The Baltic Sea Region INTERREG III B Neighbourhood Programme

Community Initiative concerning transnational Co-operation on Spatial Planning and Regional Development

Projects in progress (2001 - 2005)
# Editorial

The Baltic Sea Region INTERREG III B Neighbourhood Programme covers a diversity of fascinating cultures, landscapes, economies and social environments. The programme area is stretching from Bremerhaven to the Barents Sea, from Kärkölä to the Lake Vanern, from Brest to Bodø. There is however something that we have in common – the Baltic Sea, which unless we are a Region. We face the same challenges in the protection of environment and participation in the global economy, in overcoming divisions from the past and being part of the "Great" Europe.

The INTERREG III B programme is prepared to enhance the work of policymakers and practitioners. We intend to encourage harmonious and balanced development of the European territory by supporting transnational cooperation projects. The programme’s priorities are addressing macroregions, sustainable development of tourism and energy, polycentric settlement structures and communication links, management of heritage and institution building.

The projects build partnerships across the region and tackle common problems by sharing experience and introducing innovative solutions. In this brochure we proudly present projects in progress approved in the first and second application rounds. These are the most advanced ones, with firm partnerships and concrete results. Our projects shape our common future!

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Introduction

What is INTERREG III B in the Baltic Sea Region?

The Baltic Sea Region (BSR) INTERREG III B Programme belongs to one of the three strands of the European Community Initiative INTERREG III. These programmes address transnational co-operation and intend to encourage harmonious and balanced development of the European territory.

There are numerous networks, organisations and political initiatives linking up the Baltic Sea Region. They are actively contributing to building up joint development strategies. Subsequently, transnational INTERREG III B cooperation projects are based on concepts like the Second Northern Dimension Action Plan, VASAB 2010 strategies, as well as, for example, the programmes of HELCOM and Baltic 21.

The Baltic Sea Region’s III B cooperation area includes eleven countries separated by numerous land and sea borders. In 2004, Poland, Estonia, Latvia, and Lithuania received a new status as members of the European Union, they will be fully eligible to participate in EU programmes. At the same time, the Baltic Sea Region’s III B Programme was transformed into a “Neighbourhood” programme allowing EU partners to apply to INTERREG, and Russian and Belarusian partners to apply for Tacis funds in one joint project proposal. Norway has traditionally been participating in the Baltic Sea cooperation on equal terms as EU countries.

Funding & timeframe

On the EU side, the programme is sponsored by the European Regional Development Fund (ERDF), as part of the EU Structural Funds, and co-ordinated by project partners. The total ERDF contribution is almost 149 Million Euro. Norway co-financed Norwegian partners with 6 Million Euro. Partners from Russia and Belarus can receive support from the Tacis programme. Projects can submit applications until 2006.

Programme management structure

The joint Steering Committee selects projects and makes funding decisions. The Monitoring Committee oversees the use of ERDF funds. National sub-committees have an advisory status. The Investitionsbank Schleswig-Holstein (IB), seated at Kiel/Germany, acts as an entity responsible for correct programme implementation and payments to project partners. IB is a state owned development bank governed by public law. All ERDF funds are pooled in a joint bank account managed by IB. The IB also hosts the Joint Secretariat (JS). The JS at Escofet in Rotstock/Germany and Karlskrona/Sweden (from 2004, also in Rigas/Latvia) is responsible for the day-to-day management of programme implementation. The JS advises on INTERREG Tacis cooperation, assists project generation, assesses applications, monitors progress and payment requests, operates the website, and supervises the programme’s decision making bodies and working groups.

What are projects doing under INTERREG III B?

The 27 projects presented here were selected in the first year of operation 2001/2002. By now, their implementation is well underway, and first results can be reported. It is interesting to know that these 27 projects involve more than 640 partners from all 11 countries. They absorb 29.5 Million Euro from ERDF and Norwegian funds.

Co-operation topics

The projects address topics identified under the priorities and measures of the programme:
- strategies and actions for macro-regions
- sustainable development of sectors (e.g. tourism, energy)
- integrated management of coastal zones, islands and other specific areas
- polycentric settlement structures
- communication links
- management of natural and cultural heritage and natural resources
- institution and capacity building.

Activities

INTERREG III B does not finance large infrastructure investments but paves the way towards them. Eligible activities are, for example, the exchange of experience between partners from different countries on development concepts. Projects implement and evaluate pilot actions, make analyses such as market research, or build up information or marketing networks.

How to make best use of what transnational projects have achieved?

Building up transnational cooperation projects takes time! Projects confirm that, in order to achieve durable results, politicians and decision-makers but also the public should be involved already when defining the project’s aims. People and politicians are interested in concrete results. They want to know what type of investment will really benefit their region thus attracting new business, or how many new tourists will discover their area by using a joint marketing platform. Sell results before you get them – but get them! This is the key to make best use of joint work under INTERREG.

Further information

If you wish to know more about the BSR INTERREG III B Neighbourhood Programme and BSR co-operation, or if you want to see more projects in progress or check up project ideas, please contact the Joint Secretariat or visit our web site at www.bsrinterreg.net

Project partners

Main partners are public authorities from national, regional, and local level, research and training institutions, foundations, NGOs and other non-profit organisations.

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agreement on translation and distribution of the new development strategy of the Voivodship of Western Pomerania has been reached. In turn, Mecklenburg-Western Pomerania has translated parts of the draft of its revised State Spatial Planning Programme and started ... participation process. A brochure on spatial planning in Mecklenburg-Western Pomerania in English represents the begin-ning of an archive of documents on spatial plan-ning strategies in the South Baltic Arc Region to be made available on the project website.

The preparation of the improvement of the trans-port infrastructure along the “Via Hanseatica” Corri-dor has started with a series of workshops on plan-ning methods with representatives from Germany, Poland and Russia. Its documentation has been published in a book. As the main result of the first phase, the project partners agreed on a common methodology for territorial impact assessment in transport infrastructure planning on programme level. It rep-resents the basis for the identification of priority mea-sures in the “Via Hanseatica” Corridor in the next phase.

Regional level: Large Scale Industrial areas, Urban Centres and Green Networks Among other things, a pre-feasibility study on potential locations for large-scale industrial areas in Mecklenburg-Western Pomerania has been carried out, and fur-ther planning phases have been initiated for seven locations. Additionally, two expert stu-dies on the potential role of the City of Szczecin as an urban centre in the German-Polish border region have been elaborated. Furthermore, studies on the relations between settlement patterns in the impact zone of “Via Hanseatica” as well as on the networ-king of green areas have been carried out and published as a part of the book “South Baltic Arc Development Zone in the Competitiveness of the Coastal Regions”. An exchange of expertise con-cerning the implementation of these measures has been initiated among the project partners, and first con-cclusions for adjustments of existing development strategies have been drawn.

Partnership: Ministries, regional public authorities, regional planning and development organisations from Germany, Russia, Latvia and Poland Approximate total project budget: 1.31 million € ERDF+Norwegian national: 0.72 million € Duration: January 2002 – November 2004 Lead partner: Ministry of Labour and Construction, Mecklenburg-Western Pomerania, Germany

Contact person: Mr. Bernhard Heinrichs Tel: +49 385 588 3080 E-mail: bernhard.heinrichs@mv-regierung.de www.south-baltic-arc.org

Strategies and actions for macro-regions

Objectives

The Project “South Baltic Arc” has two main objecti-ves. The project aims at strengthening the co-ope-ration of regional stakeholders within and among the participating countries in order to enhance regional development. At the same time, the objective is to reduce welfare disparities within the South Baltic Arc Region.

With regard to the EU-enlargement, South Baltic Arc will demonstrate which regional development effect the enhancement of transport infrastructure can generate, and how these effects can be rein-forced by complementary, regionally based devel-opment projects. At the transnational level, spatial development strategies and concepts are harmoni-zed among countries and regions, and proposals for improvements of the transport infrastructure along the “Via Hanseatica” corridor are elaborated. At the same time, concrete regional development measures, dealing with the development of large-scale industrial areas, sub-regional and local urban centres as well as a transnational network of green areas, are prepared.

Activities and achievements so far

Transnational level: Harmonisation of Strategies and Agreement on Common Methodologies An intensive discussion process on the harmoni-sation of regional development strategies has start-ed between the different countries and regions. An agreement on translation and distribution of the new development strategy of the Voivodship of Western Pomerania has been reached. In turn, Mecklenburg-Western Pomerania has translated parts of the draft of its revised State Spatial Planning Programme and started to integrate the project partners into the formal participation process. A brochure on spatial planning in Mecklenburg-Western Pomerania in English represents the begin-ning of an archive of documents on spatial plan-ning strategies in the South Baltic Arc Region to be made available on the project website.

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On the ground activities have been started within an international working group on Integrated coastal zone management (ICZM). In the field of business development, an e-learning portal has been established: www.baltic-learning.com and a conference on online-based-training/e-learning for SMEs has taken place.

Cultural co-operation

Within the activities of the Cultural Forum, a structure of a TV programme identical in all three countries in their native languages has been developed, and further preparations for the broadcasting are going on. Additionally, a portal for designers www.stringdesign.net has been established connecting creative minded people in the STRING region. A co-operation between design schools, The Campus Network, has started with a bursary of design students from Hamburg and Kleito design schools in Kolding, Copenhagen, Malmö and Lund. Scenario workshops to detect innovative solutions in cross over competence teams have started as well. Furthermore, a list of criteria for the cultural land natural highlights in the STRING area has been created and a culture-nature route from Scania crossing Zealand to Schleswig-Holstein elaborated.

Objectives

The project STRING II has now two immediate main objectives: implementing and developing the STRING development concept as well as establishing and consolidating transnational and professional networks across the STRING area. Furthermore, the objective is to utilise STRING as a marketing initiative for Baltic Sea Region integration and for increasing awareness of the potential of transnational co-operation.

Activities and achievements so far

Strategic forums

Various regional and local institutions and organisations from the three countries are launching the integrated strategies developed during the Interreg II C project STRING I. Numerous meetings, seminars and workshops have already taken place, and over 30 people are involved. They jointly implement the STRING development concept through a political platform supported by sub-projects and strategic forums (e.g. Planners Forum, Transport forum, Cultural Forum and The Medium Cities Forum) within the areas of environment, nature and landscape, transport infrastructure, settlement structures, compatible development of business and competences and culture. A political resolution between the partners to support the STRING process has been issued.

Integrated coastal zone management and e-learning

As concrete implementing activities, a strategy discussion and the definition of indicators as well as
Via Baltica Nordica Development Zone is one of the most dynamically developing areas within the Baltic Sea Region. It consists of the growth regions of Sweden, Finland, Estonia, Latvia, Lithuania, Poland and Germany, including also Kaliningrad, Russia. Despite its development potential, the zone is still in need of increased conspicuousness and awareness of its own identity as well as various supporting activities in its regions. Through pilot actions implementing a common development strategy, the project Via Baltica Nordica is seeking to overcome these challenges.

Objectives

The objective of the project Via Baltica Nordica is to continue, deepen and broaden the cooperation and integration between the national, regional and local actors within the Via Baltica Nordica Development Zone. Furthermore, it aims at improving the capacity of the regional actors, especially in the new member states of EU. It creates benefits for the participating regions via transnational networks of concrete pilot actions and aims at creating a link and commitment between regional and national authorities so that the co-operation will continue. The development of traffic, transport (railways) and tourism in a sustainable way, connected with the development of planning methodologies and citizen participation, are key strategic factors in achieving the jointly agreed on positive future vision for the zone.

Activities and achievements so far

The project is organised as a group of pilot actions under “Via Baltica Nordica Development Zone Umbrella”. Pilot actions implement the development strategy, which was created as a result of the precedent Via Baltica Nordica project (Intereg II C). Transnational working groups have been established for the three activity themes. Several meetings have already taken place.

Pilot actions in rail traffic, spatial planning and tourism development

In the field of the rail traffic development, a quality measurement system for public transport has already been developed and evaluated. The accessibility of railway transport and variations of it. The second activity field in the development of regional and local GIS/internet systems for supporting the passenger planning. Here, the first version of the GIS/internet based participation supporting system was established and put into practice in the regional land use planning process at the Regional Council of Häme during the public hearing period of the plan. In the third field, tourism development, background research concerning the current situation of tourism and tourism-related projects as well as the preparation of tourism guidance systems is being conducted. Marketing material has been produced and is being disseminated e.g. at several tourism fairs.

Partnership: Regional, local and national public authorities, co-operative associations, tourism organisations and a college from Finland, Germany, Sweden, Estonia, Latvia, Lithuania, Poland and Russia (Kaliningrad)

Approximate total project budget: 4.08 Million €

ERDF+Norwegian national: 2.08 Million €

Duration: September 2002 – July 2005

Lead Partner: Regional Council of Häme, Finland

Contact person:
Mr. Matti Lipsanen
Tel: +358 3 6474 054
E-mail: matti.lipsanen@hame.fi
www.viabalticanordica.com
Activities and achievements so far

Several international seminars and meetings each with over 100 participants have taken place so far. A Baltic Palette Joint Committee, which consists of political decision-makers from the partner regions, has been established. Other concrete steps have been taken as well.

Spatial planning, transport corridors and information society

The first report on polycentricity in the Baltic Palette region was published. Tourism product development and a pilot study on developing tourist routes are in progress. Establishment of water protection associations in the regions is currently being undertaken and pilot projects have been carried out in Latvia, Russia and Finland relating to the implementation of the Water Framework Directive.

Partnership: Regional and local public authorities, environmental authorities and associations from Finland, Sweden, Estonia, Latvia and Russia

Approximate total project budget: 2,23 Million €

Contact person:
Mr. Pentti Tuovinen
Tel: +358 9 4767 411
E-mail: pentti.tuovinen@uudenmaanliitto.fi
www.balticpalette.com

Strategies and actions for macro-regions

Baltic Palette II

The central objective of the Baltic Palette II project is to strengthen the macro-region building process in the Baltic Palette Region. The development of this area will strengthen the position of the Baltic Sea Region in the global economy and lead to a more balanced spatial structure in the EU. The intensified co-operation between the EU countries, the accession countries and Russia will also lead to increased integration.

The project is based on the results of the first Baltic Palette project (Interreg II C project). Through the work within the Baltic Palette II, even clearer partnerships are formed and prerequisites for more sustainable development and co-operation created. Transnational co-operation takes place within the following themes: spatial planning and urban management for sustainable polycentric structures, transport corridors and inter-modal transport strategies for passenger travel and cargo traffic, information society, tourism in metropolitan and rural areas and water quality control systems.

Objectives

Sustainable tourism and water quality systems

A market analysis of sustainable tourism in all five countries has been published. Tourism product development and a pilot study on developing tourist routes are in progress. Establishment of water protection associations in the Regions is currently being undertaken and pilot projects have been carried out in Latvia, Russia and Finland relating to the implementation of the Water Framework Directive.

Partnership: Regional and local public authorities, environmental authorities and associations from Finland, Sweden, Estonia, Latvia and Russia

Approximate total project budget: 2,23 Million €

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www.balticpalette.com

Transport corridors

in the Baltic Palette region
Studies on regional strategies have been carried out and prerequisites for setting up a common ERB data-base and the use of GIS methods in the Euroregion Baltic have been discussed among the partners. A draft of a long-term strategy for the development of the region has been compiled and will form the framework for the contents of the JTDP.

Management of water resources, innovation policies and rural development. Among other things, a transnational water working group has been established, reports have been compiled and several workshops on management of water resources have taken place. Reports on innovation centres in the ERB and on innovation policies concerning the member regions have been prepared as well. A report on the current situation of the rural areas in the ERB with strategies for future co-operation has been prepared as well. Additionally, an information and communication strategy for the ERB has been formulated and approved.

Good governance. 15 seminars and workshops as well as a large conference on Good Governance have taken place in the ERB region. A compendium „Good governance as guideline in municipal and regional development“ has been elaborated.

**Seagull**

**Development of Euroregion Baltic**

The living conditions differ very much between the member regions of Euroregion Baltic (ERB). It is important to attain social and economic cohesion between the regions. The creation of Euroregion Baltic is an expression of the member regions’ interest in closer and deeper long-term cooperation on all fields of society - aiming at developing the ERB to be an economically and environmentally sustainable region in Northern Europe. This political co-operation is the framework within which the Seagull project operates.

**Objectives**

The Seagull project’s main objectives are to contribute to the cohesion in the southeast Baltic Sea Region utilizing the increasing economic potential while taking social, environmental and cultural sustainability into consideration. The most central objective of the project is to develop and politically decide upon a Joint Transnational Development Programme (JTDP) for the region that will be based e.g. on feasibility studies and implementation activities concerning important investments for sustainable development, economic growth and cohesion in the region.

**Activities and achievements so far**

Joint Transnational Development Programme (JTDP) Partners from local and regional levels, experts and officials representing all sectors and private and voluntary actors as well are all engaged in developing the main product of the project, the JTDP. Input from the following themes is collected:

- environmental aspects and considerations, e.g. SEA measures of investment proposals,
- co-operation and networking of innovative centres and clusters,
- development programmes for rural areas contributing to a polycentric settlement structure in the ERB region
- infrastructure development.

**Partnership**

Regional and local public authorities, different development associations (agriculture, rural development, trade and industry, tourism), local authority associations, a water association, a business school, a planning association, a limited company from Denmark, Sweden, Latvia, Lithuania, Poland and Russia

**Approximate total project budget**: 3.22 Million € ERDF + Norwegian national: 1.30 Million €

**Duration**: August 2002 – June 2005

**Lead Partner**: The Regional Council in Kalmar County, Sweden

**Contact Person**:

Mr Rolf A Karlson
Tel: +46 480 44 83 30
E-mail: rolf.a.karlson@telia.com
www.eurobalt.org/english/projects/seagull/seagull.asp
Construction of the harbour in Rostock is in progress. Further achievements of the project so far are the evaluation of best practices for waste handling on the coastal zones and islands. Procedures for waste-water handling have been established as well.

More consciousness on nature protection
For promoting environmental boat tourism and the consciousness of the intentions and needs of different stakeholders, a series of information meetings have taken place in Stralsund, Greifswald and Rügen. Information material has been distributed throughout the water sport clubs and harbours in the region. Agreements and recommendations for proper conduct regarding nature protection are being developed in co-operation with the nature protection authorities, bird experts, water-sportmen and anglers. The homepage www.wasserport-im-bodden.de has been developed to a broad information platform about nature, water-sport and tourism in the region.

Sustainable Spatial Development with a Network of Ports for Boat Tourism

**SuPortNet II**

**Objectives**

The Project SuPortNet II aims at promoting boat tourism in the Baltic Sea Region in balance with nature protection and urban and regional planning. The emphasis of the project is on small harbour communities that have lost their traditional functions. Through specific pilot projects at selected locations, accompanied by transnational working groups, the SuPortNet II project searches for solutions for the following themes of common interest: sustainable land use plans for boat harbours, networking of harbours for boat tourism development, internet-based information system for boat tourists, marketing of the system and of sailing in the Baltic Sea Region and a concept for wastewater collection from boats.

**Activities and achievements so far**

**Internet-sites for boat tourists**

Based on the work of the SuPortNet I (Interreg II C), an internet-site www.suportnet.org has been established to inform boat tourists about harbours, weather, safety and the environment in the Baltic Sea Region.

**Land use plans and wastewater handling**

Likewise, continuing the activities of the preceding project, land use plans for boat harbours have been worked out in Rügen and Rostock.

**Partnership**
Regional and local public authorities, environmental organisations, sailing clubs, tourism organisations from Norway, Germany, Sweden, Estonia, Latvia, Lithuania and Poland

**Approximate total project budget:** 3.58 Million €

**ERDF/Norwegian national:** 1.64 Million €

**Duration:** January 2002 – November 2004

**Lead Partner:** Ostfold County, Norway

**Contact person:**
Mr Terje Knutsen
Tel: +47 64 984 333
E-mail: terje.knutsen@ostfold-f.kommune.org
www.suportnet.org
Sustainable development of tourism

Baltic Welcome Centre

The problems of the tourism sector in the Baltic Sea Region include high competition within the sector, competence disparities between tourism actors of different regions and countries as well as different levels of service quality. In addition, the local information provided does not fully meet the tourists’ needs, as they look upon the Baltic Sea Region as one destination. The Baltic Welcome Centre is based on the need to create a holistic tourism information supply, involving different destinations and sectors at regional and international level.

Objectives

The main objective of the Project Baltic Welcome Centre (BWC) is to strengthen the tourism sector in the Baltic Sea Region and the image of tourist destinations and their service supply. A standardised Welcome Centre, meeting the demands of modern tourists and inhabitants, will be developed as a tool for guaranteeing a high standard of service and successful marketing. This would help to overcome the disparities and increase the competence of local tourist guides, as training and transfer of knowledge will be carried out in the project. Furthermore, integrating the relevant actors in the planning process creates cooperation between different actors in spatial and tourism planning.

Activities and achievements so far

Towards common standards

The steps towards the welcome centre concept are taken in the growing network of actors from different levels and sectors. Research on existing national standards has been carried out and discussed with all partners. A framework for the hierarchy of indicators measuring service quality and defining the common standard for tourist information centres has been proposed. Through research on visitors’ demands, better knowledge about the needs of tourists and their expectations of the service offered at tourist information centres has been gained. The main outcome of the project so far is a service guideline to improve the quality performance of tourist information offices and visitor centres.

Plans for new Welcome Centres

Local planning activities preparing locations for future welcome centres and future investments are in progress. Some investments to raise the quality of the welcome centres and their surroundings have already been made. New business plans for existing visitor centres are being developed. Through local and transnational meetings at each partner’s location the topic welcome centre has found local support. Furthermore, the project partners went through an extensive knowledge-exchange process, discussing the concepts and plans, giving advice on locations, business concepts, visitor management matters and innovative facilities to be implemented at visitor centres.

Partnership: Local and regional public authorities from Sweden, Denmark, Norway, Estonia, Latvia, Lithuania and Russia

Approximate total project budget: 1.85 Million €
ERDF+Norwegian national: 0.82 Million €
Duration: January 2002 – December 2004
Lead Partner: Kalmar Municipality, Sweden
Contact person: Mr. Kyrre Dahl
Tel: +46 450 160
E-mail: kyrre.dahl@kalmar.se

Sustainable development of tourism
Bothnian Arc-ACtion

Bothnian Arc – Arctic Coastal Tourism Region

Bothnian Arc is a Swedish-Finnish coastal zone in the northern part of the Gulf of Bothnia with sub-arctic climate. Thanks to the Gulf Stream, it has four distinct seasons and offers exotic tourism destinations in an arctic coastal and archipelago environment. However, the tourism profile of the region and tourism competence there have to be strengthened. Transnational co-operation for the development of the area has already started including the establishment of the joint organisation Bothnian Arc Economic Association.

Objectives

The objective of the project Bothnian Arc-ACtion is to make Bothnian Arc a well-known, borderless destination with a unique arctic character in northernmost Europe and to create tourism values that are based on these circumstances.

Transnational co-operation will contribute to distinguishing the area. At the same time, the Karelian and Swedish-Finnish coastal regions create together an exciting tourism concept, „Arctic coastal and archipelago tourism“. An important aspect is the planning of strategic coastal/archipelago trails with different related tourism services.

Additionally, a platform will be developed for using mobile information technology in tourism. Measures for special investments in land and waterway infrastructure are an important part of the project as well. Planning and work methods as well as indicators that balance the needs of tourism with environmental/cultural interests and lead to long-term sustainable development will be established.

Activities and achievements so far

Tourism packages and a marketing strategy

The present Project Bothnian Arc-ACtion is based in part on the results of the work done during the Interreg IIC period. The development of tourism packages and a marketing strategy for the area is based on information collected from over 100 tourism entrepreneurs in the region.

Partnership: Regional and local public authorities, universities, research and tourism foundations, tourism associations from Finland, Sweden, Denmark and Russia

Approximate total project budget: 1.03 Million €

ERDF + Norwegian national: 0.64 Million €

Duration: September 2002 – July 2005

Lead Partner: Council of Oulu Region, Finland

Contact person:

Mr. Ilkka Yliniemi
Tel: +358 8 3214030
E-mail: ilkka.yliniemi@pohjois-pohjanmaa.fi
www.bothnianarc.net
Bioenergy Technology Transfer Network

Objectives
The project BTN aims at promoting sustainable spatial development of the bioenergy sector by trans-national spatial development actions. A central objective of the BTN is to lay a foundation for a regional Bioenergy Development Centre (BDC) in each partner territory. The BDC’s will provide structures for high-quality training and advisory services and the dissemination of information, know-how and best practices between the Baltic Sea Region states.

Activities and achievements so far
Identification of bottlenecks
In order to increase the level of bioenergy use, several steps have been taken in the BTN project. The resources, production and use of bioenergy in the partner regions have been analysed, and bottlenecks in the chain of bioenergy utilisation have been identified. Regional infrastructure has been developed, and pilot actions to improve technical devices and feed products have been carried out. For instance, an anaerobic biomas from forestry, agriculture and waste and existing activities has been carried out in the Norwegian partner region. The results are documented in a brochure and published in a book. Additionally, profitability calculations and feasibility studies of bioenergy investments have been carried out.

Bioenergy development centres
Training methods have been developed in the project, and materials for better dissemination have been produced. A Bioenergy Development Centre has been opened in Finland, and in Norway, the further development of an existing centre is going on. Courses and product development activities are taking place in these centres. An international course on wood fuels has been organised, among others. The course is being further developed in cooperation of the partner countries. In addition, an international workshop on bioenergy in spatial planning has taken place.

Partnership: Universities and limited companies from Finland, Germany, Sweden, Estonia and Norway
Approximate total project budget: 1.34 Million €
ERDF + Norwegian national: 0.95 Million €
Duration: August 2002 – June 2005
Lead Partner: Jyväskylä Polytechnic, Institute of Natural Resources, Finland

Contact person:
Mr Markku Paananen
Tel: +358 14 4451116
E-mail: markku.paananen@jsp.fi
### High Quality Tourism 2

#### Sustainable regional development

The cultural and natural values of the four regions involved in the project High Quality Tourism 2 (HQT) – Östergötland in Sweden, Cesis in Latvia, Suwałki in Poland and the Mecklenburg Lake District in Germany – are of high quality. However, these regions are suffering from economical problems. They make every effort to increase their awareness on the national and international tourism market. At the same time, new trends and forms of tourism are developing. Decisions on suitable locations for sustainable tourism have to be made – being aware of both the chances and the risks of these new tourism facilities.

#### Objectives

The objective of the project High Quality Tourism 2 is to strengthen the integrative role of spatial approaches within high-quality sustainable tourism development. The project aims at strengthening high-quality tourism in the rural areas and in the cities, and at the same time, at the overall sustainable development of the Baltic Sea Region. Concrete outcomes of the project are to include regional, national and transnational entrance gates, thematic tourist routes, structures of direct marketing and new tourism products. The project has a “bottom-up” approach in order to stimulate local initiatives and to make the development more sustainable.

#### Activities and achievements so far

**Thematic tourist routes and „entrance gates“**

Thematic tourist routes (“ice age”) have been planned in the Mecklenburg Lake District in Germany, in Östergötland in Sweden and in the Cesis District in Latvia. Following intensive discussions about substantial features, the preparations for their realization are being undertaken. At the same time, a transnational exchange of experience and a comparison of the systems of protected areas in the partner regions have taken place. The creation of a regional and transnational “entrance gate“ network is in progress including concrete planning of new welcome centres and further development of existing ones.

**Training and marketing**

So far, the training of over 40 guides in Östergötland and the Cesis District has increased the competence in these regions. The creation of a marketing concept and activities for a monastery museum and a monastery area in Östergötland and an example of new tourism products based on cultural and natural heritage. As structures for direct marketing of regional products, Green Markets have started in the Mecklenburg Lake District. First awards of a regional sign „naturally! Mecklenburg Lake District“ have been presented.

**Partnership**

Regional and local authorities from Germany, Sweden, Latvia and Poland

**Approximate total project budget:** 2.26 Million €

**ERDF + Norwegian national:** 1.12 Million €

**Duration:** March 2002 – January 2005

**Lead Partner:** Regional Planning Association „Mecklenburgische Seenplatte“, Germany

**Contact person:**

Mr Christoph Kaufmann
Tel: +49 395 380 3000
E-mail: christoph.kaufmann@afrlms.mv-regierung.de
www.baltic-area.net

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*Team of High Quality Tourism, 2nd seminar in Cesis region*
Connect Baltic Sea Region

New industries are increasingly knowledge intensive. Today it is necessary to compete in knowledge, innovation and skills in order to be competitive on a global scale. The starting point of the project Connect Baltic Sea Region (CBSR) is that the medium-sized urban regions around the Baltic Sea are either too small or they lack the necessary co-operation with the business community to be competitive by themselves. By “connecting” new business ideas with the knowledge of business from service providers and venture capitalists, a Baltic Sea Region innovations system is being created.

Objectives

The CBSR project is establishing network organisations with the Connect Nordic as an umbrella, and with Connect organisations on national and regional level in the Baltic Sea Region. The objective is to create a necessary critical mass for the region as a whole. The overall objective is to stimulate new firms and job creation in the knowledge intensive sectors. The strategy involves linking entrepreneurs and innovators with R&D, service providers, venture capitalists and partners.

Activities and achievements so far

Springboards

The development of Connect organisations and the production of “springboards” are the main activities in the project. A springboard is an expert panel that helps an entrepreneur solve problems, identify opportunities and exploit these opportunities. So far, 107弹簧boards have been arranged in Sweden, Denmark, Norway, Estonia, Latvia and Lithuania, and the goal is 1000 for the whole project period. The concept of Connect has been presented to several institutions in Schleswig-Holstein and has been explained in detail in Kaliningrad as well.

Financial forums

After participating in a springboard the companies then apply for participation in the Connect Financial Forum. This is a meeting place for companies seeking venture capital. Companies from all over the Baltic Sea Region participate (partner regions). The venture capitalists are from all over Europe, and some even from the USA. The first forums have taken place in Stockholm in co-operation with the Nordic Venture Capitalists Association.

Partnership: Regional public authorities, associations, companies, universities, foundations from Norway, Denmark, Finland, Ireland, Germany, Sweden, Estonia, Latvia and Lithuania

Approximate total project budget: 2.91 Million €

ERDF + Norwegian national: 1.38 Million €

Duration: June 2002 – April 2005

Lead Partner: Oslo Teknopol IKS, Norway

Contact person:
Mr. Knut Halvorsen
Tel: +47 22 00 29 92
E-mail: knut.halvorsen@oslo.teknopol.no

Discussion at the Connect Financial Forum
**Handicap tourism**

A catalogue with tourist offers (accommodation and leisure time opportunities) for wheelchair users around the Baltic Sea is ready for printing. 81 offers in Mecklenburg-Western Pomerania, Scania, Western Pomerania and Lolland-Falster are presented in the catalogue. In one partner municipality, a ramp has been built for handicapped tourists, wheelchair users and prams so that they have access to the beach.

**Hiking, cycling and horse riding paths and church routes**

A working group with members from the North-German Hiking Association and the European Hiking Association has been formed. The planning procedure for the European Hiking Paths E 9A has been finalised and has been started for the E 10. In Mecklenburg-Western Pomerania, a Regional Cycle Path Concept with 22 regional paths and 34 regionally important cycle tours has been finalised, and its implementation will be started (e.g. signage).

In addition, an Expert Group has developed a method and a form to analyse and disseminate the examples in the view of best practice. Eleven best practice examples in the categories Object, Thematic tourism products and geographic/social infrastructure have been chosen.

**Partnership**

Regional and local authorities, associations, universities, a company, a national authority and public corporations from Germany, Denmark, Sweden and Poland

**Approximate total project budget** 3,60 Million €

**ERDF** + Norwegian national: 1.65 Million €

**Duration** August 2002 – June 2005

**Lead Partner** Ministry of Nutrition, Agriculture, Forestry and Fisheries of Mecklenburg-Vorpommern, Germany

**Contact person**

Ms Cornelia Hass
Tel: +49 382 08 13645
E-mail: landurlaub.hass@t-online.de

**www.interreg-rdc.com**

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**Rural Development Connection**

Tourism is one of the few business sectors with potential in rural regions. Rural Development Connection is a co-operation in which Germany, Sweden, Denmark and Poland exchange ideas and experience. By investing in marketing, education, infrastructure and the development of new tourist activities, the potential of transnational partnerships can lead to increased co-operation between rural areas, entrepreneurs and people living in the countryside.

**Objectives**

The project Rural Development Connection is implementing the recommendations of the INTRREG II C project 65 „DAT“ - Tourism in rural areas, focusing on areas with depopulation problems and lack of jobs. The objectives of the project are the improvement of rural infrastructure with special regard to cycling, hiking and riding paths, water ways/harbours, the creation of new jobs and enterprises in rural areas and the improvement of co-operation between authorities, organisations, decision makers and local actors at local/regional level to promote regional and business development. Furthermore, the project aims at creating added values through transnational activities and the adaptation of strategies and best practice examples for sustainable development.

**Activities and achievements so far**

**Water tourism and sport fishing**

Existing infrastructure for tourism and water sport activities along the rivers Peene, Trebel, Tollense and the Kummerow Lake has been analysed and evaluated. Several models of how to improve these possibilities have been discussed. In Sweden, 60 water areas have been registered covering a range of different qualities of sport fishing, and an action plan for developing sport fishing has been prepared. Moreover, several small-scale investments such as the renovation of an old path and toilet facilities at the project partner locations has been carried out at the project partner locations.

**In addition, an Expert Group has developed a method and a form to analyse and disseminate the examples in the view of best practice. Eleven best practice examples in the categories Object, Thematic tourism products and geographic/social infrastructure have been chosen.**

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**Approximate total project budget** 3,60 Million €

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**Duration** August 2002 – June 2005

**Lead Partner** Ministry of Nutrition, Agriculture, Forestry and Fisheries of Mecklenburg-Vorpommern, Germany

**Contact person**

McComilla Haas
Tel: +49 382 08 13645
E-mail: landurlaub.hass@t-online.de

**www.interreg-rdc.com**
**PIPE**

**Participation, Identity, Planning & Entrepreneurship**

Many smaller towns and settlements have a common challenge in making their communities more attractive to young people. A major issue in the PIPE project is to stimulate the entrepreneurial spirit and the community spirit among the inhabitants. In spite of considerable natural resources, there is a lack of innovation in rural areas. One of the reasons can be the heavy tradition of top-down planning and decision-making without real engagement among the citizens.

**Objectives**

The objective of the PIPE project is to stimulate innovation and citizen engagement in small towns and settlements in order to create sustainable, attractive and competitive regions. Cross-sectoral planning methods with a bottom-up approach will be developed for stimulating community spirit. This will be done through increased involvement of young people and by demonstrating how young people can make important contributions to local and regional development. Furthermore, the project aims at promoting entrepreneurship and at improving the training of young entrepreneurs by the creation of a competent and transnational learning network between schools, industrial organizations and authorities. A chain of institutions, municipalities, regions and individuals will be linked to the PIPE network.

**Activities and achievements so far**

The PIPE project has had participation of nearly 1000 students, 25 schools, 20 communities and 9 partner regions in 7 countries. The participants have already produced an impressive range of activities related to the future development of their communities and the local business life.

**Participation in planning and youth exchange**

The work on regional analyses has started in all regions. Most of the regions have integrated the analyses as a part of the school curriculum. PIPE classes have been established as optional subjects, or the topics have been included in ordinary classes. The project groups have studied local strategies and have explored and documented their hometowns in close cooperation with local authorities. The city councils have been visited and addressed in order to create a dialogue between the youth and the politicians. Local future charts as a basis for further activities have been developed. In addition, youth exchanges have taken place between the partner regions. They have created a unique learning opportunity for the students and have, to a certain extent, contributed to raising awareness of future challenges in the hosting communities.

**Young entrepreneurship**

The PIPE classes have started to study entrepreneurship with a focus on regional and local industrial development strategies. Youth Enterprises have been established. In some regions the youth has visited local enterprises and some communities have arranged job shadowing days. An Innovation Camp in Latvia gathered around 100 students working with young entrepreneurship.

**Cross-border network and learning**

A methodology workshop for teachers has taken place, and a methodology document was produced on the basis of this workshop. A youth conference in Finnmark, Norway gathered youth from all nine partner regions. So did also a Youth Conference in Tõrbyõm in Estonia in January 2004. Moreover, a team of external scientists has produced a comparative regional identity report on four regions in three different countries. Altogether, the project has started a transnational learning network. Professionals representing schools, municipalities, regions and other institutions connected to the project are interacting with each other and are bringing forward their knowledge and local experience on the issues addressed by PIPE.

**Partnership: Regional and local public authorities**

From Norway, Finland, Sweden, Estonia, Latvia, Lithuania and Russia Approximate total project budget: 2.11 Million €

**Duration:** June 2002 – August 2004

**Lead Partner:** Østfold County Council, Norway

**Contact person:**
Mr Svein Åge Lauritzen Tel: +47 69 11 70 00
E-mail: svelau@ostfold-f.kommune.no
Mr Alf S. Johansen (until September 04) Tel: +47 69 81 75 63
E-mail: alf@nk.nowww.pipeproject.no

**Engagement of youth in small towns**

Alf S. Johansen (in front) and Svein Åge Lauritzen
The project COMPASS is based on the findings of the INTERREG II C project CityNet. In all participating regions the increase of new companies has been identified as the driving force for further regional development. The practical question for COMPASS is: How to best attract these investments? It is crucial to identify growth industries and industrial clustering patterns in the participating regions and to evaluate the importance of hard versus soft site selection factors in business location decisions.

**Objectives**

The aim of the project COMPASS is at increasing the competitiveness of the Baltic Sea Region by attracting sustainable private sector investments. The project will help public authorities to understand the business costs fundamentals in the BSR as a driving force for sustainable economic development and contribute suggestions for improvement of the economic development plan of the participating regions from a benchmarking perspective. Public authorities learn about the weak and strong aspects resulting from the implementation of specific actions. An additional goal is to develop an easy-to-use and time-saving device for optimising the development of soft facts in a site selection process. Finally, COMPASS aims at increasing the viability of mid-sized cities and regions to industrial investments as a pre-erequisite for polycentric economic development.

**Activities and Achievements so far**

Identification and analysis of regional industry clusters

Common understanding of Cluster Analysis has been reached in the project by extensive research on the subject. Generic methodology for Cluster Analysis on local and regional level has been implemented. Common classification of data required has been determined and applied, and national data sources for employment data have been identified as well. Cluster Analysis including the identification of growth clusters has been carried out in Kotka in Finland, in Naestved in Denmark, in Lübeck in Germany as well as in Stupin in Sweden as part of the strategic positioning of these communities.

**Results of the Cluster Analysis in Lübeck**

Identification of site selection factors: a comparative cost model

The identification of relevant site selection factors for clusters and industries has been performed and compared by clusters and industries as well as from a geographic point of view. In order to make site selection processes comparable over various regions, a model company for each of the industry clusters has been defined. In addition, development of a comparative cost model allows analysis costs for businesses in selected industries across the four BSR locations has been initiated. The cost model differentiates among about 25 location sensitive cost components. Data for these location sensitive cost factors for the participating regions have been compiled.
MECIBS
Medium Sized Cities in Dialogue around the Baltic Sea

Throughout the 1990s, small and medium sized cities in the BSR were left behind due to economic development concentrated within the national core areas. The problems facing medium sized cities are often related to changes of the economic bases of the cities, primarily decreasing industrial production, which calls for a restructuring of the basic functions of many cities and the handling of social and environmental problems. Nevertheless, many medium sized cities have shown to be capable of economic and institutional transnational networking. Problems of economic restructuring are intrinsically related to problems of environmental and social sustainability.

Objectives
It is an overall objective to foster balanced spatial development by sustaining the development of medium-sized cities. MECIBS aims at understanding urban restructuring based on comparative and concrete examples and forms recommendations for the interplay between local and national strategies based upon a bottom up process. Additionally, recommendations will be made within an integrated approach concerning economic, environmental and social development. One objective is to form a network of medium-sized cities to facilitate the exchange of experience and mutual learning.

The MECIBS will provide a number of urban biographies of medium-sized cities outside the national core areas, focusing on problems of restructuring and endogenous policy measures - thereby sustaining the strategic focus on balanced spatial development in the BSR. The project will give concrete examples of the regional impact of transnational networking, and it provides an enormous potential for learning through the exchange of experience. There will be concrete recommendations made to cities, and policy recommendations on local strategies and the interplay between local and national regional policies.

Activities and achievements so far
An initial draft of a collection of urban profiles prepared by the cities has been presented. This formed the background for the workshop discussion on concrete issues for further examination and case studies.

An initial draft of a report on basic comparative urban data has been made: 20 urban profiles and one urban network.

MECIBS is the platform for cities in transition

Partnership: Public corporations, universities, local authorities, associations, national authority from Denmark, Germany, Finland, Sweden, Estonia, Latvia, Poland and Russia

Approximate total project budget: 2.94 Million €

ERDF+Norwegian national: 1.58 Million €

Duration: July 2002 – May 2005

Lead Partner: Danish Forest and Landscape Research Institute, Denmark

Contact person: Mr Niels Boje Groth
Tel: +45 76 32 00
E-mail: nbg@kvl.dk
www.fsl.dk/mecibs

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Lead Partner: Danish Forest and Landscape Research Institute, Denmark

Contact person: Mr Niels Boje Groth
Tel: +45 76 32 00
E-mail: nbg@kvl.dk
www.fsl.dk/mecibs
NeLoC
Networking Logistics Centres in the Baltic Sea Region

Freight transport is growing fast in the Baltic Sea Region. Logistic centres have been established to meet the demands for efficient and flexible management of transport chains and for co-operation between different modes of transport and economic areas. However, the situation of logistic centres is different within the Baltic Sea Region. There is a lack of innovative solutions and technology as well as co-operation. The project NeLoC is responding to the expectations of companies providing benefits in the form of innovative transport solutions and technology as well as reduced costs or the ability to provide better services and products in co-operation with companies within a logistic centre.

Objectives

The project NeLoC aims at improving the logistic competitiveness of the Baltic Sea Region and at strengthening the role of logistic centres as a part of transport networks. It develops the planning of the location, expansion and internal operations of logistic centres. The objective is also to improve the co-operation between the logistic centres in the Baltic Sea Region. ICT solutions and their applications are developed in the logistic centres to make operations more efficient and to enhance networking.

Activities and achievements

NeLoC is the first finished BSR INTERREG III B project. NeLoC has created procedures and methods for planning logistic centres as well as for developing existing ones. It has produced products suitable for market, direct links to business life and material for decision makers. The project has also contributed to policy discussions and has increased co-operation and networking possibilities for logistic centres.

Best practice handbook and logistic centre forum

One of the main outputs of the project is the “Best practice handbook for logistics centres in the BSR” containing information for sustainable and effective logistic centre network activities. Additionally, a “Service concept report” has been produced. Based on the growing network of persons and organisations interested in logistic centres in the Baltic Sea Region, a Baltic Sea Region Forum on Logistics Centres “LC-Forum” has been established.

ICT solutions

Furthermore, the project has established a server for the NeLoC Networking Platform and Logistic Centre Market (www.portalineloc.net) enabling a business network for internal - external communication and co-operation. In addition, solutions for business related intermodal tracking and tracing as well as internal - external service applications have been developed. Further the established ICT solutions include increased availability of logistic centres, improved data security and protection.

Partnership: Ministries, local municipalities, universities and research institutions from Germany, Denmark, Finland, Lithuania and Poland

Approximate total project budget: 2.69 Million €

Duration: December 2001 – February 2004

Lead Partner: University of Turku, Centre for Maritime Studies, Finland

Contact person: Mr. Juhani Vainio
Tel: +358222813301
E-mail: juhvai@utu.fi
www.neloc.net
There is a trend of increasing trade volumes in the Baltic Sea Region. The negative environmental consequences of increasing international transport can be minimised using improved technology and intermodal transport systems. The SEBTrans project (INTERREG II C) identified along demand for improved infrastructure in the SEBTrans North-South Corridor. Road improvements promote interregional cohesion most efficiently in the short term. At the same time, in order to avoid expected future bottlenecks in the road system, public investments in technical improvements as well as the construction of missing links are required. Port infrastructure should be developed in co-ordination with the hinterland links as well. The SEBTrans-Link project continues on from these conclusions.

Objectives

The main objective of the project SEBTrans-Link is to facilitate investments and other initiatives along the SEBTrans North-South Corridor in order to promote sustainable development, economic growth and to stimulate business renewal and innovation. This will help to hasten the transformation towards sustainable transportation and spatial development patterns along this international corridor which connects EU and non-EU countries. A first priority is to include this route into the Pan-European Transport Network - to recognise it as one of the TEN-T/INA/INTEX Corridors. The project will help identify and prepare actions to improve accessibility in the road, rail and sea transport networks and to promote the development of sustainable transport systems.

Activities and achievements so far

Networking

A report on communication strategies has been elaborated presenting an idea of how to obtain efficient networking between functional labour markets including cross-border interregional contacts in the south-east of Sweden (the coast-coast line). Additionally, a first inventory of education centres, institutions and similar branches along the corridors has been made.

Priority investments

Identifications and agreements have been made of some priority infrastructure investments along the coast-to-coast rail, the 27/30 road and in transport hubs. Similar work will be done along all the SEBTrans-Link corridors. In addition, a tender procedure has ended in an agreement with a consultant to finalise the work of the structuring and analysis of the information collected and identification of alternative systems concerning goods-flows and services.
Decision Support

BSR-network for the improvement of the transregional planning process by improving the communication and decision structure

The increasing complexity of certain problems in the fields of transport, spatial planning and regional development requires new decision support systems in the entrepreneurial and political decision making processes. What is needed is a new approach to solving complex problems in a comprehensive and interdisciplinary way. This is the challenge that the project Decision Support is undertaking.

Objectives

The project Decision Support aims at the improvement of planning processes by enhancing the transregional communication and decision making structures. The outcome of the project will be a thematic network and a centre of excellence for improving the political and entrepreneurial policy-making process in the fields of spatial planning, transport and regional development. The construction of the thematic network shall be realised and supported by the execution of a joint pilot project. The pilot project aims at the development and implementation of a first of its kind practically oriented decision support system together with spatial planning authorities.

Activities and achievements so far

Networking and a follow up project

As its networking activities, the project has carried out four public workshops with a total of 220 participants and set up a common internet based database/portal (www.decision-support.info). 53 so called „visible“ members have been acquired. These are service-providers and experts (institutions, consulting companies, software companies, research institutions, universities, etc.) relevant to the topic of the network presenting their profile on the project’s portal. In addition, more than 30 „invisible“ members (not presenting their profile on the portal) have registered themselves as a project member. A follow up project in the field of training and education has been started, as well. In this context, a new teaching course at the Lübeck University of Applied Science has been developed to train students and young managers on how to solve complex problems in a comprehensive and interdisciplinary way.

Decision support system and a case study

In creating a decision support system, a first business model has been prepared that identifies the actors involved in decision-making and helps to show what value the system provides to its users. Starting from the business model, both the problem areas and the different potential user groups have been identified. After defining, evaluating and integrating the customer requirements, an improved version of the system has been developed. In addition, a case study with the general topic „Transport and Logistics“ has been started. The study deals with the socio-economic impact of logistics centres in the region of Aalborg. The 1st edition of the study has been prepared and a computer model based on System Dynamics has been developed in accordance to evaluate and test the methodology.

Partnership: Public companies, universities, associations as well as local, regional and national authorities from Denmark, Finland, Germany, Sweden, Estonia, Latvia, Lithuania and Poland

Approximate total project budget: 2.61 Million €

ERDF + Norwegian national: 0.95 Million €

Duration: May 2002 – September 2004

Lead Partner: Technikzentrum Lübeck Fördergesellschaft mbH, Germany

Contact person: Mr Franc Grimm

Tel: +49 451 3909 100

E-mail: fgrimm@tzl.de

www.decision-support.info
Cargo analyses as a basis for further development

At the FCIP locations in Söderhamn in Sweden and Vaasa in Finland, a geographical influence area of interest for logistics and air cargo activities, actual cargo routes and actual cargo media as well as volumes and type of cargo have been defined. In Vaasa, a 3-PL enterprise has been established and an airfreight line is in operation from Vaasa Airport to Arlanda in Stockholm. In Söderhamn a functioning co-operation for continued development of Laage Airpark has been produced including a suggestion for future business establishment.

Over-head organisation and building up knowledge

The forms of continued co-operation between and network of a number of FCIP sites are being established. Local FCIP offices have been established at Flygstadén/Söderhamn (Sweden), Vaasa Airpark/Vaasa (Finland) and Airpark Laage (Laage, Germany). A part of the activities of these offices is aimed at the development of existing industrial parks into future First Class Industrial Parks. At the same time, the project partners in Läänemaa and HH County are making plans for future FCIPs. As a contribution to developing existing industrial parks the project has produced a common company catalogue containing all enterprises in the respective industrial parks, „Enterprises in the 21st century industrial parks“.

Focus of FCIP work-packages

Objective

The overall objective of the project FCIP is to improve regional economic structures based on a network of First Class Industrial Parks (FCIPs) and to improve transnational communications. The focus is on the further development of existing industrial parks into FCIPs and the development of new FCIPs that can be added to the network.

Activities and achievements so far

FCIP offices and a company catalogue

Local FCIP offices have been established at Flygstadén/Söderhamn (Sweden), Vaasa Airpark/Vaasa (Finland) and Airpark Laage (Laage, Germany). Moreover, a company catalogue containing all enterprises in the respective industrial parks, „Enterprises in the 21st century industrial parks“, has been produced including a suggestion for future business establishment.

Communication links

FCIP
First Class Industrial Park network

After the cold war, numerous large military airfields were closed down, many with a very valuable infrastructure. This led to job losses and weakened the regional economic basis. Converting airfields for civilian use is proving to be a difficult task. The FCIP project is needed to develop the airfields into job-creating First Class Industrial Parks (FCIPs) working together in a network.

Objectives

The overall objective of the project FCIP is to improve regional economic structures based on a network of First Class Industrial Parks (FCIPs) and to improve transnational communications. The focus is on the further development of existing industrial parks into FCIPs and the development of new FCIPs that can be added to the network.

The project will establish rational and competitive logistical solutions for the network and the FCIPs concerned. A secondary goal is to develop the best over-head organisation to develop and administer the network after finishing the project. The lasting result of the project is expected to be a network of several FCIPs around the Baltic that will contribute to a stable development of the less competitive regions today through modern logistical and air-cargo functions.

Partnership: Local and regional public authorities from Finland, Germany, Sweden, Estonia and Latvia

Approximate total project budget: 1.66 Million €

ERDF + Norwegian national: 1.03 Million €

Duration: July 2002 – May 2005

Lead Partner: City of Söderhamn, Sweden

Contact person:
Mr Göran Hansson
Tel: +46 270 76 641
E-mail: goran.hansson@kommun.soderhamn.se

Cargos analyses as a basis for further development

At the FCIP locations in Söderhamn in Sweden and Vaasa in Finland, a geographical influence area of interest for logistics and air cargo activities, actual cargo routes and actual cargo media as well as volumes and type of cargo have been defined. In Vaasa, a 3-PL enterprise has been established and an airfreight line is in operation from Vaasa Airport to Arlanda in Stockholm. In Söderhamn a functioning co-operation for continued development of Laage Airpark has been produced including a suggestion for future business establishment.
Crossing Fences

The green and natural heritage of gardens & parks goes tourism

The starting point of the project Crossing Fences is the high potential of gardens and parks in increasing the attractiveness of rural areas to tourists. Furthermore, gardens and parks make up an essential part of the spatial structures of cities and have an essential function in the cities. However, the marketing efforts for gardens and parks are insufficient. The natural and cultural heritage of gardens and parks is also endangered because of lack of attention due to budget cuts and diminishing personnel capacities. There is a need for new and innovative solutions integrating all relevant actors, especially from the business sector, in order to increase the exposure and development of gardens and parks which, in turn, would have a positive impact on the sustainable development of the regions.

Objectives

The main objective of the project Crossing Fences is to identify and strengthen the sustainable tourism potential of gardens and parks in urban and rural areas. In addition to this, the project aims at creating new gardens and parks as well as making gardens and parks more attractive and an essential part of tourism offers.

The project sets up an experience-based and product-oriented network of experts at regional and transnational level. Self-help efforts are initiated and supported, pilot actions and demonstration projects are carried out and commercial activities are initiated in order to find new solutions, develop concepts and action plans for new and up-graded gardens and parks as well as new and refined tourist offers and products.

Activities and achievements so far

The project has organized transnational seminars on spatial functions as well as on the marketing of gardens and parks. In addition, several activities have taken place at the participating garden and park locations.

Rating criteria

The German partners have developed thematic clusters of gardens and parks (e.g. sculptures, cafes), and about 180 objects have been registered. Furthermore, about 130 gardens and parks have been rated according to developed criteria to guarantee sustainable quality in tourism, and a „lighthouse“ object of each category has been awarded. A marketing webpage www.gaerten-europas.de has been created, and a common logo for the gardens and parks in the Baltic Sea Region has been designed. In Finland, categorisation and functional rating of the parks are taking place.

Heritage of gardens and parks

In a Swedish partner region, a special regional garden exhibition concept has been developed and carried out over two summers with great success. A new concept of garden illumination has been made and will be further developed. Additionally, a new guide organization has been set up, and a number of PR activities have been carried out. Several thematic networks have been built in Sweden, as well. In Denmark, a garden festival with guided tours in 11 objects has taken place, and a branding video for the festival has been produced. The festival is being further developed. Furthermore, a brochure of 33 regional gardens and parks has been produced and printed in Danish, German, Swedish and English. In Finland, inventory activities have been carried out, different events held and new products tested at the participating garden and park locations. Concepts and master plans for the parks are being developed. A further pilot action in Germany is based on specialized garden companies founded for cultivating and selling old regional plants.

Partnership: Regional authorities, municipalities, museums and NGOs from Germany, Denmark, Sweden and Finland

Approximate total project budget: 2.44 Million €

ERDF + Norwegian national: 1.19 Million €

Duration: April 2002 – February 2005

Lead Partner: City of Celle, Germany

Contact person: Mr. Rainer Krispin
Tel: +49 5141 12 506
E-mail: rainer.krispin@celle.de
www.crossing-fences.net

Management of cultural and natural heritage
ect partners have also made visits and exchanged experience on the reconstruction of Viking sites. Further-more, different building techniques have been tested.

Access for tourists, interactive experiences, information and marketing

Through study visits, the project partners have learned how the problem of accessibility of the Viking sites to tourists can be solved and how interpretative panels and other presentation materials can be designed.

An inventory of local sites of Viking remains for use as tourist attractions has begun as well. At the same time, source research and data collection on music and handicrafts is in progress. Studies and discussions have begun on Viking concepts with both re-enactors and re-enacting groups. At Fotevikens Viking reserve and in Stömstad, teams have been formed with volunteer assistance taking part in creating a living and working Viking village. A Viking festival and Swedish tournament in Viking-age archery has been planned and established in Fotevikens, as well. In Storbolmen, village education for both personnel and volunteers has started. Moreover, a paper outlining how Viking attractions could contribute to the development of a sustainable tourism concept has been presented. The ideas of this paper will be further elaborated at future partner meetings. These longer and several shorter art lessons the project have been published in the Viking Heritage magazine. Several other information and marketing activities have been started as well, for instance, the assembling of a video-film production of the partners' reconstructions and sites.

Vikings

Destination Viking – Baltic Sea

Travel restrictions during the „Cold War“ made it difficult to apprehend the full extent of the Viking heritage. Now, language barriers and social segregation cause barriers to mutual understanding in the Baltic Sea Region. The way cultural heritage is incorporated into the planning processes also varies a great deal from country to country. The project Vikings is contributing to enhanced cultural integration in the Baltic Sea Region and developing the concept „Vikings“ into a universally recognized and borderless tourism attraction.

Objectives

The central objective of the project Vikings is to achieve better management of the common cultural heritage in the Baltic Sea Region. This will be achieved by presenting a diversified picture of the Vikings to a broader range of the population through a more attractive type of presentation. The project will also contribute to a stronger integration of the people in the Baltic Sea region by focusing on the historic interaction between the various peoples and tribes during Viking times and making this shared heritage more accessible for tourists. There will be increased co-operation between the different actors, such as museums, cultural remains Viking villages, re-enactment groups etc. Furthermore, a cultural route will be created that combines local and regional diversities within a shared common heritage, the Vikings.

Activities and achievements so far

Quality assessment and reconstruction of local Viking sites

A collection of descriptions, photos, text and reference material has been started and will be put into the database of Destination Viking. This will be used, among other things, for the quality assessment process. Guidelines for using the quality assessment in the local work of the project partners have been completed. On the local level, the project partners have started the development of work plans, ideas, inventories as well as construction of houses and sites. The drafting of a manual concerning houses, tools and inventories has started, as well. The project partners have also made visits and exchanged experience on the reconstruction of Viking sites. Furthermore, different building techniques have been tested.

Access for tourists, interactive experiences, information and marketing

Through study visits, the project partners have learned how the problem of accessibility of the Viking sites to tourists can be solved and how interpretative panels and other presentation materials can be designed.

An inventory of local sites of Viking remains for use as tourist attractions has begun as well. At the same time, source research and data collection on music and handicrafts is in progress. Studies and discussions have begun on Viking concepts with both re-enactors and re-enacting groups. At Fotevikens Viking reserve and in Stömstad, teams have been formed with volunteer assistance taking part in creating a living and working Viking village. A Viking festival and Swedish tournament in Viking-age archery has been planned and established in Fotevikens, as well. In Storbolmen, village education for both personnel and volunteers has started. Moreover, a paper outlining how Viking attractions could contribute to the development of a sustainable tourism concept has been presented. The ideas of this paper will be further elaborated at future partner meetings. These longer and several shorter art lessons the project have been published in the Viking Heritage magazine. Several other information and marketing activities have been started as well, for instance, the assembling of a video-film production of the partners' reconstructions and sites.

Partnership: Regional and local authorities, museums, universities, foundations, associations from Denmark, Germany, Sweden, Estonia, Latvia, Norway, Poland and Russia

Approximate total project budget: 2.17 Million €
ERDF-Norwegian national: 0.76 Million €
Duration: June 2002 – April 2005
Lead Partner: Region Scania, Sweden

Contact person:
Mr Björn M Jakobsen
Tel: +46 40 45 68 40
E-mail: info@foteviken.se
The aim of the EuRoB project is to develop and establish a cultural tourism route - the "European Route of Brick Gothic" - through a network of cities with brick gothic heritage around the Baltic Sea. This route should strengthen business in culture and tourism development factors that have not yet been sufficiently used. The project also aims at preparing a marketing strategy for promoting the cultural tourism route and at developing an integrated strategy and a catalogue of measures for the preservation, exploitation and local marketing of brick gothic. The project will also focus on quality management systems in the hotel and tourism industry.

Activities and achievements so far

Local information systems

Pilot projects in some EuRoB cities are in progress or have already been carried out. In Lüneburg and Lübeck, information systems complement the general object information collected in the scope of EuRoB. In Lüneburg, a documentation centre now gives information about a former brick gothic hospital and investments in the restoration and renovation of a brick gothic building. In Lübeck, an audio system for one of the most important brick gothic locations will fulfill the heritage preservation requirements and allow for an international audience. In Stralsund, illumination investments for a brick gothic cathedral have been made. These pilot projects are new suitable for moving the topic of brick gothic together with the route into public focus.

Route catalogue, brochure and marketing

Large parts of the route catalogue have been filled out. The catalogue contains all major information on contact points in the towns on culture, geography and key historical data. Additionally, information on recreational activities, events, travel information, etc. is given. A brochure on the route has been produced, as well. It serves as a means of information for tourists as well as for organizations and institutions that are concerned by the project, but are not really that familiar with it. Ideas and examples of places and cities with cultural assets have been given at the partner meeting. On the basis of a partner workshop, external experts are drafting a guideline "Marketing strategies and usage of the cultural heritage" with proposals covering the whole spectrum of local marketing of brick gothic as well as the route itself. Furthermore, the project has designed a logo that is now used for all official marketing activities.

Quality management

Several hotels have been contacted and their staff trained in different hotel operating issues regarding the generation of the European Route of Brick Gothic. One hotel has been chosen for further qualification. Several training workshops for the hotel staff have been carried out in order to create and adapt a Quality Management Manual according to ISO 9001.

Partnership: Associations, foundations, national, regional and local authorities, national boards from Germany, Denmark, Sweden, Estonia, Latvia, Lithuania and Poland

Approximate total project budget: 1.11 Million €

ERDF+Norwegian national: 0.54 Million €

Duration: July 2002 – May 2004

Lead Partner: German Association for Housing, Urban and Spatial Development, Germany

Mr Holger Rescher
Tel: +49 30 20641690
E-mail: h.rescher@deutscher-verband.org
www.eurob.org
The documentation programme for 2-dimensional recording has commenced in the partner locations. So far, 68 panels have been documented and recorded. Through high quality documentation and registration of the threatened rock art panels in the four participating countries, the images are safeguarded to coming generations. Furthermore, site investigations in order to gather data on contexts and original environments of rock art sites have been carried out in Ausišk and Rukšas in Lithuania, Västergötland in Sweden, and on the island of Bornholm in Denmark. Preservation techniques have been tested and jointly evaluated in the project. A programme to implement protective measures has started, as well, and is now being implemented at the rock caving panels in Ausišk. A similar programme is being designed at Rukšas-Baltijos lidžiuva in Lithuania. In addition, an expert group on management strategies has jointly drafted comprehensive guidelines for sustainable management of rock art to be published soon.

Information and public awareness

The production of material for a guidebook as well as video recording of the planned DVD have commenced. In Sweden and Denmark, visitor pols have been developed and the data collection has started. Preliminary studies of information centres have been carried out, and the municipality of Sankt-Nikolaus has provided a fantastic building for a central/northern Swedish information centre at Närmen. Moreover, rough outlines of a programme to educate the local population and an adoption programme in order to promote engagement in the supervision and care of rock art sites have been performed. Additionally, a web community for the school programme where all participating schools can communicate, present their results and inform other schools on their programme, has been designed. At the moment about 15 schools from all participating countries are interested in participating in the project.

Partnership:
Regional, national and local authorities, museums, municipalities, associations, universities, foundations from Sweden, Denmark, Finland, Norway and Russia

Approximate total project budget: €3,20 Million
ERDF+Norwegian national: €1,60 Million
Duration: July 2002 – May 2005
Lead Partner: County Administrative Board of Västra Götland, Sweden

Contact person:
Mr Jan Magnusson
Tel: +46 31 60 50 59
E-mail: jan.magnusson@o.lst.se
www.rane-project.org
www.rane-online.org
The starting point of the SEAREG project is the adaptation to climate change. The warming of the climate may result in a considerable rise of the sea level and changing run off patterns of rivers. Both may lead to major floods and inundations that can severely affect socio-economic development and the environment. Preparation for such events requires better estimates of regional and local impacts of climate change and better mutual understanding and co-operation between natural scientists and spatial planners.

The project builds links from meteorological, hydrological, geological and other environmental research to the needs of spatial planning. Among other results, digital elevation scenarios of climate change and subsequent water level fluctuations for each of the case study areas and cities (Stockholm and its region, Helsinki and Regions of Uusimaa and Est-Estonian, Pärnu, Gdansk and Western Pomerania, e.g. the island of Uusimaa) are created identifying the most important impact zones. Simultaneously, SEAREG is constructing a decision platform that brings together experts on both local and regional levels and from different disciplines. Ultimately, the project will formulate concrete recommendations contributing to long-term decision-making processes for sustainable spatial planning in the Baltic Sea Region.

Models of the sea level change and a mutual learning process
The project has already produced models showing the sea level change in the Baltic Sea (current state and after 100 years) and overlays of the hydrological and terrestrial models. Maps have been drawn and impacts recognized in different scales. Discussion platforms between planners and scientists have been established, and drafts of the decision support system have been developed as well. An interesting mutual learning process, involving cross-disciplinary discussions between natural scientists and spatial planners, is already taking place.

Partnership:
National public authorities, universities, local and regional public authorities from Finland, Germany, Sweden, Estonia and Poland
Approximate total project budget: 1.59 Million €
ERDF: Norwegian national: 0.84 Million €
Duration: June 2002 – November 2004
Lead Partner: Geological Survey of Finland
Contact person: Mr Philipp Schmidt-Thomé
Tel: +358 20 550 11
E-mail: philipp.schmidt-thome@gsf.fi
www.gsf.fi/projects/seareg/index.html
Integrated Coastal Zone Development in the Baltic Sea Region

An increase in seaside and landside activities is occurring without comprehensive strategies and co-ordination between various stakeholders. Conflicts between nature protection and economic development have to be solved. However, there has been a lack of appropriate tools, rules and experience (know-how) among the responsible actors to deal with such complex land-sea conflicts. The Baltcoast project is contributing to make up this lack.

The main objective of the Baltcoast project is to solve concrete local Integrated Coastal Zones Development (ICZD) problems and to generate experience acquired in this process into pan-Baltic actions. The goal is to solve conflicts between nature protection and economy in an innovative, broadly accepted way by the principle of less regulation and more understanding. The ICZD-approach applied in the project covers the whole Baltic Sea Region. The conflicts in offshore areas are solved in combination with related onshore parts. Both less developed regions and areas with a dynamic economic development are included.

The project Baltcoast combines concrete, practical projects and measures with the development of spatial planning processes and regulation. It will demonstrate practical ways of how to promote economic development, urban expansion and nature protection simultaneously. At the same time, it will introduce integrated planning and development to offshore areas – areas still lacking common legal regulations and approaches.

Activities and achievements so far

Analyses as basis for solving local problems
The solving of local problems in the partner regions has started. Analyses and inventories have been carried out and are now in the process of being evaluated and translated into concrete activities. In the special protected area Greifswalder Bodden and in the EU bird sanctuary Wismar Bay in Germany, the current and future use of the areas and the nature protection demands have been listed. Conflicts have been identified and assessed. For the coastal zone Lauterbach in Germany, a first draft of an urban plan has recently been presented. In Estonia, a feasibility study of the sustainable use of the Emajogi waterway has been prepared. Another feasibility study for the development of the lake Sellin (Rügen, Germany) into a tourist port is under way. In Denmark, a range of environmentally sound designs for shelters have been developed. Suitable sites are currently being included into the planning procedure for a future nature park. In Sweden, various municipalities have worked together in order to achieve a better overview of the land use along the Swedish coast and use E A basi in spatial and development planning processes. In Kalmar County, a water channel has been built which allows a tidal flow and exchange of water within bays. Furthermore, a joint study of all Baltic Sea countries on use conflicts and use co-ordination is currently being prepared.

Networks for integrated regional development
For the development of the Warnow Region in Germany, a regional association has been founded. The association is carrying on working in North-West Mecklenburg County, as well. The development of this network into a regional development agency is planned.

Wind energy
By integrating additional data from Danish, Swedish and Finnish water areas into the existing German COMIS maps, an improved overview of the various offshore activities has been achieved. The most suitable areas for offshore wind power in the various project partner regions have been identified.

Towards the ICZD
In the process of the development of the ICZD strategy, two international workshops have taken place on management and spatial planning. In addition, the project approach and first results have been presented to all other major national and international organizations. In preparation for the discussions on the common recommendations, several reports have been published in a book “Integrated Coastal Zone Management in the Baltic Sea Region.”

Partnership: Regional and national public authorities, a co-operative association, local public authorities, universities and a nature foundation from Germany, Denmark, Finland, Sweden, Estonia, Latvia and Poland

Approximate total project budget: 3.29 Million €

ERDF+Norwegian national: 1.70 Million €

Duration: July 2002 – May 2005

Lead Partner: Ministry of Labour and Construction
M.V., Spatial Planning Department, Germany

Contact person:
Mr Bernhard Heinrichs
Tel. +49 385 588 3080
E-mail: bernhard.heinrichs@am.mv-regierung.de
www.baltcoast.org
Baltic Sea Virtual Campus

Supplying the Baltic Sea Region equally with academic on-line education for balanced regional development

Based on the belief that lifelong learning is becoming increasingly important, e-learning plays a special role. E-learning enables flexible and individual access to information via internet, where students are tutored online. The Baltic Sea Virtual Campus (BSVC) offers an e-learning platform for the Baltic Sea Region, to ensure the Baltic Sea Region countries equal opportunities to education online.

Objectives

The objective of the project BSVC is the implementation and pilot run of a technical e-learning platform as educational infrastructure for all partners. The platform should be developed on the basis of existing technical solutions in order to supply the Baltic Sea Region with on-line study programs over a short time period. The project is building the consortium „Baltic Sea Virtual Campus“. Common, modularised, ECTS-based on-line study programs will be set-up and run among the partners integrating public and private partners in order to meet regional needs and demands in higher education. The partners co-ordinate the development of e-learning content to offer complete Bachelor and Master study programs. Additionally, an on-line Master programme, „Transregional Management“, will be developed and implemented at the partner universities.

Activities and achievements so far

Unified systems platform and the business model

The definition and conception of the unified systems platform based on the LUVIT-software has been decided including the content management system and the tools as well as forms of online communication and collaboration. The software has been employed at Lund University. The „Software Requirement Specification“, which defines the specific extension of the software for the BSVC, has nearly been worked out. The „Software Requirement Specification“ lays the groundwork for the concrete development and design of the e-learning modules. Additionally, the description of the organizational framework for the Baltic Sea Virtual Campus (incl. definition of efficient and effective structures of the virtual network based organization) has been worked out. It includes an analysis of the initial situation, factors of success, obstacles and handling as well as the developmental phases of the Baltic Sea Virtual Campus. Operational support through technological tools.

Study programme

The fields of study that are to be offered commonly by the project partners have been defined. These are Industrial Engineering, Health Care Management, Transregional Management and Knowledge Management. The definition of ECIS-based, modular study programs for the above mentioned fields of study is partially completed. A general curriculum and content structure has been developed as unique branding (draft) for all BSVC study programs.

Partnership: Universities, regional authorities, companies, chambers of commerce, associations, research institutions from Denmark, Finland, Germany, Sweden, Latvia, Lithuania, Poland and Russia

Approximate total project budget: 3.35 Million €

ERDF+Norwegian national: 1.42 Million €

Duration: July 2002 – May 2005

Lead Partner: University of Applied Sciences Lübeck, Germany

Contact person:
Mr Rolf Granow
Tel: +49 451 300 5432
E-mail: granow@fh-luebeck.de
www.bsvc.org
The starting point of the project Eco Forum Baltica is the vast range of environmental problems in the eastern Baltic Sea Region: hazardous waste, heavily polluted areas, old and inefficient production facilities, lack of infrastructure, etc. Many companies and authorities also lack the tools for solving these problems. Furthermore, very few companies or authorities have certified Environmental Management Systems (EMS). At the same time, it is becoming more and more difficult for non-certified companies to export their products on the global market.

Objectives

The project Eco Forum Baltica aims at developing spatial planning and waste management processes and at integrating EMS perspectives into these processes. The project will raise the level of knowledge on EMS, waste management and spatial planning among companies and authorities in the eastern Baltic Sea Region, and at the same time, support and establish cross-sectoral co-operation among participating bodies. The project also supports the creation of functioning EMS competent bodies in Estonia, Latvia, Lithuania and Poland and facilitates investments in environmental and cleaner technology in participating companies and authorities. In addition, the project will create a web service containing useful information on EMS, spatial planning and waste management.

Activities and achievements so far

EMS handbook and other information material
An EMS handbook has been printed and distributed in Estonia, Latvia and Lithuania in co-operation with local partners and universities. The handbook has become a big success in these countries and is being used by a large number of companies, students, authorities, etc. More copies will be printed in order to meet the large demand. In addition, extensive information material has been put together and translated. It contains various background materials related to ISO 14001, EMS, EMS related documents, and associated EU legislation, guidelines for introducing a staged approach for implementing EMS as well as ready-made computerised programme elements for enabling communication of environmental performance. Education material on EMS for the EMS competent bodies has been developed, as well.

Networks for environmental managers

Networks for environmental managers for the spreading of EMS, waste management and spatial planning knowledge have been set up and have started working in Estonia, Latvia, Lithuania and Poland. A common website will be created, and seminars and lectures within these networks are being carried out with international lecturers. Additionally, background materials have been collected and prepared concerning the organisations for environmental managers from different countries in Europe. The spatial planning co-operation with the Estonian Harju County has developed into a large pre-study for a new programme for creating regional co-operation networks for waste management in Estonia, Latvia and Lithuania.

Partnership: Regional, local and national authorities, research institutions, universities, associations from Sweden, Estonia, Latvia, Lithuania, Poland and Russia

Approximate total project budget: 1.06 Million €
ERDF: 0.65 Million €
Norwegian national: 0.38 Million €
Duration: June 2002 – November 2004
Lead Partner: Stockholm County Administration, Sweden

Contact person:
Mr Carl Bäcklund
Tel: +46 8 785 50 73
E-mail: carl.backlund@ab.lst.se
Website: www.ecoforum.nu