



Baltic Sea Region
INTERREG III B

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Highlights:

- COMPASS
- ECO FORUM BALTICA
- EUROB
- HIGH QUALITY TOURISM II
- ISLANDS IN HISTORY
- BALTIC PALETTE II

Dear reader,

Already more than three years has passed since the first projects started their activities in 2002. In this Newsletter we would like to present six projects that already closed their activities.

All of the remaining ERDF funds for the Baltic Sea INTERREG III B programme are committed in December to the projects that applied in the eighth call. We have now reached the stage when the programme has turned towards its end and interest in results achieved by project is growing.

Projects presented here have very different objectives. They range from tourism development in the High Quality Tourism II to increasing the understanding of foreign direct investment patterns in Compass. EuRoB developed a transnational culture tourism route through a network of cities with brick Gothic heritage. Project Islands in History builds upon common cultural and natural heritage of the islands Bornholm, Gotland and Åland. The Baltic Palette II strengthe-

ned the building of macro-region and the Eco Forum Baltica tackles environmental issues in the eastern Baltic Sea region by institution building and promotion of Environmental Management Systems.

Planning and drafting of the new Baltic Sea programme for 2007 – 2013 has just been started. Each project has its own objectives, though all of them build structures for the future. We can learn a lot from achievements and failures experienced by these six ventures.

JS Team

For **FURTHER INFORMATION** please go to www.bsrinterreg.net or feel free to contact the BSR INTERREG III B Joint Secretariat.

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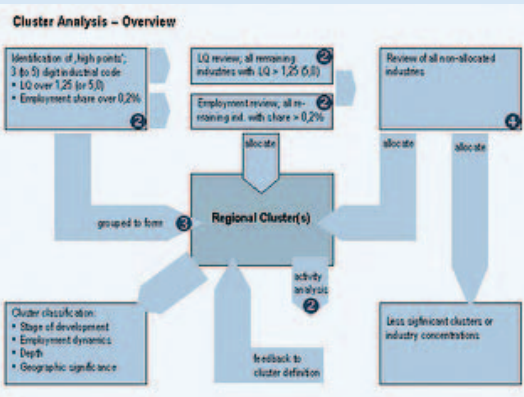
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www.mediendesignbuero.com

COMPASS – COMPETITIVE ALTERNATIVES FOR SUSTAINABLE PRIVATE SECTOR INVESTMENTS IN THE BALTIC SEA REGION



Cluster Analysis-Overview

A software tool to assist local and regional business development

The project aimed to increase the understanding of foreign direct investment patterns in the Baltic Sea region. To achieve this target compass developed a set of methodologies and software tools designed to assist local and regional business development agencies in analysing the regions potential and match it to the requirements of the private sector investor.

Compass now offers a suite of web-based software applications and underlying methodologies integrated into the myCompass portal: the compass ClusterAnalysis module enables a software-based cluster analysis on a national, regional or local level. The compass CostCom-

parison module has been designed and implemented with the growing competition between locations for inward investments in mind – it allows for a 10-year cost calculation for individual investment projects in up to four locations. The compass SiteSelection module is a database and analysis tool which supports inward investment promotion agencies in defining their messages for specific target industries while the compass InvestTracker module is a practical support and marketing intelligence tool which assist inward investment officers in screening and supervising the market of location seekers.

Cluster analysis for 4 Cities

The pilot implementation of the compass methodologies and software tools has produced "hand-on" results like a cluster analysis for the cities of Kotka (Finland), Lübeck (Germany), Naestved (Denmark) and Skurup/SÖSK (Sweden) or a comprehensive database of 280 Site Selection Factor studies for the Food Industry, Media Industry, Metal Industry, Logistics,

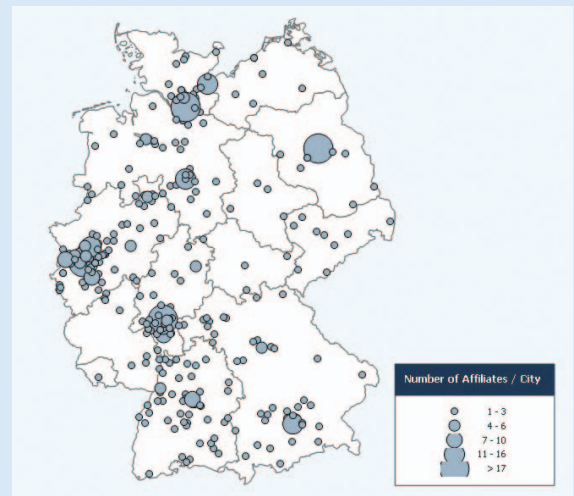
Health Care, Call Center and Shared Service Centers.



Specific analysis techniques allowed for the identification of Swedish-based FDI in Germany as well as a prediction of future investment patterns and employment effects.

The compass project partners offer to share their knowledge through individual training sessions.

Measure 2.1: Promoting balanced polycentric settlement structures



Lead Partner

Lübeck Business Development Corporation
Project partners from DK, FIN, SE
Number of partners: 7
ERDF financing used: 268 022 €
Total budget: 536 044 €
www.regionomics.de •

Location of German Affiliates of Swedish multi national enterprises

Eco Forum Baltica

Tackling environmental issues

The starting point of the project was to tackle the environmental issues in the eastern Baltic Sea Region.



The objective was to promote the development and knowledge on Environmental Management Systems (EMS) within companies (mainly Small and Medium-size Enterprises) and authorities in Estonia, Latvia, Lithuania and Poland. Following this, the second objective was to integrate waste management and Environmental Management Systems perspective in the spatial planning process. The project was based on Eco Forum St. Petersburg, an INTERREG IIC/SIDA-financed project run since 1998.

The project translated and printed the Environmental Management Systems handbook into Estonian, Latvian, Lithuanian and Russian. Networks for environmental managers in Estonia, Latvia, Lithuania and Poland were set up and started to work. A common website for these networks was launched with four national versions. Approximately 42 workshops, seminars and conferences have been arranged within these networks.

During the project lifetime, 88 environmental managers from Estonia, Latvia, Lithuania and Poland visited Sweden with study visits at Swedish companies and authorities. EMAS Competent bodies were established in Estonia, Latvia, Lithuania and Poland as well as a network between the participating countries. The support of trade and co-operation between companies in the environmental area were focused on Latvia and Lithuania.

Follow-up project

The spatial planning co-operation with the Harju County led to a large waste management project – RECO (also financed by INTERREG III B) in Estonia, Latvia, Lithuania and Poland. A parallel project is being planned in Russia, Ukraine and Belarus in cooperation with the Swedish Environment Protection Agency.

Measure 3.1: Promoting of trans-national institutional and capacity building



Lead Partner

County Administration of Stockholm
Project partners from SE, EE, LV, LT, PL and RU
Number of partners: 22
ERDF financing used: 342 647 €
Total budget: 685 293 €
External funding (PHARE/Tacis): 113 405 €
www.ecoforum.nu,
www.ecobaltica.net •



EuRoB - European Route of Brick Gothic – Historical European Architecture as a common heritage and as a local and regional economic factor

A Brick Gothic heritage route around the Baltic Sea

The project's objective was to develop and establish a transnational culture tourism route through a network of cities with brick Gothic heritage around the Baltic Sea. The project aimed at preparing a general marketing strategy to be applied by partners and by the established management. Moreover, the development of small projects to market and activate brick Gothic monuments was in focus. In addition, the purpose was to strengthen the identification of local population with its significant built heritage.



Inner city of Haderslev, Denmark

The project established a network for marketing and further developing the brick Gothic culture route. An official logo, a website, multilingual folders and brochures were created as general information tools for individual visitors and for the tourism industry.



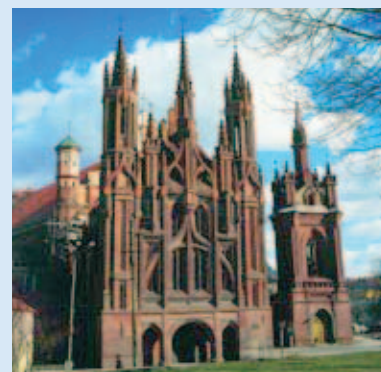
A marketing guideline "Local Marketing Strategies for the Innovative Application of Cultural Heritage" was elaborated offering general practice-oriented proposals and advice for improving local as well as overall Route marketing. In addition, a database including information on the brick Gothic monuments, history, tourism infrastructure, events and travel information was developed.

Raised awareness and knowledge about Brick Gothic

Pilot investments at the brick Gothic monuments underlined the potential of the common heritage to be used for tourism development and served as demonstration of new methods and ideas. Initial contacts to tourism industry and multipliers were established and led to organised tourist services from 2005 on. A quality management workshop and certification led to an increased quality and service standard in one selected hotel. Intensive PR work, press articles, radio and TV broadcasts have resulted in increased awareness and knowledge about brick Gothic in the Baltic Sea Region. An additional database exceeding the current route offers opportunities to extend its scope in the long term.

The institutionalisation of the route management was not achieved in the project as planned. This will be the main focus of the follow-up project with an enlarged partnership.

Measure 2.3: Enhancing good management of cultural and natural heritage, valuable landscapes and natural resources



St. Anne's church in Vilnius, Lithuania, is listed on the UNESCO World Heritage list

Lead Partner

German Association for Housing, Urban and Spatial Development
Project partners from DE, DK, SE, PL, LT, LV and EE
Number of partners: 27
ERDF financing used: 458 964 €
Total budget: 740 710 €
External funding (PHARE/Tacis): 6 407 €
www.eurob.org •

HIGH QUALITY TOURISM II

The Objective of the project was to strengthen the integrative role of spatial approach within a high quality sustainable tourism development both in the rural areas and in the cities of the Baltic Sea Region. The cooperation of the partners started already in INTERREG II C Programme.

The project compared systems of protected areas in the partner countries and agreed on the role of large protected areas in regional development. The management plan for the Nature Park Mecklenburgische Schweiz and Kummerower See (Germany) served as a pilot project. A network of regional and transnational Welcome Centers as entrance gates was planned and existing ones were further developed.



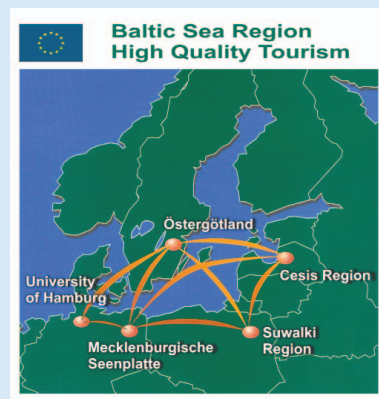
By bike along the Ice Age tracks



Landscape formation from Ice Age as a tourism theme

The research-input on profiling and destination branding helped the regions to find their own specific way of tourism development. The unique landscape formation and its Ice Age origin were picked as a central theme for development of a new joint tourism facility, thematic tourist routes. A 666 km long biking path forms the Ice Age Route in Mecklenburg Lake District (Germany). In Östergötland (Sweden) the route consists of nine ice age objects with local walking trails. In Cesis (Latvia) the Ice Age Route was prepared as a hiking trial.

Östergötland showed how to offer and practice a successful training course for guides (dramatised guiding). Cesis Region learned from these Swedish experiences. In both regions, 43 participants were qualified as tourism guides. Marketing concept and activities for a monastery museum and monastery areas was a further Swedish example of new tourism products based on cultural and natural heritage.



Direct marketing of regional products

In addition, Green Markets had a successful start in Mecklenburg Lake District by promoting direct marketing of regional products. A regional direct-marketing cooperative was founded to co-ordinate the markets. The regional sign "naturally! Mecklenburg Lake District" was presented and is getting more and more popular in marketing of the regional products.

The project partners have prepared a follow up project application for further cooperation.

Measure 2.1. Promoting balanced polycentric settlement structures

Lead Partner

Regionaler Planungsverband
Mecklenburgische Seenplatte

Project partners from

DE, SE, LV, PL

Number of partners: 6

ERDF financing used:

1 073 433 €

Total budget: 1 693 948 €

External funding

(PHARE/Tacis): 179 231 €

www.eiszeitroute.com,

www.e.lst.se/istid/

[index_eng.html](#) •

Islands in History



Chain dance at the medieval market in Jomala on the Åland Islands.

common cultural and natural heritage

The project aimed at strengthening the identity of Baltic Sea island populations by establishing a strong network and by increasing knowledge on common cultural and natural heritage of the islands. Co-operation and common concepts were increased and developed for e.g. theatres, museums, associations, concert halls, educational institutions, drama schools, transport authorities and ferry companies.

The project collected material focusing on everyday life in the 14th century. In total 27 guidelines and manuals for dissemination and educational concepts about medieval markets, historic dinners, guided tours and how to organize volunteers were produced. The project partners are now using the guidelines and manuals in their daily work. Guides, museums and schools in the whole Baltic Sea Region can make use of them as well. The models, guidelines and manuals are presented on the project's website.

The regional development of the involved islands (Bornholm, Gotland and Åland) was

strengthened through the increased cooperation between different actors. The project partners also decided to establish a network for continuing and widening the started cooperation.

Measure 4: Special support for regions bordering candidate countries

Lead Partner

Medieval Centre of Bornholm (DK)

Project partners from

DK, SWE and FIN

Number of partners: 5

ERDF financing used:

365 379 €

Total budget: 730 759 €

www.islandsinhistory.com •



Visby town wall, a section of the north wall
photo:
Per Westholm

BALTIC PALETTE II

The Baltic Palette as a globally competitive research and business area

The objective of the project was to strengthen the macro region building in the sub-regions of Stockholm-Mälar region, Uusimaa Region and Southwest Finlandregion, Tallinn-Harju region, Riga region and St. Petersburg-Leningrad region. The cooperation was based on a common vision and strategy prepared during an INTERREG II C project. The long-term target is that by the year 2020 Baltic Palette region will be known as a globally competitive research and business area.

The practical co-operation activities were carried out in five fields. The polycentric platform started with a feasibility study on transnational training courses in spatial planning and organised a course about new methods. The transport corridor network carried out nine feasibility studies on transport modes and networks. Road and railway investment priorities were presented for each of the sub-regions.

In the field of spatial development of information society, joint database with statistics about the information society was created. Sustainable tourism was promoted by producing a map "Baltic Sea Region for Tourists". In addition, associations and partnerships for

river basin management were formed. A new agreement between the partners and a permanent joint committee are ensuring that the Baltic Palette co-operation will go on.

Measure 1.1: Supporting joint strategies and implementation actions for macro-regions

Lead Partner

Uusimaa Regional Council

Project partners from

FIN, SE, LV, EE, RU

Number of partners: 33

ERDF financing used:

834 394 €

Total budget: 1 676 789 €

External funding

(PHARE/Tacis): 538 148 €

www.balticpalette.com •

