Examples from platforms – how to involve target group to platform cooperation activities

Kick-off meeting with project platforms
Riga | 17 October 2018
Marta Ślężak-Warszycka, Managing Authority/Joint Secretariat
BSR Access – Access to clean, efficient and multimodal transport corridors in the Baltic Sea Region

Project Platform in transport interoperability under the Interreg Baltic Sea Region Programme

Malla Paajanen, chief adviser, Helsinki-Uusimaa Regional Council
Wiktor Szydarowski, strategist, Region Blekinge

Project Platform kick-off, Riga
17.10.2018
A unique meeting place to discuss corridors

Built on successful dialogue on core network corridor implementation between the Interreg projects and 4 European Coordinators

4 participating projects are EUSBSR flagships

Trademark for good cooperation based on earlier initiatives (transport cluster 2013-2014)

Geographical coverage over whole BSR

85 partners and >200 associated organisations as followers

Competence in corridor impacts, corridor governance, first and last mile access to corridor hubs, urban nodes, supply chains and clean fuels
Our offer to EU and national decision-makers

One voice from Interreg, CEF and H2020 projects on corridor implementation in the BSR

Innovative solutions and good practice on how to capitalise on the corridors

No more silo-thinking: gatherings of public and market stakeholders from various competence sectors and governance levels (agoras and high-level final event)

Forum for politicians all over the BSR for debate on durable corridor policy and action proposals

Hands-on expertise on corridor investment needs through EU Cohesion and Transport policies in MFF 2021-27
Kick-off meeting with project platforms

How to involve target groups – BSR Water

Olena Zinchuk, Agnieszka Ilola
UBC Sustainable Cities Secretariat, Turku, Finland

Riga, 17 October 2018
Target groups of the online platform Baltic Smart Water Hub

- academia/research institutions
- education/training centres
- private sector/industry/SMEs
- local authorities
- water utility operators & water associations
Water utility operators & water associations

Complex approach – how do we do it?

✓ showcasing and promoting sessions organized during final conferences of contributing projects and other relevant water sector events

✓ branding of HUB contributors as forerunners in the region
Water utility operators & water associations

Complex approach – how do we do it?

✓ **gaining input** to increase quantity and quality of published cases in the HUB

✓ stimulating on-line exchange of expertise

✓ providing transnational networking possibilities for water utility operators

✓ enabling influencing regional policy framework and uptake of pilots & innovations
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Bioeconomy for Blue Growth in the Baltic Sea Region

- a platform project to capitalize on the outputs of complementary transnational projects

Riku Varjopuro

Finnish Environment Institute (SYKE)
Head of unit Sustainable Use of the Sea Areas

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17.10.2018, Riga
Output end-Users

All nine partners are also end-users of these outputs among them

- the Policy Area Coordinator (PAC) for Bioeconomy of the EUSBSR
- the SUBMARINER Network for Blue Growth EEIG
- The Guldborgsund municipality in Denmark (Bioeconomy Centre)

Among the other end-users of the outputs are:

- Managing Authorities for national EMFF, regional ERDF and EARFRD
- Other PACs of the EUSBSR (e.g. Inno and Nutri), the Nordic Council of Ministers and the Blue Bioeconomy Forum
- National and regional public authorities dealing with blue bioeconomy
- Public and private business development organisations and companies
Workshops for alignment of funding and legislation

A transnational workshop on prioritising funding needs in particular in the field of aquaculture
  – with the BSR-wide MA Network for EMFF

A transnational workshop on a coordinated allocation of funding priorities between the structural funds.
  – with all three MA Networks (for EMFF, ERDF and EAFRD)

A transnational workshop on a comparative analysis of legal recommendations for the blue bioeconomy sector as a whole
  – with practitioners, environmental lawyers, business support, and transnational PAs
Transnational and cross-sectoral strategic communication

bring people together for face-to-face interaction on own initiatives

- 7 sector-specific transnational workshops; topics to be selected by organisers – 1-1,5 days long; one in Germany, Poland, Sweden, Denmark, Russia, and Finland and one combined workshop for Latvian, Estonian and Lithuanian target groups

build a strong web presence and online community

- **Via website** Promotion of platform “products”, workshops and events calendar
- **Social media** online presence and active engagement

presence in conferences

- **organise a cross-cutting conference** (Better off Blue 2.0) to unite actors from the blue (bio) economy
- engage in outreach through participation at events organised by others
- **attend external conferences** e.g. European Maritime day, EUSBSR Annual Forum, INTERREG conference