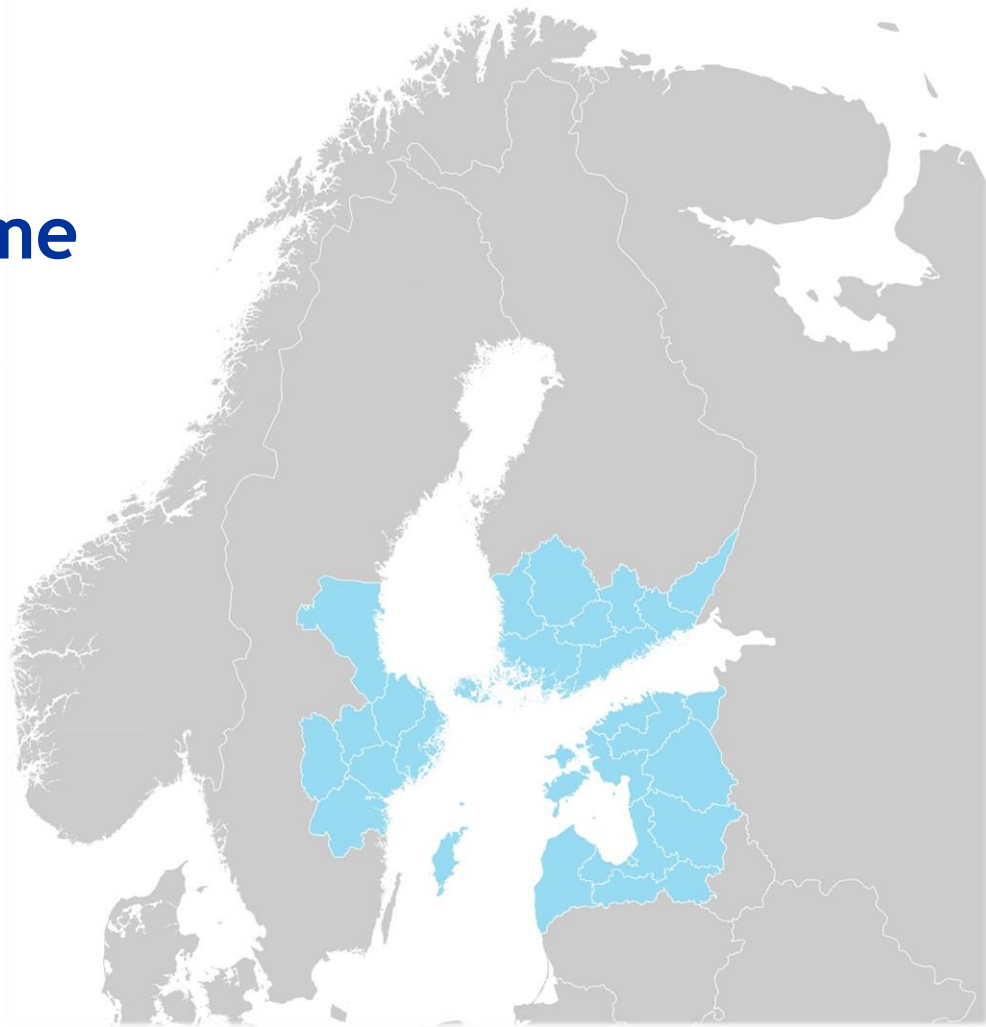
Central Baltic Programme

Central Baltic Programme 2021-2027

19.10.2022, Stockholm

PROGRAMME AREA

Central Baltic Programme 2021-2027 area



PROGRAMME BASICS



118 million
euros ERDF
funding

Up to 80% ERDF co-financing from the programme

Partners from at least two participating countries

Clear cross-border added-value

2-step approach for regular projects
(up to 4 MEUR per project, 2 MEUR per partner)

Small p (1-step approach)
(PO 7) - up to 213 550, duration up to 18 months

Lead partner principle

WHAT'S NEW FOR 2021-2027?

WILL REMAIN

- Focus and result-orientation
- An ambition to simplify
- Cross-border cooperation

WILL BE NEW

- An increase in the use of Simplified Cost Options
- Will be evolved: e-monitoring system (Jems)

Relevant principles applied for all programme objectives

- All Programme Objectives are rather focused, specific because of the need to **target practical, measurable results** with Central Baltic programme available resources over 7 years period.
- **Results are described by result indicators target values** to provide clear direction and measurable outcomes from intervention. Those are ambitious but still achievable.
- All lists of „Indicative actions“ are meant to be used by projects **to choose from the best ones in right proportion** (the best mix) and sequence to form complex projects to achieve results. One indicative action alone would not qualify as potentially strong project.
- All proposed PO-s include descriptions of elements what make projects „**joint cross-border**“ (cross-border value added elements).
- The main principle towards **potential partners is the relevance** of the organisations for achieving the results in the PO. In general, the partners should be non-commercial, for general purpose organisations. For 2 PO-s under Priority 2 also private companies may be the partners if relevant for achieving project results (but not as LP-s).

Result orientation

- To achieve changes together => cross-border partnerships

Programme objective - Result indicator - Target value

The change targeted together!

- **Projects** - only means to achieve programme results => we intend to choose the projects with the best impact and realistic to implement by strong partners
- Each project must choose one Programme Objective only.

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INTERVENTION LOGIC

7 PROGRAMME OBJECTIVES

INNOVATIVE BUSINESS DEVELOPMENT

1. More exports
by SMEs

2. More new
scaled-up growth
companies

IMPROVED ENVIRONMENT AND RESOURCE USE

3. Joint circular
economy solutions

4. Improved coastal
and marine
environment

5. Decreased CO2
emissions

IMPROVED EMPLOYMENT OPPORTUNITIES

6. Improved
employment
opportunities on
labour market

IMPROVED PUBLIC SERVICES

7. Improved public
services and
solutions for the
citizens

FOCUS ON RESULTS

EXPECTED RESULTS

PROGRAMME OBJECTIVE 1 More exports by SMEs

As a result, companies achieve sales and contracts on target markets.

PROGRAMME OBJECTIVE 2 More new scaled-up growth companies

As a result, companies achieve scaled-up status as, for example attract investment, develop new product or expand their team.

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 CO2 emissions

As a result, CO2 emissions are reduced from intermodal transport nodes and areas.

PROGRAMME OBJECTIVE 6 Improved employment opportunities on labour market

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

PROGRAMME OBJECTIVE 7 Improved public services and solutions for the citizens

As a result, solutions are taken up or upscaled by organisations.

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PROGRAMME OBJECTIVES

PROGRAMME OBJECTIVES

**1. MORE EXPORTS
BY SMES**

**2. MORE NEW
SCALED-UP
COMPANIES**

INNOVATIVE BUSINESS DEVELOPMENT

1. MORE EXPORTS BY SMEs

RESULT INDICATORS

1. Companies with achieved sales and contracts to new markets

2. SMEs introducing marketing or organisational innovation

APPROACH AND SCOPE

- Challenges related to **SME-dominated economies** and their **capacity to take products and services to new markets**.
- Focus on export allows to achieve **real economic impact**. In addition to marketing and new market entry activities, development of products, processes and skills are relevant activities.
- **All relevant economic sectors** where joint interest to enter new markets is in place are included in the scope of this Programme Objective.
- Joint efforts of CB companies (SMEs) to enter **new markets (markets outside EU/EFTA)** and to participate with joint offers towards international organisations (sales to an international organisation is considered equal to entering a new market) will be supported.
- 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.
- **Innovative companies** are defined as companies that are targeting higher value added than the sectorial and regional average.
- A cluster-based approach is encouraged.

INDICATIVE JOINT ACTIONS

- 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

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.**

1. MORE EXPORTS BY SMEs



1. MORE EXPORTS BY SMEs

Things to remember

- Know well the needs of target group companies
- Know the markets to target as early as possible
- Target optimal number of markets
- Focus your activities to achieving results - sales
- Develop work plan with emphasis on “market entry” part
- Additionality and new value



PROGRAMME OBJECTIVES

**1. MORE EXPORTS
BY SMES**

**2. MORE NEW
SCALED-UP
COMPANIES**

INNOVATIVE BUSINESS DEVELOPMENT

2. MORE NEW SCALED-UP COMPANIES

RESULT INDICATOR

Number of scaled-up new growth companies

2. MORE NEW SCALED-UP COMPANIES

APPROACH AND SCOPE

- The approach derives from 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.

2. MORE NEW SCALED-UP COMPANIES

INDICATIVE JOINT ACTIONS

- 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

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.**

2. MORE NEW SCALED-UP COMPANIES



Things to remember

- Be as specific as possible in identifying and determining target group - know their needs
- Focus your activities to achieving results - scaled-up new companies



PROGRAMME OBJECTIVES

**3. JOINT CIRCULAR
ECONOMY
SOLUTIONS**

**4. IMPROVED
COASTAL AND
MARINE
ENVIRONMENT**

**5. DECREASED
CO2 EMISSIONS**

IMPROVED ENVIRONMENT AND RESOURCE USE

3. JOINT CIRCULAR ECONOMY SOLUTIONS

RESULT INDICATOR

The number of improved product/ service cycles/ chains

APPROACH AND SCOPE

- The approach derives from challenges related to high levels of waste, low levels of product and material reuse, inflows of nutrients and hazardous substances 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.
- 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

3. JOINT CIRCULAR ECONOMY SOLUTIONS

INDICATIVE JOINT ACTIONS

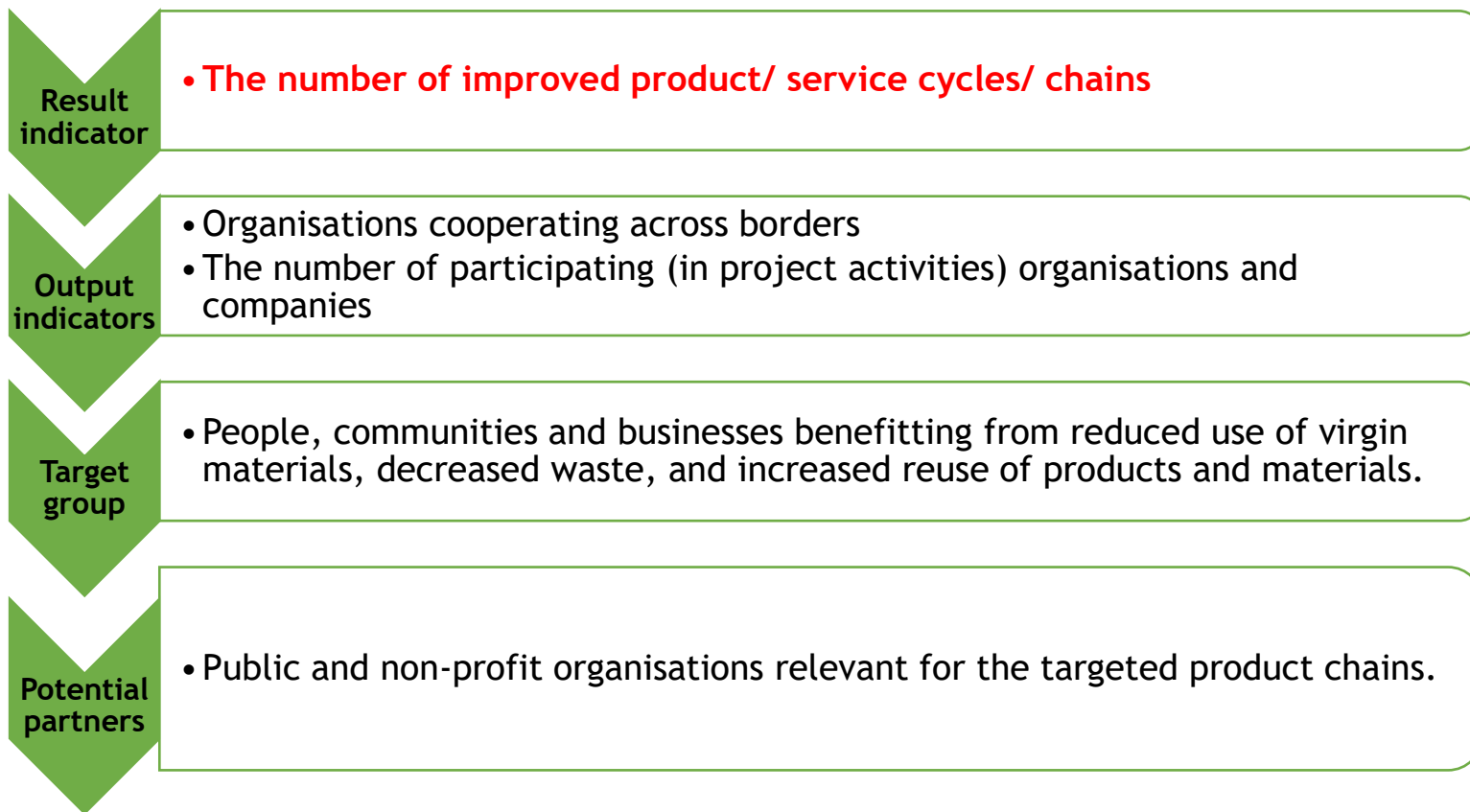
- Awareness raising of consumers, organisations
- Mapping the cross border product life cycles/chains
- Feasibility studies, plans and designs
- Trainings and skills development
- Joint product development prototyping activities and cross-border hackathons
- Development and implementation of methods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

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.

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



PROGRAMME OBJECTIVES

3. JOINT CIRCULAR
ECONOMY
SOLUTIONS

4. IMPROVED
COASTAL AND
MARINE
ENVIRONMENT

5. DECREASED
CO2 EMISSIONS

IMPROVED ENVIRONMENT AND RESOURCE USE

4. IMPROVED COASTAL AND MARINE ENVIRONMENT

RESULT INDICATOR

The number improved urban and agricultural load sources

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. 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 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.

INDICATIVE JOINT ACTIONS

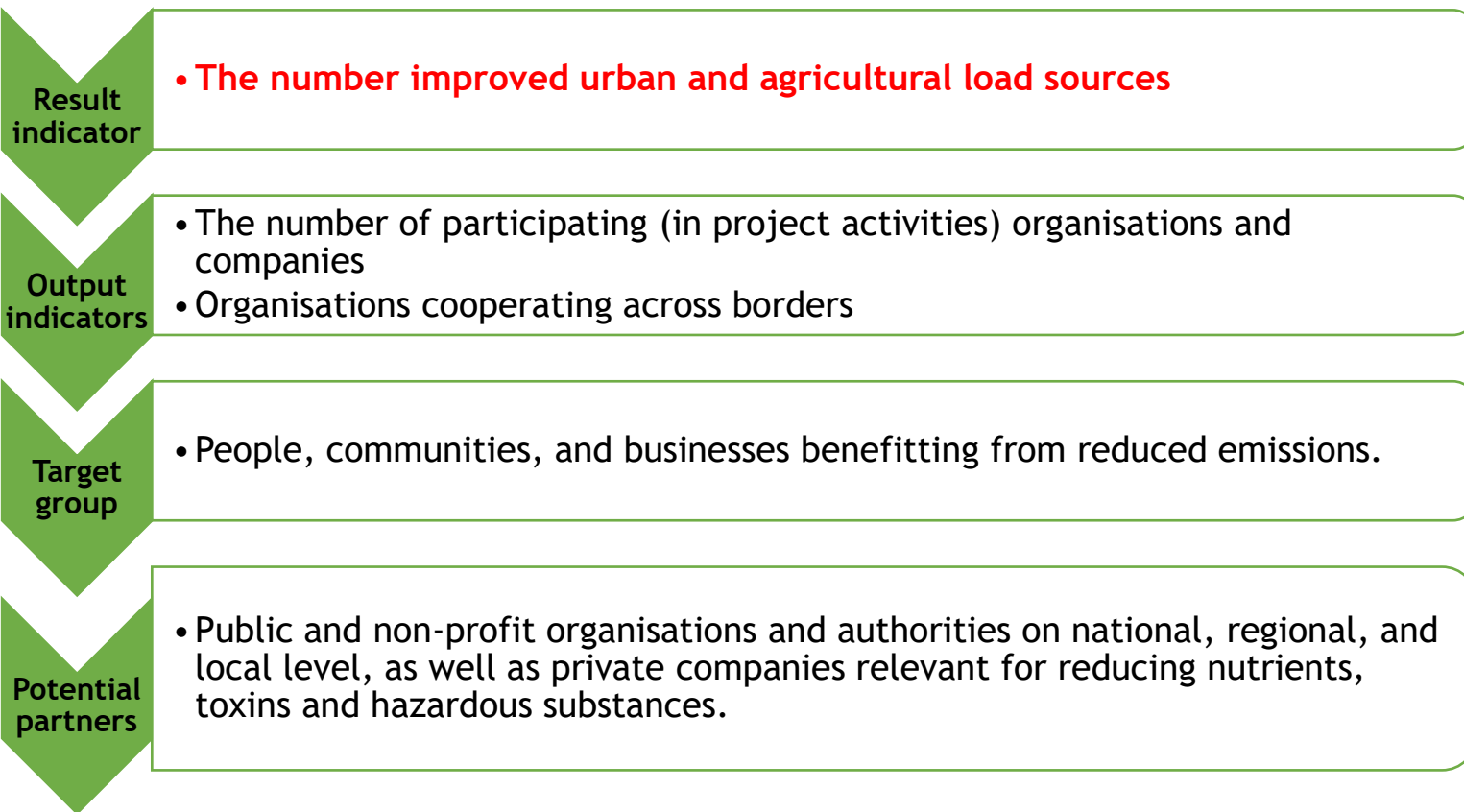
- Awareness raising
- Information collection, surveys
- Analysis and surveys, plans, drawings, and designs
- Designing, adapting methods
- Planning and investing into digital solutions and processes
- Joint pilot actions to reduce inflows of nutrients, toxins and hazardous substances
- Small scale investments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

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.

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

PROGRAMME OBJECTIVES

3. JOINT CIRCULAR
ECONOMY
SOLUTIONS

4. IMPROVED
COASTAL AND
MARINE
ENVIRONMENT

5. DECREASED
CO2 EMISSIONS

IMPROVED ENVIRONMENT AND RESOURCE USE

5. DECREASED CO2 EMISSIONS

RESULT INDICATORS

1. Number of improved intermodal transport nodes and transport areas with CO₂ reductions

2. Solutions taken up or up scaled by organisations

APPROACH AND SCOPE

- The approach derives from 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.
- 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 CO₂ emissions.
- Improvements in efficiency and usability of transport nodes and areas and urban intermodal systems should be achieved as well.

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 CO₂ emissions
- Piloting new mobility solutions
- Experience exchange activities as joint seminars, study visits, surveys and trainings

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.

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 CO₂ EMISSIONS

Result indicator

- Number of improved intermodal transport nodes and transport areas 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

Target group

- People, visitors, businesses as the users of less CO₂ intensive, improved transport nodes/areas, multimodal and mobility solutions.

Potential partners

- Public and non-profit organisations and authorities on national, regional and local level, private companies relevant for improving transport nodes/areas and achieving CO₂ reductions.

Things to remember



- Focus your goals
- Aim for achieving a change
- Reduction of CO₂ should take place during the project, but it is also ok if reductions are foreseen right after the project
- Focus on concrete activities

PROGRAMME OBJECTIVE

6. IMPROVED EMPLOYMENT OPPORTUNITIES ON LABOUR MARKET

IMPROVED EMPLOYMENT OPPORTUNITIES

6. IMPROVED EMPLOYMENT OPPORTUNITIES ON LABOUR MARKET

RESULT INDICATORS

- 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**

APPROACH AND SCOPE

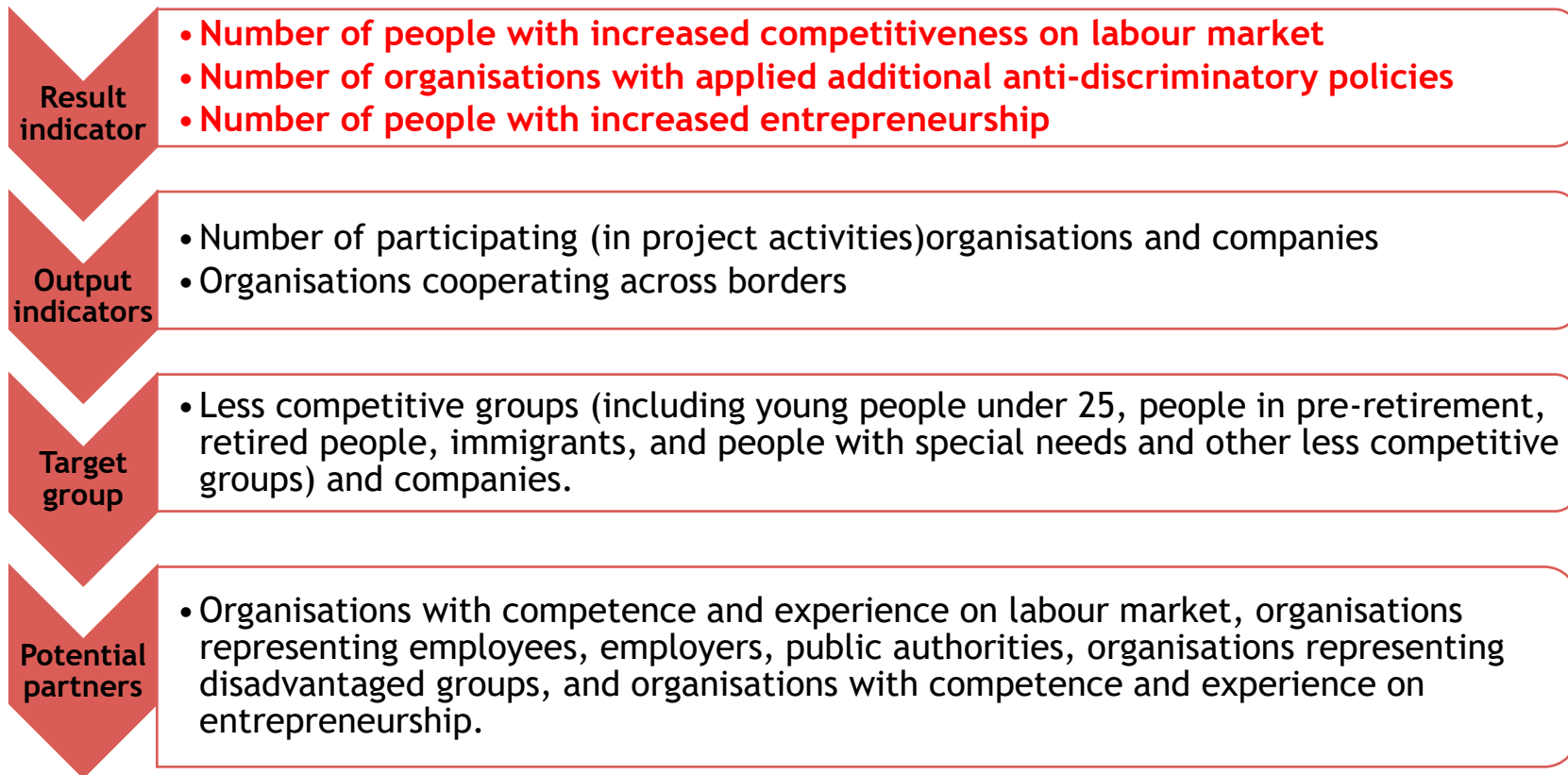
- The approach derives from the challenges of less competitive groups in the society to access work opportunities, and labour market inflexibility.
- The goal is to strengthen and improve employment opportunities on the labour market through joint efforts in the region.
- The scope of this Programme Objective includes activities 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 JOINT ACTIONS

- 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

All projects 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.**

6. IMPROVED EMPLOYMENT OPPORTUNITIES ON LABOUR MARKET



Joint elements of cross-border cooperation

- The project approach and the activity plan should be joint and integrated.
- The indicative joint cross-border elements in projects are:
 - Mixed target group participants in project activities (e.g., joint trainings, seminars, etc.);
 - Jointly developed and implemented seminars, training programmes for target group employees and employers;
 - Jointly developed and used methods for learning and working;
 - Jointly developed and implemented teleworking and distant learning solutions;
 - Preparing and applying anti-discriminatory policies by organisations together.

Possible project examples

Online training + at work practice in another CB country = people with improved competitiveness

Online or face to face seminars for employers from different CB countries to work on anti-discriminatory policies = new anti-discriminatory policies

Online training for an international group of trainees = people with improved competitiveness

Entrepreneurship training and problem solving exercises with elements of how to work in different CB countries = people with increased entrepreneurship skills

Social dialogue activities with international experience exchange and agreement on anti discriminatory policies = new anti-discriminatory policies

NB - each of these needs to deliver one of the pre-defined project results!!!
-Needs to include a suitable mix of joint actions

Horizontal principles



- Sustainable development (including the Do no Specific Harm Principle)
- Equal opportunities and non-discrimination
- Equality between men and women

Possibility of using small project type

Max 213 550 EUR total (including the preparation cost lump sum), max 1,5 years (18 months).

Note that if the total project budget remains under 200.000 EUR the project can only choose simplified cost options; such projects cannot apply any real cost.

PROGRAMME OBJECTIVE

7. IMPROVED PUBLIC SERVICES AND SOLUTIONS FOR THE CITIZENS

IMPROVED PUBLIC SERVICES

7. IMPROVED PUBLIC SERVICES AND SOLUTIONS FOR THE CITIZENS

RESULT INDICATOR

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)**

APPROACH AND SCOPE

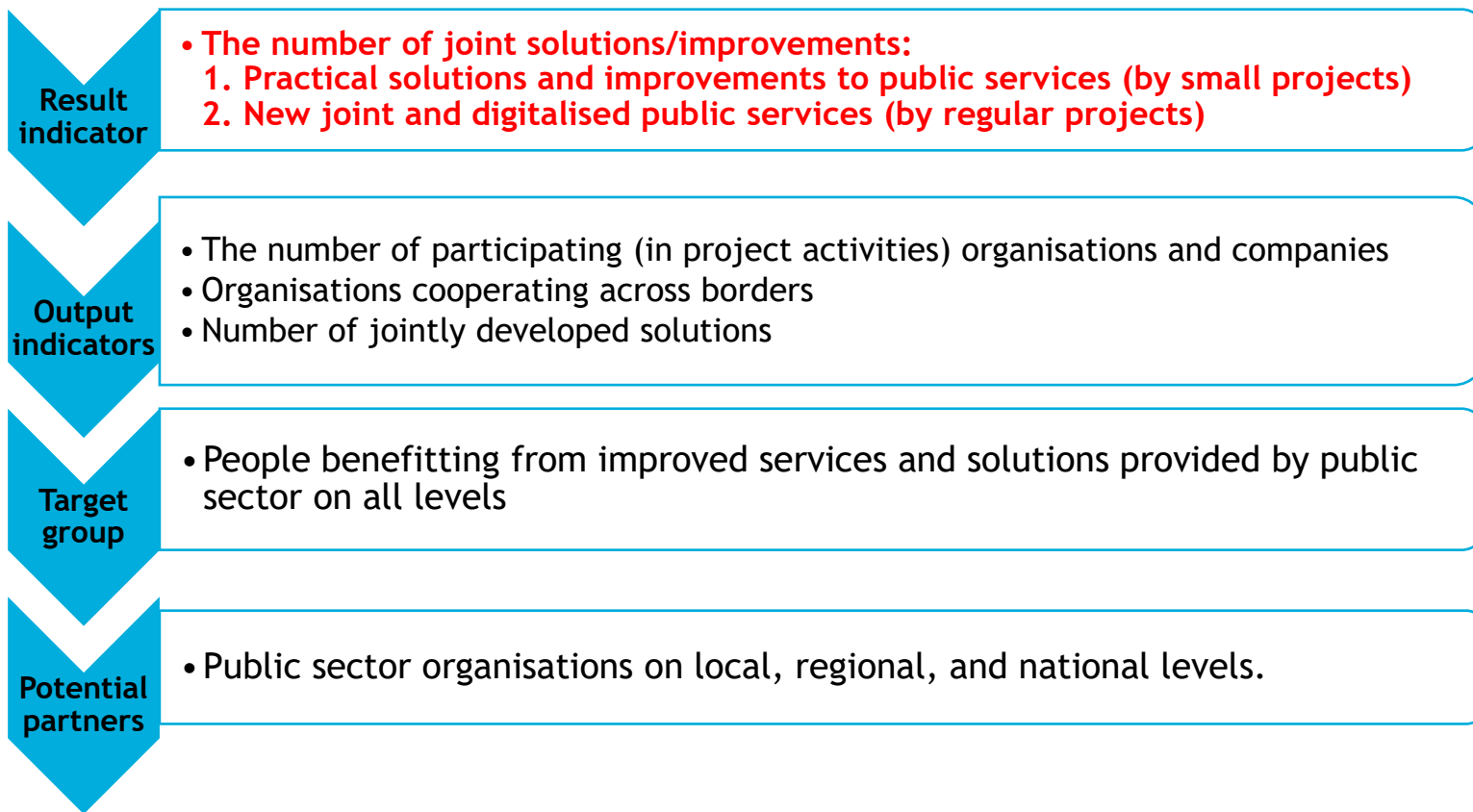
- The approach derives from challenges and obstacles related to the administrative, regulatory, language and cultural barriers in public administration.
- It includes all branches of the society which are not covered by the scope of Programme Objectives 1 - 6, and levels of public administration experience exchange and learning from each other.
- These should lead to practical solutions and policy improvements, and/or new or improved public services.
- The digitalisation of public services is included.
- The participatory processes taking place when designing the improved solutions and services are also supported.
- The scope of the Programme Objective does not include joint curricula development within the educational systems.

INDICATIVE JOINT ACTIONS

- 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

All projects 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.**

7. IMPROVED PUBLIC SERVICES AND SOLUTIONS FOR THE CITIZENS



Potential project examples (1/2)

Partner organisation example	Type of project	Example of projects	Examples of potential results expected	Result indicators targeted
Local or regional municipality	Small project	Joint land use and / or sectoral* / strategic planning across borders * Transport planning, health care planning, education planning, social care planning etc.	Synchronized land use / sectoral / strategic planning across municipalities / borders (partners)	New practical solutions leading to improvement to public services
		Participatory approach development into municipal services to raise the quality and / or efficiency (planning, implementation, monitoring, or evaluation stage of the service)	Inclusion of participatory approach into day-to-day services and practice across municipalities (partners)	
	Small / regular project	Common solutions to urban, rural, or urban - rural development challenges and obstacles* * utilities provision, waste management, inclusion of migrants, entrepreneurship support and development,	Improved practices regarding urban, rural, or urban-rural development challenges across municipalities (partners)	New practical solutions leading to improvement to public services / New joint public services or digitalized public services
	Regular project	Synchronization or digitalization of existing public services (any kind of service provided by municipalities)	Synchronized or digitalized (existing) public services	New joint public services or digitalized public services

7. IMPROVED PUBLIC SERVICES AND SOLUTIONS FOR THE CITIZENS

Potential project examples (2/2)

Partner organisation example	Type of project	Example of projects	Examples of potential results expected	Result indicators targeted
Municipal companies providing public services National or regional authorities and institutions	Regular project Small project	Development of common / joint cross -border public services	New joint public services or digitalized public services	Municipal companies providing public services National or regional authorities and institutions
		Participatory approach development for providing services to raise the quality and/or efficiency (planning, implementation, monitoring, or evaluation stage of the service)	Inclusion of participatory approach into day-to-day services and practice across institutions (partners)	
	Regular project	Synchronization or digitalization of existing public services (any kind of provided by institutions)	Synchronized or digitalized (existing) public services	New practical solutions leading to improvement to public services / New joint public services or digitalized public services
	Regular project	Development of common / joint cross -border public services	New joint public services or digitalized public services	New joint public services or digitalized public services

Things to remember

- Focus your activities
- Focus your goals
- Do not try to cover too much
- The focus can be on **services or solutions for citizens**
- Aim for achieving a change
- Cross-border relevance and joint solutions



Write down
your project
idea to get
feedback

www.centralbaltic.eu

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/

Indicative name of the project	
Targeted Programme Objective <input type="checkbox"/> PO 1: More exports by SMEs <input type="checkbox"/> PO 2: More new scaled-up growth companies <input type="checkbox"/> PO 3: Joint circular economy solutions <input type="checkbox"/> PO 4: Improved coastal and marine environment <input type="checkbox"/> PO 5: Decreased CO2 emissions <input type="checkbox"/> PO 6: Improved employment opportunities <input type="checkbox"/> PO 7: Improved public services	

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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Thank You!



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