



Input on the future of the South Baltic Programme

*given by the
Umbrella beneficiaries*

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Background & methodology (1)

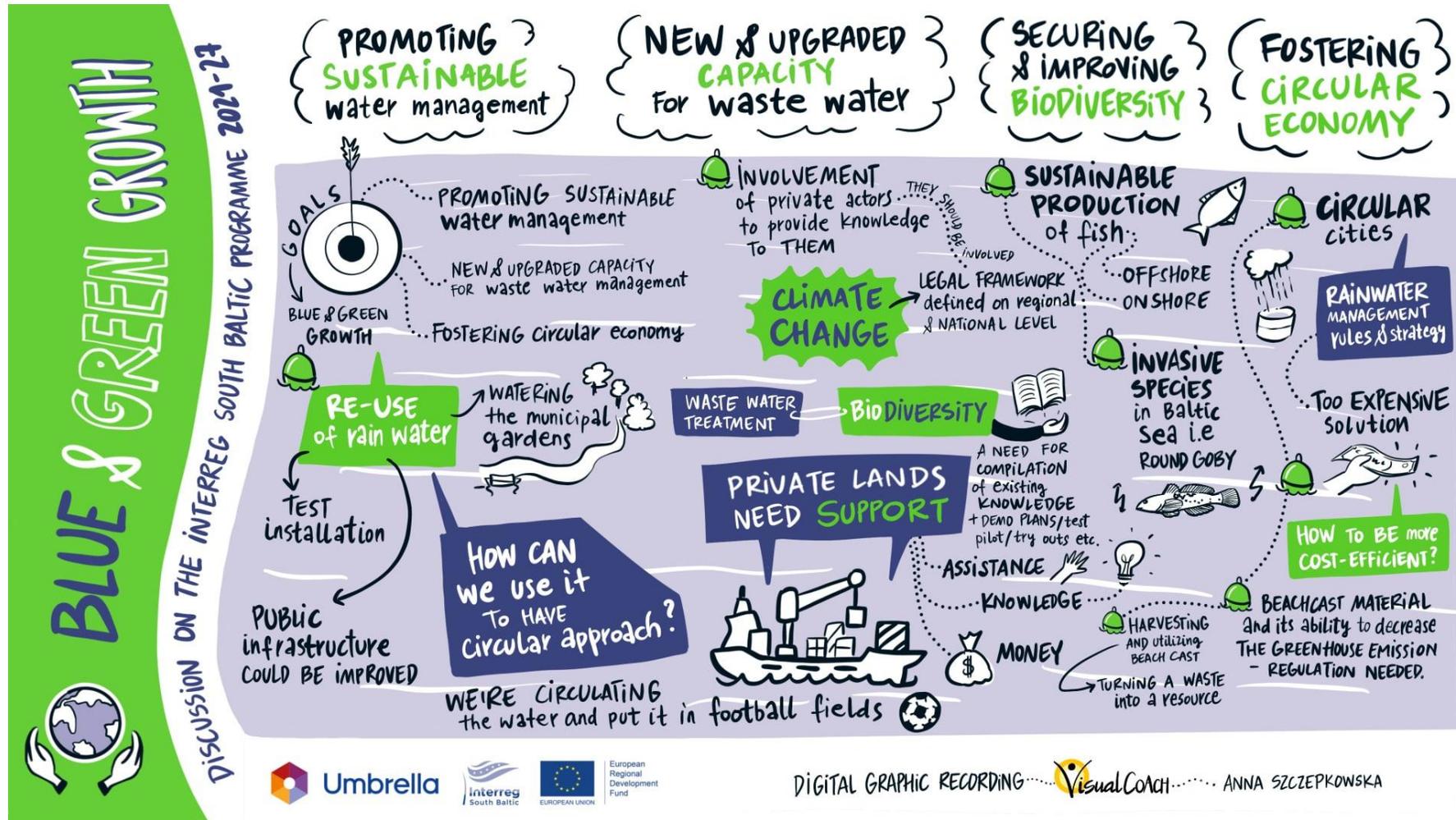
- South Baltic Programme seeks to **stronger involve local, regional & non-governmental stakeholders as well as academia** into the programming process
- **UMBRELLA project** was asked to **take care** of this process
- Instruments: **4 thematic focus group workshops**
 - Blue & green growth
 - Energy transition & connectivity
 - Sustainable & innovative tourism – and cultural heritage
 - Building civil & more inclusive society



Background & methodology (2)

- To each of the focus group workshop, **15-20 thematic experts** from the UMBRELLA project network were invited to **comment on potential objectives of the future South Baltic Programme 2021 – 2028**
 - All countries & different kinds of institutions represented
 - Combination of newcomers & persons with SBP project experience
 - **Guiding questions** for the (very open) discussions:
 - What are the current challenges & opportunities in the South Baltic area?
 - How could cross-border projects contribute to better solutions?
 - Are there any concrete ideas & starting points for future projects?
- > Results were summarised in **4 reports to be forwarded to the JPC**

Background & methodology (3)



Green & blue growth: Results

Potential topics for future projects (selection):

- Mitigating negative **impacts of climate change** (droughts, floods): climate resilient water supply, decreasing side effects (e.g. eutrophication)
- **Water retention** measures, both for rural & urban areas (different needs!)
- **Re-use of the water** itself / circular water approaches (e.g. use of rain & grey water or water from aquaculture for agriculture & horticulture, recycling of water in big companies, desalting of brackish water)
- **Improving water quality before drain off** to the Baltic Sea (e.g. WWTP & hydro-fits that clean out hazardous substances – public task)
- **Involving** not only public but also **private land owners** (farmers, companies) into sustainable water management > know how, pilots

Green & blue growth: Results

Profile & scope of cross-border projects

- Finding & implementing solutions needs local actions, ultimately
 - > enabling **exchange & transfer of good practices among local actors** to give further inspirations & lift up the quality of the solutions
- Good solutions are in place, need for further innovation is moderate
 - > supporting the **dissemination** both **across borders & within countries** by education / awareness raising, pilots in (new) national contexts
 - > giving previous projects the opportunity to **deploy** & further advance **already piloted, innovative solutions** to further countries / areas / actors
- Regulatory frameworks need to be addressed (they may prevent e.g. cross-border transfer, re-use of grey water) > **involvement of national actors**
- **Private land owners / companies** are crucial > enabling **pilots, education**

Energy transition & connectivity: Results

Potential topics for future projects (selection):

- **Energy efficiency & energy saving** (e.g. technical: energy harvesting from vehicles, awareness raising & education of private households etc.)
- Increased local & regional **self-sufficiency in green energy** (heating, fuels, el.)
- **Energy storage** solutions to level out production / consumption differences
- Including **green energy** solutions (e.g. biomass & biogas, hydrogen) in **circular economy** initiatives (incl. recycling, lifetime extensions of products)
- Increasing the **acceptance** of wind energy production & large solar plants
- ...

Energy transition & connectivity: Results

Potential topics for future projects (selection):

- Promoting **modal shift** away from car traffic, multimodal transport (incl. pilots, awareness raising / mentality change, digital solutions)
- **Alternative drive systems & fuels** (e.g. e-vehicles, hydrogen, LNG) for various forms of transport (private, commercial, water-bound etc.)
- **Avoiding** of journeys (distance working, distance meetings etc.)
- **Autonomous transport / driving** (car, public transport, shipping etc.)
- Reducing **other forms of emissions** (e.g. light waste, noise, electromagnetic)

Energy transition & connectivity: Results

Profile & scope of cross-border projects

- **Exchange of experience & best practice transfer across borders** regarding local energy & transport solutions
- Developing & piloting **new solutions** (e.g. circular economy, energy storage, autonomous transport)
- Further **deployment** of available solutions in the **national contexts**
- Soft measures like **education, awareness raising campaigns** (e.g. private households / energy efficiency, model shift)
- Desirable: Involvement of **private (large!) companies**, e.g. for (cross-border) water transport / shipping projects

Sustainable & innovative tourism: Results

Potential topics for future projects (selection):

- **Corona pandemic will change the tourism sector** significantly:
 - Need to **restore “old” tourism** (many offers / providers may not survive)
 - **Opportunity for more sustainable tourism** / reorganising tourism sector
 - > only 2022 “future” tourism takes shape – challenge for programming
- **Rural areas, non-crowded places, “nearby-tourism” get more into focus**
 - Chance for promoting **eco tourism** (e.g. biking, hiking, camping) & **local offers** (e.g. regional products, arts & crafts, cultural heritage venues)
 - Chance for **smaller tourism actors** to develop new offers
 - Need to **connect** small actors & support them in **marketing** & promotion (> DMOs, networks, cooperation)
 - **Risk for “over-tourism”** in places that were once non-crowded

Sustainable & innovative tourism: Results

Potential topics for future projects (selection):

- **Challenges for larger cities, event tourism, cultural institutions**
 - **Big attractions & main events** may be less accessible / **gone**
 - **New strategies** may be needed, chance for smaller actors (?)
- The source regions of the tourists may change (sustainably?)
 - **Domestic tourism** as the “new normal”
 - **Neighbouring countries** get more into the focus
- What may be the (common) new needs & opportunities?
 - **Support of small tourism actors** for developing their (new) offers
 - Connecting small actors & cultural heritage (“**packaging**”)
 - Support to lift up the **domestic marketing, digital marketing**
 - **Redirecting international marketing** towards neighbouring countries

Sustainable & innovative tourism: Results

Profile & scope of cross-border projects

- **Knowledge exchange across borders** in the fields of **product development** and domestic & “new” international **marketing**
- **Connecting** (private) **tourism actors & cultural offers** / institutions
- Stronger support for attracting **domestic tourists** into the South Baltic area, in addition to attracting (“new”) international travellers
- Travel to neighbouring countries & (B2B) meetings to **develop joint products & “cross-border packages”** for “new” international tourism
- Building up **cross-border marketing cooperation** & destinations
- More **flexible time frames** (> 3 years) & follow up projects **to jointly promote** the developed new packages & products over longer time
- Above all: An **open approach** towards possible topics (changes!)

Civil & more inclusive society: Results

Potential topics for future projects (selection):

- New & upgraded **tools for citizen involvement** (e.g. participatory budgeting, youth budgeting for schools, digital participation tools, neighbourhood management, citizen assemblies etc.)
- Specific **approaches for rural areas** (> lack of broadband, feeling of neglect, lost of confidence in society), incl. **empowerment of local communities** to address their needs at higher levels (> budget etc.)
- Specific **approaches for certain groups** (e.g. youth, elderly, neglected people in rural areas), incl. health & elderly care / social services
- **Civil society index** (government-to-people + people-to-people, rural)
- **Civil education & people-to-people contacts** (e.g. connecting citizens locally & across borders to think about their joint future)

Civil & more inclusive society: Results

Profile & scope of cross-border projects

- **Exchange within the South Baltic area** to find new inspirations
 - Between **NGOs / institutions**
 - Directly between **citizens** from different countries (> civil society!)
- Joint **“knowledge import” into the SBA**, i.e. also study trips & exchange meetings beyond South Baltic area (e.g. best practices in Portugal)
- **Local testing** of new approaches and further **national dissemination**
- Facilitating the involvement of financial weaker institutions & NGOs (e.g. reduction of pre-financing burdens, advance payments)
- Making **civil & inclusive society** also a **horizontal issue** across all thematic priorities of the South Baltic Programme (e.g. encouraging participatory approaches & involvement of NGOs in transport projects)

Summary & further recommendations

- The relevant topics are (not only because of Corona) very dynamic
> **open up thematic scopes** – resist to be too narrow regarding actions
- It is not only about finding the right topics, but also to **enable the right profiles of projects** so that they can be adequately tackled, e.g.
 - involving private partners & citizens, pre-financing for NGOs
 - geographic flexibility (knowledge outside SBA, national actors)
 - More flexible time frames / follow up projects
- **Accommodate existing, concrete project ideas** in the programme
> interest of relevant institutions is in place, good results probable
- Maintain **arenas for** involving & supporting **newcomers & small actors** like the UMBRELLA projects > they can be the origin of strong projects “off the mainstream” that address concrete (local, non-governmental) needs

Thank you very much for your attention!



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