

Interreg
Baltic Sea Region



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How to enhance sustainable use of water and advance blue economy



Webinar: New funding to build
water-smart societies

Interreg Baltic Sea Region 2021-2027 | 25 January 2022

Webinar "Water-smart societies"

Agenda

- What's new?
- Towards sustainable waters
- Towards blue economy
- Meet the Policy Area Coordinators
- What's next?



What's new?



Marta Ślęzak Warszzycka, Team Leader Project Unit

Interreg Baltic Sea Region 2021-2027 | 25 January 2022

What is new



**Practical
solutions through
core projects**



**Easier access
through
small projects**



Core projects

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Focus

Practical and durable **solutions** to challenges tested through **pilots**



Partners

At least **three organisations** from three Programme area countries



Duration

Up to **36 months**



Budget

No limitation
(proportionate to activities, outcomes, partnership etc.)



Small projects



Focus

Easier access

Building **trust** | keeping **networks** |
staying closer to **citizens** |
responding to **unpredictable**
challenges



Partners

At least **three organisations**
from three Programme area
countries



Duration

Up to **24 months**



Budget

Up to **EUR 500,000**



What is new



**Further
digitalisation of
processes**



**Wide use of
simplified cost
options**



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



What is 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





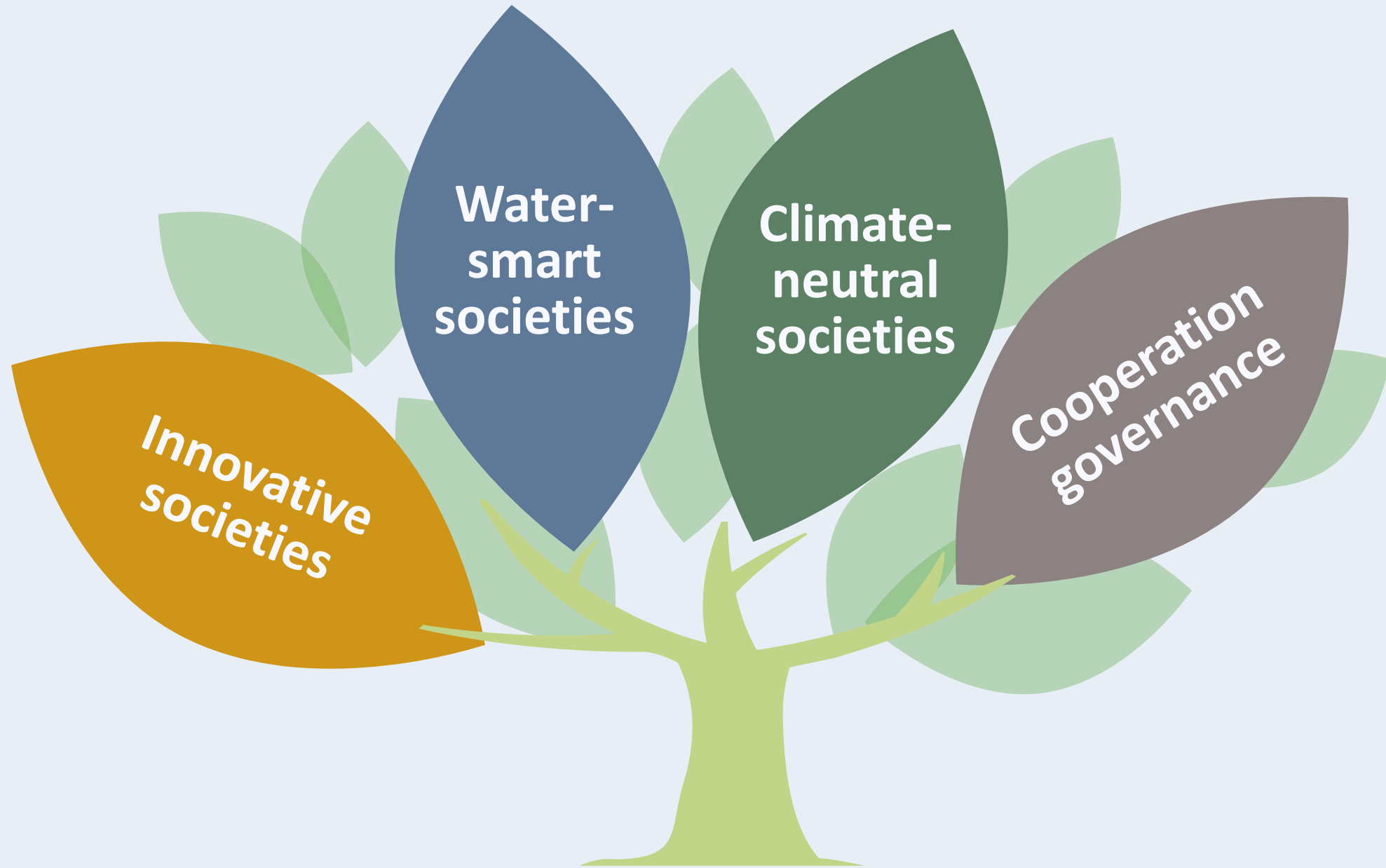
**We put into practice innovative,
water-smart and climate-neutral solutions
through transnational cooperation
for the benefit of citizens across
the Baltic Sea region.**

What are our priorities

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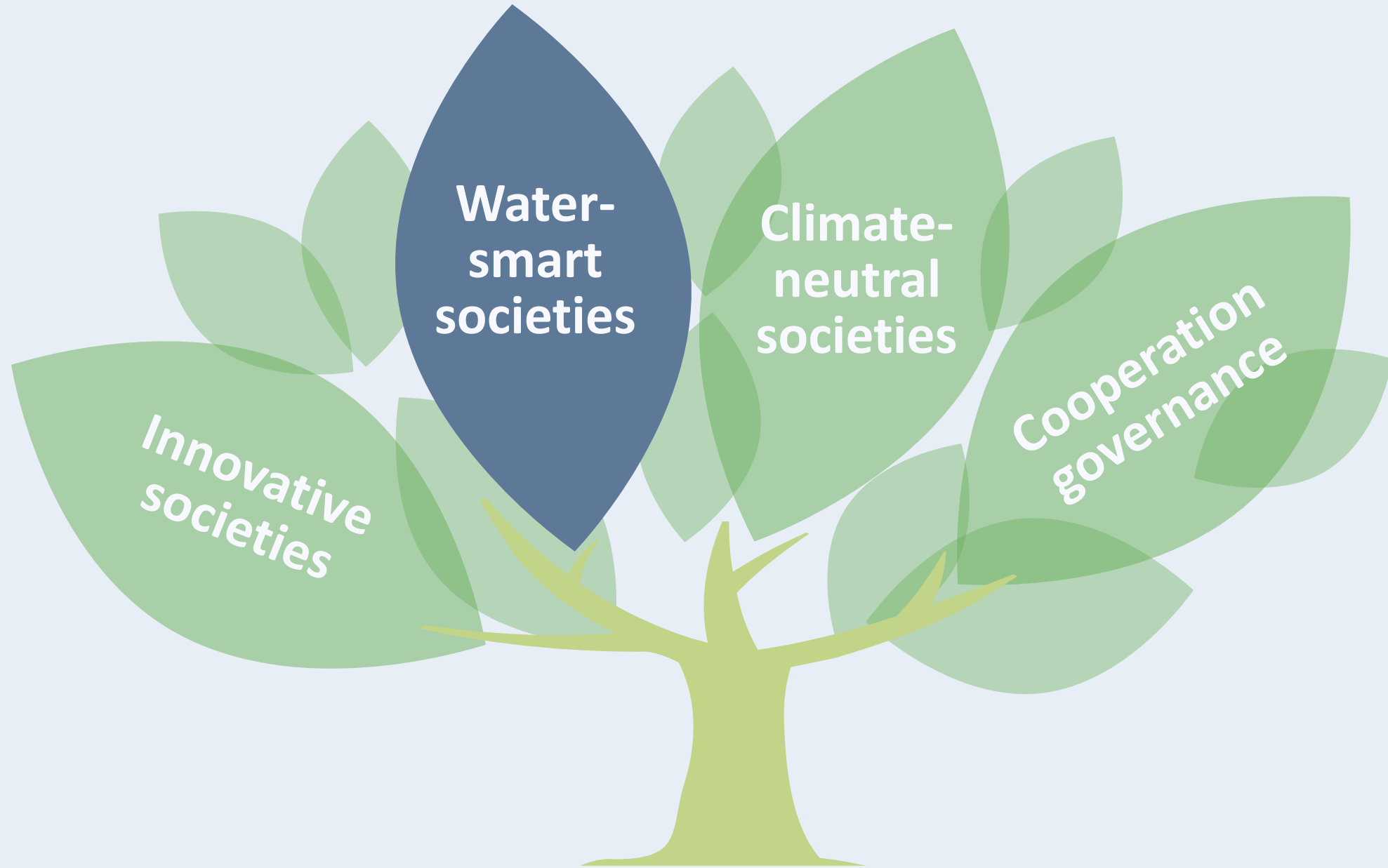


What is our focus today

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Water-smart societies

Programme objective: 2.1 Sustainable waters

Programme objective: 2.2 Blue economy

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

2.1 Sustainable waters



Marina Kislyak, Project Officer

Interreg Baltic Sea Region 2021-2027 | 25 January 2022



2.1

Sustainable waters

Intensifying **implementation of good practices** by public authorities, industries and local communities to make the Baltic Sea and **regional water resources cleaner and adapted to the impacts of climate change.**

2.1 Sustainable waters

→ Why do we have this Programme objective?

- Endangered environmental status of the Baltic Sea and inland waters
- Insufficient cross sector coordination of water management
- Limited capacities of authorities, companies and communities to reduce water pollution



2.1 Sustainable waters

What do we plan to achieve?

- **Improve** water quality and **strengthen** water management
- Test and **implement** new approaches and instruments
- **Transfer** implemented solutions and knowledge



2.1 Sustainable waters



Who should be involved?




Main target groups:

- Public authorities
- Agencies
- Advisories
- Industries
- NGOs/ local communities



2.1 Sustainable waters



Examples of actions

-  Applying good practices to prevent water pollution
-  Introducing procedures to remove pollutants
-  Adapting water management practices across sectors



2.1 Sustainable waters

Examples of actions

-  Adjusting planning process to lower the impacts of climate change
-  Piloting actions to shift consumer and production patterns



available and new solutions



2.2 Blue economy



Sophie Herbert, Project Officer

Interreg Baltic Sea Region 2021-2027 | 25 January 2022



2.2

Blue economy

Strengthening **blue economy** and mitigating potential conflicts among users of the sea space to enable **sustainable use of water** and **marine resources** adapting to the changing climate.

2.2 Blue economy

What does blue economy mean for our Programme?

- “ Blue economy enables **innovative** businesses to use **fresh, sea water** and **marine resources** more **efficiently** while supporting a **healthy marine environment** “
- Emerging & established **sectors** : aquaculture, blue biotechnology, shipping, fishery and coastal and maritime tourism



2.2 Blue economy

→ Why do we address blue economy?

- Gaps in **knowledge** and **support instruments** for sustainable use
- Lacking **environmental performance** of some blue businesses
- Conflicts in using a **shared resource and space**



2.2 Blue economy

What do we want to achieve?

- Build upon blue economy sectors: **support innovative initiatives**
- **Mitigate conflicts** among users of sea space and facilitate joint use
- Ensuring **sustainable use** of water and marine resources
- Sustainable and **climate-resilient solutions** & transfer knowledge



2.2 Blue economy



Who should be involved?

- Public authorities
- Businesses
- Sectoral organisations
- Infrastructure and service providers
- Associations, NGOs
- Higher education, research institutions, training centres



2.2 Blue economy

Examples of actions



Develop **value chains** for blue economy products and services



Harness **ecosystem services**



Test models for mitigating conflicts



Diversify blue economy products



2.2 Blue economy

Examples of actions



Introduce common environmental **standards**



Introduce climate change **mitigation measures**



Manage **sea transport**



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Meet the Policy Area Coordinators

EU Strategy for the Baltic Sea Region



Elena Kolosova, Advisor for external cooperation

Interreg Baltic Sea Region 2021-2027 | 25 January 2022

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/>



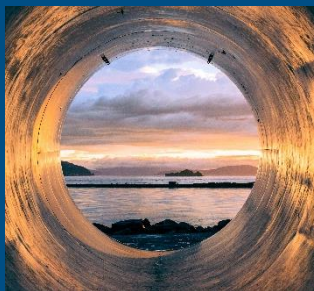
EU Strategy for the Baltic Sea Region

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Interreg Baltic Sea Region 2021-2027



Priority 2 'Water-smart societies'



2.1 Sustainable waters

EUSBSR policy areas
Nutri, Bioeconomy,
Hazards, Secure, Health



2.2 Blue economy

EUSBSR policy areas
Innovation, Bioeconomy,
Nutri, Ship, Safe, Secure,
Transport, Spatial
Planning, Tourism,
Culture





EUSBSR policy area coordinators (PACs)

- **Nutri: Anna Hernberg**, Finnish Ministry of the Environment
- **Bioeconomy: Leena Anttila**, Finnish Ministry of Agriculture and Forestry **and Fredric Nilsson**, Swedish Board of Agriculture
- **Innovation: Esa Kokkonen**, Baltic Institute of Finland
- **Spatial Planning: Liene Gaujeniete**, VASAB Secretariat, **Dmitry Frank-Kamenetsky** from HELCOM Secretariat

Examples of topics for projects implementing actions of PA Nutri

- Innovative water management measures to limit nutrient emissions from agriculture
- Innovative and nature-based solutions to reduce nutrient input from point sources
- Development and application of methods & related education in wastewater treatment
- Development and implementation of methods for recycling nutrients from agricultural biomasses
- Promote the development and application of new technologies for removal and recovery of nutrients from WWTPs
- Awareness raising, promotion and knowledge exchange measures in connection to these themes

Examples of topics for projects supporting objectives of PA Bioeconomy

2.1. Sustainable waters:

Procedures to remove nutrients from waterways, improving state of water

- => new solutions to recycle nutrients from agriculture, forestry and aquaculture, such as digital tools or new fertilizer products

Adapting water management strategies and new solutions to eutrophication

- => improved management of water and waterways in agriculture
- => improved adaptation of peat lands, wetlands, connected forestry lands and/or aquaculture

Policy Area Bioeconomy www.bsrbioeconomy.net/ Policy Area Coordinator for Fishery/Aquaculture



- Increase in aquaculture production and sustainability
- Coordinate actions for an increased sustainability in fishery and aquaculture
- Engaging the private sector in the bioeconomy
- Baltic Sea fish stocks at MSY level from 2015 onwards and
- Promote the regionalisation of the Common Fisheries Policy within BALTFISH

Create a network of interfaces for the stakeholders so we together can reach the goals of the strategy.

EUSBSR Policy Area Innovation: IBSR P2 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 under IBSR Priority 2

- Sector/S3 priority-specific S3/4 initiatives (*e.g. on blue economy or clean shipping*) having the potential to solve BSR challenges, to generate new business, and to encourage the development of BSR value chains (*e.g. value chains for sustainable fresh water and marine-based products and services*)
- Methods and tools for the facilitation of the systemic change needed for *green transition and sustainable and inclusive growth, and transformation of business models (e.g. new business models for ecosystem services provided by blue businesses)*

Action 2: Digital innovation and transformation

Digital transformation is a societal change in BSR.

Potential topics under IBSR Priority 2

- Digital, data-driven solutions for sustainable business and growth in BSR, promoting the twin transition in BSR (*e.g. digital transformation of blue economy in BSR*)

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.

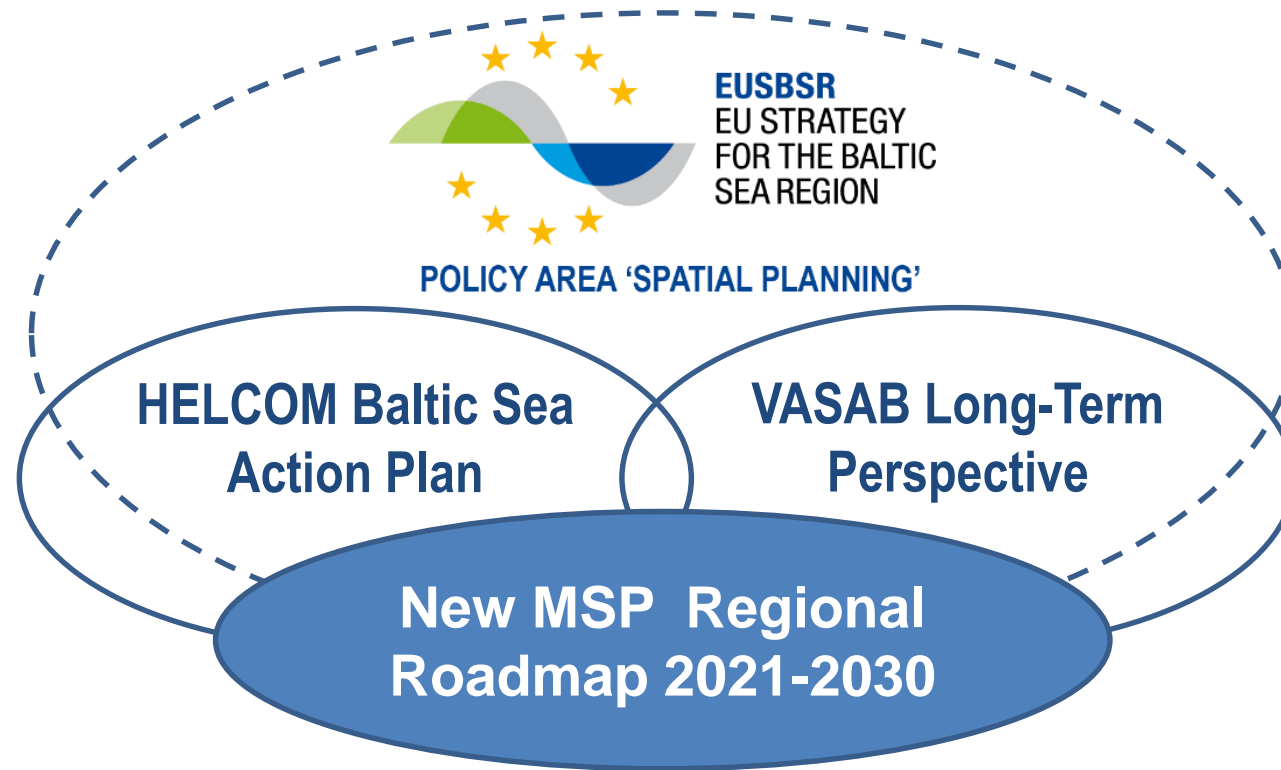
Potential topics

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

- **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 innovation, or **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

MSP FRAMEWORK

COHERENT MARITIME SPATIAL PLANS THROUGHOUT THE BALTIC SEA



- Know-how exchange & new transboundary actions in guiding sustainable blue economy to minimize economic losses and the weakening of ecosystem services;
- Linkages between environmental and social-economic dimensions & ecosystem services analysis in cross-border perspective
- Participatory and transparent stakeholder engagement processes / multi-level governance
- Future of marine & maritime activities and developments

MSP
Implementation

Policy
Coherence

Good
Environmental
Status

Sustainable
Blue Economy

Climate
Change
Mitigation



EUSBSR policy areas

Advice from PACs

What else to consider when developing applications?

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

What's next?



Viktor Nilsson, Communication Officer

Interreg Baltic Sea Region 2021-2027 | 25 January 2022



Calls for applications



Consultations



Electronic data exchange system



Programme Manual



Webinars



Programme objectives



Tutorials



Info material



Matchmaking platform

Gateway for applicants



The timeline

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Core projects



Small projects





Video Tutorials

interreg-baltic.eu/gateway/tutorials

- Programme objectives
- **core** and **small projects**, including financial elements on how to construct budgets and simplified cost options
- **how to apply** (a preparatory phase)



More tutorials are in the pipeline!

- **how to apply** (BAMOS+)
- **matchmaking platform**



PROJECT LIBRARY

☒ **Projects** ☐ Project stories ☐ Project outputs

INNOVATION

58

Projects

NATURAL
RESOURCES

47

Projects

TRANSPORT

35

Projects

SEED MONEY

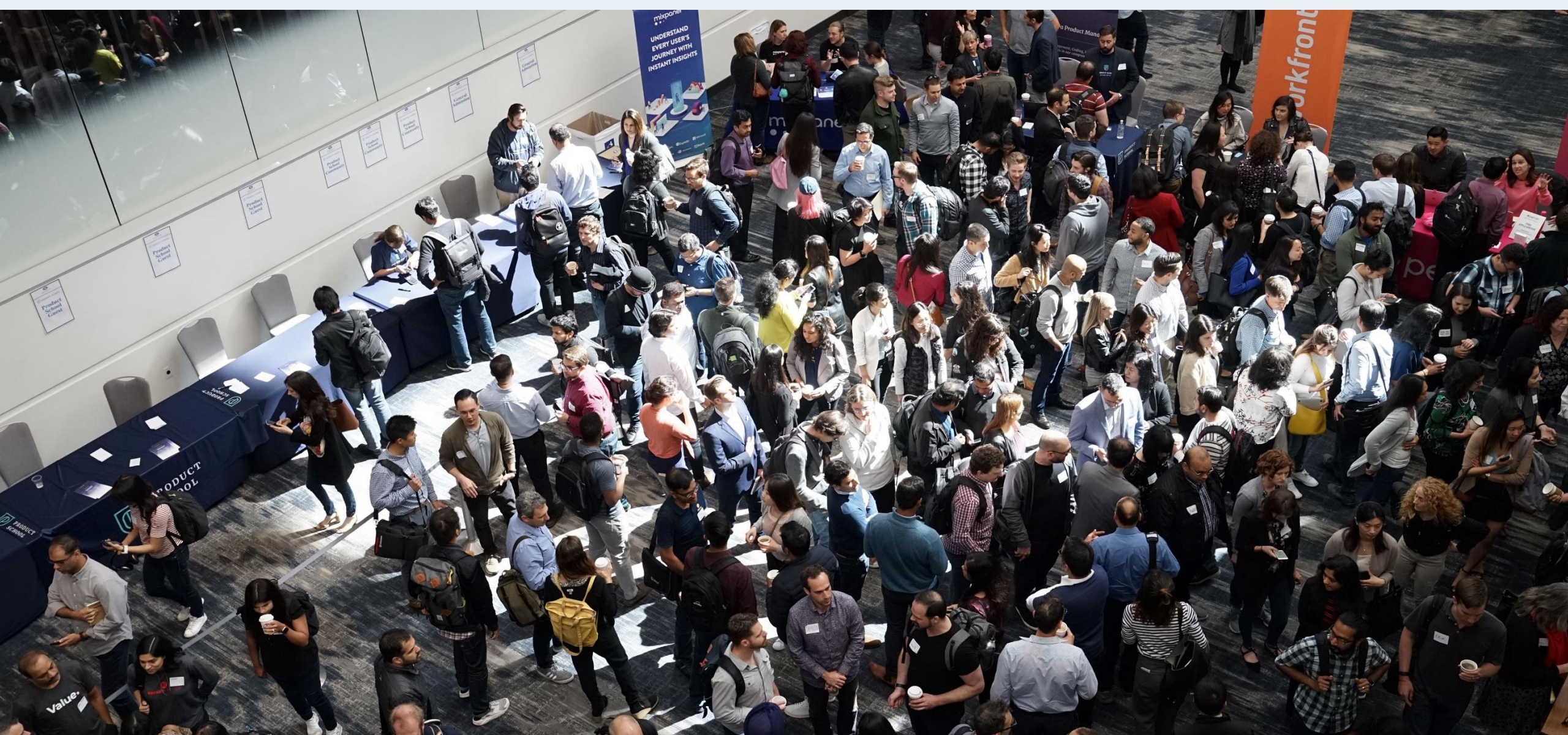
59

Projects

Project library

projects.interreg-baltic.eu





Matchmaking platform



Matchmaking platform

matchmaking.interreg-baltic.eu

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- **Secure environment & strong community**
- **Advanced search functions:**
 - Country/NUTS 2 region
 - Type of organisation
 - Interest; expertise; experience
 - And more!
- **Project ideas** (public, private)
- Create your **own groups** or join the **established groups**





Interreg Webinars Baltic Sea Region

Meet to learn
how to get EU funding
for your smart idea.

Check them out here:
interreg-baltic.eu/gateway/#webinars

Webinars



Webinars

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- 1 February** New funding to build **climate-neutral societies**
- 8 February** How to build **good quality core and small projects**
- 9 February** **Financial webinar** for core projects and small projects applicants: budget planning and eligibility of costs
- 11 February** Webinar for **Russian organisations**





Stay tuned

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

Investitionsbank Schleswig-Holstein
Interreg Baltic Sea Region
Managing Authority/Joint Secretariat

Grubenstraße 20, 18055 Rostock, Germany

Tel: +49 381 454 84 5281

E-mail: info@interreg-baltic.eu





Thank you and goodbye!