

**Interreg**  
Baltic Sea Region



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# How to stay resilient in turbulent times and responsive to public needs



Webinar: New funding to build innovative societies

Interreg Baltic Sea Region 2021-2027 | 17 November 2021

# Agenda

- Warm-up
- What's new?
- Towards resilient economies and communities
- Your questions
- Towards responsive public services
- Your questions
- Meet the Policy Area Coordinators
- What's next?





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# What's new?



**Marta Ślęzak Warszucka, Team Leader Project Unit**

Interreg Baltic Sea Region 2021-2027 | 17 November 2021

# Our focus

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## Supporting transition

Towards greener and more resilient societies and economies

## Supporting public authorities

In meeting needs of communities and companies etc.

## Creating practical solutions

To challenges in the Baltic Sea region





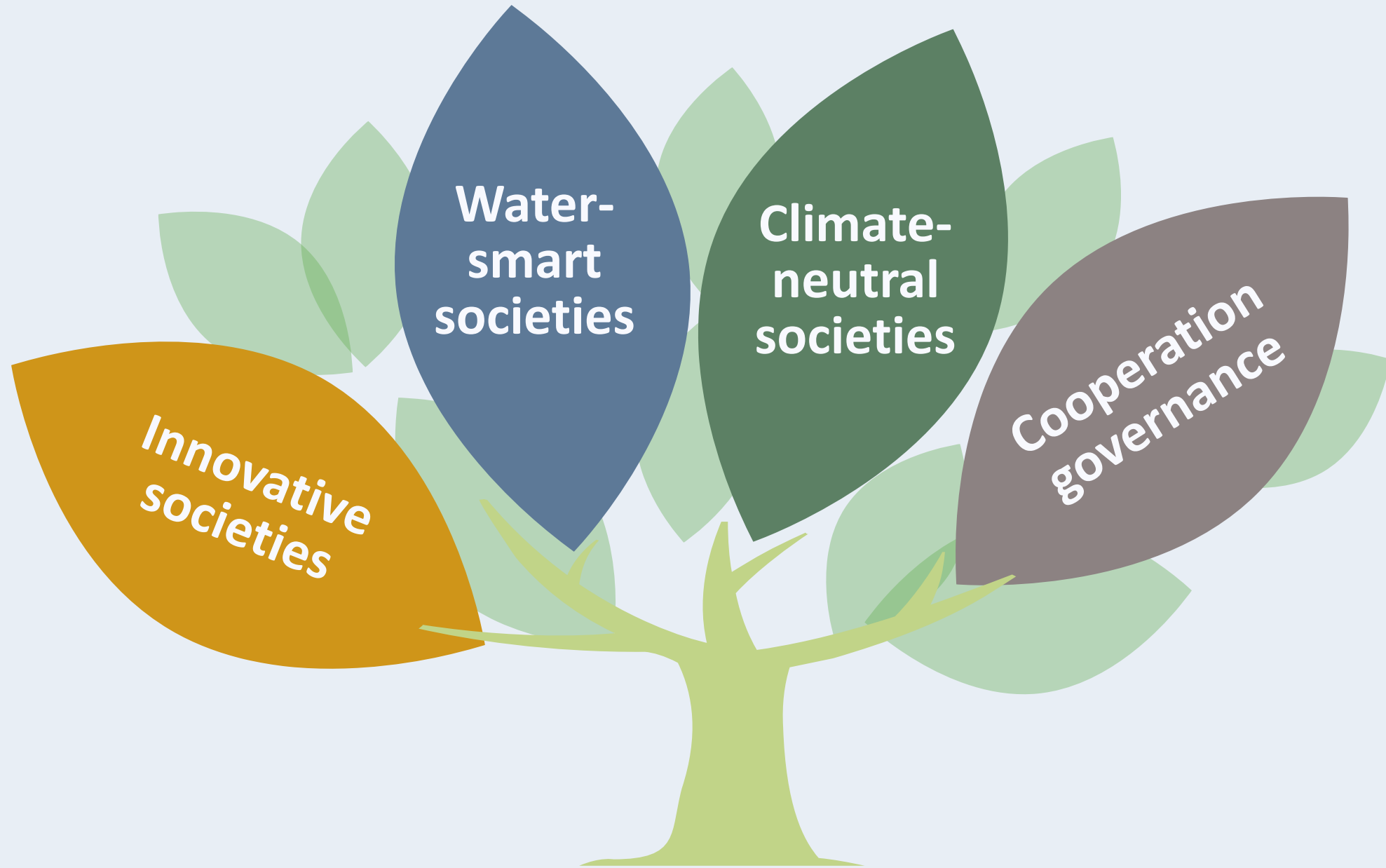
**We put into practice innovative,  
water-smart and climate-neutral solutions  
through transnational cooperation  
for the benefit of citizens across  
the Baltic Sea region.**

# Thematic framework

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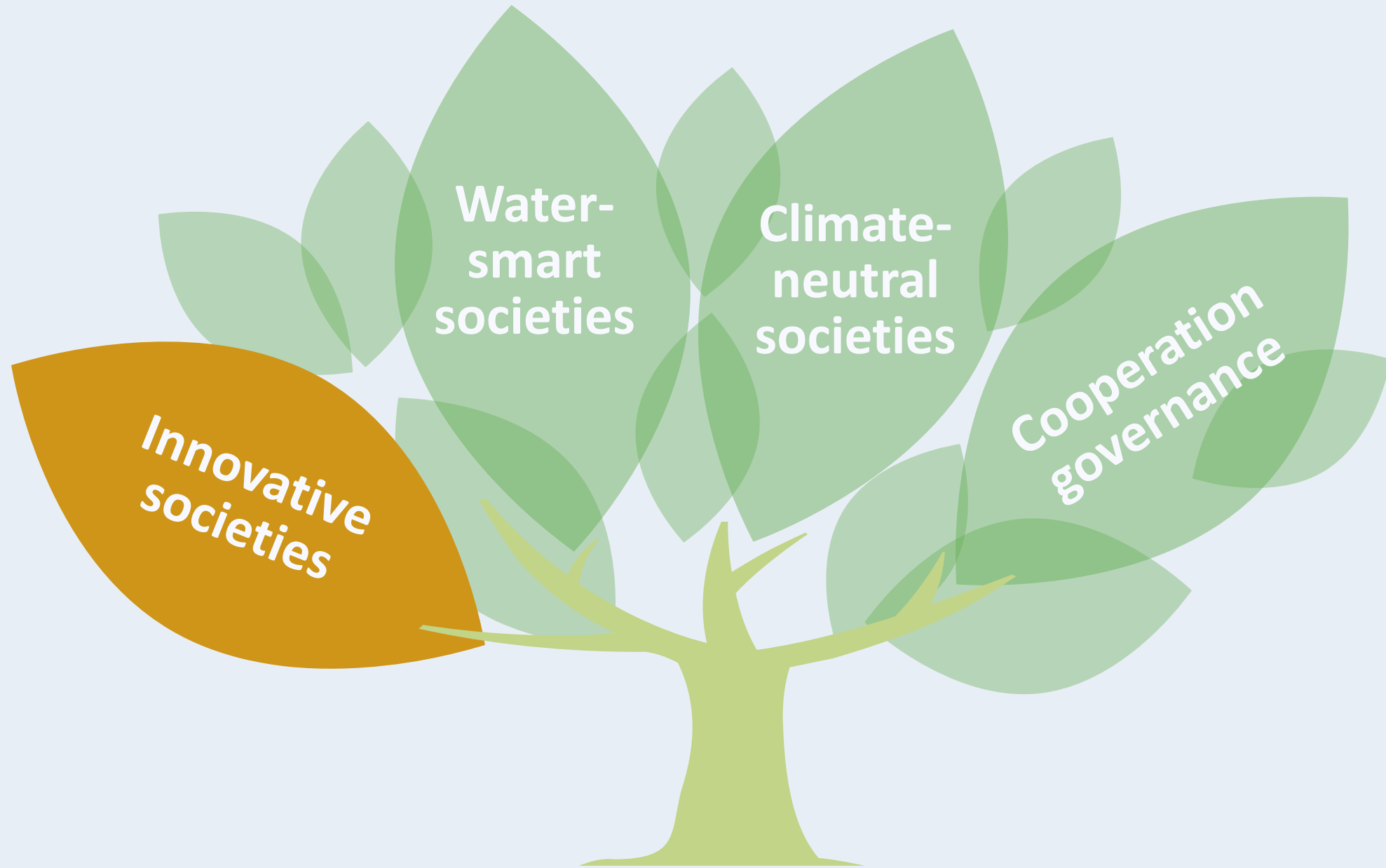


# Thematic framework

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# What's new?



Practical  
solutions through  
core projects



Easier access  
through  
small projects





# What's new?



**Further  
digitalisation of  
processes**



**Wide use of  
simplified cost  
options**



**Unified co-  
financing rate:  
80%**





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# Innovative societies

**Programme objective 1.1** Resilient economies and communities

**Programme objective 1.2** Responsive public services

*Note:* The Programme priorities and objectives are subject to approval by the Programme countries & the European Commission





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# Resilient economies and communities



**Agnieszka Lipińska and Sebastian Hentsch, Project Officers**

Interreg Baltic Sea Region 2021-2027 | 17.11.2021





# 1.1

## Resilient economies and communities

Building **sustainable, fair, innovative** and **resilient economies and communities** across the Baltic Sea region.



# 1.1 Resilient economies and communities

## What does resilience mean for our Programme?

- **respond** to unexpected external disturbances
- **avoid** the unwanted external impacts, **withstand** them or **recover** quickly from them
- **detect** and **monitor** potential vulnerabilities
- **find right balance** between **global** value and supply chains as well as **local and regional** production patterns and services
- **society** characterised by **strong social cohesion** and a **shared system of values**



# 1.1 Resilient economies and communities



## Why do we address resilience?

- **Dependency** of the Baltic Sea region on global developments
- **New** socio-economic **situation** due to pandemic
- **Need for tools** supporting adaptation to unforeseen developments
- Need to **increase engagement** of civil society



# 1.1 Resilient economies and communities

## 👍 What does innovative resilience mean?






- Develop **solutions** increasing the innovativeness of the region to avoid external impacts, withstand them or recover quickly from them
- **Experimentation, “thinking outside the box”, working across different sectors**
- **Improve** smart specialisation capacities
- Untap the potential of **digitalisation**



# 1.1 Resilient economies and communities



## A variety of target groups, e.g.

-  Public authorities
-  Communities
-  Specialised agencies, service providers
-  Business support organisations
-  Businesses



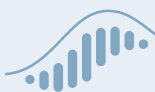


# 1.1 Resilient economies and communities



## Examples of actions

- Supporting development of mechanisms to manage challenges
- Introducing more sustainable regional consumption
- Strengthening cohesion and identity through social inclusion
- Driving innovative development through smart specialisation



# 1.1 Resilient economies and communities



## Examples of actions

- Assisting businesses in diversification or risk management
- Developing solutions that enable adaptation
- Reducing dependency on global developments



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# Responsive public services



**Laura Ligazzolo and Elea Nova Sondag, Project Officers**

Interreg Baltic Sea Region 2021-2027 | 17.11.2021





# 1.2

## Responsive public services

Experimenting with **new ways of delivering public services** using innovative, data-driven and participatory methods to improve the lives of citizens.



## 1.2 Responsive public services



### What does “public services” mean for our Programme?

**PUBLIC** = to serve all members of the community

(health care, urban planning, social services...)



## 1.2 Responsive public services

### What are the challenges? Some examples:

- **Budgetary** constrains, but pressure for improvements
- Lack of **tools and abilities**
- Limiting **organisational culture. Modernisation** shift
- **Digitalisation**
- **Engagement. Accessibility**
- **Coordination. Interoperability**



# 1.2 Responsive public services



## Why do we have this Programme objective?

Address challenges, making steps forward for **more effective services:**  
**more efficient, less bureaucratic, able to adapt to societal challenges**

## What does “responsive public services” mean for our Programme?

**RESPONSIVE** = demand-driven (based on actual societal needs and challenges)  
tailor-made (to fit the actual recipients, they should serve)



## 1.2 Responsive public services

### What does “innovative responsive public services” mean for our Programme?

- Implementing **participatory processes** to plan services  
(ensuring responsiveness, motivating and empowering citizens)
- Using **digital technologies** to deliver better, faster, personalised services  
(AI, blockchain...)
- Putting in practice **green solutions** to deliver resources&cost-efficient services










# 1.2 Responsive public services



## Target groups

-  **Public authorities**
-  Communities
-  **Specialised agencies, service providers**
-  Business support organisations
-  Businesses



# 1.2 Responsive public services

## Some examples of actions:



Establishing **innovation partnerships**



Harmonising **systems** and **standards** between countries



Making public services more accessible in **rural or remote areas**



## 1.2 Responsive public services



### Some examples of actions:



Increasing **green public offers**



Testing **unconventional approaches**



Using **cultural approaches** to motivate different generations to participate in public life



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# Meet the Policy Area Coordinators

EU Strategy for the Baltic Sea Region



**Elena Kolosova**, Advisor for external cooperation

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# EU Strategy for the Baltic Sea Region

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## First macro-regional strategy

**Agreement** between **eight EU Member States** and the European Commission to strengthen cooperation in the Baltic Sea region

- ✓ **Objectives:** save the sea, connect the region and increase prosperity
- ✓ **Action plan:** most important actions for implementation
- ✓ **Policy areas:** actions thematically organised in 14 policy areas



**EUSBSR**  
EU STRATEGY  
FOR THE BALTIC  
SEA REGION

<https://balticsea-region-strategy.eu/>





# EU Strategy for the Baltic Sea Region

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## Interreg Baltic Sea Region 2021-2027



**Priority 1  
'Innovative  
societies'**



**1.1 Resilient economies  
and communities**

**EUSBSR policy area  
Innovation**



**1.2 Responsive public  
services**

**EUSBSR policy areas  
Innovation, Health,  
Spatial Planning**





## **EUSBSR policy area Innovation Coordinators (PACs)**

**Esa Kokkonen**, Baltic Institute of Finland

**Reet Reismaa**, Ministry of Economic  
Affairs and Communications of Estonia

# EUSBSR Policy Area Innovation: relevant actions/topics in 2021-2027

## Action 1: Challenge-driven innovation

Macroregional challenge-driven innovation policies and actions **aiming at fostering disruptive, breakthrough and market-shaping innovations to respond to the 21st century social, environmental, and economic grand challenges in the BSR.**

### Potential topics

- Sector/S3 priority-specific S3/4 initiatives (e.g. on blue growth, circular economy/industrial symbiosis, health, industry 4.0, smart cities, low carbon energy) having the potential to solve BSR challenges, to generate new business, and to encourage the development of BSR value chains
- Promotion of stronger BSR value/supply chains that would be able to respond to future undesired external disruptions
- Methods and tools for the facilitation of the systemic change needed for green transition and sustainable and inclusive growth
- Initiatives on public procurement for innovation (challenge-based procurement)

## Action 2: Digital innovation and transformation

**Digital transformation is a societal change in BSR.**

### Potential topics

- Real-Time Economy; Development of common standards for interoperable public and private solutions
- Joint development and implementation of Digital Innovation Hubs (DIHs)
- Digital, data-driven solutions for sustainable business and growth in BSR (promoting the twin transition in BSR), e.g. Digital transformation of (blue) bioeconomy /circular economy in BSR

# EUSBSR Policy Area Innovation: relevant actions/topics in 2021-2027

## Action 3: Co-creative innovation

Ecosystems and platforms are emerging as key frameworks for economic and innovation activity also in BSR. **Transnational platforms and change agents are needed to connect Baltic Sea region innovation ecosystems** and having access to public, research and business groups, to engage them in the collaborative process of co-creation to bridge the existing knowledge, skills and market access gaps for SMEs.

## Potential topics

**Co-creation as a horizontal theme / overarching approach to all EUSBSR PA INNO actions, it can be applied in any topic/project**

- **To scale up the use of co-creation among BSR SMEs** through improving their capabilities and absorptive capacities to efficiently turn market demand driven ideas into innovations
- **To connect innovation ecosystems across BSR** through developing and piloting systematic models and practices to engage BSR SMEs, researchers, test facilities and end users in co-creation activities
- **To facilitate the understanding and change of mindset among policy-makers** and SMEs to scale up practical co-creation activities in BSR and
- **To promote transnational cooperation and SMEs access to RDI infra**, and transnational exchange and joint development between Innovation Infrastructure Organisations and incubators.



## EUSBSR policy area Innovation

### Advice from PACs

What else to consider when developing applications?

Contacts of PACs at <https://www.balticsea-region-strategy.eu/contacts/eusbsr-actors>



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# What's next?



**Anna Gałyga, Communication Officer**

Interreg Baltic Sea Region 2021-2027 | 17.11.2021



# The timeline



**Mid-Nov 2021**

**Pre-launch of the call**

First events and intensified communication about calls

**8 Feb 2022**

**Calls officially open\***

(provided the Programme is submitted to the European Commission)

**From Dec 2021**

- Submission of **Project Idea Forms**
- **Consultations**
- Requests for **access to BAMOS+**

**From Feb 2022**

Granting access to **BAMOS+**



# How to get started?

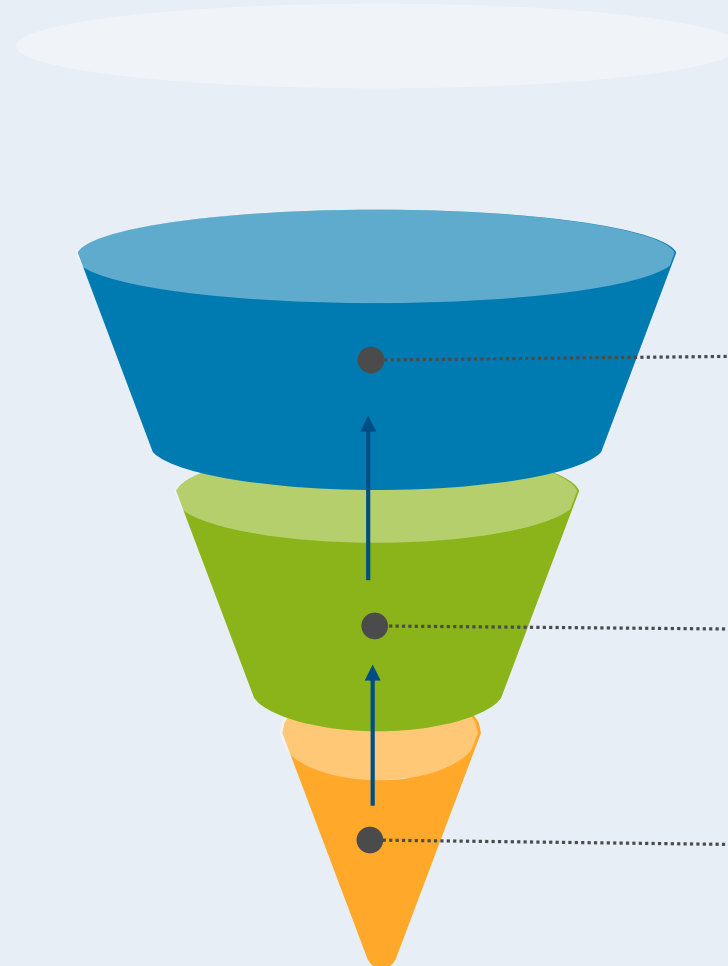
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gateway](https://interreg-baltic.eu/gateway)

Visit the Programme portal  
for regular updates  
and guidance.



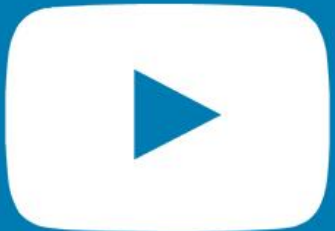
**Start working on  
your application**

**Request access to  
BAMOS+**

**Submit Project Idea  
Form & request  
a consultation**



[interreg-baltic.eu/gateway](https://interreg-baltic.eu/gateway)



## Growing info package

[interreg-baltic.eu/gateway](https://interreg-baltic.eu/gateway)

- Details about **open calls**: soon
- **Programme manual**: soon
- Information material: **stay tuned**
- **Video tutorials**: check the latest!



## More on matchmaking.

[matchmaking.interreg-baltic.eu](http://matchmaking.interreg-baltic.eu)

## Welcome to the Interreg Baltic Sea Region matchmaking platform

Join our network. Find partners. Develop your project ideas.

Register

Already a member? Log in!

- Join the community
- Create a profile
- Find relevant partners** for your project
- Build a project idea group** and cooperate with others!





Webinar  
INVITATION  
25 NOVEMBER, 9.00 - 12.00 CET

New funding to build water-smart societies

How to enhance sustainable use of water and advance blue economy

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## Webinars to come

- **Water-smart societies on 25 November**
- **Climate-neutral societies on 8 December**
- **Good quality projects on 12 January**



Webinar  
INVITATION  
8 DECEMBER, 9.00 - 12.30 CET

New funding to build climate-neutral societies.

How to strengthen circularity and eco-friendly approaches to energy and mobility.

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**You cannot attend?**

**Stay tuned** for more events **early next year.**



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The Programme is managed by **Investitionsbank Schleswig-Holstein (IB.SH)** in Kiel, Germany.

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**Thank you and  
goodbye!**

