Interreg Baltic Sea Region 2021-2027: Programme topics for public consultation
Content

• About the Programme
• Programme preparation 2021-2027
• Programme framework 2021-2027
• Programme topics 2021-2027 for public consultation
• Next steps
About the Programme
Interreg Baltic Sea Region is a source of EU funding for those with smart ideas to shape the region in times of striking environmental challenges and decreasing European unity.

Our funding Programme creates an environment for cooperation among public and private players from different countries around the Baltic Sea.

We help them turn great solutions into common practice to make the life of citizens greener and full of opportunities.
Programme area

- Denmark
- Estonia
- Finland
- Germany
- Latvia
- Lithuania
- Poland
- Sweden

- Belarus
- Norway
- Russia

EU Member States

Non-EU Member States
Sources of funding

- European Regional Development Fund
- European Neighbourhood Instrument & national funding
- National funding
Programme preparation 2021-2027
Joint Programming Committee is the decision-making body for programming the Interreg Baltic Sea Region Programme 2021-2027. It is composed of representatives of the EU countries in the Programme area as well as Belarus, Norway and Russia;

European Commission’s representatives participate in the meetings as advisors;

Managing Authority/Joint Secretariat supported by Ramboll Management Consulting facilitates the process.
What has been done?

Programme vision shaped
Programming Task Force and Joint Programming Committee meetings
(September 2019-March 2020)

Main needs for transnational cooperation identified
Review of 47 transnational, national and regional documents of strategic nature
(September-November 2019)

Programme thematic framework drafted
(March-June 2020)

Feedback from the countries in the Programme area collected
(April-June 2020)

Agreement on the thematic framework of the Programme in the Joint Programming Committee
(June 2020)
Programme thematic framework 2021-2027
Supporting transition

The Programme should create suitable framework conditions for supporting transition in the Baltic Sea area through transnational cooperation.

Flexible content

Policy objectives are overlapping. This gives an opportunity to flexibly allocate thematic areas into the given frame of the future Interreg BSR Programme.

Customer orientation

The Programme should be demand-driven and support public authorities in meeting the needs of their target groups (e.g. companies and communities).

Transfer of knowledge and capacity building

Transfer of knowledge is an important component of transnational activities in all Policy Objectives. Future projects should also support capacity building to increase public awareness and behaviour-change.
“Transnational cooperation facilitates the transition of the Baltic Sea region to a cleaner, climate neutral and a better place to live for all citizens.”
Programme topics 2021-2027 for public consultation
Thematic overview

1. More innovative and resilient economies and societies and responsive public services

Policy Objective 1: A smarter Europe

2. Responsive public services

3. Sustainable use of the Baltic Sea and regional water resources adapted to the impacts of climate change

Policy Objective 2: A greener Europe

4. Blue economy resilient to the changing climate

5. Circular economy

6. Low-carbon energy systems

7. Green and intelligent transport and mobility

Climate change mitigation

Innovative and resilient economies and societies and responsive public services

Sustainable use of the Baltic Sea and regional water resources adapted to the impacts of climate change

Policy Objective 2: A greener Europe
Topic 1: More innovative and resilient economies and societies

Policy Objective 1: A smarter Europe

Building sustainable, fair, innovative and resilient economies and societies across the Baltic Sea region
Topic 1: More innovative and resilient economies and societies

The proposal is based on the following understanding of the Programme contribution in this topic:

- **Resilience** is considered as ability of both economies and societies to respond to any external disturbances;

- **Business** and communities are at the heart of resilience building process;

- Untapping potential of **digitalisation** is crucial mean for increasing adaptability of the BSR;

- There is a need for redefining approach to **smart specialisation** to reinforce the Baltic Sea region resilience at the macro-regional scale;

- Approaches to resilience building in the Baltic Sea region need to consider uneven territorial developments.
Examples of transnational cooperation actions:

- Developing models **reducing dependency of the BSR on global supply chains**, increasing ability to **produce critical goods in the region** and redesigning corresponding **smart specialisation approaches**;

- Exploring potential of **sustainable consumption patterns** based on **local services and goods** and strengthening common identity of the BSR;

- Exploring solutions (e.g. digital) enabling **services and production** in the BSR to **scale and shrink in response to sudden demand**, minimising negative impact on human welfare;

- Developing and testing **mechanisms** for management of **economic and societal challenges** in the BSR macro-region in a **coordinated fashion**;

- Piloting actions strengthening **societal resilience** through **cultural changes and behavioural shifts** and mobilising **creativity** e.g. promoting smart working solutions.
Experimenting with new ways of delivering public services using innovative, data-driven and participatory methods to improve the lives of citizens.
Topic 2: Responsive public services

The proposal is based on the following understanding of the Programme contribution in this topic:

- Applying **systemic** and **cross-cutting** approaches to delivery of public services to increase their efficiency;
- Including aspects of **territorial differences and relations** (e.g. rural-urban) to deliver public services better tailored to the needs;
- Enhancing **social innovation** and empowering **citizens** as user of public services and drivers of their transformation;
- Strengthening **digitalisation** as an important enabler for more responsive public services;
- Paving the way for “**greener**” (resource saving and environmentally friendly) public services creating **opportunities for business**.
Topic 2: Responsive public services

Examples of transnational cooperation actions:

- Testing unconventional approaches reducing costs and improving effectiveness of public services e.g. gamification;
- Developing integrated public services tailored to the needs of specific territories e.g. rural areas;
- Developing common standards and establishing sustainable, inclusive and trustworthy digital public services in the Baltic Sea macro-region;
- Testing approaches to establishing “innovation partnerships” by combining research and public procurement with the objective to create new business opportunities (including “green” solutions);
- Piloting solutions increasing engagement of citizens in transforming public services.
Topic 3: Sustainable water management adapted to the impacts of the climate change

Policy Objective 2: A greener Europe

Intensifying implementation of good practices by public authorities, industries and local communities to make the Baltic Sea and regional water resources cleaner and adapted to the impacts of climate change
Topic 3: Sustainable water management adapted to the impacts of the climate change

The proposal is based on the following understanding of the Programme contribution in this topic:

- **Improving water quality** in the region by addressing different types of water resources: the Baltic Sea and coastal waters, inland waters e.g. rivers and lakes, as well as storms, floods, etc.;

- **Advancing cross-sector actions** as water resources and catchments are shared and used by multiple sectors and stakeholders;

- **Intensifying implementation** of already **available measures** and **testing new solutions** to prevent and reduce water pollution as well as re-use water in the whole region;

- **Adapting water management** practices in cities, rural and coastal areas across different sectors to the changing climate conditions.
Engaging authorities, companies and advisories from sectors affecting water (e.g. agriculture, aquaculture etc.) to introduce good practices to prevent emissions of nutrients and hazardous substances, and recycle nutrients;

Coordinating and supporting application of tested measures for removal of nutrients and hazardous substances in municipal/industrial waste water treatment;

Introducing procedures to remove nutrients and hazardous substances from the sea, incl. microplastic waste, marine litter and hazardous submerged objects;

Rethinking urban and rural planning processes for more efficient water management (incl. heavy rainfalls, storms, floods, droughts);
Adapting urban, rural and coastal water management practices across different sectors to use water reasonably (incl. re-use, retention, recirculation), prevent water pollution and reduce risks caused or aggravated by the changing climate conditions (e.g. coastal erosion);

Piloting actions to influence shift in consumer behaviour to prevent water pollution e.g. reducing use of plastic, efficient handling of pharmaceuticals.
Topic 4: Blue economy resilient to the changing climate

Policy Objective 2: A greener Europe

Strengthening blue economy and mitigating potential conflicts among users of the Sea space to enable sustainable use of water and marine resources adapting to the changing climate.
Topic 4: Blue economy resilient to the changing climate

The proposal is based on the following understanding of the Programme contribution in this topic:

- **Blue economy** is based on **sustainable use** of **water and marine resources** for economic growth, improved livelihoods and jobs and sea ecosystem health;

- **Mitigating potential conflicts** among users of sea space and promoting its joint use;

- **Supporting sustainable and innovative business development** of emerging and established sectors in the region;

- **Strengthening resilience of blue businesses** in adapting to the changing climate and mitigating impacts of blue businesses to climate to keep and increase productivity in a sustainable way.
Creating new **business opportunities** by developing value chains for **sustainable marine-based products and services**, with potential to scale up, across the region and in line with national and regional smart specialisation strategies;

Developing governance, communication and cooperation models among public authorities and across industries to mitigate potential **conflicts in the use of the sea space** to promote **joint use of the sea space**, through maritime spatial planning incl. land-sea interaction measures;

Developing blueprints to market and distribute **locally produced marine based products**;

Developing and testing solutions for **multi-use of the marine space** to allow different types of actions in the same sea space, e.g. through combination of offshore activities;
Assessing climate change impacts in marine economic activities and integrating mitigation measures into management and development plans to strengthen climate resilience of blue economy;

Introducing advanced digital eco-efficient solutions on ships for a cleaner and safer shipping;

Diversifying coastal and maritime tourism products and connecting them to other sectors e.g. food, health, as a solution for combating seasonality.

Developing and introducing common environmental standards and clean solutions for ships, ports, harbours, e.g. to reduce emissions, process waste and recycling, treat wastewaters, prevent harmful species from entering the Baltic Sea and inland waters;
Topic 5: Circular economy

Policy Objective 2: A greener Europe

Moving towards circular economy through strengthening the role of the cities and regions and re-thinking contribution of business
The circular economy supports shift from linear to circular use of resources;

The circular economy requires a systemic and holistic approach, going beyond the waste sector and making connections across water, energy, transport and land use in an integrated manner. It implies behavioural change and integrated planning;

Business and communities are at the heart of transitions towards circularity. The design of interventions should take into account winners and losers of the transition;

Untapping potential of digitalisation is important mean for achieving resource efficient BSR economy;

There is a need for redefining approach to smart specialisation to accelerate transition towards circularity.
Integrating circular economy policies into territorial strategies and testing their implementation, creating interfaces to other relevant regional and national strategies e.g. for smart specialisation;

Rethinking urban and regional planning processes in sectors key to achieving circularity e.g. in transport, water/energy supply and waste management and adopting better integrated and systemic approaches;

Raising citizens awareness of the transition towards circular economy and promoting their engagement in the planning processes (co-creation);

Mapping administrative or legal barriers limiting circular approaches and defining solutions in line with competences of cities and regions;

Coordinating and supporting entrepreneurial and civic society initiatives in promoting circular economy;

Examples of transnational cooperation actions:
Topic 5: Circular Economy

Examples of transnational cooperation actions:

- Providing **business support services** helping transition into circular economy e.g. supporting shift from ownership to new business models based on flexible and affordable access to services;

- Transforming business from linear to circular path applying **digital technologies** e.g. to match suppliers and producers, to track the journey of components and materials, to help virtualisation of products etc.;

- Supporting **change in attitudes** i.e. creating awareness of circular opportunities among business executives, owners and consumers;

- Promoting **knowledge and skills** needed for transition towards more resource efficient BSR economy among the business community.
Topic 6: Low-carbon energy systems

Policy Objective 2: A greener Europe

Moving towards decarbonisation of energy systems through increasing energy efficiency and investing in renewable energy in urban and rural areas
Topic 6: Low-carbon energy systems

The proposal is based on the following understanding of the Programme contribution in this topic:

- **Decreasing** regional **greenhouse gas emissions** across different economic sectors to **mitigate** the **climate change**;
- **Increasing** **energy efficiency** and energy saving **in production processes and** public and private building stock;
- **Enhancing** production and distribution of **renewable energy** from locally available resources and integrating it in building, industry, district heating and cooling;
- **Enhancing** capacity of public authorities as **enablers** for decarbonising the energy systems through updating policies, sharing and introducing good practices;
- **Mobilising industries and citizens** to initiate introduction of energy solutions towards the climate neutrality and plan wider deployment with other public or private funds.
Rethinking policies and updating energy plans on national, regional or local level towards climate neutrality;

Designing public support policies to encourage wider production, supply and storage of renewable energy;

Accelerating the establishment of systems for producing renewable energy from locally available resources;

Strengthening integration of different energy systems to deliver reliable, cost-effective energy services with minimal impact on the environment;

Testing and deploying innovative technologies for renewable energy production, storage and utilisation, e.g. in district heating and cooling;
Developing and introducing new ways to decrease energy consumption in industry;

Addressing administrative, legal and financial barriers to renovation to speed up a ‘renovation wave’ of public and private buildings;

Accelerating installations of digital tools to control and decrease energy consumption in housing stock;

Designing innovative financing schemes to roll out renovation.

Updating or introducing long-term renovation strategies to improve energy performance of buildings;
Topic 7: Green and intelligent transport and mobility

Policy Objective 2: A greener Europe

Moving towards more efficient, intelligent and low-carbon transport and mobility systems
The proposal is based on the following understanding of the Programme contribution in this topic:

- **Advancing transition to zero greenhouse gas emissions** with use of renewable fuels and clean electricity;
- **Securing the smooth movement** of people and goods within and across cities and regions while saving resources by increasing **efficiency**, **integrating** transport modes and strengthening **digitalisation**;
- **Harmonising transport systems** across the borders enabling **coherent use** of green transport solutions;
- **Enhancing capacity** of public authorities in urban and regional **planning** and **introducing of green and intelligent** transport solutions to **reduce pollution**;
- **Mobilising transport companies and citizens** to actively use green and intelligent transport solutions.
Examples of transnational cooperation actions:

- Testing and deploying innovative technologies and planning infrastructure for **production and storage of renewable fuels** (e.g. biofuels, hydrogen) as well as their distribution in cities and regions to replace diesel or petrol for transport purposes;

- Planning charging infrastructure at public transport stations and freight hubs repurposing gas or petrol stations as **charging hubs for renewable fuels**;

- Developing **common standards for harmonisation of transport systems** to ensure compatibility of green solutions along transport corridors and across the borders, e.g. charging systems, new modes of vehicles;

- Integrated **planning and piloting of e-mobility, smart grid services** and charging stations, including electricity from local resources, and linking green energy to existing energy grids;
Topic 7: Green and intelligent transport and mobility

Examples of transnational cooperation actions:

- Supporting public authorities in developing, testing and deploying multimodal transport as an integrated service using digital tools;
- Advancing freight mobility through introducing shared solutions and distributed centres using digital platforms to maximise vehicle utilisation and minimise freight kilometres;
- Rethinking urban and regional spatial and transport planning adapting to vehicle and service innovation (autonomous, connected, electric, shared and active mobility options e.g. walking and biking);
- Testing and applying digital solutions (big data analytics, real-time data processing) for regulating traffic flows, optimising public transport lines, predicting changing transport patterns.
Next steps
Next steps

- Endorsement of the Programme draft (December 2020)
- Incorporating results of public consultations into the Programme strategy (September – October 2020)
- Open public consultations and survey among coordinators of the EU Strategy for the Baltic Sea Region (13th July – 4th September 2020)
- National approval procedure (from December 2020)
- Submission of the Programme to the European Commission
Interreg Baltic Sea Region 2021-2027: Programme topics for public consultation

Managing Authority/ Joint Secretariat
www.interreg-baltic.eu