



EUSBSR EU STRATEGY FOR THE BALTIC SEA REGION

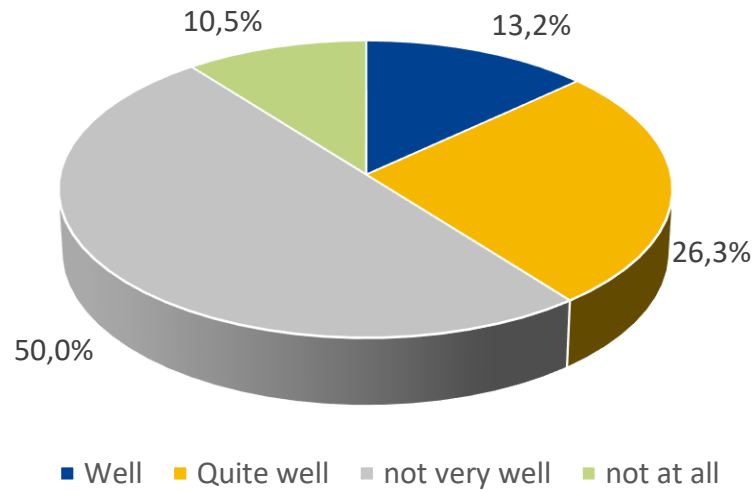


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Policy Area Tourism

**Revised EU Strategy for the Baltic Sea Region and
Action Plan of the Policy Area Tourism (PA
Tourism)**

How well do you know the EUSBSR?



<https://www.flickr.com/photos/eusbsr/29301777968/>

Quiz

1. When was the EUSBSR 'born'?

- a) 2009
- b) 2008
- c) 2012

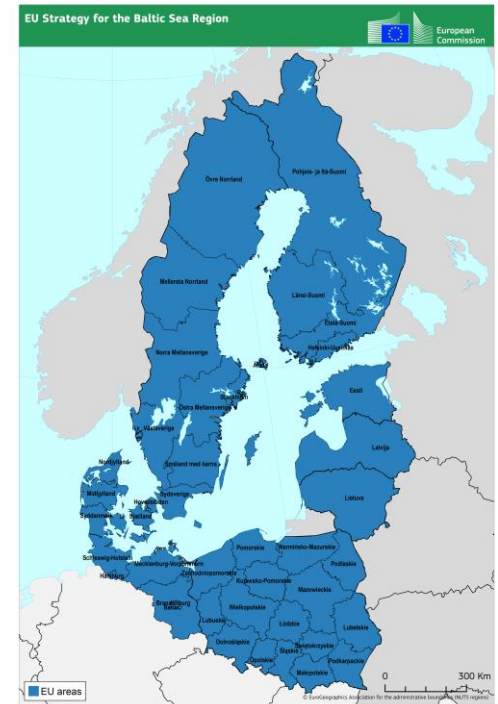
2. How many pages does the current Action Plan have?

- a) 102
- b) 177
- c) 201

Quiz

3. How many Policy Areas (PAs) do we have in the EUSBSR?

- a) 4
- b) 10
- c) 13

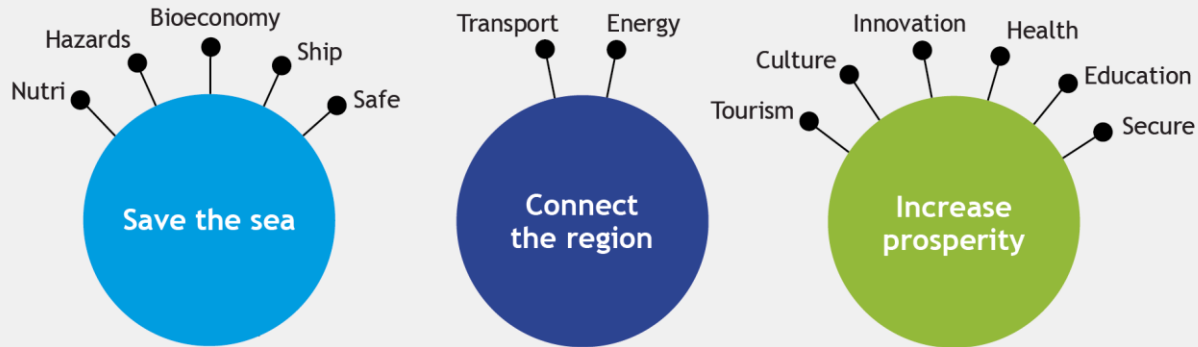


Quiz

4. How many Horizontal Actions (HAs) do we have in the EUSBSR?

- a) 4
- b) 10
- c) 13

Objectives and Policy Areas



Horizontal Actions

Spatial
Planning

Neighbours

Capacity

Climate

Your questions – let's try to answer them

- Which are the most remarkable achievements of the funded projects of the EU Baltic Sea Strategy? How these achievements have affected to the renewed strategy?
- What are the expectations to the new development projects especially to continue and strengthen previous achievements? Which are focus areas and specific objectives?
- How cruise tourism could be implemented in a sustainable way? What are current tourism impacts to the Baltic sea including environmental, sosio-cultural and economic dimensions?

OVERALL OBJECTIVE

Establish the Baltic Sea Region as a common and coherent tourism destination

Action 1: Facilitate networking and clustering of tourism stakeholders

Sub-action 1.1: Facilitate and strengthen the Baltic Sea Tourism Forum (BSTF) process

Sub-action 1.2: Promote the establishment of a (the) Baltic Sea Tourism Center (BSTC)

Action 2: Help to mobilize the full potential for sustainable tourism

Sub-action 2.1: Facilitate coordination with stakeholders through joint workshops

Sub-action 2.2: Step up communication for Policy Area Tourism



Why do we need the Action Plan? What is it about?

- working Document as the basis for the actual implementation of the Strategy
- reflecting the progress made
- necessary adaptations with respect to stakeholder responsibilities, thematic or political trends
- last version:

Brussels, 20.3.2017
SWD(2017) 118 final

COMMISSION STAFF WORKING DOCUMENT

European Union Strategy for the Baltic Sea Region

ACTION PLAN {COM(2009) 248}

Input Paper - COWI

- Need to restructure the PAs/ HAs because there are too many
- Closer cooperation and development of synergies between PAs/ HAs
- Reformulate some of the objectives → need to address the relevant challenges and the **SDGs**
- ...



UN 2015:
Sustainable
Development
Goals

The EUSBSR and its Action Plan (AP)

”Our contribution to SDG achievement”

- **8.9** "By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products”.
- **11.4** “ [...] promote regeneration of areas in decay and strengthen efforts to protect and safeguard the world’s cultural and natural heritage”.
- **12.b** "Develop and implement tools to monitor sustainable development impacts for sustainable tourism [...]”.
- **SDG 14:** Conserve and sustainably use the oceans, seas and marine resources for sustainable development.

PA Tourism's contribution to SDG achievement:
The establishment of the Baltic Sea Region as a responsible and sustainable tourism destination

Action 1

Transnational tourism development in remotel and rural areas

Indicators and targets

New Flagships and Projects

Action 2

Investing in people, skills and technology in the tourism industry

Indicators and targets

New Flagships and Projects

Action 3

Preservation and sustainable utilization of cultural heritage and natural resources in tourism destinations

Indicators and targets

New Flagships and Projects

Workshop Serial in the BSR – why we are here today

- to get to know the **local partners**,
- to learn more about the **happening** in the projects on the ground (current and planned activities),
- to meet **stakeholders** that are interested to participate in our planned **flagship(s)**
- to find a **flagship leader** that will be involved in the preparatory process with HA Capacity right from the beginning

New Flagships are emerging...

- Each of the three Actions contains one or more flagship(s).
- The flagships are the platforms where stakeholders are gathered in joint development processes, transnational, cross-sectorial and based on multilevel governance.
- PA Tourism is planning to build the first flagship around the action: “**transnational tourism development in remote areas**” (including rural areas, islands and archipelagos).

Current option



CBSS PROJECT SUPPORT FACILITY (PSF)

created to co-finance the development and implementation of Baltic Sea Region cooperation projects to foster sustainable partnerships



1 MILLION EURO

Is the total CBSS Project Support Facility budget for three years

that goes to projects focusing on one of the three CBSS long-term priority areas of Regional Identity, Sustainability & Prosperity or Safety and Security in the

BALTIC SEA REGION



such projects have been funded since 2012 when the PSF was founded

5 SAFETY & SECURITY PROJECTS

have been awarded funding in 2019, involving 8 Baltic Sea Region countries



cbss.org/psf

Steering Committee meeting in Stockholm, June 2019



Well-considered cooperation in the Baltic Sea Region has many advantages. Some examples:

1. Smarter problem solving

Better opportunities for solving common problems that require efforts from all involved. Examples are environmental problems in the Baltic, poorly functioning transport routes, or the need for energy supplies.

2. Better approaches and methods

Access to more approaches and methods for working with skills supply and sustainability issues for example.

3. Improved cooperation on environmental issues

Greater opportunities to cooperate on how to prevent floods and other matters related to adapting to climate change.

4. Larger market

Access to a larger market for commercial products and services, and greater scope for pursuing.

5. Enhanced skills and larger networks

Enhanced skills and more contacts, making businesses stronger in the global market.

6. Safety and security

Greater opportunities to cooperate on security issues such as crime prevention and crisis management.

7. Increased resources

Cooperation with more partners in new networks means more resources for joint projects.



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