

Baltic Sustainable Boating 2030



Interreg
Baltic Sea Region



Co-funded by
the European Union

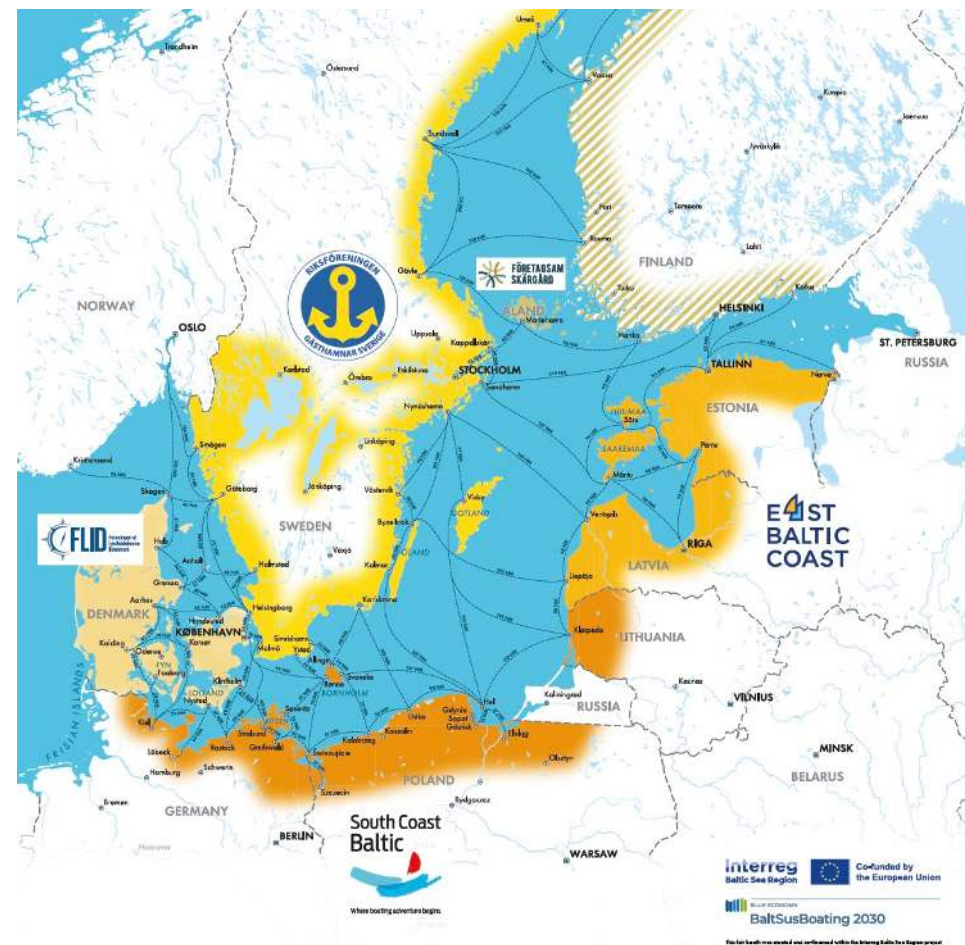


BLUE ECONOMY

BaltSusBoating 2030

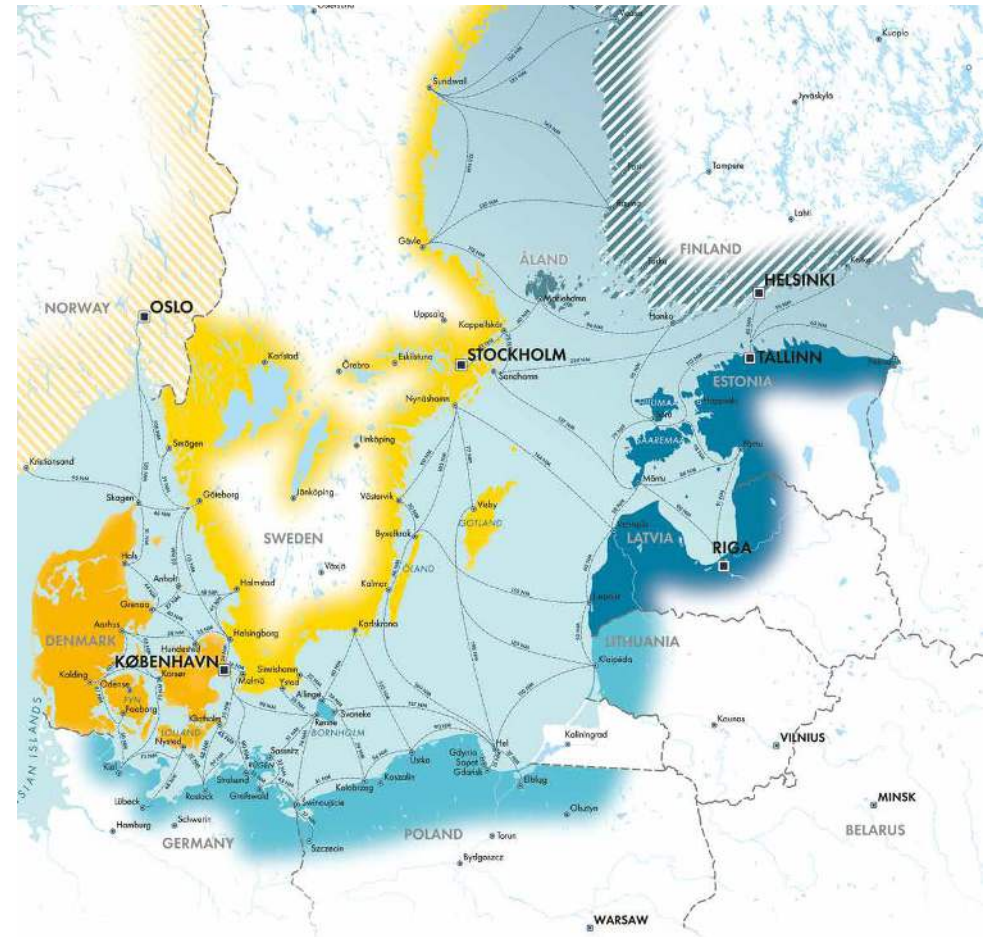
Baltic Sustainable Boating 2030 is an Interreg BSR-funded project that unites the region's main boating tourism networks & associations as well as the Council of the Baltic Sea States & the academia to initiate a strategic cooperation for developing the Baltic Sea into a single & sustainable boating destination.

We have established a pan-Baltic platform that fosters cross-sector cooperation and dialogue with policy makers. We have defined goals & steps for a coherent, collaborative destination development and joint marketing until 2030.



Baltic Sustainable Boating 2030 (project 2022-24)

- **FUNDING: INTERREG BSR PROGRAMME 2021-2027**
- **PRIORITY: 2 WATER-SMART SOCIETIES**
- **OBJECTIVE: 2.2 BLUE ECONOMY**
- **PROJECT TYPE: SMALL PROJECT**
- **TOTAL BUDGET: 0.49 MILION EUR (0.40 MILION ERDF)**
- **IMPLEMENTATION: OCT 2022 - SEP 2024**
- **Project partners:**
 - **LEAD PARTNER: The Association of Sea Cities and Municipalities (PL)**
 - **Council of the Baltic Sea States (SE)**
 - **The Union of Swedish Guest Harbours (SE)**
 - **Riga Planning Region (LV)**
 - **Enterprising Archipelago (FI)**
 - **University of Tartu (EST)**



SOME CHALLENGES FACED BY LEISURE BOATING IN THE BALTIC SEA REGION

- INFRASTRUCTURE;
• NEW OR UPGRADED
SERVICES;
- ENERGY-SAVING AND
ENVIRONMENTAL-
FRIENDLY INVESTMENTS

FINANCING INVESTMENTS



- ACCURATE BUSINESS
MODEL;
- BALANCE BETWEEN
ECONOMIC GRWOTH
AND ENVIRONMENTAL
PRESERVATION, ETC.
- CHANGING CONSUMERS'
BEHAVIOURS

LONG-TERM OPERATIONAL STRATEGY



- RELATIVELY SHORT
SUMMER SEASON
- SERVICES IN WINTER

SEASONALITY



- PROTECTING NATURAL
AND CULTURAL HERITAGE;
- INCLUSION OF VARIOUS
INTEREST GROUPS;
- COMMON GOALS &
SHARED VALUES

COOPERATION WITH LOCAL COMMUNITY



- VISIBILITY TO GUEST
BOATERS
- VISIBILITY TO VARIOUS
TARGET GROUPS
- ATTRACTING FOREIGN
VISITORS
- ESTABLISHED BRAND

MARKETING & PROMOTION



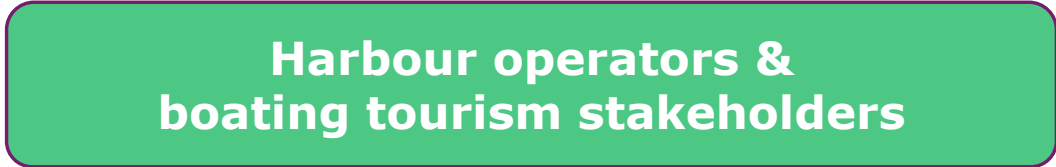
What ?



How ?



Who ?



THE BALTIC SEA
Interreg Baltic Sea Region
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BaltSusBoating 2030

We aspire to enable green and blue solutions in marina management. Sailing and yacht harbours are dependent on the natural environment, and hence should consider it more; connect with it and respect it rather than just take advantage.

Julia Chodorowska,
Marina Operator,
Gdansk, Poland

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By building a strong network among the Baltic Sea countries, we can align efforts and create lasting solutions to promote sustainable boating practices.

Romanis Baumants,
Baltic Pleasure Boating Association
Latvia

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We aim to continue developing our guest harbor and its surroundings, promoting sustainable growth as a socially significant initiative. We believe that boat owners and local businesses/residents should work together to recognize the importance of maintaining a vibrant and functional marine presence. Our shared resource, the Baltic Sea, must be preserved for future generations.

Stefan Johnson
Harbour Master
Kalmar Guest Harbour, Sweden

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In the Baltic Sea, leisure boating is open and affordable for wide parts of the population. It is important that we keep and further strengthen this unique feature. I am very attached to this social aspect of sustainability, which is often a bit left out in the discussions.

Marcin Makowski,
Association of Sea Cities
and Municipalities, Poland

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Responsible tourism development is the archipelago's key strength in tourism. Joint marketing efforts help us gain visibility in international markets that would otherwise be out of our reach

Henna-Mari Koski
Enterprising Archipelago
Åland / Finland

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Creating a strong, internationally recognised brand of Baltic boating will not only foster maritime tourism in the region, but also generate spillover effects on local economies, especially in rural and remote areas.

Marta Czarnocka-Gallos,
Association of Sea Cities
and Municipalities, Poland