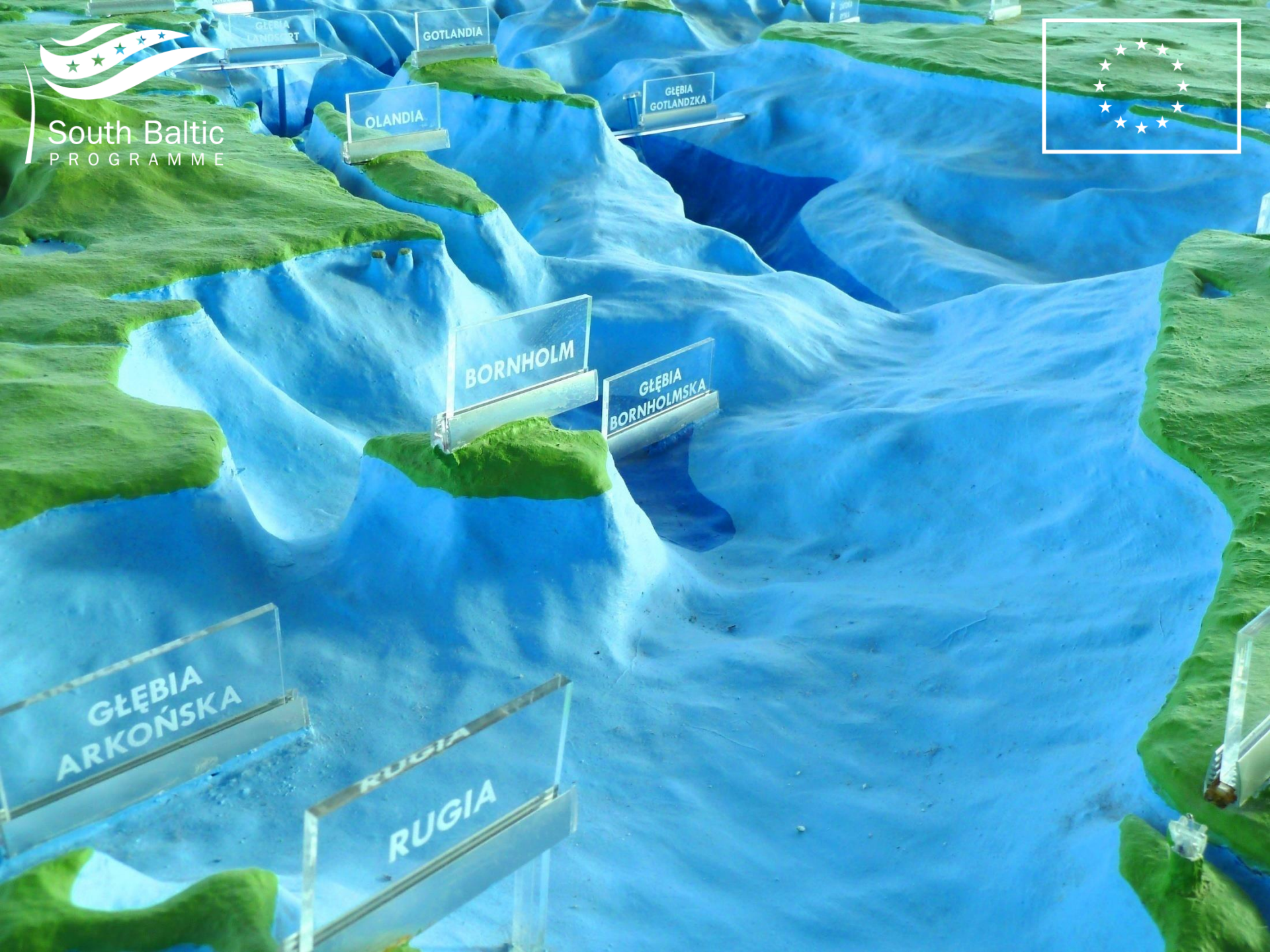
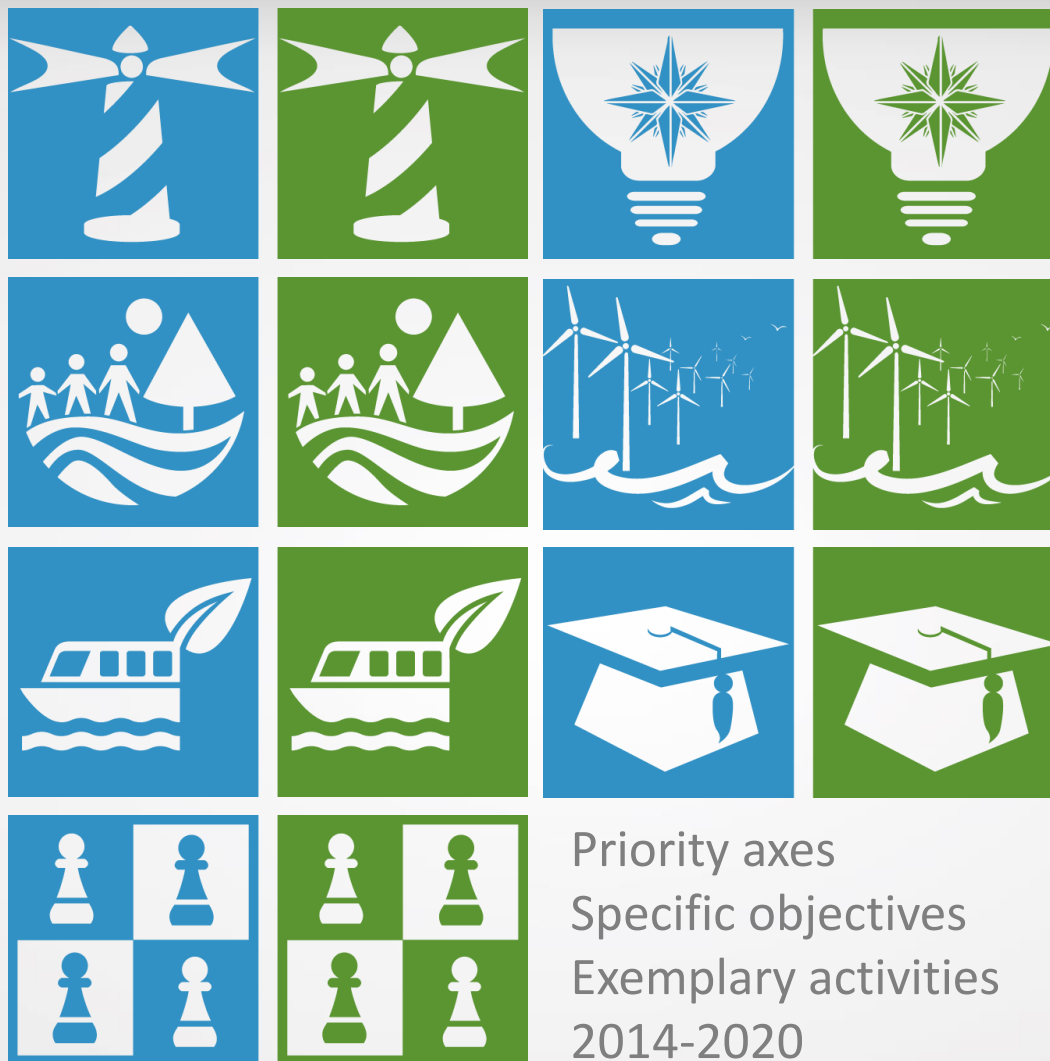




Drawing
the future
2014-2020





Priority Axis 1

Strengthening international activeness and innovation capacity of the South Baltic blue & green economy

Specific
objective 1.1
(draft)

Increase the presence of blue and green sector **SMEs** from the South Baltic area on international markets through joint cross-border actions.



Exemplary activities

market research for blue and green sector SMEs, their clusters and business support institutions in relation to the introduction of new services and products on international markets

joint development and pilot implementation of innovative business models for internationalisation of blue and green sector SMEs

provision of products and services to improve the capacity of blue and green sector SMEs from the South Baltic area to operate on international markets

awareness raising campaigns and general promotion actions encouraging international trade and business activities of blue and green sector SMEs



Priority Axis 1

Strengthening international activeness and innovation capacity of the South Baltic blue & green economy

Specific
objective 1.2
(draft)

Improve the **transfer of innovation** for the benefit of blue and green sector SMEs through joint cross-border actions.



Exemplary activities

provision and testing of cross-border training and capacity-building services for blue and green sector SMEs in order to improve their innovation capacity

development and testing of cross-border smart specialisation strategies and joint branding concepts for new products and services in the blue and green sectors of the South Baltic economy

provision of business advisory services to blue and green sector SMEs in introducing new services and products on the South Baltic market through cross-border ventures

arrangement of cross-border events to enable exchange of experience and stimulate innovation transfer between blue and green sector SMEs from the South Baltic area



Priority Axis 2

Exploiting the environmental and cultural potential of the South Baltic area for the blue and green growth

Specific
objective 2.1
(draft)

Increased development of the South Baltic area's natural and cultural heritage assets into sustainable tourist destinations.



Exemplary activities

inclusion of natural and cultural heritage sites in the networks and chains of blue and green tourism in the South Baltic area

joint events (e.g. events, fairs, marketing campaigns), publications, studies, and creation of cross-border strategies and products promoting the South Baltic area as a blue and green tourism destination

preparation and implementation of small-scale pilot investments enhancing blue and green tourism infrastructure and services (e.g. cross-border thematic routes, underwater nature trails, chains of marinas and small ports, etc.)

capacity-building actions and joint campaigns enhancing management of natural and cultural heritage sites in the cross-border scale, including exchange of experience, transfer of knowledge and creation of network cooperation



Priority Axis 2

Exploiting the environmental and cultural potential of the South Baltic area for the blue and green growth

Specific
objective 2.2
(draft)

Increased **use of green technologies** in order to decrease the pollution discharges in the South Baltic area.



Exemplary activities

improving and coordinating sustainable energy networks (e.g. smart grids, virtual power plants, heating supply, etc.)

elaboration and testing of common cross-border standards in waste and water management, heating and air protection by public entities, in cooperation with universities

developing, demonstrating and implementing small-scale green technology investments (pilot projects) in waste management, water management, heating, air protection, production of energy from renewable sources (e.g. wave, wind and solar energy, biomass, geothermal energy, etc.) and renewable energy storage

joint cross-border studies, strategies and action plans to mitigate water and air pollution nuisance in the South Baltic area through the application of innovative green technologies



Priority Axis 3

Improving cross-border connectivity for a functional blue and green transport area

Specific
Objective 3
(draft)

Improve the **quality and environmental sustainability** of transport services in the South Baltic area



Exemplary activities

joint development of smart mobility concepts decreasing the reliance on cars and trucks and better utilisation of public transport services (e.g. through mobility management schemes for less accessible areas and for areas suffering from negative demographic changes etc.)

joint development of solutions aiming at the use of more environmentally friendly means of transport

preparation and deployment of cross-border transport greening measures, including small-scale (pilot) investments, to lower the environmental impact (footprint) of transport services and to increase their quality and interoperability



Priority Axis 4

Boosting human resource capacities for the area's blue and green economy

Specific
Objective 4
(draft)

Increase the share of youth and **skilled labour force** working in the blue and green economy sectors of the South Baltic area through joint cross-border actions.



Exemplary activities

Development, modification and testing of joint cross-border services connecting vocational and tertiary education graduates as well as employers in the blue and green economy sectors

provision of tools or schemes for harmonisation and international recognition of professional or vocational qualifications in the blue and green economy sectors

preparation and deployment of cross-border internships, apprenticeships and different forms of exchanges for the labour force aimed at acquiring qualifications necessary for blue and green sector professions in the programme regions

provision of cross-border training programmes (e.g. in language and cross-cultural skills) and qualification courses for the labour force, including tertiary and vocational education graduates, to suit employment needs in blue and green economy sectors



Priority Axis 5

Increasing cooperation capacity of local actors in the South Baltic area for the blue and green growth

Specific
Objective 5
(draft)

Improve the cooperation capacity of local South Baltic area actors through participation in cross-border networks.



Exemplary activities

actions aiming at cross-border transfer of knowledge and exchange of experience regarding cooperation between citizens and institutions and local development challenges

joint awareness-raising actions among local actor groups to promote the cooperation culture, heritage and common identity of the South Baltic area

preparation and implementation of joint initiatives (cross-border programmes, trainings, workshops etc.), aimed at strengthening the networking and cooperation capacity of local actors

joint activities of local self-government administration/agencies and other institutions (e.g. NGOs) contributing to influencing regional, national and EU level policies and decisions affecting the local development



Potential beneficiaries:

- Local and regional authorities and their associations
- Schools, higher education and R&D institutions
- Public or private institutions dealing with communal and municipal environmental and energy management (like waste and water, heating, air protection)
- Public transport companies and transport infrastructure administrations

Potential beneficiaries (cont):

- Labour offices and labour market administrations
- Forest management institutions, cooperatives of farmers and residents (having legal personality)
- Tourism development agencies
- Administration of the natural and cultural heritage sites and cultural institutions

Potential beneficiaries (cont):

- Formal associations, clusters and networks of SMEs (having legal personality)
- Chambers of commerce, business support organisations and development agencies, business incubators, technology parks and other business support and finance organisations
- NGOs active in the thematic areas chosen by the Programme



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South Baltic

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