

Baltic Sustainable Boating 2030 #BSB2030

Action Plan and
Our Vision for the Future



Interreg
Baltic Sea Region



Co-funded by
the European Union



BaltSusBoating 2030





OUR VISION:



The Baltic Sea region becomes a **leading sustainable boating destination** by leveraging its rich maritime culture, diverse natural landscapes, and boaters' commitment to environmentally friendly practice.

Join our passion for northern boating!

The unique maritime conditions and well-developed infrastructure enhance the boating experience, making the Baltic Sea a distinct and attractive destination for boaters seeking a blend of natural beauty, cultural exploration, and modern amenities.



Increase Awareness

Elevate the Baltic Sea region as a premier sustainable boating destination by increasing awareness, attracting more boating visitors, and fostering collaboration among Baltic Sea countries. These goals will drive growth in boating tourism while promoting environmental sustainability and cultural exchange.



WELCOME TO THE BALTIC SEA

OBJECTIVES OF JOINT MARKETING

Increase Boating Visitors

By increasing the number of interregional visitors, spreading the stories mouth-to-mouth about visiting the other Baltic Sea regions, the overall visibility of the region could be achieved. Vivid local activities and boating life become an attraction point for visitors outside the region, thus attracting international visitors.

Enhance Collaboration

Collaboration among Baltic Sea countries for promotion of the Baltic Sea region as a single boating destination given its geographical proximity. The existing marinas networks play a significant role here, as they combine promotion of the subregions with promotion of the whole Baltic Sea.

Promote Sustainability

Promotion of eco-friendly boating practices meaning promoting the sustainable boating lifestyle and sharing sustainable practices around the Baltic Sea as our value and shared experience.





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 BLUE ECONOMY


BaltSusBoating 2030

- 01 Durability of the Baltic Sea Alliance
- 02 Sustainability in the centre of Baltic boating destination development and branding
- 03 Joint marketing on international markets
- 04 Comparable and reliable boating data
- 05 Feeding in the Baltic sustainable boating considerations into the future financial framework of the EU



#BSB2030
ACTION PLAN:

**THE COMMITMENT OF THE
BALTIC SEA SUBDESTINATIONS
& SUPPORTING ACTORS**



Thank you
and let's stay in
touch!

