



Baltic Sea Region

Programme 2007–2013

Newsletter May 2007

Highlights

- 9th of May is Europe Day
- Innovation in Europe
- Priorities for 2007-2013
- News about Hamburg conference
- Finalised project: Connect

What is Europe Day?

On the 9th of May, so called **Europe day**, we celebrate the anniversary of the day in 1950 when French Foreign Minister Robert Schuman presented a proposal on the creation of an organised Europe and by that paved the way for the European

Union. It was at the Milan Summit in 1985 that the EU leaders decided to celebrate 9 May as "Europe Day".

Europe day celebrates the fundamental values of peace and solidarity in Europe. Incidentally this day is also commemorated in many former Soviet Union countries as Victory Day, the end of World War II.

Today, Europe day is one of the European symbols along with the flag, the anthem, the motto and the Euro. It is the occasion for activi-

ties and festivities that bring Europe closer to its citizens e.g. youth discussions about EU future in 27 cafes in 27 European capitals take place. •



Did you know that...?

- Population of EU: almost 500 million or half of China's population
- The total EU budget in 2007: 126.5 billion EUR (approx. half of federal budget in Germany)



United in diversity – a bilingual street sign in Malta

- EU is the biggest donor of development aid in the world
- 'United in diversity' is the official motto of the EU
- EU flag has 12 stars and it symbolises perfection, completeness and unity
- European anthem: Beethoven 9th symphony & "Ode to joy" by Von Schiller •

Introduction to the four new priorities for 2007-2013

The Baltic Sea Programme 2007-2013 aims to make the Baltic Sea Region an attractive place to invest, work and live in. To achieve that four priorities are set.



Fostering innovations

Priority 1: Fostering innovations

Innovation means successful production, assimilation and exploitation of novelty in the economic and social spheres. The priority supports innovation sources and facilitation of transnational transfer of technology & knowledge, in particular targeted at SMEs. Another objective is to strengthen the capacity of people for absorbing new knowledge.



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Accessibility

Priority 2: Internal and external accessibility

The priority addresses transport imbalances and will minimise the impact of barriers for smooth transport of goods and passengers. The objective is to improve the external and internal accessibility of the Baltic Sea region.

Priority 3: Baltic Sea as a common resource

The objective is to improve the management of Baltic Sea resources in order to achieve a better environmental state. The priority focuses on joint transnational solutions declining the pollution of the Baltic Sea and improving sustainable management of the sea as a common resource. •



A common resource



Cities & regions

Priority 4: Attractive & competitive cities and regions

The priority targets the policy making for sustainable urban and regional development. It will concentrate on making the Baltic Sea region cities and regions more competitive on a European scale.

Europe is looking for new ways: innovations

Innovation – successful production, assimilation and exploitation of novelty

If the EU wants to remain competitive and to sustain its model of society it has to focus on innovations. A high level of spending on research & development (R&D) and good performance in innovation contribute to more and better jobs and better quality of life. Europe wants to be ahead of the world market and therefore

it has to improve the products and the ways they are produced, marketed or designed. Technological and non-technological innovations are the key tools.

Innovation is part of EU enterprise and industry, as well as R&D policy. Finland, Sweden, Denmark and Germany are innovation leaders

not only among EU members but also globally. The EU's goal is to bring research and development investment to an average of three percent of national GDP by 2010. Yet there are still many challenges ahead. For example, there are 10 million enterprises in the EU, but just one percent of them are really big enterprises investing in R&D. Also the disparities between EU regions are still significant. Two thirds of research expenditure takes place in just three Member States, Germany, France and the United Kingdom, and most of the money is spent in their capital regions.



Legal basis of **EU innovation policy**: Competitiveness and Innovation framework Programme (CIP) 2007-2013, which groups all EU actions in the field of innovation and competitiveness.

aim: to help small businesses invest in innovation; boost energy efficiency and encourage improved use of information and communications technology.
budget: EUR 3.6 billion.



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In the future all the Regional Funds made innovation as one of the main objectives. **European Regional Development Fund (ERDF)** aims to promote public and private investments in order to reduce regional disparities across the Europe. Priorities include research, innovation, environmental protection and risk prevention, with special focus on supporting research and innovation activities in SMEs. The efficient regional innovation systems capable of reducing the technology gap more innovative and knowledge based EU will be created.

The **'European territorial cooperation'** objective programmes such as INTERREG will support the creation and development of scientific and technological networks and will put more emphases on regional R&D and innovation capacities.

Between 2000 and 2006 the Structural Funds spent about **EUR 10.5 billion** on research infrastructure projects, innovation transfer and training of researchers.

In period 2007 – 2013 **16%** of Structural Funds will be used for innovation, sustainability and training projects.

EU has several instruments to stimulate innovation on the EU level:

- European Investment Fund: 142 Mio EUR

Key factors about innovation in EU

1) due to globalisation innovation assumes a greater importance than ever before

2) innovation is pervasive and diverse: it take place in firms of all size, in every region and in every sector

3) innovation is unevenly distributed and varies con-

siderably in different EU countries

4) innovation is multidimensional: it involves many different players and is time consuming. Successful innovation may results in a transfer of technology – for instance, from a university or research centre to a company.

Baltic Sea Region Programme 2007 – 2013 Insight into the future priorities

Priority 1: fostering innovations

The ambition of the programme is to support sustainable development and enhance, especially, performance of SMEs through innovation.

The priority:

- focuses on innovations in nature and technologic sciences and on their transfer to SMEs
- it pays attention to selected non-technical innovations, such as business services, design and other market-related skills

What can be financed?

- providing support for innovation sources

- facilitating the technology transfer and diffusion of knowledge across the Baltic Sea Region
- strengthening the social capacity in generation and absorption of new knowledge

Expected project results:

- strengthened international performance of innovation sources and improved links to SMEs
- improved transnational transfer of technology and knowledge
- broadened public basis for generation and utilisation of innovation

Expected investments:

- support structures for SMEs
- technical infrastructure to improve performance of innovation sources (e.g. applied industrial research)
- educational infrastructure
- new and broadly applicable technologies for SMEs

Possible outcomes:

strategies, action plans, good practice solutions, creation of new business opportunities, investment proposals and direct investments •



Links:
Pro Inno Europe
www.proinno-europe.eu

Trend Chart on Innovation
<http://trendchart.cordis.lu>



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Everybody needs to communicate: it is as simple as that

To help you with future communication we would like to share some tips from our communication and media seminar in Berlin on 14-15 March and as well give insight into future requirements towards project communication and publicity.



Communication and media seminar gathered more than 110 communication officers and project managers from INTERREG programmes in

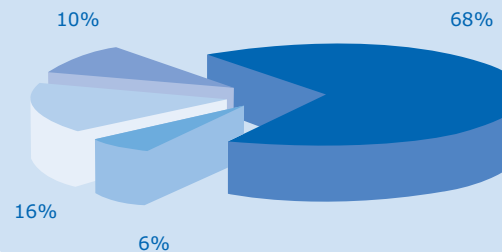
the Baltic Sea. Trainers from Pinnacle PR gave workshops on writing, presentation, planning events and media relations skills. The seminar was organised by the Joint Secretariats of the Baltic Sea INTERREG III B and INTERREG IIIC North programmes.





The participants agreed that communication is essential for the success of the project. It is also not so difficult to work with communication issues: one has to plan enough resources in advance.

Feedback from participants:

- Very targeted training, concrete examples, relevant for INTERREG
- Communication as well as project activities have to have specified objectives. •

Baltic Sea INTERREG III B current status: information products describing project results (44 finalised projects)



-  Websites
-  Brochures
-  TV and radiobroadcasts, films
-  Presentations and lectures

Efficient communication should have:

1. Strategy – why are you communicating? What is your goal?
2. Audience – with whom do you want to communicate?
3. Message - what do you want to communicate?

Tips from Workshops

► Media relations

- Structure the message - describe what your project does and why
- Process is boring – interesting news are action, results and people
- News angels – new initiatives; improvements; problems that need tackling
- Create news from: reports, research, surveys you already have; hook on other news (e.g. floods, storms)

► Writing project materials

- Important:
1. Helicopter approach: get the bigger picture
 2. C.A.R.E.: catch attention really early
 3. The details are important e.g. examples, statistics
 4. T.A.S.T.E.: tell a story to everybody
 5. K.I.S.S.: keep it short and simple
 - Don't leave the interesting story at the end
 - Use quote to make story personal
 - Make headlines short & snappy; people scan, not read till the end



"The most important things about communication are strategic objectives, clear and consistent messages and illustrations with practical and interesting examples, photos etc."

Will Hardie, Pinnacle PR



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Tips from Workshops

Presentation skills

1. Content is king: it matters what you say
2. Do not forget your audience
3. Clear and simple messages: do not be afraid to repeat your messages
4. Clear structure
 - Vary your presentation: ask questions; use photos, graphics, sounds, and videos; be natural; show energy; move as speaking and change your voice
 - When concluding give one message to take home

Planning mid-term and end of project events

- Think: what you want people to remember from your event
- Don't build the conference around speakers: think about content
- if the speaker cannot attend the conference arrange a Video interview
- Organization is important: plan in advance; budget; messages; agenda; speakers; conference materials; staffing; event technicalities; follow up
- After the conference: follow up; report; invite to the next event
- Work with journalists: prepare press kit

2007-2013 - new requirements towards communication & information in projects

- plan more resources for communication activities

(staff, publications & activities)

- appoint communication manager
- prepare a communication plan

Tips and examples from projects

► Stakeholder communication

Balance

- Involvement of stakeholder depends on communication
- Show it – don't tell it!
- Appeal to people's self-interest: make them care!

MoCuBa

- Inform stakeholders right from the beginning
- Tools: creating good atmosphere, work with media, organise events e.g. cycle to work campaign, picture competition, open air press conference etc.
- Be creative
- Make sure that all partners think one direction

► Technological tools for communication

Hinterland

- Use web-based tools to disseminate project results and to control implementation (e.g. www.hinterland-info.net)
- Advantage: efficient implementation & control, reduction of paper & emails

ScanBalt Campus

- Press service 'ScanBalt MediaNet' collaborating with existing services e.g. Alphagalleo, Cordis Wire, IDW.
- Process: press releases prepared by project partners are sent to 'MediaNet' and via Alphagalleo, Cordis Wire, IDW sent to journalists in Europe and worldwide.
- Results: 196 articles from 20 press releases.



"Communicating the benefits of scientific collaboration within the Baltic Sea region is a top priority for ScanBalt Campus. Now I have many new ideas on how to get the message across."

*Elise Kvarnström
ScanBalt Campus*



Finalised project: theme 'Fostering innovations'

Connect Baltic Sea Region links entrepreneur's ideas with investors' money

The gap between an entrepreneur's idea and a potential investor's money is very often the result of underdeveloped business plans. Connect Baltic Sea Region (CBSR) reduced this distance and helped the entrepreneurs to develop business plans that attract venture capital.

The project stimulated the creation of new firms and jobs in knowledge intensive sectors by linking entrepreneurs and innovators with research & development (R&D), service providers and venture capitalists. In addition "Connect" organisations and networks in Norway, Sweden, Denmark, Finland, Estonia, Latvia, Lithuania and Germany were established.

To support entrepreneurs CBSR created an arena for evaluating business plans, known as springboards, for more than 850 participating companies.

Project in keywords:

- Tool: springboards to link entrepreneur's ideas and investors
- Instrument: established and strengthened "Connect" network



This tool gave the entrepreneurs the chance to validate their business plans in panel debates using the voluntarily help of experts working in various business sectors, such as, R&D institutions and service sector companies. In total, 1227 springboards and pre-springboards were organised focusing on 1227 business plans.

To strengthen the Baltic Sea area as a macro region CBSR established regional "Connect" organisations to support and administer networks between entrepreneurs, service providers and experts. For example, the network "Connect Nordic" was established and will continue to work beyond the project as an umbrella organisation securing transregional/transnational cooperation for business development and release of R&D potential.

A considerable number of member companies, sponsors and organisations as well as networks of 4300 experts in the various regional "Connect" organisations were involved. A vision for Connect in 2010 was developed. The project also raised money to support its activities in the long-run.

CBSR is followed by CBSR+ which focuses on developing "Connect" in new Member States and countries bordering the Baltic Sea area. National public funds have realised the importance of the "Connect" networks and therefore have supported their further development. •



Links:
connectnorge.org
connectsverige.se
connectdenmark.com
connectlatvia.lv
connectestonia.ee



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New publications

Brochure

A selection of finalised project – achievements meeting future objectives

This brochure demonstrates project results that contribute to Lisbon and Gothenburg strategies. Publication also provides the reader with a link to the four new priorities of the Baltic Sea Region Programme 2007-2013.

Brochure

Selected projects with Tacis financing

(2005 – 2008)

This brochure illustrates selected 18 projects with Tacis funding.

Flyer

Transnational cooperation in the nutshell

Flyer will give basic information about the Baltic Sea Region Programme 2007 – 2013, funds available, priorities and other new aspects.

Fact sheet

Baltic Sea Region Programme 2007 – 2013

All publications available on request from
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Phone +49 381 45484 5288. •

Baltic Sea Region Programme 2007-2013 Conference
10-11 May 2007 in Hamburg, Germany

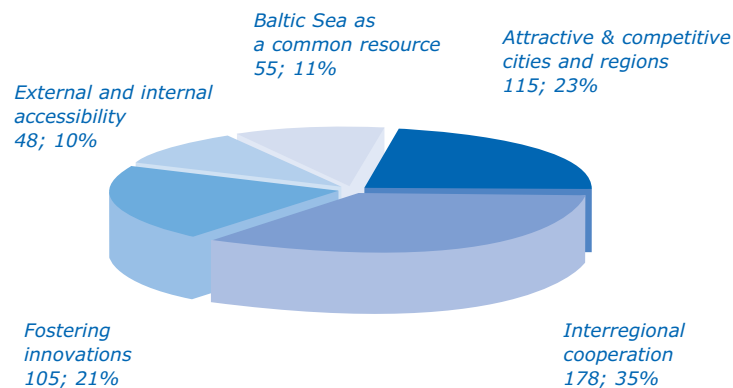


More than 500 participants registered for the event. Two days will offer the chance to learn about new opportunities in the coming programme, to establish useful contacts for future transnational co-operation and to discuss how projects will address four new issues: "fostering innovations", "accessibility", "the Baltic Sea as a common resource" and "improving competitiveness of cities and regions".

Workshops

Parallel workshops will be held for each thematic priority and future of inter-regional co-operation. The aim is better understanding of the priorities and the nature of projects that will be supported. The most popular workshops are 'Interregional co-operation' and 'Attractive and competitive cities and regions'. New project ideas will be presented at the workshops.

Division of participants between workshops



Additional information

What is "RegioStars 2008"?

RegioStars 2008 is an award for innovative projects in regional development.

Aim: provide the opportunity to identify, highlight and share good practice.

Initiator: European Commission

Applications: to be submitted by a Managing Authority.

Deadline: 29 June 2007

More information:

http://ec.europa.eu/regional_policy/cooperation/interregional/ecochange/regiostars_en.cfm?nmenu=4

For Further Information

please go to www.bsrinterreg.net and eu.baltic.net or feel free to contact the Joint Secretariat.

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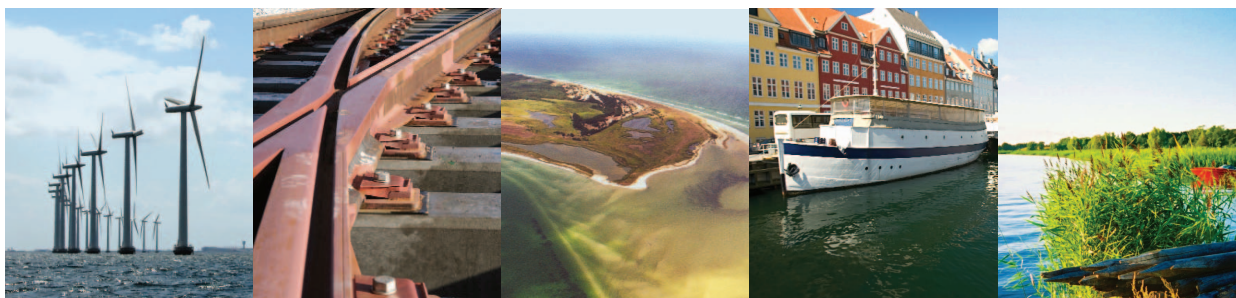
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Events calendar

	Date & Place
Financial meeting with other III B Programmes	8 May 2007 Hamburg, Germany
Financial Control Group meeting	9 May 2007 Hamburg, Germany
Integrated Task Force meeting on assessment and strategic projects	9 May 2007 Hamburg, Germany
Baltic Sea Region Programme 2007-2013 conference	10-11 May 2007 Hamburg, Germany
Lead Partner seminar and individual project consultations for projects approved in the 9 th call	24 May 2007 Riga, Latvia
INTERREG – MSUO Maritime Safety projects Fair	5-6 June 2007 Antwerp, Belgium
BSSSC Annual Conference and BSR Partner Search Forum on Energy	12-14 September 2007 Turku, Finland
IIIC + IVC Launching Event	20-21 September 2007 Lisbon, Portugal
IIIA Programme Conference 'United by borders'	24-25 September 2007 Riga, Latvia
Quality workshop for ERDF/Tacis joint projects and Tacis projects	26 September 2007 Riga, Latvia
Quality workshop on Final Reporting and project results	27-28 September 2007 Riga, Latvia

Baltic Sea Region Programme 2007-2013 calendar

	Date
National approval procedures in 11 participating countries	7 March - 7 May 2007
Submission of the programme document to the European Commission	May 2007
Expected approval by European Commission	Autumn 2007
First call for proposals	late 2007/early 2008



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