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Dear Southbaltic Friends

The 6th Call for Proposals is closed. The Joint Technical Secretariat received 32 application forms. The submitted ideas are now under the assessment process. We are reading them very carefully, with curiosity and watchfulness. The decision on the projects will be made by the Steering Committee on the 13th April 2011. Good luck for all our beneficiaries!

In this issue we are very welcome to present to the readers few very interesting results of the projects implemented within the South Baltic Programme. We also continue the presentation of news from the Capacity Building Project as well as the presentation of the third and fourth call projects and the South Baltic Figures. Finally, you can find description of one of the unique places at South Baltic regions- in this issue Hel Peninsula. Do not wait! Discover the South Baltic Area with Compass.

The South Baltic Team

South Baltic Programme & EU Strategy for the Baltic Sea Region



South Baltic Programme participated in the working meetings on the implementation of the EU Strategy for the Baltic Sea Region on 16-17 February 2011 in Gdansk, Poland and 14-15 October 2010 in Tallinn, Estonia.

During the events our Programme presented projects that contribute to the Strategy. 34 projects implemented within the South Baltic Programme are considered as being in line with seven Priority Areas of the

EU Strategy for the Baltic Sea Region.

The project "**Hardwoods are good** – supporting entrepreneurs of the forestry hardwood chain in the South Baltic Region", approved within the measure 1.1 Entrepreneurial development, **is a part of the flagship project 9.7 "Sustainable forest management in the Baltic Sea Region EFINORD"**.

For more information please visit www.southbaltic.eu or read the Action Plan of the Strategy for the Baltic Sea Region

Results of the South Baltic Projects

United in diversity – UNITED

■ Lead Beneficiary

Association of Communes and Districts of Middle Pomerania Region (PL)

■ Total budget

€ 1 000 000,00 (€ 790 000,00 ERDF)

■ Partnership

The Museum of Foteviken (SE)

Vellinge Municipality (SE)

Center For Regional and Tourism Research (DK)

The project activities result in supporting the sustainable development and promotion of the South Baltic Region, by creating a joint cross-border bicycle thematic route “Vikings and Slavs – in search for a common heritage”.



23 small scale investments (12 rest places and 11 family recreation places) are ready for tourists.



The group of cyclists made a successful, bicycle trip.



They cycled along the Bike the Baltic route in Poland, Scania and on Bornholm. Bike The Baltic – www.bikethebaltic.com



During the trip they tested the GPS mobile applications using different mobile phones. Historical guide books have been published in four languages (English, Polish, Swedish and Danish).

For more information please visit

[www. project-united.eu](http://www.project-united.eu)

Results of the South Baltic Projects

Developing excellent cultural destinations in the Southern Baltic area – Sea Side

Lead Beneficiary

Hanseatic City of Rostock Tourist Information Office Rostock - Warnemünde Maritime Department / Bureau Hanse Sail (DE)

Total budget

€ 1 964 784,67 (€ 1 597 109,00 ERDF)

Partnership

Maritime Museum Rostock (DE)
Tourist Board Stralsund (DE)
Tourism Association Rügen (DE)
Regional Tourist Board Western Pomerania (DE)
Lithuanian Sea Museum (LT)
Blekinge County Museum (SE)
Tourist Office in Karlskrona (SE)
Swedish National Maritime Museums (SE)
Polish Maritime Museum (PL)
Municipality of Gdańsk (PL)
Klaipeda City Municipality Administration (LT)
Klaipeda University (LT)



Since July 18, 2010, the jointly produced travelling exhibition 1 Sea 4 Stories is on tour. The exhibition is produced by four maritime museums in Sweden, Poland, Germany and Lithuania within the SeaSide project.

For more information please visit
www.baltic-seaside.com

The exhibition shows the development through peace and war during 1000 years in the South Baltic Sea, out of four different stories. Until March 27, 2011, 1 Sea 4 Stories is shown at the Swedish Naval Museum in Karlskrona. The next and final stop for the exhibition will be at the Lithuanian Sea Museum in Klaipeda where it will be shown April 15 – June 19, 2011.



1 SEA 4 STORIES
JŪRA MEER HAV MORZE
ISTORIJS GESCHICHTEN BERÄTTELSE OPOWIEŚCI

EXHIBITION

ROSTOCK
Schiffbau- & Schifffahrtsmuseum
www.schifffahrtsmuseum-rostock.de
18.07 – 12.09 2010

GDAŃSK
Centralne Muzeum Morskie
www.cmm.pl
30.09 – 28.11 2010

KARLSKRONA
Marinmuseum
www.marinmuseum.se
15.12 – 27.03 2011

KLAIPEDA
Lietuvos Jūrų Muziejus
www.muzejus.lt
15.04 – 19.06 2011

Part-financed by the European Union
European Regional Development Fund
www.baltic-seaside.com

JTS NEWS

Our Project Team has been recently extended by the new Project Managers, Liga Kalvane and Jakub Fedorowicz



Liga has been working on implementation of Latvia-Lithuania Cross Border Co-operation Programme 2007-2013 for last 3 years. She is also experienced in implementation of other EU funded programmes such as mainstream structural funds.

Jakub has been involved in European funding over the last eight years working for public institutions and the voluntary and community sector organisations, most recently assisting with the implementation of the regional, national and international European programmes in the North East of England. As new Project Managers Liga and Jakub will be responsible for consultations, assessments and monitoring of the South Baltic projects.

Please contact

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Liga on +48 58 746 38 55 or by e-mail: liga.kalvane@southbaltic.eu

Should you have any queries.

Building Capacity for the 6th Call

Capacity Building Project actively supported the development of projects for the 6th Call for Proposals. Beginners were given guidelines and tools necessary for project development during national trainings. More advanced beneficiaries took part in the cross-border workshops, where they received structured feedback on their ideas from a panel of experts. Many projects received support under the Rent-an-Expert service: they were supported in the development of their project idea by either an external expert or a mentor from the CBP team. Altogether 17 projects that submitted their proposal in the 6th Call received support from the Capacity Building Project via the Rent-an-Expert facility. The successes and challenges of the Rent-an-Expert service were analyzed and presented for the authorities of the programme. If you would like to learn what it looked like from the perspective of those who received our help, please read the testimonial of one of our beneficiaries below.

Reflections on support received from the Capacity Building project by Clemens Malmberg, Municipality of Sölvesborg

The first time I used the Capacity Building Project was when we used Eva-Lisa Ahnström as an expert in the very last preparations for our first InterLoc application. We received many valuable and good views of both the content and structure of the project application. The second time was when I participated in a regional training about how to develop projects for the South Baltic Programme in Lund, Sweden, arranged by the CBP.

This training was one of the best I have participated in when it comes to project development. It was general, i.e. the methodology can be used in all projects and also specific, linked to the South Baltic Programme. One thing that made it so good was the structured material we had to take on, which was linked to real applications. It was very useful and challenging to reflect on application texts that were unclear and try to identify how they could be elaborated on to be clear and concrete. Very well spent hours! I also participated in the Capacity Building Project cross border workshop in Gdynia in October 2010. We got feedback from the panel of experts with comments and specific tips/ideas on our new application, for the 6th call. The workshop was also attended by partners from Poland and Denmark, which made it possible to transform the experts' conclusions into the new application directly with part-

ners. Summary of the benefits of the Capacity Building Project: for me was the clarity, structure, challenge and encouragement, practical tips and ideas that have been possible to achieve in a project application. The support was very stimulating for me personally and for a specific project.

Cross-border workshops

We are happy to announce the second round of the Cross-border Workshops. The first workshop will take place in Karlskrona, Sweden, on March 3-4. The second workshop is planned for Rostock in early May. The workshops are prepared for the beneficiaries who have already identified ideas for development of projects within the South Baltic Programme. So, if you have a concrete project idea to be developed on a cross-border level and if you want to receive support of a panel of experts that will assess and develop your idea, then the workshops are for you.

Before attending the workshop you will be asked to send your project idea to the Capacity Building Project that will distribute it to the panel of experts. The ideas will be presented, discussed and examined with support of the experts. All participants will listen to your presentation and be able to give feedback as well. During the workshops there also will be time for hands-on exercises to improve your project description.

As the workshop will have participants from all over the Programme area it is also an excellent opportunity to find partners. The workshops will have a thematic approach to facilitate for better partner search. You have to apply for participation and a limited number of prioritized participants (mainly newcomers in the South Baltic Programme from smaller municipalities and NGO's) will have travel and accommodation paid for by the CAPACITY project. The workshops are free of charge for participants.

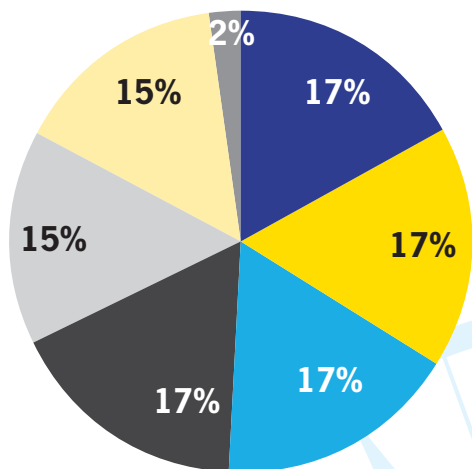
To register for the workshops, please visit our website: www.sbpcapacity.org/.

Results of the analysis of barriers

The aim of the Capacity Building Project is to attract the main target group (new comers) of the South Baltic Programme and to strengthen their capacity. To better understand where our training needed to focus a questionnaire was sent out and several in-depth



Capacity Building Project (CAPACITY)



What newcomers would like to help with

- Providing information on application procedure 17%
- Tailoring project idea 17%
- Helping to find partners 17%
- Developing parts of application (budget preparation) 17%
- Developing parts of application (description of activities) 15%
- Developing complete application 15%
- Other 2%

interviews were conducted. The conclusions from the analyzed material showed that there was a general insufficient knowledge about the programme in all countries. The main barriers were financial issues and a lack of human resources. Also the application process was perceived as complicated. More than 90% of the questionnaire respondents would be more interested in applying for funds from the SBP if they got support. Some of the interviewees explained that due to the limited knowledge about the SBP in combination with a lack of resources there was no time to understand the programme and the benefits of cross-border cooperation. National programmes seemed to be the easier option especially since the language barrier (which was quite significant in

some countries) could then be eliminated. With this background we set out to develop our training materials. A very practical and hands on method was used. For the regional workshops the focus was on spreading knowledge about the programme and the benefits of cross-border cooperation as well as generating ideas and developing them into an application. Some important parts of the application form were highlighted to get rid of the perception of it being more complicated than it is. The cross-border workshops were directed to people who already had an idea but needed help to develop it. During these, individual support was given, but some extra focus and general information was made to explain the budget procedure since the analysis had shown a need for this.

Projects of the Third Call:

Joint use of Danish Decision Support System (DSS) for minimizing use and outflows of herbicides (DSS Herbicide)

2.1 Management of the Baltic Sea environment



The overall idea of the project is to adapt a web-based Decision Support System (DSS) for farmers that has been developed and successfully applied in Denmark. The system helps to optimize and

reduce the use of herbicides at the farm level.

The activities involve in a first step the creation and incorporation of basic data that allow the adaption of the system to winter weed and the agronomical, biological and lingual conditions in the coastal areas in Poland and Germany. In order to check both the quality of the recommendations and the user demands, it will then be tested by farmers and farm advisers in regional field trials in Denmark, Germany and Poland.

The final result will be two fully operational, web-based DSS in Poland and Germany, and an extended/improved system in Den-

mark. They will be promoted to farmers via an extensive promotion campaign, involving continuous feedback processes with farmers/farm advisers and support by professional advisers.

Lead Beneficiary: Aarhus University, Faculty of Agricultural Sciences, Dept. Of Integrated Pest Management (DK)

Contact person: Per Rydahl
per.rydahl@agrsci.dk

Duration: March 2010 – November 2013

Total budget: € 1 434 562,27 (€ 1 126 364,67 ERDF)

Partnership: Institute of Plant Protection – National Research Institute (PL)
University of Rostock (DE)
Experimental Station of Variety Evaluation in Białogard (PL)
State Aut. for Food Safety, Agricultural and Fisheries of Mecklenburg-Vorpommern, Department of Plant Protection (DE)



Projects of the Third Call:

Household Participation in Waste Management (HPWM)

2.1 Management of the Baltic Sea environment



The overall idea is to reduce the disposal of household waste on landfills. The applicant claims that in Poland 95% of waste ends up in landfills without any pre-sorting, in comparison, in Sweden only 3%. The main project goal is to reduce this imbalance between

the countries.

Project activities include a number of cross-border workshops and seminars (also in Kaliningrad), concerning waste management problems. Pilot actions will be prepared and implemented in Szczecin (Pilot of modern recycling centre), Koszalin (Informational waste management film) and Skåne (Pilot for organic waste sorting for SME's).

It is expected that the knowledge transfer and joint development in this project becomes best practice and have long term effects in the whole SB area. The potential positive impact from the project

will be found in increased household sorting, less waste produced, increased production of biogas, reduction of landfills with corresponding decrease in methane leakage and environmental mitigation of the ground water and the Baltic Sea.

Lead Beneficiary: Region Skåne (SE)
Contact person: Per Simonsson,
 per.simonsson@sbhub.se
Duration: May 2010 – April 2013
Total budget: €1 500 857,60 (€1 201 974,96 ERDF)
Partnership: Kristianstad Waste Management Company (SE)
 NSR AB (SE)
 VA Syd (SE)
 University of Lund, Department of Environmental Strategy (SE)
 Municipality of Szczecin (PL)
 Municipality of Koszalin (PL)
 Wismar University of Applied Sciences (DE)
 Ernst Moritz Arndt University of Greifswald (DE)
 Sysav R&D (SE)

Projects of the Fourth Call:

Responsible entrepreneurship – a way of increasing SMEs' competitiveness during economic crisis (RespEn)

1.1 Entrepreneurial development

The overall idea of the project is to transfer knowledge about Corporate Social Responsibility (CSR) from Sweden, where this concept is better recognised and implemented, to Poland. In this way, cross-border Responsible Supply Chain (RSC) shall be enabled. According to the project, most of Swedish companies have already adopted CSR concept and look for companies meeting these standards while searching for suppliers and cooperants. That means for SMEs which want to keep or increase their market by cooperating within Responsible Supply Chain - especially those managed by the biggest corporations on the market (Scania, IKEA, ABB) – that they have to be aware of CSR standards and should know how to meet them.

Project activities concentrate on four main areas:

- Promotion of CSR concept towards SMEs and business support structures.
- Research and analysis of the CSR development and implementation levels among companies located in the participating regions. This research will build on already existing studies. The focus will be on companies already participating or having potential to participate in international supply chains in the partner regions.
- Based on the research, hindrances and potential improvement areas will be identified. This will form basis for elaborating a

training methodology, conducting trainings and mentoring for SMEs that aims at assisting them in implementation of CSR within their company policies.

- Elaboration of standards for certification of SMEs implementing CSR, pilot implementation of the CSR-diplomas for companies as well as matchmaking events for Polish and Swedish companies that help them form new international responsible supply chains.
- The target groups of the project are SMEs located in the partner regions with potential to participate in international Responsible Supply Chain, SMEs in other South Baltic regions and business support institutions.

Lead Beneficiary: Pomerania Development Agency Co. (PL)
Contact person: Monika Michalowska
 office@responsiblesme.eu
Duration: June 2010- November 2012
Total budget: €863 105,00 (€701 402,25 ERDF)
Partnership: Responsible Business Forum (PL)
 Industrial Development Center in Kalmar Ltd (SE)
 Pomeranian Chamber of Crafts for Small and Medium Enterprises in Gdańsk (PL)

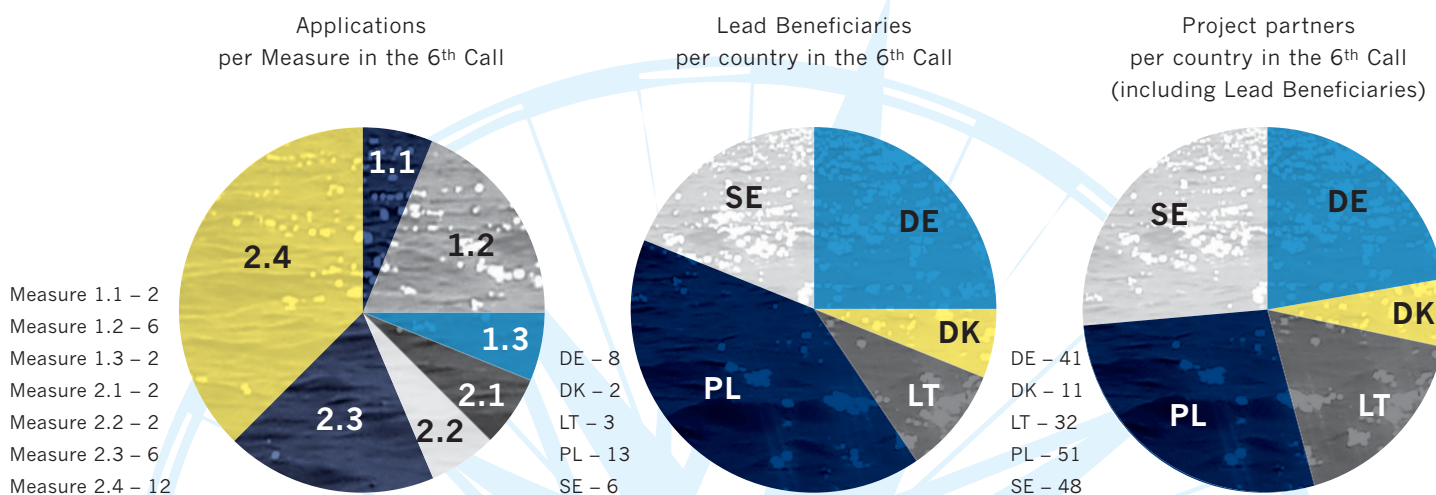
For more information about approved projects please visit www.southbaltic.eu

The South Baltic Figures

The 6th Call for Proposals closed: 32 applications received!

The sixth call for proposals of the South Baltic Cross-border Co-operation Programme 2007-2013 was opened from 21 October 2010 till 17 December 2010, and brought to life altogether 32 interesting cross-border cooperation project applications. ERDF co-financing of received project applications amount to 26 MEUR.

The Steering Committee of the South Baltic Cross-border Cooperation Programme will decide on approval of project applications during the meeting which will be held on 13 April 2011 in Rostock, Germany. Please check our next Newsletter issue for further information.



Discover the South Baltic Area



Hel

Hel, both the town and the peninsula, provides Tri-City urbanites with the perfect get-away. Sandy beaches, sweet fish restaurants, and seaside charm combine

for a summer's worth of fun.

22 kilometres as the crow flies and you're at the base of the peninsula. From there, you can just meander about, covering the length of the land at your own pace. The strip of land is so thin that you can be in the Baltic one second and be swimming in the Bay of Puck in under a minute.

You can catch a train all the way into the main town, straight from Gdansk Główny (the trip takes an hour and a half) or if you've got

a ride of your own by car. Another option is to hitch a ride on a ferry from Gdynia or a water tram from Gdansk. When you arrive in Hel, be sure to spend some time in the Maritime Museum, which can be found inside the Church of St. Peter. Most of the exhibits focus on the local lifestyle (ie boats) but if you tire of historical observation, just climb the stairs to the viewing tower for some aquatic observation! There is also a whole slew of bars, eateries, souvenir shops, and all the other fixings of a quality beach resort. Be sure that Hel would be full of tasty temptations! One of the biggest draws is the notion that Hel's ocean is the best windsurfing spot on earth! The water is so shallow, for such a long way out, that it allows wind-surfers to go way out onto the water where the wind is best, and yet have their feet touch bottom if they fall from their boards! If you didn't expect that you'd have to pack your sunglasses and some tanning lotion for a trip to Poland, think again! Hel has long been a destination for the Polish faithful, but more and more visitors discover its charm every year.

Source: www.gdansk-life.com

Contact us

Your opinion is important. We are waiting for your comments and further feedback (email: dominika.butkiewicz@southbaltic.eu)

For further information please visit our website www.southbaltic.eu or feel free to contact our Secretariat:

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