



Assistance to a Strategy point of the EU Strategy for the Baltic Sea Region

Activities and funding

1. Activities

The first call for applications will be open to applications on assistance to a Strategy point for the EUSBSR – the Baltic Sea Strategy point (BSP). The Programme provides funding to the Strategy point for its administrative and technical support for the EUSBSR management, communication, coordination and capacity building as well as for stimulating exchange and sharing knowledge among the policy areas, including cooperation with the partner countries. The National Coordinators (NC) group of the EUSBSR will guide the work done by the BSP. Contacts to the NC group are provided at the website of the EUSBSR at <https://balticsea-region-strategy.eu/contacts/eusbsr-actors>.

The partners applying for the Strategy point should plan the following activities to be implemented with the Programme funding:

a. Administrative tasks:

- Ensuring technical support to the EUSBSR NC group (for example, input for the revision of governance documents, preparation of NC group meetings, facilitating meetings with internal stakeholders¹) and, where possible, to the policy area coordinators of the EUSBSR;
- Serving as the institutional memory of the EUSBSR (collect, spread and share knowledge by providing a professional stakeholder platform with all relevant documents and contact lists, first point of contact, information point for external² and internal stakeholders);
- Providing the Presidency of the NC group and the National Coordinators with relevant information regarding all relevant EUSBSR activities and activities of other macro-regional strategies and publishing them on the EUSBSR website;
- Participating in the monitoring and evaluation of the EUSBSR (incl. information and data gathering and analysis, visions and future options) in cooperation with the relevant services of the European Commission;
- Providing support for the NCs in organising events such as the Annual Forums, meetings with the PACs, networks of managing authorities (e.g. ERDF, ESF) and other relevant institutions or groups;

¹ Internal stakeholders are the EUSBSR National Coordinators, policy area coordinators and their steering groups, DG Regio, Interreg Baltic Sea Region Programme.

² External stakeholders are international organisations, public authorities from national, regional and local level, other organisations interested or involved in implementation of the EUSBSR action plan.





b. Communication tasks:

- Coordinating the overall communication activities (internal and external) of the EUSBSR;
- Implementing and developing the existing EUSBSR communication plan (including visual identity and communication tools and communication guide) to be endorsed by the NC group;
- Running the EUSBSR webpage and the webpage of the networks of managing authorities (e.g. ERDF, ESF) – hosting, maintenance;
- Running supportive services – e.g. publications, brochures, social media, newsletter, information about the policy area coordinators, success stories, etc.;
- Helping the PACs as per action plan of the EUSBSR;
- Supporting the EUSBSR stakeholders in building stronger ties between the EUSBSR and other relevant actors through internal and external communication;

c. Coordination of the EUSBSR cross-cutting issues:

- Coordinating the sharing of knowledge and best practices between the policy areas as regards to integration of essential elements, such as addressing climate change and cooperation with neighbouring non-EU countries;
- Supporting the NC group in ensuring contact with the managing authorities' networks, and facilitate the PACs' cooperation efforts to arrange contacts with managing authorities as well as other funding instruments;
- Facilitating regular exchange between the policy areas on content issues, thematic coordination and proactively stimulating exchanges between related policy areas through thematic meetings, events, etc.;

d. Capacity building:

- Coordinating targeted capacity building for the EUSBSR stakeholders, including those in neighbouring non-EU countries;
- Encouraging and participating in the exchange of experiences between implementers and stakeholders of the macro-regional strategies and other relevant programmes, e.g. INTERACT and ESPON.

The partners applying for the BSP need to describe how they will contribute to the activities of the National Coordinators group as well as other EUSBSR stakeholders. The intensity of the different tasks over time should be agreed with the NC group.

The partners should carefully plan the staff resources assigned for the tasks above. The BSP should be available for the NC group and the PACs on a daily basis and answer requests from the NC group without





delay. In particular, the day-to-day work of the BSP should be conducted in close contact with the Presidency of the NC group, that is with the NCs from the EU member state chairing the EUSBSR at that moment.

To ensure the seamless day-to-day work of the BSP, it is recommended to plan full-time personnel for the following administrative tasks: providing technical support to the EUSBSR NC group, the Presidency of the NC group, and the policy area coordinators of the EUSBSR as well as serving as the institutional memory of the EUSBSR.

2. Programme funding

The Programme budget is composed of several funding sources. The main funding source is the European Regional Development Fund (ERDF) for partners from the EU members states. The maximum **ERDF funding of the Programme** available for partners from the EU members states applying for the BSP is **up to EUR 1.2 million for a three-year project**. Further funding source is Norwegian funding for partners from Norway.

Project partners have to provide their own contribution to receive Programme funding. All partners are entitled to receive up to **80% co-financing from the Programme**.

For advice on the Programme matters please contact at e-mail: governance@interreg-baltic.eu.

For advice from the chair of the EUSBSR National Coordinators group please contact at e-mail: EUSBSR-Presidency-LT@mfa.lt.

