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Interreg
South Baltic



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 INNOVATIVE

 SUSTAINABLE

 ATTRACTIVE

 ACTIVE

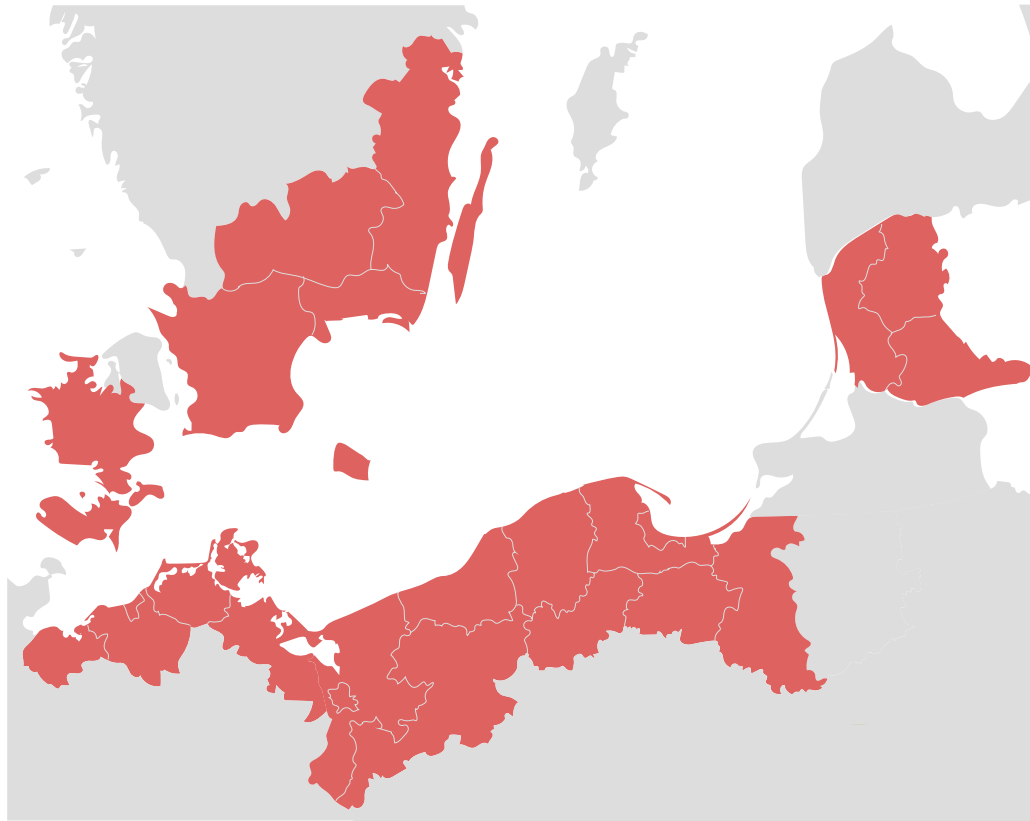


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▲ **ATTRACTIVE**

New perspective – New priorities,
find out how to grow into **Attractive**

Sopot, 21 September 2022



United by the Sea into
action for a blue and
green future

Innovative,
Sustainable,
Attractive and Active
South Baltic

In total **79,9 M EUR ERDF** for **projects**

Interreg South Baltic Programme 2021-2027

PA1 Innovative South Baltic – enhancing the level of innovation and internationalization of local actors

PA 2 Sustainable South Baltic – promoting sustainable development and blue and green economy

PA 3 Attractive South Baltic – activate the tourist potential of South Baltic Area

PA 4 Active South Baltic – improving cooperation governance

Programme Measure 1.1:
Digitalising the region

Programme Measure 2.1:
Supporting transition towards **green energy**

Programme Measure 3.1:
Developing **sustainable, resilient and innovative tourism**

Programme Measure 4.1:
Strengthen the **cooperation capacity** of actors based within the South Baltic Area (incl. civil society)

Programme Measure 1.2:
Building connectivity of the region through **internationalization**

Programme Measure 2.2:
Promoting **sustainable use of water**

Programme Measure 2.3:
Supporting a **circular** and more resource efficient **development**

Regular projects

- ▲ Recommended budget (total eligible):
from 1 M to 2 M EUR
- ▲ Not in any case over 5 M EUR
- ▲ Duration: max 36 months
- ▲ Objective: to address identified Programme challenges and needs in a complex way
- ▲ Focus is on multilateral cooperation
- ▲ **80% co-financing rate for all project partners**

What kind of project
can I develop?

Can my organization lead a project?

Yes! If you are:

1. A national, regional and local authorities.
2. A body governed by a public law
(as defined in the Directive 2014/24/EU).
3. Associations of regional or local authorities.
4. Associations of bodies governed by public law.
5. European Grouping of Territorial Cooperation (EGTC).

Can my organization be a **project partner**?

Yes! If you are:

1. Eligible to be a Lead Partner.
2. An SME.
3. An SME association or cluster.
4. A chambers of commerce, trade union and an NGO.
5. Other entity established under public or private law operating for the specific purpose of meeting needs in the general interest, not having an industrial or commercial character.

SMEs: New type of partners

- ▲ Under all Measures
- ▲ Established 3 years before the Call
- ▲ Recommended to join force with relevant public sector organization from the same country
- ▲ Relevance of each SME is a subject to Quality assessment
- ▲ Organisations with business activity dedicated purely to project coordination, management, communication and consulting are not allowed to join as partners

SME involvement in projects

Provisions

Recommendations

Limitations

Horizontal principles

- ▲ Each project should consider the horizontal principles
- ▲ Positive contribution is needed to the three criteria
- ▲ Part of assessment

Equal opportunities

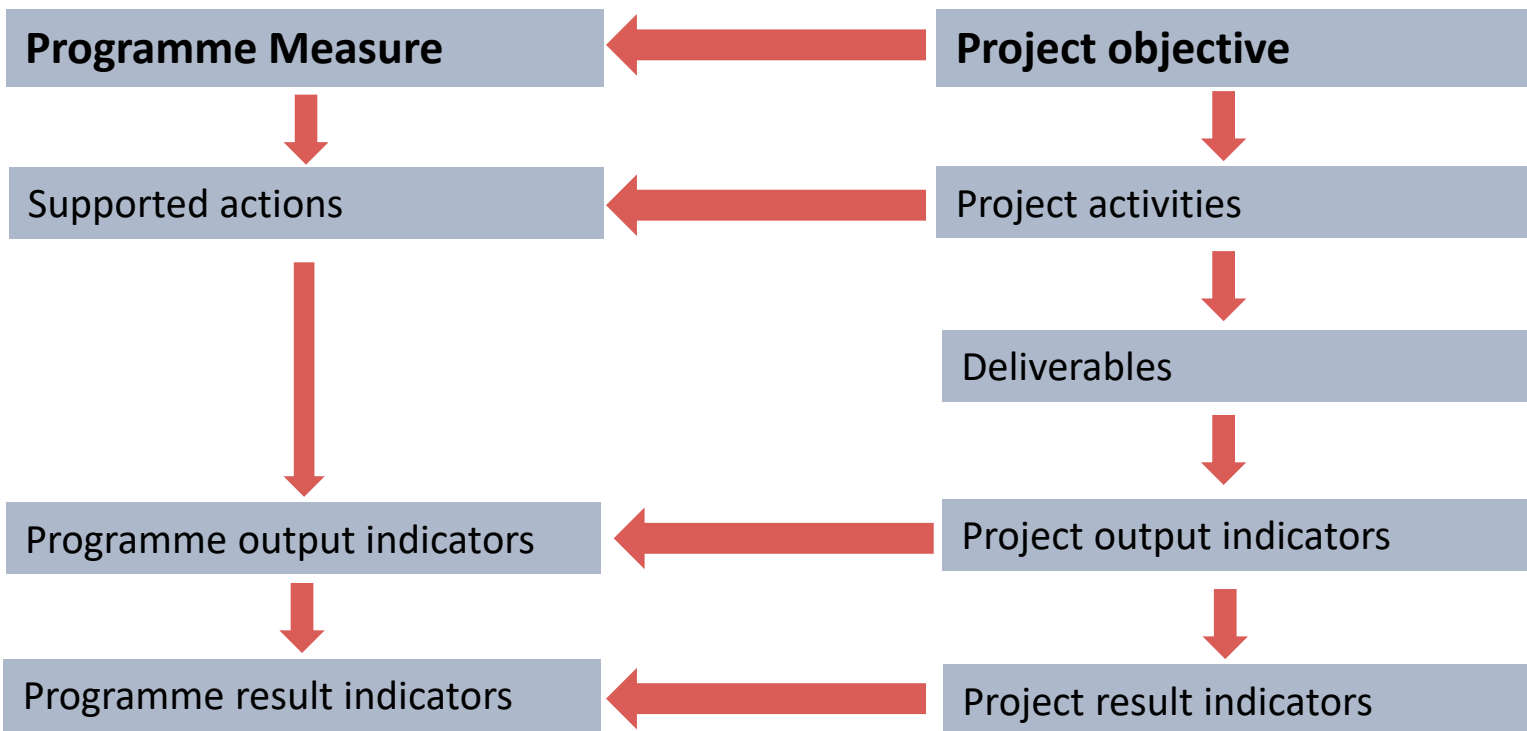
Gender equality

**Sustainable
development**


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Programme intervention logic

Project intervention logic



Outputs, results and deliverables

- Types of indicators
 - **Output:** to measure the direct “products” of projects
 - **Result:** to measure the effects of the projects
- Result indicators are linked to outputs
- Not all outputs are linked to results
- Maximum 5 output indicators per project
 - Out of which maximum 4 solutions (with target value 1)
- Deliverables: Milestones in the project
 - Group of deliverables  Project outputs

Submitting an AF

- ▲ Call announcement to be published on www.southbaltic.eu with all requirements
- ▲ Application form **online** in **WoD2021**
- ▲ Note: Several attachments to AF necessary (incl. **Excel attachment** and scans)
- ▲ Assessment:
 - ▲ Administrative and eligibility assessment
 - ▲ State aid and quality assessment

How can I apply?

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▲ Measure 3.1:

Developing sustainable, resilient,
and innovative tourism

**19 979 140,00 EUR
of ERDF**

Measure 3.1. Developing sustainable, resilient, and innovative tourism

What we expect?

1. Increase of the visibility of the South Baltic area as a tourist-attractive area.
2. Development of sustainable and innovative tourism products and services.
3. Enhancement of the role of culture and tourism in economic development and social innovation.
4. Focus on social inclusion and contribution to mitigation of negative consequences of COVID-19 pandemic on labour market.

Measure 3.1. Developing sustainable, resilient, and innovative tourism

What can you do?

1. Build or strengthen networks of tourism and cultural actors.
2. Develop joint strategies and solutions for tourism and cultural sectors.
3. Improve or develop cross-border offers and products of sustainable tourism.
4. Strengthen the sustainability dimension of tourism.
5. Promote the common brand of the South Baltic and joint cultural or natural tourism heritage.

ATTRACTIVE Obligatory indicators

- ▲ **Main output:** Jointly developed solutions
- ▲ **Main result:** Solutions taken up or up-scaled by organisations

NB:

- No “stand-alone” infrastructure or actions without cross-border dimension shall be co-financed.
- No large-scale infrastructure is to be supported.
- **BUT** pilot actions with infrastructural and equipment components are to be supported.

ATTRACTIVE Optional indicators

Main output	Main result
Cultural and tourism sites supported	Visitors of cultural and tourism sites supported
Pilot actions developed jointly and implemented in projects	
Organisations cooperating across borders	Organisations cooperating across borders after project completion



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Thank you for your attention!

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South Baltic



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Joint Secretariat

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The presentation was prepared as a supporting material for a workshop during the Annual Event 2022 of the Interreg South Baltic Programme. Official information on the scope of the Programme and its rules will be published in the Cooperation Programme document and in the Programme Manual that will be available on the Programme website.