

Interreg



Co-funded by
the European Union

Central Baltic Programme

Central Baltic Programme 2021-2027

Online Partner Search Event

January 30, 2024

National Contact Points

Central Baltic Programme 2021-2027 area

-  Estonia
-  Finland, including Åland
-  Latvia
-  Sweden



152 million
euros ERDF
funding

PROGRAMME BASICS

Up to 80% ERDF co-financing from the programme

Partners from at least two participating countries

Clear cross-border added-value

Regular projects (2-step approach): max. 4
MEUR per project, max. 2 MEUR per partner

*(Small projects (1-step approach):
up to 213 550 EUR, duration up to 18 months)*

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

PROGRAMME OBJECTIVES

**1. MORE EXPORTS
BY SMES**

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

INNOVATIVE BUSINESS DEVELOPMENT

1. MORE EXPORTS BY SMEs

Result indicator

- **Companies with achieved sales and contracts to new markets**

Output indicators

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

Target group

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

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.

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 (6)

BreedExpo2



BreedExpo2

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Bridging4Growth



Bridging4Growth

[Read more »](#)

INGOs



INGOs

[Read more »](#)

ISMEF



ISMEF

LEF network Azerbaijan



LEF network Azerbaijan

NAT-TOUR-EXPO



NAT-TOUR-EXPO

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**

Output indicators

- Enterprises with non-financial support

Target group

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

Potential partners

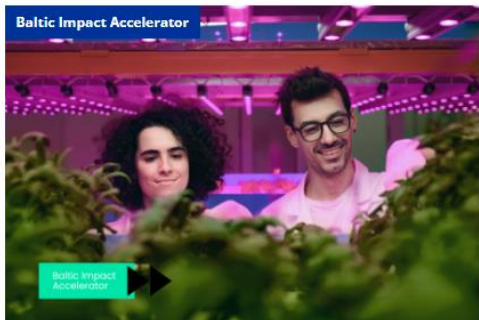
- **Non-commercial organisations with competence and experience** for new business development, product development, internationalisation such as business development organisations, science parks, associations of companies and regional development agencies.

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 (5)



Baltic Impact Accelerator

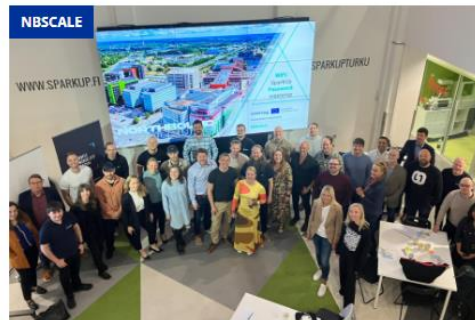
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 Cross-border program

ESCALTECH

[Read more »](#)



NBSCALE

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SCALE-ABLE



Scaleup Launchpad

Project Idea Pitch

Jouko Parviainen

Ukipolis Oy (FI)

jouko.parviainen@ukipolis.fi

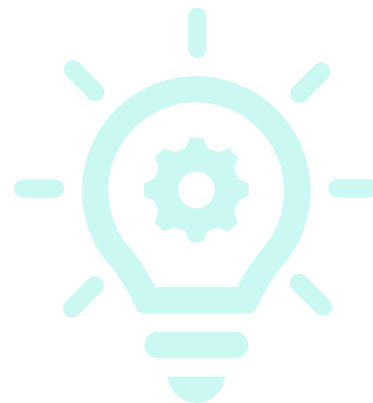


Project Idea Pitch

Juha Tuominen

Tampere University of Applied Sciences (FI)

juha.tuominen@tuni.fi



Project Idea Pitch

Jouko Urmas
Yrityssalo Oy (FI)
jouko.urmas@yrityssalo.fi



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**

Output indicators

- Participations in joint actions across borders
- Pilot actions developed

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.

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

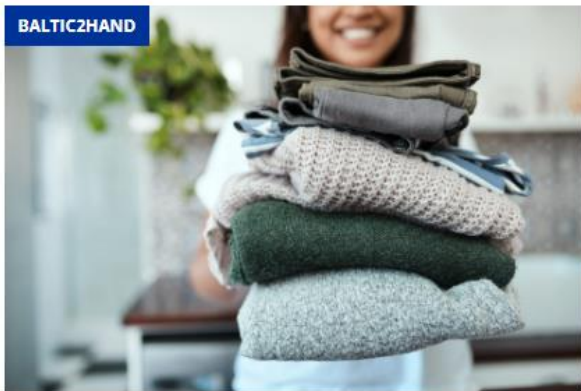
Any project should use a suitable mix of these actions based on the project topic. The chosen mix of actions must be relevant for achieving the contribution to both the project and programme results.



3. JOINT CIRCULAR ECONOMY SOLUTIONS (3)

Central Baltic Programme

BALTIC2HAND



BALTIC2HAND

[Read more »](#)

Ce4Re



Ce4Re

[Read more »](#)

TransFarm



TransFarm

[Read more »](#)

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

Output indicators

- Participations in joint actions across borders
- Pilot actions developed

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.

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.



4. IMPROVED COASTAL AND MARINE ENVIRONMENT (5)



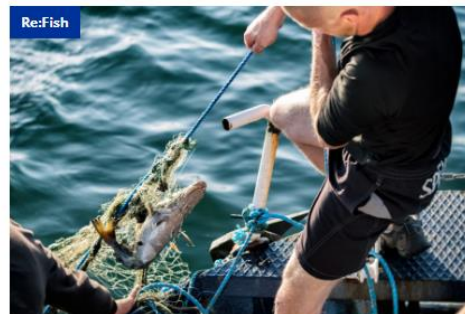
BalticReed

[Read more »](#)



MUSTBE

[Read more »](#)



Re:Fish

[Read more »](#)



StoPWa



Sustainable Silage

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 indicator

- Improved intermodal transport nodes and transport areas with CO₂ reductions

Output indicators

- Participations in joint actions across borders
- Pilot actions developed

Target group

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

Potential partners

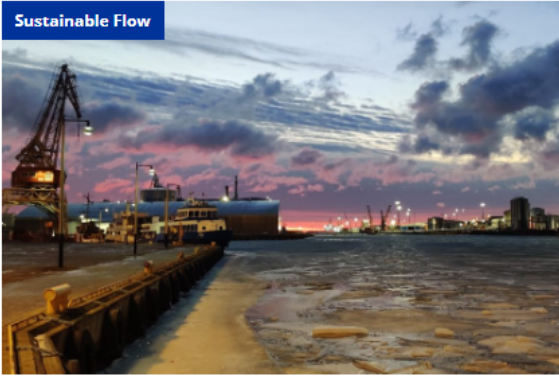
- Public and non-profit organisations and authorities on national, regional and local level, private companies relevant for improving transport nodes/areas and achieving CO₂ reductions.

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.

Sustainable Flow



Sustainable Flow

[Read more »](#)

5. DECREASED CO2 EMISSIONS (1)

Project Idea Pitch

Siim Reinla

Viimsi Municipality (EE)

siim.reinla@viimsivv.ee



Project Idea Pitch

Anne-Marie Tuomala
LAB University of Applied Sciences (FI)
anne-marie.tuomala@lab.fi



Project Idea Pitch

Juri Kulikov

GreenDice (EE)

juri@greendice.com



Project Idea Pitch

Asta Gulijeva

County Administrative Board, Stockholm (SE)

asta.gulijeva@lansstyrelsen.se



Länsstyrelsen
Stockholm

Project Idea Pitch

Peter Karlsson
City of Mariehamn (AX)
peter.karlsson@mariehamn.ax



Project Idea Pitch

Ivar Zekker

University of Tartu (EE)

a31168@ut.ee



UNIVERSITY
OF TARTU

Project Idea Pitch

Tanel Mätlik

Viimsi Municipality (EE)

tanel.matlik@viimsivv.ee

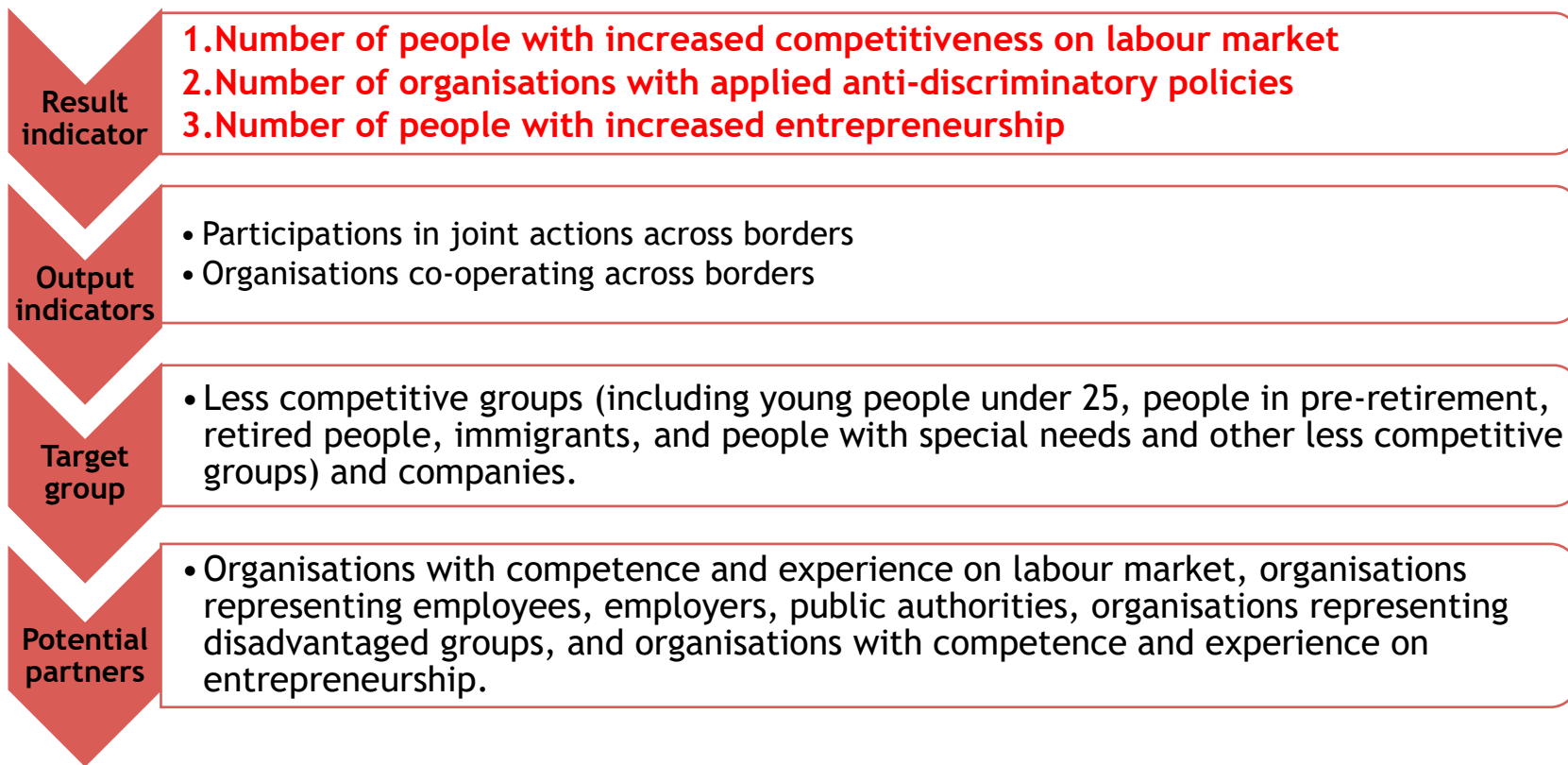


PROGRAMME OBJECTIVE

6. IMPROVED EMPLOYMENT OPPORTUNITIES ON LABOUR MARKET

IMPROVED EMPLOYMENT OPPORTUNITIES

6. IMPROVED EMPLOYMENT OPPORTUNITIES ON LABOUR MARKET



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 (14)



Silver Strategies

Silver Strategies

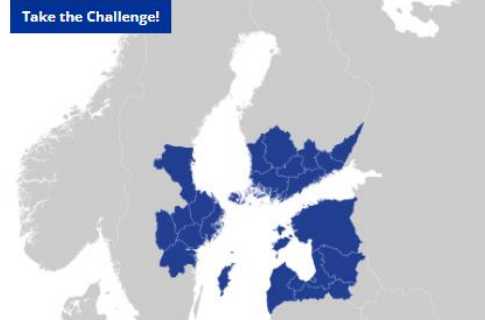
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SocEntYouth

SocEntYouth

[Read more »](#)



Take the Challenge!

Take the Challenge!

[Read more »](#)



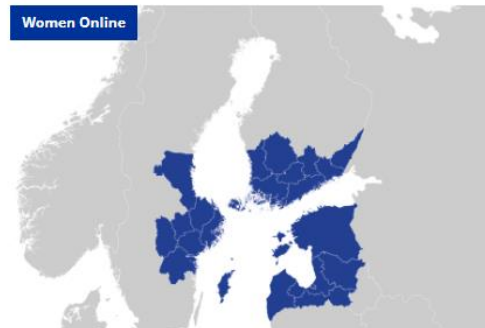
Tour4Youth

Tour4Youth



WE C Business

WE C Business



Women Online

Women Online

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 up-scaled by organisations:**
 1. New joint cross-border public services or digitalized public services (by regular projects)
 - 2. Practical solutions and improvement to public service (by small projects)

Output indicators

- Jointly developed solutions
- Organisations co-operating across borders

Target group

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

Potential partners

- Public sector organisations on local, regional, and national levels.

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!!!

INDICATIVE JOINT ACTIONS

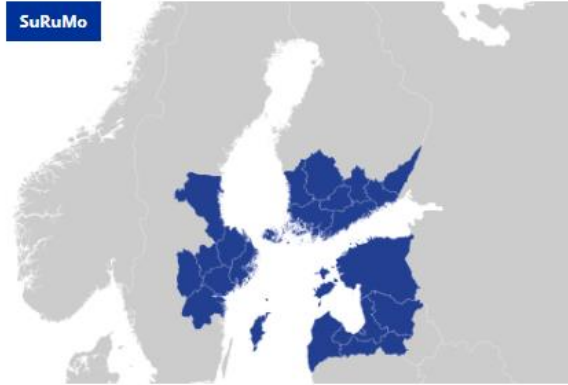
- Awareness raising
- Trainings and networking
- Feasibility studies
- Plans and designs (including strategic and land use planning)
- Improving participatory processes for developing services
- Improving public services and solutions
- Creating joint cross-border services
- Digitalising joint public 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 (3)



BREAKING BARRIERS



SuRuMo



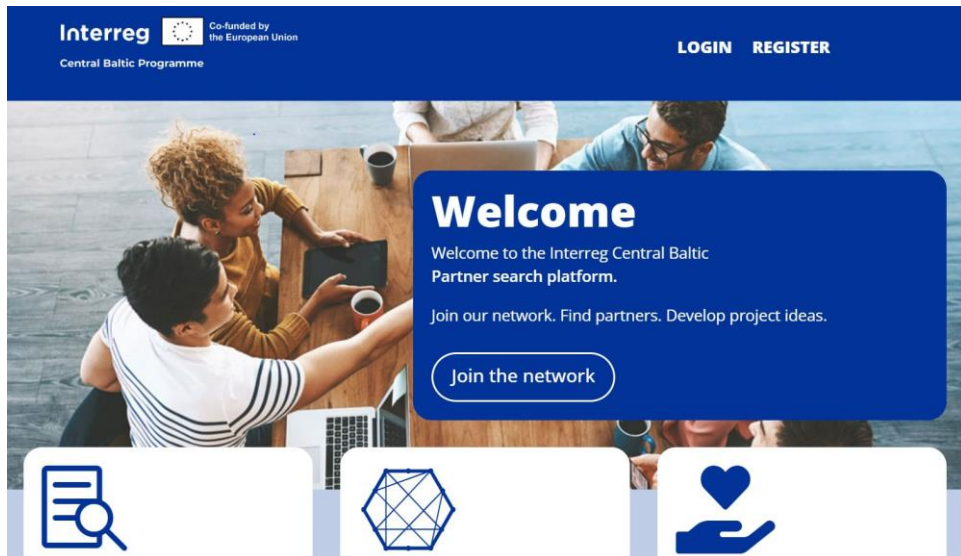
VINCE


ANY OTHER IDEAS TO PITCH?



Register on our PARTNER SEARCH PLATFORM!

<https://partnersearch-centralbaltic.eu/>



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LOGIN REGISTER

Welcome

Welcome to the Interreg Central Baltic Partner search platform.

Join our network. Find partners. Develop project ideas.

[Join the network](#)



Partner search tool



JOIN THE NETWORK.
FIND PARTNERS.
DEVELOP PROJECT IDEAS.

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WHAT TO THINK WHEN PLANNING A PROJECT?

- Understand the [Programme Objectives](#) and the associated result indicators.
- Review the [Guide for Applying for a Project](#) thoroughly.
- Establish a relevant and feasible partnership.
- Explain the relevance of the challenge your project aims to address.
- Elaborate a work plan of activities and relevant budget.
- Make sure to listen carefully to the advice given during the project idea consultation.
- Delve into the evaluation criteria detailed in the [Programme Manual](#) (Chapter 3.4).



- Avoid rushing through the process.
- Don't be discouraged in case you don't get funded on the first try.
- Don't rely on your previous experience with Central Baltic or other projects/programmes.
- Don't leave your submission to the last minute.



Write down your project idea to get feedback

[Link](#) to project idea form

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 the Project Managers!

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

Ülari Alamets

ylari.Alamets@centralbaltic.eu

(Innovative business development)

Samu Numminen

samu.Numminen@centralbaltic.eu

(Improved environment and resource use)

Laura Cunska-Āboma

laura.cunsa-aboma@centralbaltic.eu

(Improved employment opportunities)

Normunds Strautmanis

normunds.strautmanis@centralbaltic.eu

(Improved public services)

Get in touch with the national Contact Points!



Daiga Jumburga

National Contact Point (Latvia)
daiga.jumburga@varam.gov.lv
+371 6702 6588



Ingrid Meissl Årebo

National Contact Point (Sweden South)
Ingrid.meissl.arebo@region.ostergotland.se
+46 7303 11565



Liisa Liivamets

National Contact Point (Estonia)
liisa.liivamets@rtk.ee
+372 5830 0068



Rebecka Frej

National Contact Point (Sweden North)
rebecka.frej@regionstockholm.se
+46 8123 14474



Viola Mickos

National Contact Point (Finland)
viola.mickos@uudenmaanliitto.fi
+358 4513 35854

Activities and deadlines

4th call open: April 9 - 30 april 2024

[Keep an eye out for our applicant events!](#)

***Infoseminar (in Latvian), 21.02.2024, online.**

***Infoseminar in Ekenäs, Finland, 21.02.2024**

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Thank you,
and all the best with
your application!