

Interreg



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Central Baltic Programme

# Central Baltic Programme 2021-2027

## 2<sup>nd</sup> call - Applicant Seminars 2022

*December 2022*

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## Goals of the seminar:

- To describe in which areas Central Baltic 2021-2027 programme intends to achieve changes - Programme Objectives!
- To provide information to understanding whether there is match between your project ideas and the Programme Objectives.

# Introduction to the cross-border cooperation and Central Baltic programme logic:

- What is cross-border co-operation?
- Central Baltic programme - general overview and principles
- Programme Objectives at glance

# Cross-border co-operation in the EU - ERDF

With a budget of 6.7 billion EUR, the 73 cross-border co-operation programmes for 2021-2027 aim to boost cooperation actions across borders between neighbouring regions and countries. These cross-border programmes are made up of 49 internal programmes, 24 external (10 IPA and 14 NEXT) and the PEACE + programme.

The concept of 'embedding', which has been developed for the 2021-2027 programming period also ensures that there is much closer coordination between mainstream and Interreg programmes. This broadens the scope of mainstream regional and Interreg programmes to co-ordinate actions in terms of a cross-border dimension.

# Cross-border co-operation in the EU

37.5% of the EU population lives in border areas, along some 38 internal borders made up of geographic, linguistic barriers often bearing the scars of European wars. First developed as a Community initiative in 1990, Interreg was reorganized as a formal "objective" of European Cohesion Policy in 2000.

European cross-border co-operation, known as Interreg A, supports cooperation between NUTS III regions from at least two Member States lying directly on the borders or adjacent to them. This aims to tackle common challenges identified jointly in border regions and to exploit the untapped growth potential in border areas, while enhancing the cooperation process with a view to strengthening the overall harmonious development of the Union.

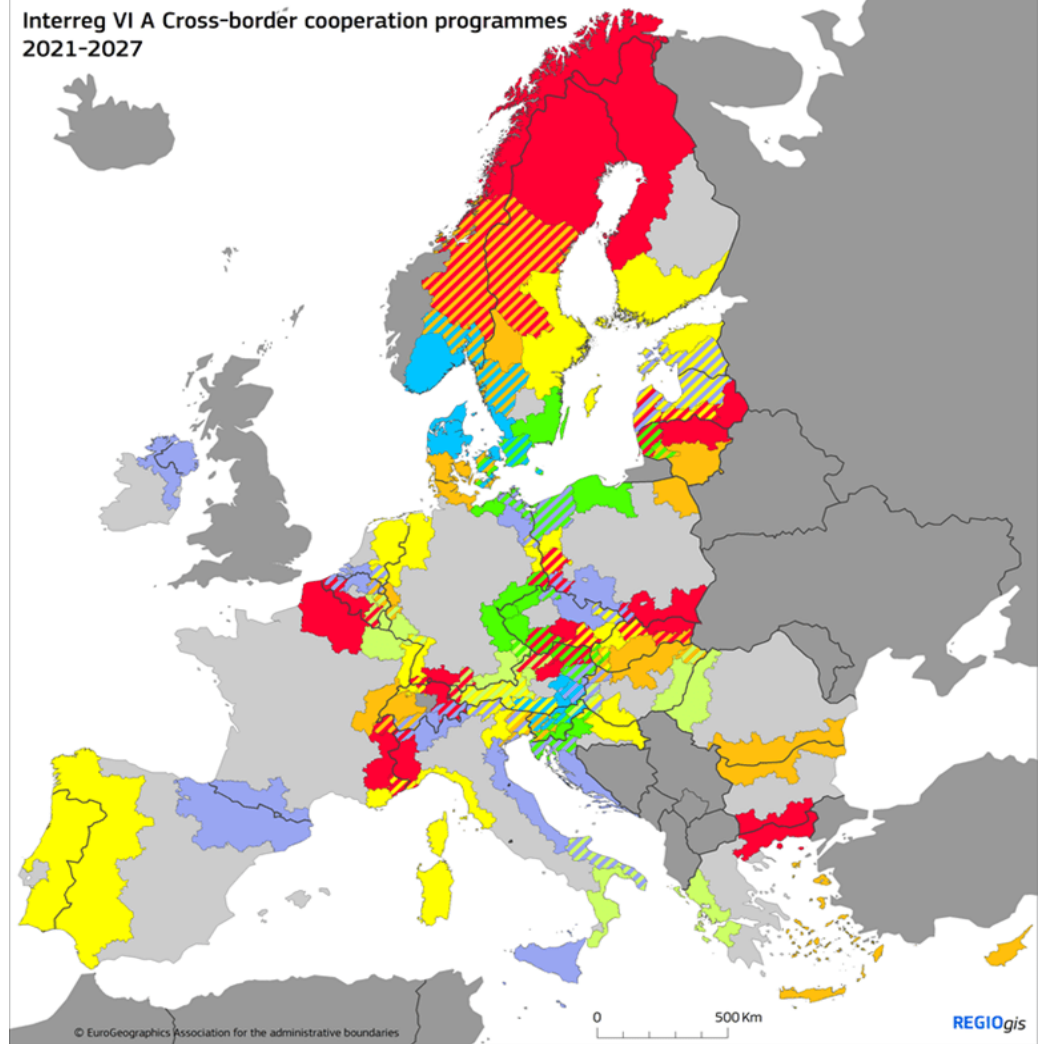
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Interreg VI A Cross-border cooperation programmes  
2021-2027





# Central Baltic Programme 2021-2027 area

Estonia

Finland, including Åland

Latvia

Sweden



## PROGRAMME BASICS

118 million  
euros ERDF  
funding

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Up to 80% ERDF co-financing from the programme

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Partners from at least two participating countries

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Clear cross-border added-value

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

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

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Lead partner principle



# 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

# 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).

# Small projects vs regular projects

	Small project	Regular project
<b>Budget</b>	<p>Max 213 550 EUR total (including the preparation cost lump sum)</p> <p>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.</p>	<p>Min 213 551 EUR total</p> <p>Max 4 000 0000 EUR total</p> <p>Max 2 000 000 EUR total/partner</p>
<b>Project duration</b>	max 1,5 years (18 months)	no set limit, but typically 2-3 years
<b>Application</b>	only selected parts of the Application Form, less detail required, 1-step application procedure	full Application Form 2-step application procedure
<b>Reporting</b>	shorter reporting forms wide use of Simplified Cost Options	full reporting form wide use of Simplified Cost Options
<b>Relevant Programme Objectives</b>	<b>Relevant for Programme objectives 6 and 7</b>	All Programme Objectives

# When to opt for a small project?

Check the Manual- 2.2. Different types of projects

- Most suitable for PO7 and PO6.
- New to Central Baltic? Start with a small project!
- Opportunity for smaller organizations with limited funds available for pre-financing.
- Opportunity for smaller, more local initiatives.
- Results can be achieved using the SCOs only (but real costs also allowed for small projects above 200 000).
- Project can be implemented in 18 months max.
- Shorter procedure and simplified application form allows to approve and implement projects quicker - react to needs quicker.



NB - projects with less than 200 000 Euro budget cannot use real costs - SCOs only!!!!

# FOCUS ON 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.

# Result orientation

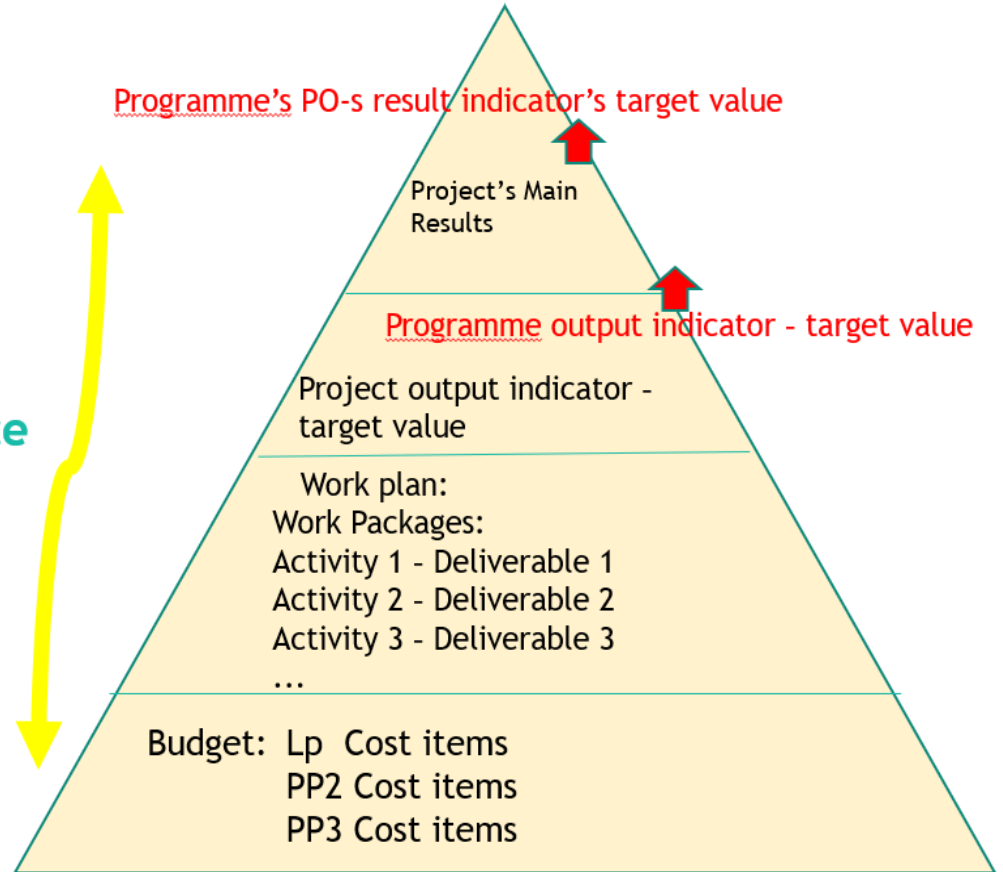
- To achieve changes together => cross-border partnerships

Programme objective - Result indicator - Target value

*The change targeted together!*

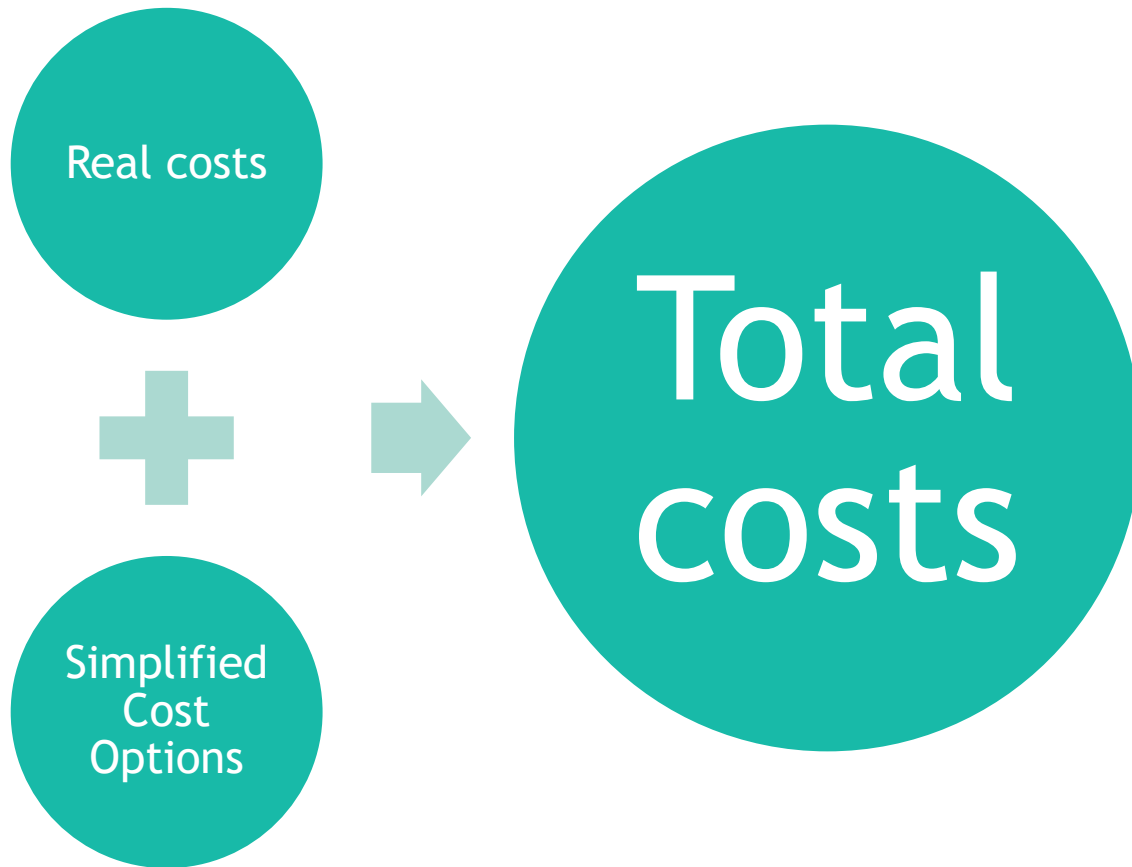
- **Projects** - only means to achieve programme results => we intend to choose the projects with the best impact and realistic to implement by strong partners
- Each project must choose one Programme Objective only.

**! Coherence**



## Costs used:

Use of pre-  
defined  
simplified  
cost options is  
mandatory!





# Main funding principles

**Up to 80% ERDF funding**

**Min. 20% own contribution (partner, national, other source)**

**Funding based on reporting period of 6 months**

**No advance payments**

**Preparation lump sum of 13 550 EUR**

**Wide use of Simplified Cost Options**

## Simplified Cost Options - SCOs

- Preparation costs - lump sum
- Staff costs - unit cost
- Office and administration costs - 15% of the staff costs
- Travel and accommodation - 15% of the staff costs
- External expertise and services - real costs/ unit cost for events
- Office equipment - unit cost
- Other equipment, investments - real costs

Strongly advised to read the Programme Manual chapters 4.5 Eligibility of costs, 4.6 on SCOs and 4.7. Other rules !!!

# Staff costs - unit cost, rate per hour

Estonia	Finland (including Åland)	Latvia	Sweden
29 EUR	36 EUR	24 EUR	501 SEK

- Budgets are always made in euro (Jems changes SEK to EUR)
- Paid based on employment contracts and report of hours
- Max hours for 1 full time employee are 1720 per year, counted pro rata as necessary

## External expertise and services - simplified cost option - FACE TO FACE EVENTS

Estonia	Finland (including Åland)	Latvia	Sweden
55 EUR	80 EUR	51 EUR	84 EUR

- Costs mentioned above are for 1 day of event
- Costs applied based on location of the event
- Paid based on agendas and signed participant lists (participants have to sign separately for each day!!!)
- Check the manual for full conditions

# Other rules

- VAT eligible
- Public procurements should always be done according to national rules or following EU rules, depending on the thresholds - both for real costs and SCOs.
- **Direct state aid** - General Block Exemption Regulation (GBER), Article 20<sup>6</sup>, requirements have been integrated into programme rules.
- In cases of **indirect aid to third parties** the GBER Article 20a is applied. This means that a project partner can grant aid up to 20 000 EUR ERDF per undertaking per project. The partner has to document the calculation of the amount of aid and report it to the MA/JS.

# 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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# Central Baltic Programme 2021-2027

## Programme objectives 1 and 2

**MORE EXPORTS BY SMEs**

**MORE NEW SCALED-UP COMPANIES**

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## PROGRAMME OBJECTIVES

**1. MORE EXPORTS  
BY SMES**

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



# 1. MORE EXPORTS BY SMEs

## 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.
- **Innovative companies** are defined as companies that are targeting higher value added than the sectorial and regional average.
- A cluster-based approach is encouraged.

# 1. MORE EXPORTS BY SMEs

Result  
indicator

- **Companies with achieved sales on new markets**

Output  
indicators

- Enterprises with non-financial support (actively participating in project activities)
- „SMEs introducing marketing or organisational innovation“

Potential  
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.

Target  
group

- **Established, mature innovative SMEs** of different sectors with international cooperation experience and capacity.

# 1. MORE EXPORTS BY SMEs

## 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

The 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.**



# Additional explanations

- The projects targeting the entry to new markets of all economic sectors are eligible.
- Regarding the **services export** the provision of the services often takes place within programme area but for target market customers.
- **State aid** - Article 20a - indirect (to third parties) up to 20 000.- ERDF per company under 1 project - reporting to JS.

# The indicative joint cross-border elements

- Mixed target group participants in project activities (e.g., in joint trainings, joint business missions, joint stands on trade fairs etc.);
- Joint product/service offerings and packages;
- Joint acquisition and use of market information;
- Joint development and implementation of marketing campaigns;
- The use of joint target market experts

...

# Result Indicator

## „Companies with achieved sales and contracts to new markets“

- **Sales should be achieved** by target group companies via joint actions to the new markets (markets outside EU/EFTA).
- **Counted for the result** the company should have, for example, written or digital contract, proof of transaction with buyer from the targeted market for delivery of goods or services or other equal written/digital proof.
- Sales for **tourism sector and other service sectors** are counted if foreign buyer uses the service within the Central Baltic Programme area - purchases by tourists from targeted markets.
- The project partners are responsible for keeping records on participating companies and their achieved sales (name of company, name of contact person, proofs of the sale/contract).
- Confidentiality rules apply: no information on sales and deals will be disclosed without the permission of the concerned company.
- For numeric results, the unique companies are counted and aggregated on project level over project duration.
- Reporting by the projects will take place annually from the 2nd full year of the project implementation. Last overall count of results will be reported by the projects 1 full year after project has ended.

# Output indicators

## 1. „Enterprises with non-financial support“

For achievement of this indicator, the companies' representatives' active participation from project activities is counted. Purely recipients of information (newsletters, emails) and other passive types of activities aren't counted.

For both output indicators the unique companies are reported as achievements: 1 company may participate in several project activities but 1 is counted. There can be more than 1 representative from 1 company but 1 is counted. The project partners are responsible for keeping records on participating companies.

The records should include the company's names, the contact information and in which project activities the participation took place.

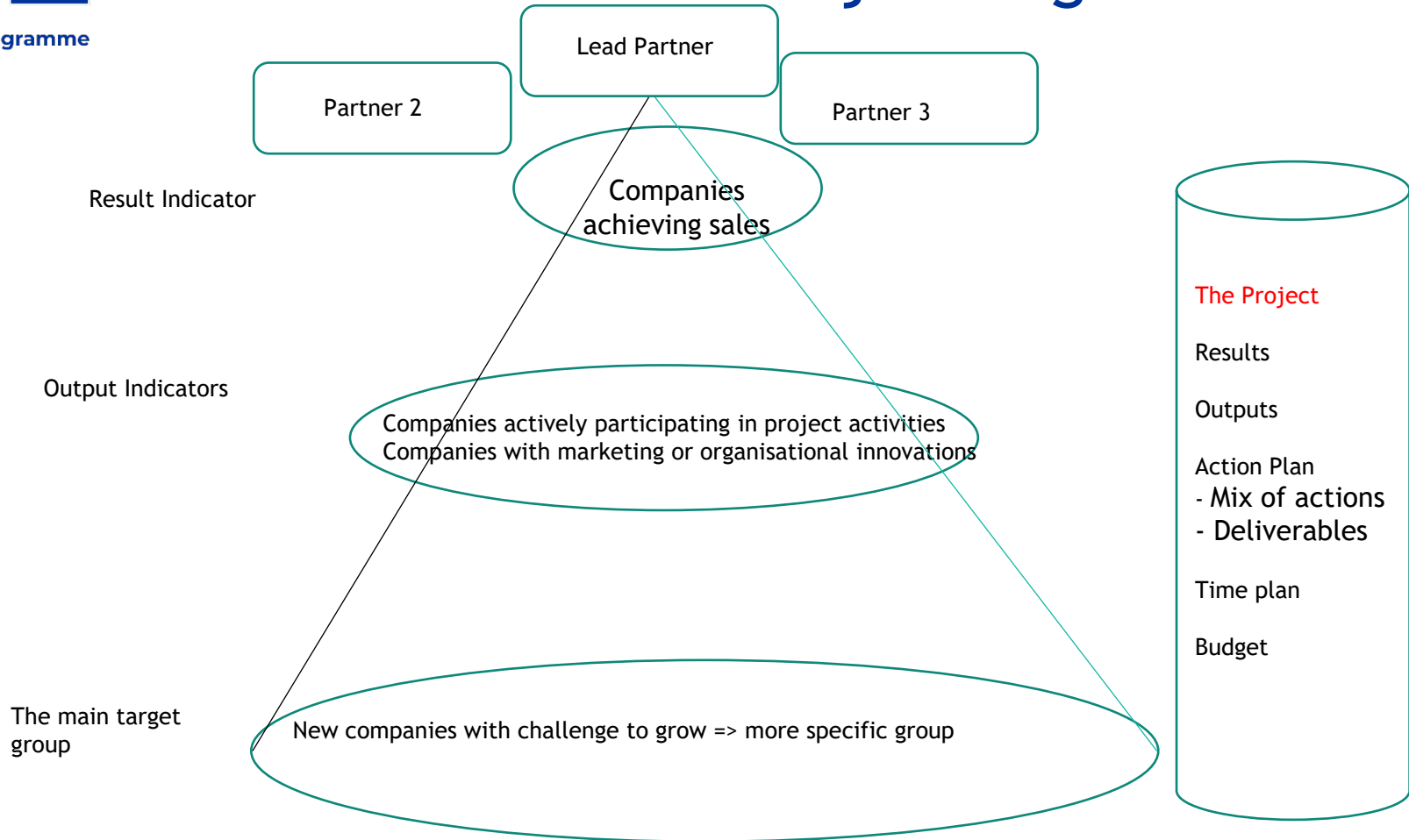
## 2. „SMEs introducing marketing or organisational innovation“

Marketing innovations are defined as new and adopted methods and ways of marketing for companies.

Organisational innovations are defined as changes and adaptations within companies' organizational structures and/or processes. Including the usage of new software solutions for marketing.

# Project logic

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# Things to remember

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



# Potential portfolio after 1<sup>st</sup> call

- More info available after December 20<sup>th</sup>, 2022
- 6 projects proposed to MC
- Sectors/themes: ITS, ICT, green-tech, nature tourism, breeding materials,...
- Markets: Brazil, North-America, Azerbaijan, UK, Uzbekistan, Turkey, international NGO-s,...

## PROGRAMME OBJECTIVES

**1. MORE EXPORTS  
BY SMES**

**2. MORE NEW  
SCALED-UP  
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

### Result indicator

- **Number of scaled-up new growth companies**

### Output indicators

- Enterprises with non-financial support (actively participating in project activities)

### Potential partners

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

### Target group

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

## 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.**



# Additional explanations

- The **main target group** is “new companies with ambition to grow 5 years from start of operations.
- In **exceptional cases** the target group can be new companies with the ambition to grow up to 7 years from start of operations:
  - the project includes sectors where development takes longer time because of science/knowledge intensity; E.g., deep tech, biomedicine, pharmaceuticals, material technologies etc.;
  - the project includes companies operating in sparsely populated and isolated areas where the scaling up and growing is hindered by surrounding conditions;
- In justified cases the project partners can also work with companies which are older but with similar scaling-up challenges.
- **State aid** - Article 20a - indirect (to third parties) up to 20 000.- ERDF per company under 1 project - reporting to JS.

# The indicative joint cross-border elements

- Mixing target group participants in project activities (e.g., joint trainings, joint events, etc.);
- Joint scaling-up and product development processes, accelerators, etc.;
- The use of joint business development experts;
- Jointly developed and used development methodologies and technics;

...



# Result Indicator

## „Number of scaled up new growth companies“

The status as “scaled-up company” should be achieved via joint actions by project partners for the participating target group companies.

**Scaled up company** is defined as: company which raised investments, company established presence outside of home market, company developed the business model, company developed the new product/service, company expanded the key team, company merged or acquired, company implemented the Initial Public Offering (IPO).

The project partners are responsible for keeping records on participating companies and their achieved scaled up achievement (name of the company, name of the contact person, proofs of the scaled-up status). Confidentiality rules apply: no information will be disclosed without the permission of the concerned company.

For numeric results the unique companies are counted and aggregated on project level over project duration.

**Reporting** by the projects will take place annually from the 2nd full year of the project implementation.

Last overall count of results will be reported by the projects 1 full year after project has ended.

# Output indicator

## „Enterprises with non-financial support“

For achievement of this indicator, the **companies' representatives' active participation from project activities** is counted. Not recipients of just information (newsletters, emails) and other passive types of activities are counted.

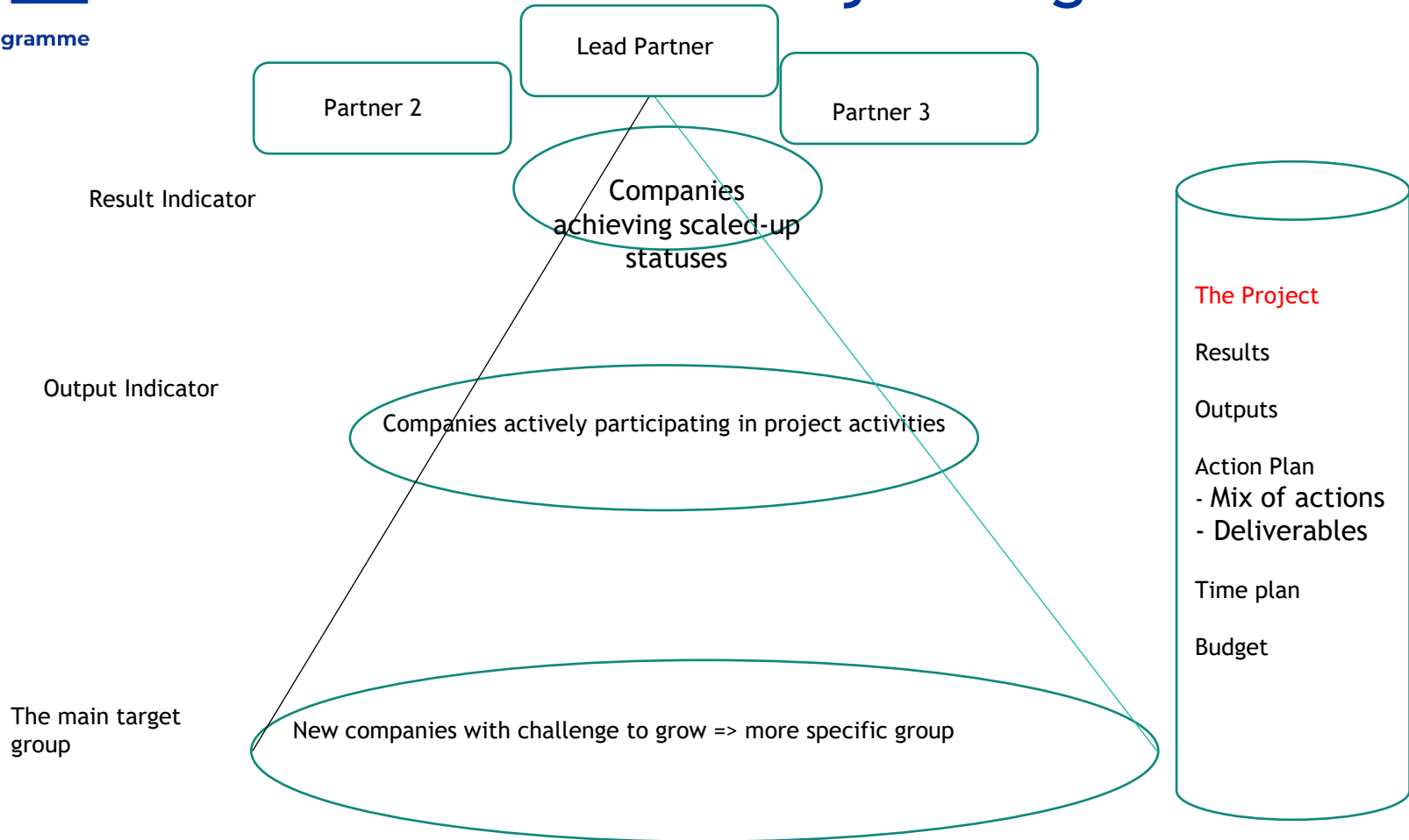
For both output indicators **the unique companies are reported as achievements**: one company may participate in several project activities but one is counted. There can be more than one representative from one company but one is counted.

The **project partners are responsible for keeping records on participating companies**. The records should include the companies names, the contact information and in which project activities the participation took place.

The achievements of the **output indicators are reported annually** (1 year/12 month periods) during project duration and aggregated on project level.

# Project logic

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# Things to remember

- Be as specific as possible in identifying and determining main target group
- Be ready to describe which “scaling-up statuses” are targeted for participating companies
- Focus your activities to achieving results - scaled-up new companies



# Potential portfolio after 1<sup>st</sup> call

- More info available after December 20<sup>th</sup>, 2022
- 5 projects proposed to MC
- **Sectors/themes:** smart manufacturing, ICT, e-governance, smart mobility, green transition in smart and sustainable city context,
- **Approaches:** joint scaling-up programmes, linking start-ups with corporations, 3BL,

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**Thank You!**

# Central Baltic Programme 2021-2027

## Programme objectives 3 and 4 and 5

JOINT CIRCULAR ECONOMY SOLUTIONS

IMPROVED COASTAL AND MARINE ENVIRONMENT

DECREASED CO2 EMISSIONS

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## 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

### 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

#### Result indicator

- The number of improved product/service cycles/chains (10)

#### Output indicators

- Participations in joint actions across borders (300)
- Pilot actions developed (25)

#### Target group

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

#### Potential partners

- Public and non-profit organisations relevant for the targeted product chains.

## 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 of 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

### Result indicator

- The number of improved urban and agricultural load sources (50)

### Output indicators

- Participations in joint actions across borders (200)
- Pilot actions developed (30)

### Target group

- People, communities, and businesses benefitting from reduced emissions.

### Potential 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.

# 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

**Improved intermodal transport nodes and transport areas  
with CO2 reductions**



### 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.

### 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

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 CO<sub>2</sub> EMISSIONS

### Result indicator

- Improved intermodal transport nodes and transport areas with CO<sub>2</sub> reductions (15)

### Output indicators

- Participations in joint actions across borders (50)
- Pilot actions developed (15)

### Target group

- People, visitors, businesses as the users of less CO<sub>2</sub> 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 CO<sub>2</sub> reductions.

## 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 in some cases if reductions are foreseen right after the project
- Focus on concrete activities

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**Thank You!**

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# Central Baltic Programme 2021-2027

## Programme objective 6

**IMPROVED EMPLOYMENT OPPORTUNITIES**

Laura Cunska-Āboma [Laura.Cunska-Aboma@centralbaltic.eu](mailto:Laura.Cunska-Aboma@centralbaltic.eu)



## PROGRAMME OBJECTIVE 6

**IMPROVED EMPLOYMENT  
OPPORTUNITIES ON LABOUR MARKET**

**IMPROVED EMPLOYMENT OPPORTUNITIES**

## APPROACH AND SCOPE

The **goal** is to strengthen and improve employment opportunities on the labour market through joint efforts in the region.

The **approach** derives from the challenges of **less competitive groups** in the society to access work opportunities, and labour market inflexibility.

## The 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.

## Additional explanations

Each project should define the less competitive group that they work with; the project application should also specify how or why this group is considered less competitive.

Entrepreneurship development activities towards the less competitive age groups and youth. Entrepreneurship training for target groups may include social entrepreneurship training.

## 6. IMPROVED EMPLOYMENT OPPORTUNITIES ON LABOUR MARKET

### Result indicator

- **Number of people with increased competitiveness on labour market - 400**
- **Number of organisations with applied additional anti-discriminatory policies - 75**
- **Number of people with increased entrepreneurship - 150**

### Output indicators

- Participations in joint actions across borders - 100 organisations and 700 people
- Organisations cooperating across borders - 125

### Target group

- 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.

### Potential partners

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

# Who can be a partner?

- 1 lead partner and 1 or more project partners.
- Partners from at least two Member States.
- Relevance = partners should have a statutory authority or mandate to act in the chosen field. Participating in a project should be considered a priority for the organization.
- Public authorities (national, regional and local) as well as bodies governed by private law (NGOs). **NOT FOR PROFIT!**
- Companies are not eligible as partners for PO6

## 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.**

## 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

### Competitiveness

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

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

### Anti-discrimination

Seminars for employers  
from different CB countries  
to work on anti-  
discriminatory policies =  
new anti-discriminatory  
policies

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

### Entrepreneurship

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

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



# When to opt for a small project?

Check the Manual- 2.2. Different types of projects

- Most suitable for PO7 and PO6.
- New to Central Baltic? Start with a small project!
- Opportunity for smaller organizations with limited funds available for pre-financing.
- Opportunity for smaller, more local initiatives.
- Results can be achieved using the SCOs only (if not - real costs also allowed for small projects above 200 000).
- Project can be implemented in 18 months max.
- Shorter procedure and simplified application form allows to approve and implement projects quicker - react to needs quicker.



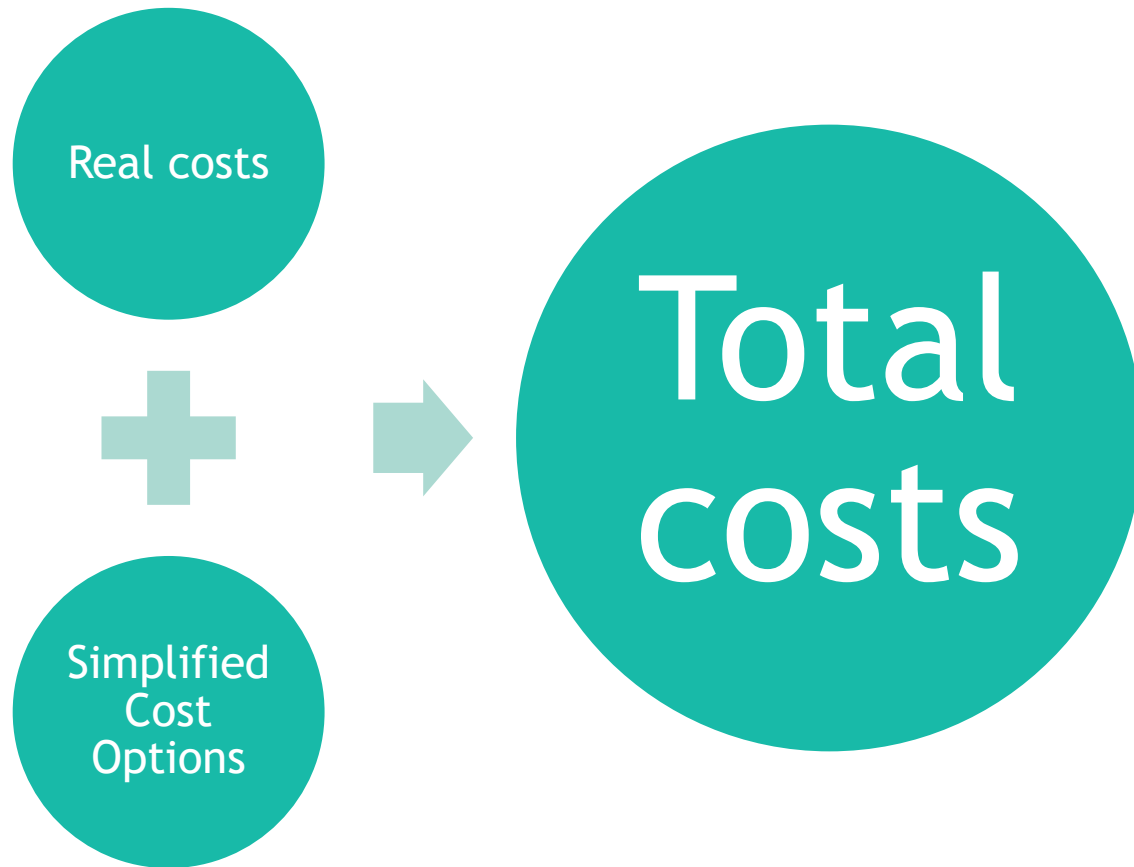
NB - projects with less than 200 000 Euro budget cannot use real costs - SCOs only!!!!

# Horizontal principles:

- Sustainable development
- Equal opportunities and non-discrimination
- Equality between men and women

## Costs used:

Use of pre-  
defined  
simplified  
cost options is  
mandatory!



## Simplified Cost Options - SCOs

- Preparation costs - lump sum
- Staff costs - unit cost
- Office and administration costs - 15% of the staff costs
- Travel and accommodation - 15% of the staff costs
- External expertise and services - real costs/ unit cost for events
- Office equipment - unit cost
- Other equipment, investments - real costs

Strongly advised to read the Programme Manual chapters 4.5 Eligibility of costs, 4.6 on SCOs and 4.7. Other rules !!!

# Staff costs - unit cost, rate per hour

Estonia	Finland (including Åland)	Latvia	Sweden
29 EUR	36 EUR	24 EUR	501 SEK

- Budgets are always made in euro (Jems changes SEK to EUR)
- Paid based on employment contracts and report of hours
- Max hours for 1 full time employee are 1720 per year, counted pro rata as necessary

## External expertise and services - simplified cost option - FACE TO FACE EVENTS

Estonia	Finland (including Åland)	Latvia	Sweden
55 EUR	80 EUR	51 EUR	84 EUR

- Costs mentioned above are for 1 day of event
- Costs applied based on location of the event
- Paid based on agendas and signed participant lists (participants have to sign separately for each day!!!)
- Check the manual for full conditions

# Other rules

- VAT eligible
- Public procurements should always be done according to national rules or following EU rules, depending on the thresholds - both for real costs and SCOs.
- **Direct state aid** - General Block Exemption Regulation (GBER), Article 20<sup>6</sup>, requirements have been integrated into programme rules.
- In cases of **indirect aid to third parties** the GBER Article 20a is applied. This means that a project partner can grant aid up to 20 000 EUR ERDF per undertaking per project. The partner has to document the calculation of the amount of aid and report it to the MA/JS.

# Support activities and materials

- Events: by JS and nCP-s - follow website, newsletter
- **Online seminar in January - eligibility, SCOs, cost categories**

- Central Baltic programme website - [www.centralbaltic.eu](http://www.centralbaltic.eu)
- Project idea form
- Programme Manual
- Guide for Applying for a Project

<https://centralbaltic.eu/for-applicants/key-documents/#application-documents>

- FAQ - <https://centralbaltic.eu/for-applicants/frequently-asked-questions/>



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# Central Baltic Programme 2021-2027

## Programme objective 7

**IMPROVED PUBLIC SERVICES AND SOLUTIONS FOR THE CITIZENS**

Normunds Strautmanis [normunds.strautmanis@centralbaltic.eu](mailto:normunds.strautmanis@centralbaltic.eu)

## PROGRAMME OBJECTIVE 7

# IMPROVED PUBLIC SERVICES AND SOLUTIONS FOR CITIZENS

## IMPROVED PUBLIC SERVICES

# What is a public service?

- A public service is **any service** intended to address specific needs pertaining to the aggregate members of a community.
- Public services are available to people within a government jurisdiction as provided directly through public sector agencies or via public financing to private businesses or voluntary organizations (or even as provided by family households, though terminology may differ depending on context).
- Other public services are undertaken on behalf of a government's residents or in the interest of its citizens.

# Who does provide a public service?

- **National government**  
via government agencies  
via government-owned public service providers (companies)  
via private companies (selected as result of procurement or otherwise (contract))
- **Regional and local government**  
via regional or local agencies  
via regional or local government-owned public service providers (companies)  
Via private companies (selected as a result of procurement or otherwise (contact))
- **Private companies**
- **NGOs**
- **Other options possible**



**STATUTORY MANDATE!!!**

# P07: Which sectors are covered?

- ANY
- ALL



## 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.

## 7. IMPROVED PUBLIC SERVICES AND SOLUTIONS FOR THE CITIZENS

### RESULT INDICATOR

Solutions taken up or upscaled by organisations:

1. New joint cross-border public services or digitalized public services (by regular projects)
2. New practical solutions leading to improvements to public services (by small size projects)

Examples include: increased quality level of the service, adopted improved regulation, adopted policy document or plan, shortened time of the service delivery, expanded target group, improved usability of the service, improved **participation** (including feedback) opportunities etc.



# Small projects vs regular projects

	Small project	Regular project
<b>Budget</b>	<p>Max 213 550 EUR total (including the preparation cost lump sum)</p> <p>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.</p>	<p>Min 213 551 EUR total</p> <p>Max 4 000 0000 EUR total</p> <p>Max 2 000 000 EUR total/partner</p>
<b>Project duration</b>	max 1,5 years (18 months)	no set limit, but typically 2-3 years
<b>Application</b>	only selected parts of the Application Form, less detail required, 1-step application procedure	full Application Form 2-step application procedure
<b>Reporting</b>	shorter reporting forms wide use of Simplified Cost Options	full reporting form wide use of Simplified Cost Options
<b>Relevant Programme Objectives</b>	All Programme Objectives, if relevant, but in particular Programme Objective 7	All Programme Objectives

## INDICATIVE JOINT ACTIONS / REGULAR PROJECTS

- Awareness raising for stakeholders and target groups to improve planning and implementation of joint policy and public services
  - Trainings for target groups and networking (for example organisation of public events to support improving public services)
  - Feasibility studies to support creation and improvement of joint public services in targeted service sectors
  - Plans and designs (including strategic and land use planning) for new or aligned joint services and service infrastructure
  - Improving participatory processes for developing services
  - Improving public services and solutions by for example synchronising and harmonising them
  - Creating new joint cross-border services or aligning existing services
  - Digitalising joint public services (including data economy solutions) to improve usability
- For regular projects - there should be description of challenges, obstacles or barriers within CB the project is to target and to solve or to overcome.

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.**

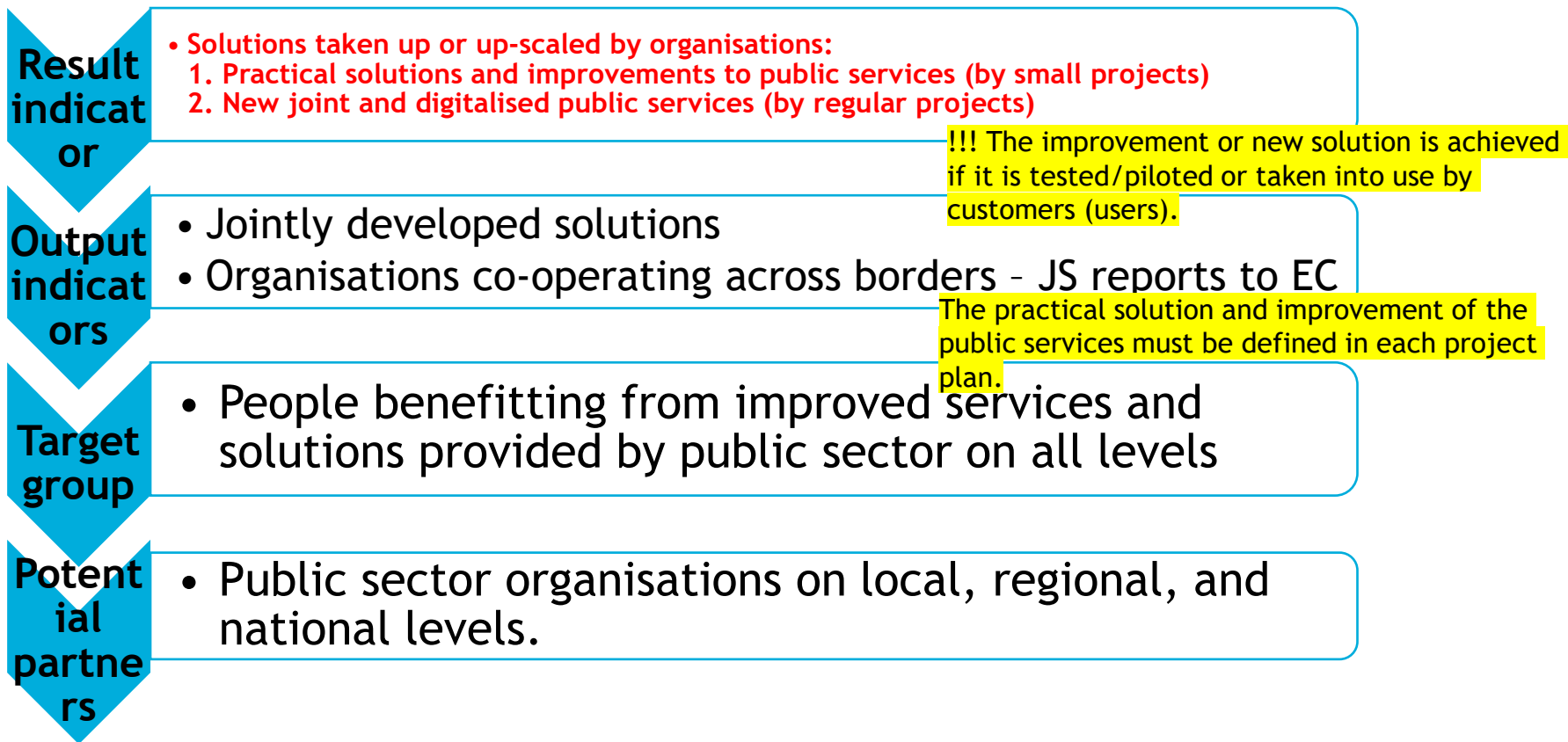
## INDICATIVE JOINT ACTIONS / SMALL PROJECTS

- Study visits and experience exchange seminars;
- Trainings and networking;
- Feasibility studies, plans and designs relevant for improvements;
- Improving public services and solutions leading to improvement of public services

For small projects - there should be description of the best practice, experience to be shared and the improvement targeted.

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

## 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

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# Central Baltic Programme 2021-2027

## PRACTICALITIES



# Support activities and materials

- Events: by JS and nCP-s - follow website, newsletter
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- FAQ - <https://centralbaltic.eu/for-applicants/frequently-asked-questions/>



# Write down your project idea and consult with the Joint Secretariat

## 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	
<b>Targeted Programme Objective</b> <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	

# Jems - electronic monitoring system


## Welcome to the monitoring system of Central Baltic Programme 2021- 2027!

Here you can find our latest calls and manage your applications. Just login or create a new account and get started!

### Jems – Login

\*  Email

ylari.alamets@centralbaltic.eu

\*  Password

.....



By logging in, I agree to the [Terms of service](#), [privacy policy](#) and [cookies usage policy](#).

Login

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[Forgot password.](#)

Jems is partially compliant with WCAG 2.1 AA Web Accessibility Standard. Please follow [this link](#)

## GET IN TOUCH WITH US!

Individual consultations -  
Project idea form - feedback

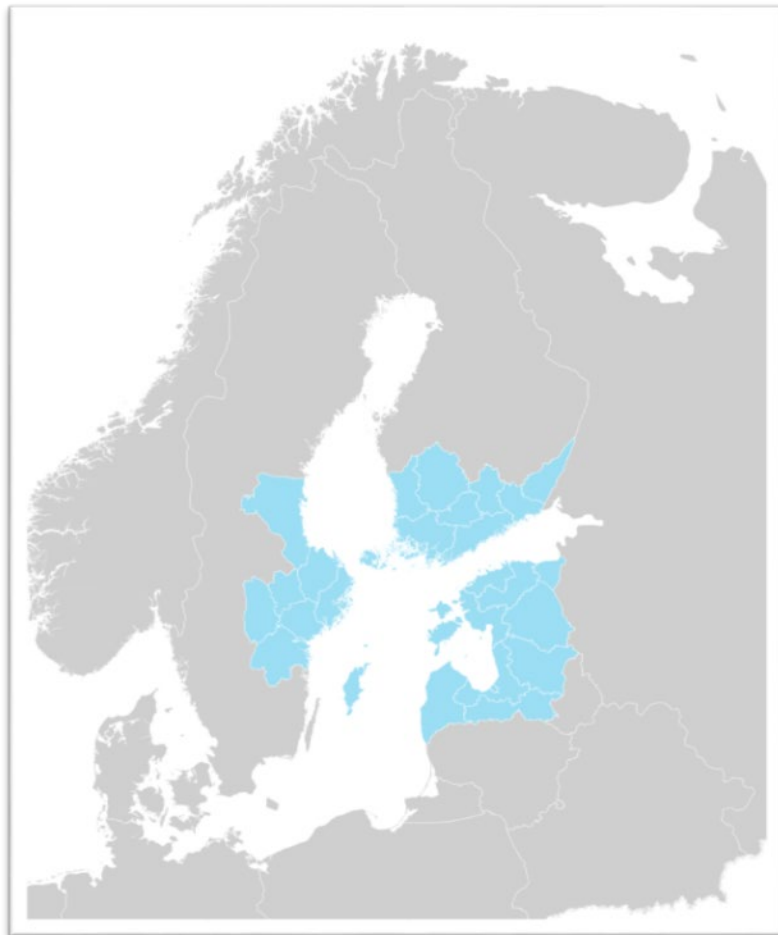
Website, Facebook, Twitter,  
national contact points

2<sup>nd</sup> call open - **Jems open**  
**20.02.-10.03.2023**

3<sup>rd</sup> call for small projects -  
Autumn 2023

2<sup>nd</sup> call, 2nd step - indicative  
deadline - 3rd quarter 2023

Start of (regular project  
activities 1st quarter 2024)



# Contact info

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

7. Improved public services

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