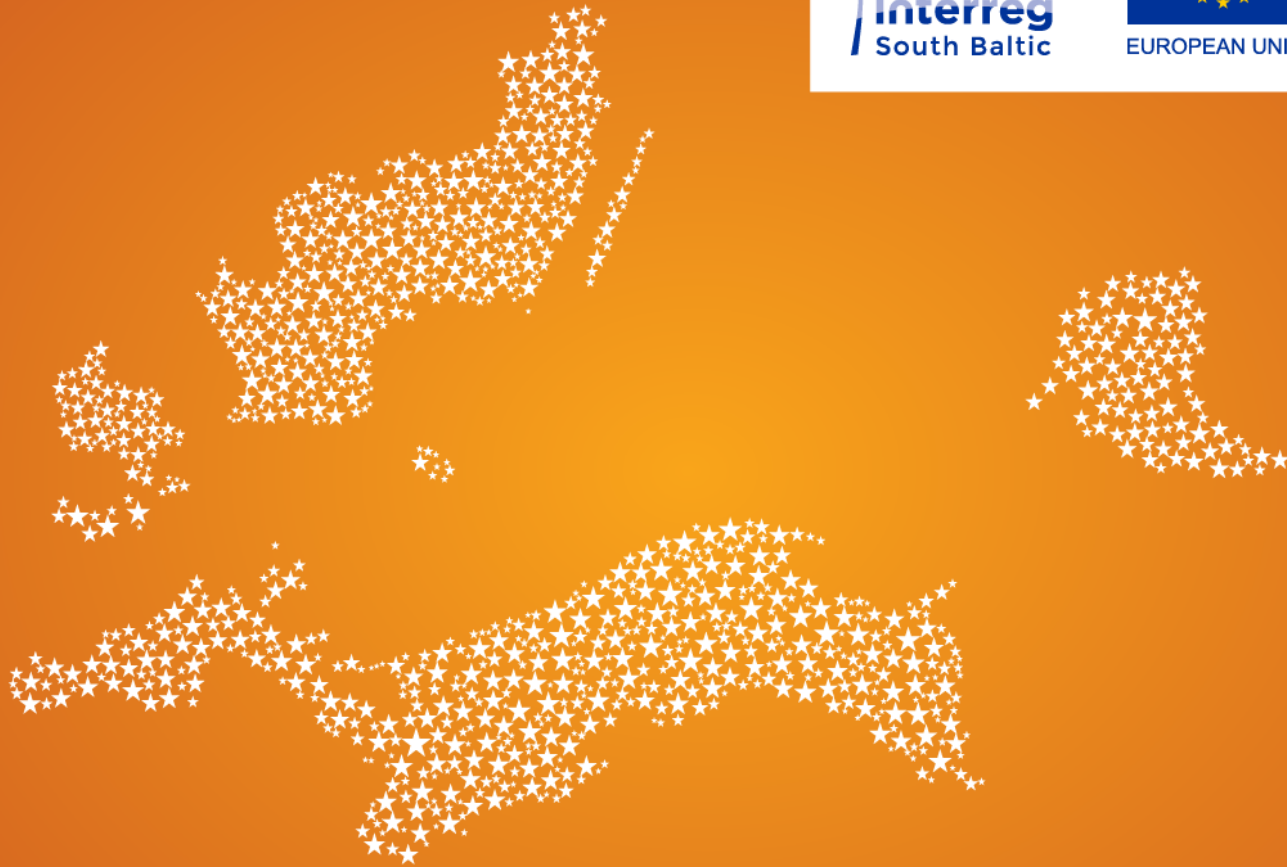




European
Regional
Development
Fund



Using Interreg South Baltic funds

for sustainable tourism

How can you engage?

- Your organisation has a legal personality;
- Your organisation is based in the eligible area (*in exceptional and well-justified cases, project partners can be located outside the eligible Programme area; see section III.2 of the Programme Manual*);
- Your organisation faces a challenge / an opportunity related to sustainable tourism development;
- The challenge / opportunity requires joint actions across borders;
- The joint action can be accomplished by your organisation and your partner organisation(s) from (an)other Member State(s);
- The joint action will be carried out in the Programme eligible area;
- The joint action corresponds with a Programme specific objective.



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What is specific objective 2.1?

- Can you help Interreg South Baltic to increase the development of the South Baltic area's natural and cultural heritage assets into sustainable tourist destinations?
- What we are looking for are blue and green tourism services, products and tools that help to increase the number of visits in cultural and natural heritage sites as well as pilot investments in blue and green tourism infrastructure.



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How much funding is available?

- The Programme provides co-financing from the European Regional Development Fund (ERDF) for cooperation activities between two or more organisations from at least two participating Member States;
- The funds available for sustainable tourism amount to ca. 19,8 M EUR;
- The co-financing rate for Polish, Lithuanian and German beneficiaries is up to 85% of their eligible project costs;
- Swedish and Danish beneficiaries receive up to 75% of ERDF co-financing;
- The ERDF co-financing is paid on the basis of semi-annual reimbursements.



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Who can receive funding?

The following types of organisations can form partnerships and submit applications (non-exhaustive list):

- Local and regional authorities and their associations;
- Formal associations, clusters and networks of SMEs;
- Chambers of commerce, business development agencies, tourist agencies and other business support and financial organisations;
- NGOs providing promotion and marketing services linked directly or indirectly to the tourism and cultural sector;
- Institutions of natural, culture and national heritage protection;
- Forest management institutions;
- R&D and educational institutions.



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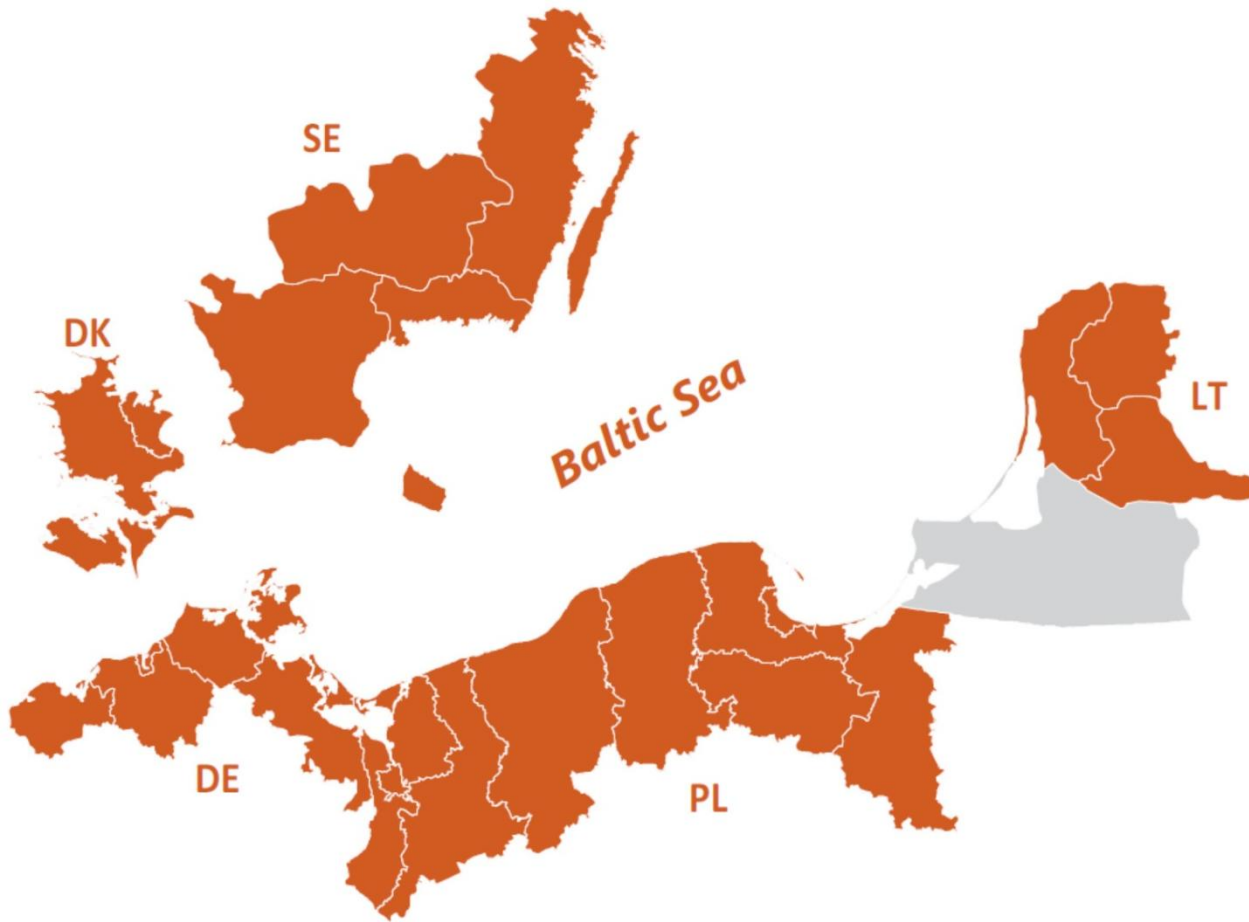


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Which regions are eligible?



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Which regions are eligible?

- **in Denmark:**
Regional Municipality of Bornholm and Region Zealand (subregions: Østsjælland, Vest- og Sydsjælland);
- **in Germany:**
districts (Landkreise) of Mecklenburg-Vorpommern: Nordwestmecklenburg, Rostock, Vorpommern-Rügen, Vorpommern-Greifswald and district-free city (kreisfreie Stadt): Rostock;
- **in Lithuania:**
counties of Klaipėda, Tauragė and Telšiai;
- **in Poland:**
subregions of: Miasto Szczecin, Szczeciński, Stargardzki, Koszaliński, Słupski, Starogardzki, Gdański, Trójmiejski and Elbląski;
- **in Sweden:**
counties of: Kalmar, Blekinge, Skåne and Kronoberg.



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Why is it beneficial to engage?

By participating in a project you would be able to:

- investigate best practices and exchange knowledge and experience related to sustainable tourism;
- cooperate with partners and jointly develop tailored solutions for the tourism sector in your region and beyond;
- test innovative methods and tools that could help to extend the tourist season and diversify the currently prevailing tourism patterns;
- form international networks with organisations pursuing the same mission;
- experience the cross-sector cooperation possibilities in an international setting.



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How to build a project?

Intervention logic explained ...

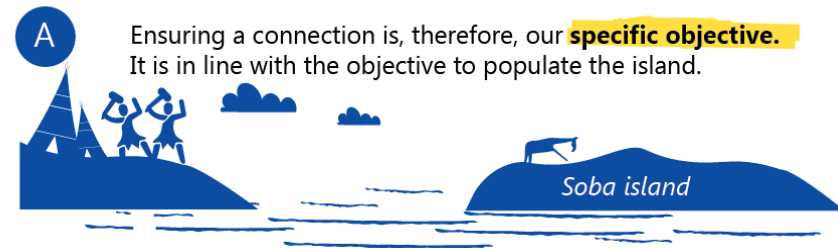


Programme level

We are a blue-green tribe living by the sea. Our population is growing rapidly, and we need to find somewhere else to live. Using the Programme language this is our **challenge**. Next to our territory, there is an island called Soba that is not populated. Due to the growth of our tribe, our elders' council decided to populate the Soba island. In order to implement our plan, we need somebody to help us.

Project level

We are tribe builders who can ensure a foot connection that would allow to populate the island.



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How to build a project?

Intervention logic explained ...

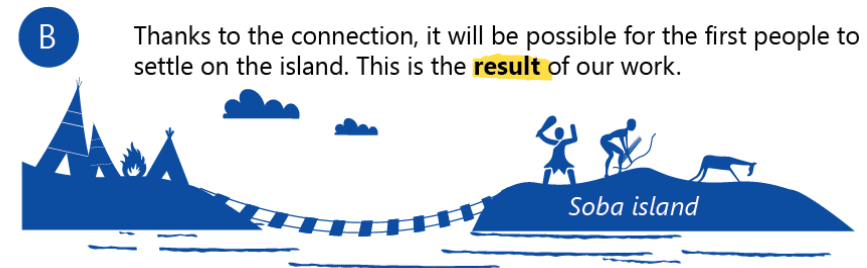


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How to build a project?

Intervention logic explained ...



Programme level

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Project level

We are tribe builders who can ensure a foot connection that would allow to populate the island.



In order to achieve this, we need to establish a connection, build facilities on the island such as tents, fire places and others. Using the Programme language, these are the **actions to be supported**.



We plan to build 1 footbridge. Using the language of a project, it is going to be our **output**. It is one of the **actions** that our tribe supports. Before we can do that, we have to make sure that we have plans and materials. These are our **deliverables**. In order to have plans, we need to hire somebody who can draw them. In order to have proper materials, we have to go to the forest and cut wood. In order to have enough people to build the footbridge, we need to recruit them. These are going to be our **activities**.



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How to start?

- Get in touch with a Contact Point in your region:
www.southbaltic.eu/contact-points
- Get in touch with the Joint Secretariat:
Dominika Butkiewicz, Project Officer Sustainable tourism, Tel. +48 587 463 850, dominika.butkiewicz@southbaltic.eu Iuliia Kauk, Project Officer Sustainable tourism, Tel. +48 587 463 857, iuliia.kauk@southbaltic.eu
- Find partners and project ideas:
www.southbaltic.eu/smart-aliance
- Share a project idea for consultation with the Joint Secretariat:
www.southbaltic.eu/consultation
- Look for upcoming calls for proposals:
www.southbaltic.eu/call-for-proposals
- Check for possibilities to fund project development activities:
www.southbaltic.eu/seed-money





Thank you!

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Iuliia Kauk | Project Officer Sustainable tourism | iuliia.kauk@southbaltic.eu