

1. Identification

Call	Date of submission
A1 - split	03/10/2024

1.1. Full name of the project

EUSBSR Policy Area Tourism Assistance 37 / 250 characters

1.2. Short name of the project

EUSBSR PAC Tourism 18 / 20 characters

1.3. Programme priority

4. Cooperation governance

1.4. Programme objective

4.2 Macro-regional governance

1.6. Project duration

Implementation start	01/01/2022	Implementation end	31/12/2026
		Duration of implementation phase (months)	60
Closure start	01/01/2027	Closure end	31/03/2027

1.7. Project summary

EUSBSR PA Tourism shall provide a solid platform for reinforcing sustainable tourism development in the BSR; create networks, and intensify the dialogue with stakeholders of the tourism industry and tourism education institutions to provide competence development in the tourism sector across the BSR. It aims to develop the synergies by linking projects and processes initiated by the BSR tourism stakeholders, to support the activities undertaken by the institutions with tourism activities on all multi-level governance levels. PA Tourism Coordinators shall facilitate and intensify the cooperation in the BSR area to find solutions for common challenges and present clear, added-value of BSR tourism actors when working together. This all will enable to implementation of the EUSBSR AP and enhance the profile, visibility, and attractiveness of the BSR. This all will be achieved by close cooperation with the PA Tourism Steering Group, sectoral experts, flagship leaders & project managers working with tourism-related projects contributing to the achievement of the goals set in the AP. We aim to continue the works done within the PA, continue linking tourism sector stakeholders and support them with new projects and initiatives development. We will also continue branding the BSR as a preferred partner for tourism cooperation in our macroregion and beyond. Works within the EUSBSR PA Tourism will be implemented jointly by 2 partners: Pomorskie Regional Tourism Board and Region Oulu.

1,497 / 1,500 characters

1.11. Project Budget Summary

Financial resources [in EUR]		Planned project budget
ERDF	ERDF co-financing	483,747.18
	Own contribution ERDF	120,936.80
	ERDF budget	604,683.98
NO	NO co-financing	0.00
	Own contribution NO	0.00
	NO budget	0.00
NDICI	NDICI co-financing	0.00
	Own contribution NDICI	0.00
	NDICI budget	0.00
RU	RU co-financing	0.00
	Own contribution RU	0.00
	RU budget	0.00
TOTAL	Total Programme co-financing	483,747.18
	Total own contribution	120,936.80
	Total budget	604,683.98

2. Partnership

2.1. Overview: Project Partnership

2.1.1 Project Partners

No.	LP/PP	Organisation (English)	Organisation (Original)	Country	Type of partner	Legal status	Partner budget in the project	Active/inactive	
								Status	from
1	LP	Pomorskie Tourist Board	Pomorska Regionalna Organizacja Turystyczna	 PL	NGO	a)	299,457.10 €	Active	16/03/2022
2	PP	Council of Oulu Region	Pohjois-Pohjanmaan liitto	 FI	Regional public authority	a)	305,226.88 €	Active	16/03/2022

2.1.2 Associated Organisations

No associated organisations found

2.2 Project Partner Details - Partner 1

LP/PP
Partner Status
Active from **Inactive from**

Partner name:

Organisation in original language 43 / 250 characters
Organisation in English 23 / 250 characters
Department in original language 2 / 250 characters
Department in English 2 / 250 characters

Partner location and website:

Address 41 / 250 characters **Country**
Postal Code 7 / 250 characters **NUTS1 code**
Town 6 / 250 characters **NUTS2 code**
Website 24 / 100 characters **NUTS3 code**

Partner ID:

Organisation ID type
Organisation ID
VAT Number Format
VAT Number 12 / 50 characters
PIC 9 / 9 characters

Partner type:

Legal status
Type of partner
Sector (NACE)

Partner financial data:

Role of the partner organisation in this project:

Pomorskie Tourist Board (PTB) aims to strengthen the positive cooperation and image of EUSBSR PA Tourism and raise the attractiveness of the joint BSR tourism activities. As our organization includes local governments, businesses, chambers of commerce and local tourist organizations, associations and universities we will engage all of them in the PA Tourism loop and network & promote our works among their networks. As we work in close cooperation with tourist operators and help in updating the tourist offer and actions focused on activating SMEs related to tourism, incl. cooperation with administrative units (national, regional and local) we plan to use this knowledge to create new partnerships and initiate new tourism initiatives. PTB has many years of experience in implementing EU projects, both as a leader and a partner and we shall use this knowledge when supporting new project idea generation. PTB works in close cooperation with Pomorskie Voivodeship, sharing the knowledge&experts.

1,000 / 1,000 characters

Has this organisation ever been a partner in the project(s) implemented in the Interreg Baltic Sea Region Programme?

No

2.2 Project Partner Details - Partner 2

LP/PP	Project Partner		
Partner Status	Active		
	Active from	16/03/2022	Inactive from

Partner name:

Organisation in original language	Pohjois-Pohjanmaan liitto	25 / 250 characters
Organisation in English	Council of Oulu Region	22 / 250 characters
Department in original language	Kehitys ja rahoitus	19 / 250 characters
Department in English	Regional development and funding	32 / 250 characters

Partner location and website:

Address	Poratie 5 A	11 / 250 characters	Country	Finland
Postal Code	90140	5 / 250 characters	NUTS1 code	Manner-Suomi
Town	Oulu	4 / 250 characters	NUTS2 code	Pohjois- ja Itä-Suomi
Website	www.pohjois-pohjanmaa.fi	24 / 100 characters	NUTS3 code	Pohjois-Pohjanmaa

Partner ID:

Organisation ID type	Business Identity Code (Y-tunnus)
Organisation ID	0922484-4
VAT Number Format	FI + 8 digits
VAT Number	N/A <input type="checkbox"/> FI09224844
PIC	955644486

Partner type:

Legal status	a) Public	
Type of partner	Regional public authority	Regional council, etc.
Sector (NACE)	84.11 - General public administration activities	

Partner financial data:

Role of the partner organisation in this project:

The Council of Oulu Region is a regional development and planning organization acting on behalf of its member municipalities. Tourism is a key sector in our Regional Strategic Plan. To increase internationalization is one of the main goals of our strategy. Networking and capacity building are ways to increase competencies and competitiveness and promote the priority sectors. One role of the policy area coordinator is to facilitate partnering for Action Plan's key actions. Coordinator keeps the network alive. This needs constant dialogue and willingness to work for the common good. The Council of Oulu Region is willing to share its networks and know-how for the tourism sector development in the Baltic Sea Region.

723 / 1,000 characters

Has this organisation ever been a partner in the project(s) implemented in the Interreg Baltic Sea Region Programme?

Yes

3. Relevance

3.1 Context and challenge

PAC Tourism shall work transnationally, thus will be operated jointly by Pomorskie Region Tourism Board & Council of Oulu Region. Not only do we cover the whole BSR region, with Poland being closed to the south-central Baltic Sea and Finland operating actively in the Northern part, but we also bring onboard extensive networks and years of experience in the tourism sector to share with PAC Tourism stakeholders. This will allow for better alignment of the tourism sector in BSR and open it for enhanced cooperation outside the region (cross-MRS cooperation). Both regions represented in PAC are frontrunners in the tourism sector in their country. On a transnational level, both have participated in several successful tourism-related projects that significantly impacted the tourism sector. PAC Tourism partners also have significant expertise in using the EU funding and EU cooperation to initiate projects, including the flagship projects like BSTC. This knowledge will help us to better support PAC Tourism SG, its stakeholders and bring more newcomers to EUSBSR transnational cooperation. This, in the end, would result in new partnerships, innovative solutions and more complex responses to the current tourism challenges like post-COVID19 recovery and others. We plan our work to be agile and adjust the tasks and activities to our stakeholders' current external factors and needs. We will engage in close dialogue with everyone on board in PAC Tourism and use our networks to reach out to newcomers who can bring fresh insight and additional expertise.

The key aim of the post-2020 agenda of EUSBSR Policy Area Tourism is the implementation of the revised Action Plan, which is aligned with the UN Agenda 2030 and the Sustainable Development Goals (SDGs) 8, 11, 12, 13 and 14.

1,788 / 2,000 characters

3.4 Project objective

Your project objective should contribute to:

Macro-regional governance

PA Coordinators will work closely with the SG, supporting the dialogue, facilitating the implementation of PA Tourism in the EUSBSR Action Plan and enhancing the promotion of tourism cooperation in the Baltic Sea region. Coordinators will also continue cooperation with the NCGs, i.e. by participating in formats like "Coffee with the Presidency" and similar. Once the BSP is established, we will also engage in the dialogue and work closely with the BSP team. PAC Tourism will play an active role in Annual EUSBSR Forum, taking part in the events, activities and making sure the tourism topics are present in the discussion. We are aware of the EUSBSR AP and its actions for the Policy Area Tourism, they will be incorporated in our work plan and implemented via various actions on daily basis. As a coordinator of the Policy Area Tourism, we will promote the tourism sector and tourism initiatives as part of the sustainable, blue and green growth in the Baltic Sea region based on knowledge, innovation, and BSR partnerships.

1,030 / 2,000 characters

3.4.1 Additionality (only for the EUSBSR policy area coordinators)

PTB:
Pomorskie Regional Tourism Board is a strong association responsible for regional marketing. The organization includes local governments, businesses, chambers of commerce and local tourist organizations, associations and universities. and we plan to bring all these stakeholders on board to PA Tourism. Our advantage is a long-term cooperation with tourism industry business partners. On daily basis, PTB aims to strengthen the image and to raise the attractiveness of the Pomorskie region and we will use the same means to promote PA Tourism and EUSBSR. PTB organize tourism exhibitions, study tours and press tours, B2B events for polish and foreign partners, marketing actions, PR& communication. To all these activities we will now be adding info on EUSBR PA Tourism, its activities and initiatives bringing new [artners and possibilities (including alternative funding opportunities).

Oulu:
The tourism industry grew steadily in 2015–2020 before the coronavirus pandemic. According to statistics Oulu region was the fastest growing tourist region in Finland. The latest development strategy for the tourism sector of the region was drawn up last year. The Council of Oulu Region provides funding for regional development projects with national and EU funding. Project funding is granted for projects that effectively promote the targets of the Oulun region and in international funding programmes for common targets in the programme areas. The focus of funding is guided by the common regional development policies in Oulun Region and the programme contents defined in the programme document.

1,605 / 2,000 characters

3.4.2 Support to project generation (only for the EUSBSR policy area coordinators)

Please indicate whether you apply for additional funding to support generation of new projects and work with project idea developers.

Yes

Please define your aim on supporting generation of new projects and working with project idea developers. Please describe the planned activities in section 5 "Work plan", in a separate group of activities. Please indicate there if you plan a deliverable.

Facilitating generation of project ideas and interaction among stakeholders; Supporting stakeholders in developing their project ideas; Communicating and interacting with authorities managing EU and other funds relevant for project ideas to be developed in the policy areas.

Two co-creative and cross-sectoral workshops developing new project concepts organized back - to - back with the Baltic Sea Tourism Forum or EUSBSR Annual Forum. This will also support the targeted capacity building for PAC Tourism stakeholders done in cooperation with the BSP.

552 / 2,000 characters

3.10 Horizontal principles

Horizontal principles	Projects's direct impact
Sustainable development	positive
Non-discrimination including accessibility	neutral
Equality between men and women	neutral

4. Management

Allocated budget

4.1 Project management

Please confirm that the lead partner and all project partners will comply with the rules for the project management as described in the Programme Manual.

If relevant, please indicate any other important aspects of the project management, e.g. external entity supporting the lead partner in the management of the project, advisory board, steering committee, any other relevant working groups, etc.

PA strategic decisions will be made jointly. The partnership presented in the application is very strong and experienced, knows the Interreg BSR project principles. Partners divided tasks in the WP to best suit the needs of the PA & fully use the potential and expertise of each actor. PL will be responsible for PA Action 3, FI to Action 1&will share Action 2. PL is responsible for coordination & the administration of the PA.
PL: LeadPAC(1 FTE) and Financial Manager (0,25).
FI: co-PAC 0,7 FTE

499 / 500 characters

4.2 Project financial management

Please confirm that the lead partner and all project partners will comply with the rules for the financial management and control as described in the Programme Manual.

If relevant, please indicate any other important aspects of the financial management, e.g. external entity supporting the lead partner, positions planned for financial management, involvement of special financial experts (e.g. for public procurement), etc.

The Financial Manager will be appointed by LP, to work closely with the PAC, ensuring payments are made according to project implementation rules, programme manual & Polish law. LP will be responsible for the overall financial coordination, providing PP with reporting deadlines, information, eligibility rules. Financial management in PP organisations will be done by experienced economists. A report comprising the project's costs will be submitted in BAMOS+ according to the timeline.

487 / 500 characters

4.3 Input to Programme communication

If relevant, please describe other important aspects of project communication that you plan to introduce, e.g. a communication plan, opening and closing events, social media channel(s) etc.

Novelties:

- EUSBSR PA Tourism Twitter and LinkedIn accounts, hashtags for social media

Other:

- provide Communication Plan and communication campaigns presenting the EUSBSR PA Tourism stakeholders, activities, flagships, cross-PA activities, inspiration from other MRS etc

- engage newcomers to the PA Tourism implementation - min. 2 events promoting PAC to newcomers

- min. 2 Baltic Sea Tourism Forums until 2025 to engage SG&PAC Tourism stakeholders in dialogue and build new partnerships & projects

499 / 500 characters

4.4 Cooperation criteria

Please select the cooperation criteria that apply to your project. In your project you need to apply at least three cooperation criteria. Joint development and joint implementation are the obligatory ones you need to fulfill in your project.

Cooperation criteria

Joint Development

Joint Implementation

Joint Staffing

Joint Financing

5. Work Plan

Number	Work Package Name										
1	Policy Area Tourism										
	<table border="1"> <thead> <tr> <th>Number</th> <th>Group of Activity Name</th> </tr> </thead> <tbody> <tr> <td>1.1</td> <td>Coordination of the Policy Area</td> </tr> <tr> <td>1.2</td> <td>Implementation of the EUSBSR Action Plan</td> </tr> <tr> <td>1.3</td> <td>Communication & networking</td> </tr> <tr> <td>1.4</td> <td>Support to project idea generation</td> </tr> </tbody> </table>	Number	Group of Activity Name	1.1	Coordination of the Policy Area	1.2	Implementation of the EUSBSR Action Plan	1.3	Communication & networking	1.4	Support to project idea generation
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2.3	Communication & networking 2025-2026										
2.4	Support to project idea generation 2025-2026										

Work plan overview

	Period: 1 2 3 4 5 6 7 8 9 10										Leader
WP.1: Policy Area Tourism											PP1
A.1.1: Coordination of the Policy Area											
D.1.1: Meeting minutes from SG meetings	D	D	D	D	D	D					PP1
A.1.2: Implementation of the EUSBSR Action Plan											PP1
D.1.2: EUSBSR PA Tourism Work Plan	D	D	D	D	D	D					
A.1.3: Communication & networking											PP1
D.1.3: Communication & Networking Plan	D	D		D		D					
A.1.4: Support to project idea generation											PP1
D.1.4: Report on PA Tourism new projects and initiatives		D		D		D					
WP.2: Policy Area Tourism 2025-2026											PP1
A.2.1: Coordination of the Policy Area 2025-2026											PP1
D.2.1: Meeting minutes from SG meetings 2025-2026							D	D	D	D	
A.2.2: Implementation of the EUSBSR Action Plan 2025-2026											PP1
D.2.2: Implementation of the EUSBSR Action Plan 2025-2026							D	D	D	D	
A.2.3: Communication & networking 2025-2026											PP1
D.2.3: Communication & Networking Plan 2025-2026							D		D		
A.2.4: Support to project idea generation 2025-2026											PP1
D.2.4: Report on PA Tourism new projects and initiatives 2025-2026								D		D	

Deliverables overview

Code	Title	Description
D 1.1	Meeting minutes from SG meetings	Reports and meeting minutes from the SG meetings (min. 2 per year and ad-hoc/subgroups meetings). We will also provide memo notes from the internal PAC team meetings and meeting minutes from all the meetings with other EUSBSR PACs as well as cross-MRS meetings and notes from the dialogue with the EU institutions.
D 1.2	EUSBSR PA Tourism Work Plan	<p>We will draft a 3 year long PA Tourism Work Plan, based on the PA Tourism Action Plan adopted in 2020. Based on this Plan PAC will prepare an annual substantial report on PA achievements, to be endorsed by the respective SG and submitted to the NCG for information. The Work Plan will be regularly revised and updated when needed, but a minimum of once per year. PAC Tourism will plan its activities based on the Work Plan.</p> <p>PAC Tourism will monitor their PAs and Actions and prepare annual substantial reports on PA achievements, that we will later present to the SG. The goal is to monitor and report to SG on PA progress. SG shall evaluate and endorse these annual reports and submit them to NCG for information. The NCG reviews the annual reports and shares them with the EC, thus PAC Tourism will provide all the necessary information.</p> <p>Based on the work done according to the Work Plan, PAC Tourism will draft an annual report presenting all the activities, meetings, initiatives and new project initiatives supported and facilitated by PAC Tourism. This will be sent to the SG for their approval and guidelines for the continuation of works within the PA. A, together, during the project timeline we will prepare 3 Annual PA Tourism reports.</p>
D 1.3	Communication & Networking Plan	<p>The Communication Plan aims to strengthen the EUSBSR Policy Area Tourism position, increase the awareness of the EUSBSR in general and promote the results the Strategy delivers. Thanks to the Communication Strategy, PAC Tourism will be able to measure the impact it gives, shows to the SG and NCG benefits it provides for the BSR countries and tourism stakeholders and invites the newcomers to PAC Tourism initiatives. Our goal is to provide practical, modern and smart communication that supports the implementation of the PA Tourism EUSBSR.</p> <p>The communication Plan will propose PA Tourism communication activities, incl. info on promo campaigns, details on the website and social media etc. It will also outline the target groups and present means to reach out to them and engage them in the PA, i.e. via interviews, storytelling etc. A Communication Plan will be revised every year and updated if necessary.</p> <p>EUSBSR PA Tourism website will be updated and maintained.</p> <p>PAC Tourism will also offer communication in connection with our seminars and workshops (i.e. BSTC), facilitating online meetings etc. We will also actively communicate information regarding the EUSBSR Annual Forums.</p>
D 1.4	Report on PA Tourism new projects and initiatives	Every year we will issue a comprehensive report on projects supported and new possible flagship initiatives, incl. list of engaged stakeholders. We will report the number of new project ideas generated by PA Tourism stakeholders and present the support services offered to them. Reports will also contain information on funding possibilities offered to PA Tourism stakeholders - a comprehensive overview of relevant EU programmes for the funding of the Policy Area implementation.
D 2.1	Meeting minutes from SG meetings 2025-2026	Reports and meeting minutes from the SG meetings (minimum of 2 per year, including ad-hoc/subgroup meetings) will be prepared and uploaded on the EUSBSR PA TOU website.
D 2.2	Implementation of the EUSBSR Action Plan 2025-2026	<p>We will draft a two-year PA Tourism Work Plan, building on the PA Tourism Action Plan adopted in 2020. Based on this Plan, PAC Tourism will prepare an annual substantial report on PA achievements, which will be endorsed by the respective SG and submitted to the NCG for information. The Work Plan will be regularly revised and updated as needed, with a minimum revision occurring once per year. PAC Tourism will plan its activities based on this Work Plan.</p> <p>PAC Tourism will monitor the progress of their PAs and Actions and prepare annual substantial reports on PA achievements, which will be presented to the SG. The goal is to consistently monitor and report on PA progress to the SG. The SG will evaluate and endorse these annual reports and submit them to the NCG for information. The NCG will review the annual reports and share them with the EC, ensuring that PAC Tourism provides all the necessary information.</p> <p>Based on the work carried out according to the Work Plan, PAC Tourism will draft an annual report summarizing all activities, meetings, initiatives, and new project initiatives supported and facilitated by PAC Tourism. This report will be sent to the SG for their approval and guidance for the continuation of work within the PA. Over the course of the project timeline, we will prepare two Annual PA Tourism reports.</p>
D 2.3	Communication & Networking Plan 2025-2026	<p>The aim of the Communication & Networking Plan for EUSBSR PA Tourism is to enhance the visibility and impact of of the EUSBSR PA Tourism, its initiatives and activities. The primary goals are to increase the awareness of the EUSBSR PA Tourism, and highlight the work and results delivered. By implementing this Communication & Networking Plan, PA Tourism is able to demonstrate the benefits it provides to the tourism stakeholders in the Baltic Sea Region.</p> <p>The plan outlines key activities including updates to the website and social media channels, promo campaigns etc. and it is a dynamic document, with revisions and updates planned annually to ensure it remains relevant and effective.</p> <p>A significant focus of the plan is on increasing awareness of EUSBSR PA Tourism and expanding the network of tourism stakeholders within the Baltic Sea Region. By building a larger, more engaged network, the strategy supports the sustainable development of tourism across the region. To facilitate this, the EUSBSR PA Tourism website will be regularly updated and maintained, ensuring it remains a central hub for information and engagement.</p>
D 2.4	Report on PA Tourism new projects and initiatives 2025-2026	We will issue an annual report on projects supported and new possible flagship initiatives, incl. list of engaged stakeholders. We will report the number of new project ideas generated by PA Tourism stakeholders and present the support services offered to them in 2025-2026. Reports will also contain information on funding possibilities offered to PA Tourism stakeholders - a comprehensive overview of relevant EU programmes for the funding of the Policy Area implementation.

Work package 1

5.1 Title of the work package

Policy Area Tourism

19 / 100 characters

5.2 Aim of this work package

Following the updates EUSBSR AP, PAC Tourism's role is to empower all PA stakeholders and boost their ownership of the Strategy, particularly activities adopted in PA Tourism AP, by providing clear roles and responsibilities, effective decision-making and support results-orientation.

To fulfil the EUSBSR Action Plan obligations as Policy Area Coordinator (PAC) we will continue internal coordination between the two PACs, Core Group (CG) and Steering Group (SG). Furthermore, we will engage in communication and - when possible - cooperation with the Group of National Coordinators (NCG), Baltic Sea Strategy Point (BSSP) other PACs, other macro-regional strategies (MRS) and with the EU Commission (for PA Education relevant Directorate Generals).

PAC shall mainly support the works of the SG by organising the meetings preparing the agendas, meeting minutes and necessary/relevant documents. PAC shall support the SG and set the scene for the regular and ad-hoc (upon request) thematic discussions and dialogue concerning the implementation of PA Tourism in the EUSBSR Action Plan and the promotion of tourism cooperation in the Baltic Sea region.

PAC will also assist SG in operating as a forum of dialogue for flagship projects and other relevant BSR-wide initiatives providing information and delivering input from the stakeholders.

1,350 / 2,000 characters

5.3 Work package leader

Work package leader 1

Work package leader 2

5.4 Work package budget

Work package budget

5.6 Activities, deliverables, outputs and timeline

No.	Name
1.1	Coordination of the Policy Area
1.2	Implementation of the EUSBSR Action Plan
1.3	Communication & networking
1.4	Support to project idea generation

WP 1 Group of activities 1.1

5.6.1 Group of activities leader

Group of activities leader

A 1.1

5.6.2 Title of the group of activities

Coordination of the Policy Area 31 / 100 characters

5.6.3 Description of the group of activities

In order to act according to the expectations set in the EUSBSR Action Plan, PA Tourism Coordinators will maintain the internal coordination within the partnership via regular meetings within the PAC team and meetings with the PA Steering Group. We will also reach out and enhance the dialogue with other PAs - cross-sectoral cooperation, with the EUSBSR NCG and the Presidency.

Finally, we plan to reach out to tourism coordinators from other MRS and to relevant partners and institutions on the EU level (EU COM and DG REGIO). Upon request, we will provide input and relevant information for the NCG, national NCs, DG REGIO. We will also cooperate closely with the funding programmes available in BSR - both transnational like Interreg BSR, but also CBC programmes where tourism actors may find relevant funding for their projects and activities.

853 / 3,000 characters

5.6.4 This group of activities leads to the development of a deliverable

D 1.1

Title of the deliverable

Meeting minutes from SG meetings 32 / 100 characters

Description of the deliverable

Reports and meeting minutes from the SG meetings (min. 2 per year and ad-hoc/subgroups meetings). We will also provide memo notes from the internal PAC team meetings and meeting minutes from all the meetings with other EUSBSR PACs as well as cross-MRS meetings and notes from the dialogue with the EU institutions.

315 / 2,000 characters

5.6.6 Timeline

	Period: 1	2	3	4	5	6	7	8	9	10
WP.1: Policy Area Tourism										
A.1.1: Coordination of the Policy Area										
D.1.1: Meeting minutes from SG meetings										

WP 1 Group of activities 1.2

5.6.1 Group of activities leader

Group of activities leader

A 1.2

5.6.2 Title of the group of activities

Implementation of the EUSBSR Action Plan 40 / 100 characters

5.6.3 Description of the group of activities

PAC Tourism will act as the implementor of the EUSBSR AP at the policy area level, providing the implementation with the support and advice of their respective SGs. We will foster cooperation, serve as a link between their PA groups of actors by offering a platform for exchanging knowledge, stimulating new partnerships & initiatives, merging relevant stakeholders with policy processes & information. PAC's role is to present a clear contribution to the UN SDG(8,11,12,14) and provide links to embedding the Strategy into various EU policies and different funding programmes (Interreg and others).

PAC's role is also to ensure that horizontal aspects, addressing climate change and cooperation with non-EU neighbouring countries and organizations, are appropriately integrated into the work of the PA Finally, PAC Tourism shall monitor and report on progress within the PA, including drafting work plan (based on the AP), annual report on PA achievements approved by SG & submitted to the NCG PAC Tourism will report to the SG on relevant developments within the PA, incl.needs to revise the action plan.

A1: The vision for the development of rural areas and balanced regional structure stands for strengthening the attractiveness of the urban and rural areas and strong interaction between them. This also applies to the development of tourism.

A2: The development of human capital is key to the success of the growth of the industry. In the development of tourism, the important productization of unique, sustainable, and profitable products and addressing all the relevant stakeholders is important too. Digitalization will be crucial to the tourism sector in the upcoming years. Oulu will contribute with its strong high-tech ecosystem & role as a forerunner of wireless technology in Finland

A3:We will encourage green/authentic/sustainable and environmentally friendly tourism and promote a kind of tourism that is respectful of local identities, host communities&BSRcultural heritage.

Within this GoA we plan:

- 1) to deliver a 3 year PA Tourism Work Plan with annual revision and evaluation
- 2) to monitor and report on progress within the PA
- 3) prepare Annual Reports on the Work Plan execution
- 4) create an overview of existing PA Tourism flagships and their performance, BSR coverage, funding and potential
- 5) provide assistance for flagship leaders by providing guidance on PA Tourism stakeholder engagement and supporting them with our communication activities
- 6) increase the networking possibilities and dialogue with PA Tirusim stakeholders, tourism-related networks, pan-baltic organisations like CBSS, BSSSC, UBC, BSPC and others interested in highlighting tourism activities in their work.

2,719 / 3,000 characters

5.6.4 This group of activities leads to the development of a deliverable

D 1.2

Title of the deliverable

EUSBSR PA Tourism Work Plan 27 / 100 characters

Description of the deliverable

We will draft a 3 year long PA Tourism Work Plan, based on the PA Tourism Action Plan adopted in 2020. Based on this Plan PAC will prepare an annual substantial report on PA achievements, to be endorsed by the respective SG and submitted to the NCG for information. The Work Plan will be regularly revised and updated when needed, but a minimum of once per year. PAC Tourism will plan its activities based on the Work Plan.

PAC Tourism will monitor their PAs and Actions and prepare annual substantial reports on PA achievements, that we will later present to the SG. The goal is to monitor and report to SG on PA progress. SG shall evaluate and endorse these annual reports and submit them to NCG for information. The NCG reviews the annual reports and shares them with the EC, thus PAC Tourism will provide all the necessary information.

Based on the work done according to the Work Plan, PAC Tourism will draft an annual report presenting all the activities, meetings, initiatives and new project initiatives supported and facilitated by PAC Tourism. This will be sent to the SG for their approval and guidelines for the continuation of works within the PA. A,together, during the project timeline we will prepare 3 Annual PA Tourism reports.

1,251 / 2,000 characters

5.6.6 Timeline

Period: 1 2 3 4 5 6 7 8 9 10

WP.1: Policy Area Tourism

A.1.2: Implementation of the EUSBSR Action Plan

D.1.2: EUSBSR PA Tourism Work Plan



WP 1 Group of activities 1.3

5.6.1 Group of activities leader

Group of activities leader

A 1.3

5.6.2 Title of the group of activities

26 / 100 characters

5.6.3 Description of the group of activities

PAC Leader will be responsible for the PAC Tourism website, communication via social media and strategic communication & promo campaigns of EUSBSR Tourism actions, stakeholders, events etc. Both PACs will prepare updates on the website and social media (new Twitter & LinkedIn accounts, updates on PTB FB and Oulu Twitter with #PATourism hashtags), having access to the accounts. We will use interactive means of communication incl.: graphics, gifs and posts done in CANVA PRO, sketchnoting formats, mind maps etc to engage more PA Tourism stakeholders to interact.

PAC Tourism will also prepare a newsletter (min. 4 per year) informing tourism stakeholders of the upcoming works, events and projects supporting the implementation of PA Tourism. EUSBSR logos and hashtags will be used to promote PA Tourism and the Strategy. This will allow to keep the PAC Tourism stakeholders in the loop, enhance their ownership of the EUSBSR and invite newcomers and less-experienced EUSBSR actors to the PAC Tourism area. Our goal is min. 12 newsletters issued every 3-4 months with info gathered by both PAC partners.

Finally, we will continue within this GoA with the organisation of the Baltic Sea Tourism Forum. The Baltic Sea Tourism Forum is the most important annual tourism platform for tourism stakeholders from around the whole Baltic Sea region incl. tourist boards, (sectoral) associations, regional public authorities, national public authorities, EU representatives, academia and, increasingly, tourism enterprises. The Forum's organisation will be continued by the Policy Area Tourism and the respective host region. Moreover, other interested stakeholders can get involved to organise workshops. Due to COVID19, Forums were not organised as physical events, we wish to start with an online/hybrid event and later continue as a physical gathering for PAC Tourism stakeholders. We plan to organize online/physical format min. 2 times within the project framework.

1,973 / 3,000 characters

5.6.4 This group of activities leads to the development of a deliverable



D 1.3

Title of the deliverable

31 / 100 characters

Description of the deliverable

The Communication Plan aims to strengthen the EUSBSR Policy Area Tourism position, increase the awareness of the EUSBSR in general and promote the results the Strategy delivers. Thanks to the Communication Strategy, PAC Tourism will be able to measure the impact it gives, shows to the SG and NCG benefits it provides for the BSR countries and tourism stakeholders and invites the newcomers to PAC Tourism initiatives. Our goal is to provide practical, modern and smart communication that supports the implementation of the PA Tourism EUSBSR.

The communication Plan will propose PA Tourism communication activities, incl. info on promo campaigns, details on the website and social media etc. It will also outline the target groups and present means to reach out to them and engage them in the PA, i.e. via interviews, storytelling etc. A Communication Plan will be revised every year and updated if necessary.

EUSBSR PA Tourism website will be updated and maintained.

PAC Tourism will also offer communication in connection with our seminars and workshops (i.e. BSTC), facilitating online meetings etc. We will also actively communicate information regarding the EUSBSR Annual Forums.

1,192 / 2,000 characters

5.6.6 Timeline

Period: 1 2 3 4 5 6 7 8 9 10

WP.1: Policy Area Tourism

A.1.3: Communication & networking

D.1.3: Communication & Networking Plan



WP 1 Group of activities 1.4

5.6.1 Group of activities leader

Group of activities leader

A 1.4

5.6.2 Title of the group of activities

Support to project idea generation 34 / 100 characters

5.6.3 Description of the group of activities

PAC Tourism shall facilitate the involvement and cooperation of relevant policy discussions among stakeholders and new project idea owners in order to support them in developing new project concepts and project initiatives. To maximise our efforts and ensure wide participation in new PA Tourism project development we plan min. 2 co-creative and cross-sectoral workshops developing new project concepts organized back - to back with the Baltic Sea Tourism Forum or EUSBSR Annual Forum. This will also support the targeted capacity building for PAC Tourism stakeholders done in cooperation with the BSP. This will also serve as capacity building workshops for project idea owners and future flagships leaders and will allow them to get in closer cooperation with the members of the Steering Group.

Within this GoA we shall prepare 3 annual reports on projects supported, including the list of engaged stakeholders.

Finally, we will offer comprehensive information on available funding to PA Tourism stakeholders interested in generating new project initiatives. We plan to keep ourselves updated on all the existing tourism-related funding possibilities and share this knowledge with PA stakeholders and SG members. We will also engage in dialogue with relevant EU programmes on funding the implementation of this Policy Area and inform them about the financial needs related to new projects and new flagships. Whenever possible PAC will also facilitate the funding of the Actions by informing the tourism stakeholders about the available funding (website, social media, newsletter).

1,593 / 3,000 characters

5.6.4 This group of activities leads to the development of a deliverable

D 1.4

Title of the deliverable

Report on PA Tourism new projects and initiatives 48 / 100 characters

Description of the deliverable

Every year we will issue a comprehensive report on projects supported and new possible flagship initiatives, incl. list of engaged stakeholders. We will report the number of new project ideas generated by PA Tourism stakeholders and present the support services offered to them. Reports will also contain information on funding possibilities offered to PA Tourism stakeholders - a comprehensive overview of relevant EU programmes for the funding of the Policy Area implementation.

484 / 2,000 characters

5.6.6 Timeline

	Period:	1	2	3	4	5	6	7	8	9	10	
WP.1: Policy Area Tourism												
A.1.4: Support to project idea generation												
D.1.4: Report on PA Tourism new projects and initiatives												

Work package 2

5.1 Title of the work package

Policy Area Tourism 2025-2026

29 / 100 characters

5.2 Aim of this work package

This work package outlines the continuation of our efforts into 2025 and 2026, ensuring that we maintain our commitment to the EUSBSR Action Plan (AP) and the Policy Area (PA) Tourism goals. As we move forward, we will continue to operate in the same manner and with the same level of engagement.

Following the updates to the EUSBSR AP, PAC Tourism's role remains to empower all PA stakeholders and strengthen their ownership of the Strategy, particularly in activities adopted in the PA Tourism AP. We will achieve this by maintaining clear roles and responsibilities, enabling effective decision-making, and supporting a results-oriented approach.

To fulfill our obligations under the EUSBSR Action Plan as Policy Area Coordinator (PAC), we will continue the internal coordination between the two PACs, the Core Group (CG), and the Steering Group (SG). Additionally, we will maintain communication and, where possible, collaboration with the Group of National Coordinators (NCG), Baltic Sea Strategy Point (BSP), other PACs, other macro-regional strategies (MRS), and the European Commission (particularly relevant Directorate Generals for PA Tourism).

Our primary focus will be on supporting the work of the SG by organizing meetings, preparing agendas, minutes, and relevant documents. The PAC will continue to facilitate both regular and ad-hoc thematic discussions and dialogues as requested, ensuring the effective implementation of PA Tourism within the EUSBSR Action Plan and promoting tourism cooperation throughout the Baltic Sea region.

Furthermore, the PAC will assist the SG in functioning as a forum for dialogue on flagship projects and other relevant BSR-wide initiatives, providing valuable information and delivering input from stakeholders.

1,764 / 2,000 characters

5.3 Work package leader

Work package leader 1

Work package leader 2

5.4 Work package budget

Work package budget

5.6 Activities, deliverables, outputs and timeline

No.	Name
2.1	Coordination of the Policy Area 2025-2026
2.2	Implementation of the EUSBSR Action Plan 2025-2026
2.3	Communication & networking 2025-2026
2.4	Support to project idea generation 2025-2026

WP 2 Group of activities 2.1

5.6.1 Group of activities leader

Group of activities leader

A 2.1

5.6.2 Title of the group of activities

Coordination of the Policy Area 2025-2026 41 / 100 characters

5.6.3 Description of the group of activities

For the 2025-2026 period, in order to meet the expectations set in the EUSBSR Action Plan, PA Tourism Coordinators will maintain internal coordination within the partnership through regular meetings within the PAC team and with the PA Steering Group. We will also strengthen our dialogue with other PAs to foster cross-sectoral cooperation, as well as engage with the EUSBSR NCG and the Presidency.

Additionally, we plan to reach out to tourism coordinators from other MRS and relevant partners and institutions at the EU level, including the European Commission and DG REGIO. Upon request, we will provide input and relevant information to the NCG, national NCs, and DG REGIO. We will also collaborate closely with available funding programmes in the BSR, including transnational programmes like Interreg BSR, as well as CBC programmes where tourism actors may find relevant funding for their projects and activities.

921 / 3,000 characters

5.6.4 This group of activities leads to the development of a deliverable

D 2.1

Title of the deliverable

Meeting minutes from SG meetings 2025-2026 42 / 100 characters

Description of the deliverable

Reports and meeting minutes from the SG meetings (minimum of 2 per year, including ad-hoc/subgroup meetings) will be prepared and uploaded on the EUSBSR PA TOU website.

171 / 2,000 characters

5.6.6 Timeline

	Period: 1 2 3 4 5 6 7 8 9 10									
WP.2: Policy Area Tourism 2025-2026										
A.2.1: Coordination of the Policy Area 2025-2026										
D.2.1: Meeting minutes from SG meetings 2025-2026										

WP 2 Group of activities 2.2

5.6.1 Group of activities leader

Group of activities leader

A 2.2

5.6.2 Title of the group of activities

Implementation of the EUSBSR Action Plan 2025-2026

50 / 100 characters

5.6.3 Description of the group of activities

PAC Tourism will continue its role as the implementor of the EUSBSR Action Plan at the policy area level for the years 2025-2026, building on the foundation laid by previous activities. With the support and guidance of our respective Steering Groups (SGs), we will strengthen cooperation within the tourism sector, serving as a bridge between various stakeholders. Our platform will facilitate the exchange of knowledge, stimulate new partnerships and initiatives, and integrate relevant stakeholders into policy processes and information dissemination.

A key priority for PAC Tourism is to ensure that our work contributes to the UN Sustainable Development Goals (SDGs), specifically SDGs 8, 11, 12, and 14. We will also focus on embedding the Strategy into various EU policies and funding programmes, including Interreg and others.

In addition, PAC Tourism will prioritize the integration of horizontal aspects into our activities, addressing climate change and fostering cooperation with non-EU neighboring countries including Ukraine, and organizations. We will closely monitor and report on progress within the Policy Area, including drafting a Work Plan (based on the Action Plan) for the period 2025-2026, and preparing annual reports on PA achievements. These reports will be approved by the SG and submitted to the National Coordinators Group (NCG). PAC Tourism will also keep the SG informed of any relevant developments within the PA, including the need to revise the Action Plan if necessary.

We will continue to encourage green, authentic, sustainable, and environmentally friendly tourism, promoting practices that respect local identities, host communities, and the cultural heritage of the Baltic Sea Region.

As part of our activities for 2025-2026, we plan to:

- Deliver a two-year PA Tourism Work Plan with annual revisions and evaluations.
- Monitor and report on progress within the PA.
- Prepare Annual Reports on the execution of the Work Plan.
- Create an overview of existing PA Tourism projects and initiatives, evaluating their performance, BSR coverage, funding, and potential.
- Provide assistance to PA TOU-related project leaders by offering guidance on PA Tourism stakeholder engagement and supporting them through our communication activities.
- Enhance networking opportunities and dialogue with PA Tourism stakeholders, tourism-related networks, and pan-Baltic organizations such as CBSS, BSSSC, UBC, BSPP, and others interested in integrating tourism into their work.

This continuation will ensure that PAC Tourism remains a driving force in the sustainable development of the tourism sector within the Baltic Sea Region.

2,663 / 3,000 characters

5.6.4 This group of activities leads to the development of a deliverable



D 2.2

Title of the deliverable

Implementation of the EUSBSR Action Plan 2025-2026

50 / 100 characters

Description of the deliverable

We will draft a two-year PA Tourism Work Plan, building on the PA Tourism Action Plan adopted in 2020. Based on this Plan, PAC Tourism will prepare an annual substantial report on PA achievements, which will be endorsed by the respective SG and submitted to the NCG for information. The Work Plan will be regularly revised and updated as needed, with a minimum revision occurring once per year. PAC Tourism will plan its activities based on this Work Plan.

PAC Tourism will monitor the progress of their PAs and Actions and prepare annual substantial reports on PA achievements, which will be presented to the SG. The goal is to consistently monitor and report on PA progress to the SG. The SG will evaluate and endorse these annual reports and submit them to the NCG for information. The NCG will review the annual reports and share them with the EC, ensuring that PAC Tourism provides all the necessary information.

Based on the work carried out according to the Work Plan, PAC Tourism will draft an annual report summarizing all activities, meetings, initiatives, and new project initiatives supported and facilitated by PAC Tourism. This report will be sent to the SG for their approval and guidance for the continuation of work within the PA. Over the course of the project timeline, we will prepare two Annual PA Tourism reports.

1,337 / 2,000 characters

5.6.6 Timeline

	Period: 1	2	3	4	5	6	7	8	9	10
WP.2: Policy Area Tourism 2025-2026										
A.2.2: Implementation of the EUSBSR Action Plan 2025-2026										
D.2.2: Implementation of the EUSBSR Action Plan 2025-2026										

WP 2 Group of activities 2.3

5.6.1 Group of activities leader

Group of activities leader

A 2.3

5.6.2 Title of the group of activities

36 / 100 characters

5.6.3 Description of the group of activities

PAC Tourism will actively promote and develop tourism within the EUSBSR PA Tourism framework. Both PACs will regularly update the website and social media platforms, including X and LinkedIn accounts. PAC Tourism will produce at least four newsletters per year to keep tourism stakeholders informed about upcoming work, events, and projects that support the implementation of PA Tourism. We will use EUSBSR logos and hashtags consistently to promote PA Tourism and the overall Strategy, ensuring stakeholders are kept in the loop, enhancing their sense of ownership of the EUSBSR, and inviting newcomers and less-experienced actors to join.

We will highlight key attractions, such as cycling routes and culinary experiences, or tourism activities that contribute to the restoration and preservation of natural and cultural resources, as major draws in the Baltic Sea Region. Additionally, we will promote successful projects as case studies and best practices to inspire further development. To boost tourism during off-peak seasons, we will promote specific tourism offers during these periods.

We will also continue to organize the Baltic Sea Tourism Forum, which serves as the most important annual platform for tourism stakeholders across the Baltic Sea region. This includes tourist boards, associations, regional and national public authorities, EU representatives, academia, and tourism enterprises. PAC Tourism, in collaboration with the host region, will lead the Forum's organization.

1,498 / 3,000 characters

5.6.4 This group of activities leads to the development of a deliverable



D 2.3

Title of the deliverable

41 / 100 characters

Description of the deliverable

The aim of the Communication & Networking Plan for EUSBSR PA Tourism is to enhance the visibility and impact of of the EUSBSR PA Tourism, its initiatives and activities. The primary goals are to increase the awareness of the EUSBSR PA Tourism, and highlight the work and results delivered. By implementing this Communication & Networking Plan, PA Tourism is able to demonstrate the benefits it provides to the tourism stakeholders in the Baltic Sea Region.

The plan outlines key activities including updates to the website and social media channels, promo campaigns etc. and it is a dynamic document, with revisions and updates planned annually to ensure it remains relevant and effective.

A significant focus of the plan is on increasing awareness of EUSBSR PA Tourism and expanding the network of tourism stakeholders within the Baltic Sea Region. By building a larger, more engaged network, the strategy supports the sustainable development of tourism across the region. To facilitate this, the EUSBSR PA Tourism website will be regularly updated and maintained, ensuring it remains a central hub for information and engagement.

1,134 / 2,000 characters

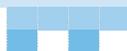
5.6.6 Timeline

Period: 1 2 3 4 5 6 7 8 9 10

WP.2: Policy Area Tourism 2025-2026

A.2.3: Communication & networking 2025-2026

D.2.3: Communication & Networking Plan 2025-2026



WP 2 Group of activities 2.4

5.6.1 Group of activities leader

Group of activities leader

A 2.4

5.6.2 Title of the group of activities

44 / 100 characters

5.6.3 Description of the group of activities

PAC Tourism will actively facilitate the involvement and cooperation of stakeholders and new project idea owners in relevant policy discussions, helping them develop new project concepts and initiatives. To maximize our efforts and ensure broad participation in new PA Tourism project development, we plan to organize a minimum of two creative and cross-sectoral workshops. These workshops will be held back-to-back with the Baltic Sea Tourism Forum or the EUSBSR Annual Forum. These sessions will also serve as capacity-building workshops for project idea owners and future flagship leaders, allowing them to engage closely with Steering Group members.

We shall update the list of PA Tourism-related projects on our website regularly and keep SG members informed about the projects we support. This ongoing communication will ensure that stakeholders are well-informed and can participate actively in the development of new initiatives.

In addition to fostering collaboration, we will offer comprehensive information on available funding to PA Tourism stakeholders interested in generating new project initiatives. We will stay updated on all existing tourism-related funding possibilities and share this knowledge with PA stakeholders and SG members.

We will inform tourism stakeholders about available funding opportunities through our website, social media channels, and newsletters to support the development of new projects and ensure that our stakeholders are well-equipped to pursue funding for their initiatives.

1,528 / 3,000 characters

5.6.4 This group of activities leads to the development of a deliverable



D 2.4

Title of the deliverable

58 / 100 characters

Description of the deliverable

We will issue an annual report on projects supported and new possible flagship initiatives, incl. list of engaged stakeholders. We will report the number of new project ideas generated by PA Tourism stakeholders and present the support services offered to them in 2025-2026. Reports will also contain information on funding possibilities offered to PA Tourism stakeholders - a comprehensive overview of relevant EU programmes for the funding of the Policy Area implementation.

477 / 2,000 characters

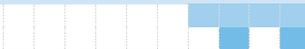
5.6.6 Timeline

Period: 1 2 3 4 5 6 7 8 9 10

WP.2: Policy Area Tourism 2025-2026

A.2.4: Support to project idea generation 2025-2026

D.2.4: Report on PA Tourism new projects and initiatives 2025-2026



6. Indicators

Indicators

Output indicators		Result indicators		
Output indicator	Target value in number	Result indicator	Target value in number	Please describe how the project partners and, if relevant, associated organisations will continue cooperation for strengthening the multilevel governance of the EUSBSR after the end of the project.
RCO 118 - Organisations cooperating for the multilevel governance of macroregional strategies	2	RCR 84 - Organisations cooperating across borders after project completion	2	<p>The cooperation during the project framework and surely continued after the project competition will start with the two PAC coordinators (PTB and Region OULU). Due to the fact that the PAC's main role is to engage in close cooperation with the SG members, surely we will engage in the dialogue and close cooperation with all 15 organizations represented in SG coming from all EU BSR countries and EC. This will strengthen both institutions even more and will allow us to create new partnerships and new project consortiums after the PAC Tourism project completion.</p> <p>The collaboration between PTB and Oulu will be based on mutual trust and a high understanding of multi-level and cross-sectorial cooperation. Partners will continue their long-lasting cooperation in facilitating the implementation of the Action Plan in PA Tourism through intensified exchange and coordinated action both at the strategic as well as operational levels.</p>

7. Budget

7.1 Breakdown of planned project expenditure per cost category & per partner

No. & role	Partner name	Partner status	CAT1 - Staff	CAT7 - Other costs	Total partner budget
1 - LP	Pomorskie Tourist Board	Active 16/03/2022	213,897.93	85,559.17	299,457.10
2 - PP	Council of Oulu Region	Active 16/03/2022	218,019.20	87,207.68	305,226.88
Total			431,917.13	172,766.85	604,683.98

7.2 Planned project budget per funding source & per partner

No. & role	Partner name	Partner status	Country	Funding source	Co-financing rate [in %]	Total [in EUR]	Programme co-financing [in EUR]	Own contribution [in EUR]
1-LP	Pomorskie Tourist Board	Active 16/03/2022	PL	ERDF	80.00 %	299,457.10	239,565.68	59,891.42
2-PP	Council of Oulu Region	Active 16/03/2022	FI	ERDF	80.00 %	305,226.88	244,181.50	61,045.38
Total ERDF						604,683.98	483,747.18	120,936.80
Total						604,683.98	483,747.18	120,936.80

7.3 Spending plan per reporting period

	EU partners (ERDF)		Total	
	Total	Programme co-financing	Total	Programme co-financing
Period 1	59,114.00	47,291.20	59,114.00	47,291.20
Period 2	59,114.00	47,291.20	59,114.00	47,291.20
Period 3	59,114.00	47,291.20	59,114.00	47,291.20
Period 4	59,114.00	47,291.20	59,114.00	47,291.20
Period 5	59,114.00	47,291.20	59,114.00	47,291.20
Period 6	59,113.98	47,291.18	59,113.98	47,291.18
Period 7	63,000.00	50,400.00	63,000.00	50,400.00
Period 8	62,000.00	49,600.00	62,000.00	49,600.00
Period 9	63,000.00	50,400.00	63,000.00	50,400.00
Period 10	62,000.00	49,600.00	62,000.00	49,600.00
Total	604,683.98	483,747.18	604,683.98	483,747.18