



# Baltic Sea Region Programme 2007-2013

Baltic Sea Region Programme 2007-2013 Conference  
10-11 May 2007 in Hamburg, Germany



## Post conference newsletter

### Plenary session: regions are important actors

More than 450 participants from 21 nations representing ministries, municipalities, cities, regions, counties and Baltic organisations gathered for the Baltic Sea Region Programme

2007-2013 conference that took place in Hamburg on 10-11 May. The conference offered practical information about the future programme, its priorities and new project ideas.



The conference was moderated by **Ms Ann Irene Saeternes** from Lillehammer, Norway. Anne Irene is the Deputy Secretary General of BSSSC and a member of the Joint Programming Committee.



The first day started with opening and welcome speeches. Presentations introducing territorial co-operation in Europe and the new Baltic Sea Programme 2007-2013 followed. Sessions on the Lisbon strategy and Gothenburg process provided the background for the new programme.

Participants were also introduced to the Territorial Agenda for Europe and the European Neighbourhood and Partnership Instrument. •

**Gerhard Fuchs**  
State secretary



Mr Fuchs welcomed participants on behalf of the host of the conference, the Free and Hanseatic City of Hamburg.

"The INTERREG process clearly shows that cooperation across national borders has a genuine value in itself. Integration within Europe can only work if the efforts made by governments also reach the people." •

**Manfred Sinz**  
Federal Ministry of Transport,  
Building and Urban Affairs



Mr Sinz welcomed participants on behalf of the Federal Republic of Germany. •



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### Klaus Rave

Investitionsbank Schleswig-Holstein, Managing Authority



"Now, in 2007 cultural, political, economic and administrative traditions, northern, central and eastern dimensions are given a new level for cooperation as well as competition – or shall we say: cooperative competition or would you prefer: competitive cooperation? This is one of the challenges and opportunities that lie ahead of us within the upcoming programming period. There

will be a new unity in diversity. The Baltic Sea Programme offers its service as a test laboratory to the entire European Union."

Mr Rave officially launched the new web site of Baltic Sea Region programme 2007-2013. This site will serve as main information pool for all involved in implementing the new programme such as potential applicants, project partners as well as stakeholders from national and regional level. •

Please visit the new website frequently and keep in mind the following address:  
**[eu.baltic.net](http://eu.baltic.net)**.

### Colin Wolfe

European Commission, DG Regional Policy, Territorial Cooperation Unit



Mr Wolfe introduced to the transnational territorial co-operation in Europe for 2007-2013:

"Territorial cooperation has been a success and has moved forward. This funding has a particular and obvious European dimension. We can act on big problems together that we cannot solve alone."

"The Baltic Sea programme priorities need to build on the Baltic cutting edge e.g. innovations, smooth out Baltic bottlenecks and reach remote places, clean up the Baltic Sea and stop environment deterioration, and build up brilliant Baltic cities." •

### Giedrė Švedienė

Undersecretary in the Ministry of Interior, Lithuania & current Chair of the Joint Programming Committee



"The programme will strongly support preparation of transnational investments, but as our sources are limited emphasis will be on pre-investments and pilot investments.

Project ideas can already be disseminated. That's why we are here in Hamburg." •

Mr Rouhinen elaborated on the **Gothenburg process – safer environment and sustainable development**.

### Sauli Rouhinen

Director for Sustainable Development Ministry of the Environment, Finland



"Investments in human, social and environmental as well as technological innovations are the pre-requisites for long-term competitiveness and economic prosperity, social cohesion, quality employment and better environmental protection." •



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Claudia Dörr and Adam Kanne opened discussion on the **Lisbon strategy: innovation and growth, competitiveness and employment.**

**Claudia Dörr**

Federal Ministry of  
Economics and Technology,  
Germany



"Transnational programmes have to be bound to overall EU objectives: more jobs and growth. Structural funds serve as instruments.

Networking between technological centres, clusters, SMEs, ministries, universities etc. – these are the activities future innovation objectives should achieve."•

**Martin Eisenbeis**

European Commission, EuropeAid Co-operation Office



The European Neighbourhood and Partnership instrument (ENPI) was presented by Mr Eisenbeis.

Mr Görmar introduced the **'Territorial agenda' for Europe** and its effects on the Baltic Sea Region: territory matters!

**Wilfried Görmar**

Federal Office for building  
and regional planning,  
Germany



"The Baltic Sea region has had an influence on territorial agenda, even though I was asked to speak about territorial agenda's influence on BSR."

"How to mobilise diverse territorial potentials of all

regions for strengthened global competitive, sustainable and balanced development – Lisbon performance on territorial agenda is the answer."•

**Adam Kanne**

Associate director,  
Baltic Development Forum,  
Denmark



"What you can not measure, you cannot manage."

"The Baltic Sea region can not compete with prices, so we need to be unique and compete with innovations. Investments in service innovations are one of the core areas of future development.

To sum up: we need to get more practical, need to cooperate better both on cross national and local level and have an overview of what is happening in the BSR. It is now the time to get started."•

"ENPI aims to avoid new dividing lines in Europe and promotes an area of security, stability and prosperity of the EU and its neighbours to the East and West.

Member states have welcomed Russian and Belarusian partners on board and I am convinced it will be fruitful cooperation. Meanwhile Russia and Belarus have to be more active, so their voices are heard."•



DG Regio  
exhibition stand



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## Baltic Sea Region programme 2007-2013: ambitious goals

On the second day participants absorbed an impact lecture on the Baltic Sea Region Programme 2007-2013 and its goals and proceeded to the workshops. The most popular workshops were on 'Fostering innovations' and 'Attractive and competitive cities and regions'. In total more than 30 project ideas were presented and new partnerships were established. An exhibition of projects and organi-

sations served as an additional incentive for further networking. The Joint Secretariat answered questions from the audience e.g. on eligibility rules, eligible project partners and criteria for strategic project. A separate workshop on the new interregional programme INTERREG IVC provided an overview about alternative forms of cooperation for Baltic Sea partners across the whole of Europe. •



### Susanne Scherrer

Director of the Joint Secretariat at Rostock/Riga



"The Baltic Sea Region Programme 2007-2013 has ambitious goals. Added value through joint transnational actions will be of great importance."

"We should better market our project results to decision makers and EU citizens. The projects are the value of the programme. By disseminating project results we will become more competitive for EU funding in relation to other EU programmes." •

## Evening reception



A boat trip on the 'Louisiana Star' with jazz music and lively discussions closed the first day. Participants had a chance to experience the port of Hamburg along the river Elbe in its evening splendour. •



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## Workshops – insight into the future

### Workshop 1: Fostering innovations

**Moderators:** Susann Henning, Managing Authority & Susanne Scherrer, Director of the Joint Secretariat

“Innovation” as a new topic in the Baltic Sea Region programme seemed to inspire many project developers. A colourful mix of eight project ideas were presented, most of which would fit into this priority. Even though “innovation” now features a separate priority in the programme,

there was a broad agreement among participants and stakeholders that every project should include innovative elements. •

#### **Jyri-Pekka Mikkola**

Åbo Akademi, Finland

“We need public fora in the Baltic Sea Region to disseminate knowledge about the “European way of life” – which is represented by new attitudes, new ideas, and new industries to make use of our natural resources in a sustainable way.” •

#### **Silvia Stiller**

HWWI, Institute of International Economics, Hamburg

“We need an interregional comparison – illustrated by maps – of creativity and innovation potential in the Baltic Sea Region.” •

#### **Susann Henning**

Managing Authority,  
Investitionsbank  
Schleswig Holstein



“You may say that our priorities and their objectives are very general, but we left some space for the upcoming seven years to include your ideas on how to foster innovations.” •



### Workshop 2: External and internal accessibility

**Moderator:** Eeva Rantama, Joint Secretariat

Examples and discussions indicated that one should rather focus on existing transport ways than on extending the transport infrastructure. Participants discussed how to make transport more cost and energy efficient. The importance of the implementation of the plans and strategies was also stressed. All in all, seven project ideas were presented e.g. ‘A BSR Multi-modal transport strategy’

by BSSSC, “One region – one ticket” and “Optimized round wood logistics”. •

#### **Jörg Sträussler**

Baltic Energy Forum e.V.

“Reduction of emissions is a hot issue to be highlighted by projects in their application. Top scores should be given to projects that have paid attention to this.” •

#### **Dick Michel**

Northern Netherlands  
Provinces

“You are talking about new corridors. Have any of the



projects thought about how to reduce transportation? Trying to reduce the need for transportation is another target that should be pointed out by projects.” •



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### Workshop 3: Baltic Sea as a common resource

Moderator: Joanna Przedrzy-  
mirska, Joint Secretariat

General questions about the programme and the project ideas were raised in the question & answer session. In total, 12 project ideas were presented at this workshop. Moreover, the potential involvement of HELCOM in the development of project proposals was discussed

HELCOM stated that it intends to be involved at an early stage as an advisor, because it has the administrative structure and contact to the political level; and later as project partner but not the leading one.

It would like to check the project strategy and relevance at the initial stage.●

**Kaj Forsius**  
HELCOM

"You can have a very nice plan on paper but you won't achieve results if you don't implement it and if countries are not committed to it."●

**Artur Gransted**  
Biodynamic Research  
Institute, 'Beras' project  
"The research that has already been developed in the current programme can be used in the new programme. It is time for action in the new programme period."●

**Sten Björk**  
Trelleborg City

"In all these programmes that we are talking about today we should put the environment on the top of the table. Otherwise in 30-40 years there is nothing to restore anymore."●



### Workshop 4: Attractive and competitive cities and regions

Moderators: Vineta Griekere  
and Bo Storrang, Joint  
Secretariat



The number and diversity of project ideas presented demonstrate the need to act together in the Baltic Sea Region - to make the region a better place to live, work

and visit! We have to produce visible and tangible results preferably involving transnational investments. In order to achieve the long-term goals, e.g. change in policies, raised awareness etc., it is extremely important to produce quick results to keep all actors motivated and involved in dealing with the concrete challenge. Important feature for the success of the project are reliable, motivated and committed partners!●

**Ole Andersen**  
Wonderful Copenhagen,  
Denmark, Cruise Baltic  
Project  
"EU funding - INTERREG is a quality stamp for the joint work back home."●

"Show already from the beginning that this is not just talk, but an action oriented and result driven project."●

**Björn Grönholm**  
Union of the Baltic Cities,  
Environment and Sustainable  
Development Secretariat  
"Baltic Sea Region is the region of motivation, innovation, resources, skills, expertise and experiences."

"We need to develop stronger regions with common goals and action strategies, as part of good modern governance, increased competitiveness and open communication."●



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## Workshop 5: Interregional Cooperation Programme (INTERREG IVC)

**Moderators:** Ronald Lieske and Victoria Kovacs, INTERREG IIIC JTS Rostock

This workshop was dedicated to the future interregional cooperation programme, otherwise referred to as INTERREG IVC. Three presentations covered the main aspects of the future programme. Participants were informed that the programme will exclusively address the Lisbon and Gothenburg objectives with the following two priorities:

- Innovation and knowledge economy
- Environment and risk prevention.

The emphasis in the future will be on ideas and the exchange of ideas as well as making results widely available in a meaningful way. The management structure for the future programme will be different from the existing INTERREG IIIC structure – namely, one main office with information points will replace the four main offices currently in place.

Questions from the audience were related to budget lines, partnerships and implementation of capitalisation. •



**Colin Wolfe**

European Commission,  
DG Regional Policy,  
Territorial Co-operation Unit

"Interregional cooperation is a laboratory of ideas, it's the research division of Regional Policy." •

## Summing up & closing: mission of the conference accomplished

**Susanne Scherrer**

Director of the Joint Secretariat

"The programme will have higher ambitions. It is no longer possible to finance ideas and promises. We want to move from 'know-how' to 'show-how', which could illustrate the need for changes this programme is looking for.

The Baltic Sea region programme 2007-2013 should become an attractive tool for the public, scientific and also the private sector. We want to succeed together." •



**Gerhard Fuchs**

State secretary

"What the past days have shown us is that a meeting of this kind would not have been possible without

the outstanding cooperation of many people – a joint effort that we trust will lead to cooperation in future projects." •



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## What's next?

### Project idea database

Project ideas can be viewed on the new website **eu.baltic.net**. You can submit your project idea as well!

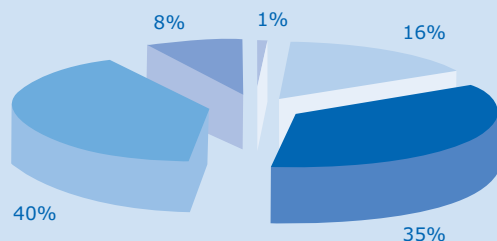
### Next forum for partner search:

The BSSSC Annual Conference with focus on sustainable energy and Baltic Sea Region Partner Search Forum, 12-14 September 2007, Turku, Finland •

The screenshot shows the 'Add new project idea' form on the eu.baltic.net website. The form has a header with navigation links: Programme, Projects, How to apply, Contacts, News. Below the header is a banner image of a coastal landscape. The main content area is divided into several sections: 'News' on the left, 'Add new project idea' in the center, and 'More information' on the right. The 'Add new project idea' section includes a search bar, a 'Project title' field, a 'Project information' section, a 'Priority' dropdown menu, and a list of 'Areas of support' with checkboxes. The 'News' section lists several dates and events. The 'More information' section provides contact details for the Joint Technical Secretariat in Rostock and Riga.

## Participant feedback

### How useful was the conference?



- *Not useful at all*  
1 per cent
- *Fairly useful*  
16 per cent
- *Useful*  
35 per cent
- *Very useful*  
40 per cent
- *Externely useful*  
8 per cent

## Programme calendar

	Date
National approval procedures in 11 participating countries	7 March - May 2007
Submission of the programme document to the European Commission	24 May 2007
Expected approval by European Commission	Autumn 2007
First call for proposally	late 2007/realy 2008

For **Further Information** please go to **www.bsrinterreg.net** and **eu.baltic.net** or feel free to contact the Joint Secretariat.

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## Thank you!

The Joint Secretariat would like to thank all participants, speakers, moderators and most of all, the Conference Secretariat in Hamburg for making the conference such a successful event. Special thanks to Thomas Jacob & Claudia Eggert from the Ministry of Urban Development and Environment as well as to Anja Gargulla & Birgit Küstner from the Senate Chancellery, and to the moderator Ann Irene Sæternes. We would also like to thank in particular the City of Hamburg for their generous sponsorship of the event. •



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