



## Annex to ERB 2030 Agenda

This Annex was adopted at the Euroregion Baltic Executive Board meeting on 7<sup>th</sup> November 2024 in Brussel, and is a result of discussions between the Euroregion Baltic stakeholders, held during various meetings in 2024. These discussions aimed at defining more specific goals related to the ERB 2030 Agenda as well as offering guidance for a new ERB secretariat once the application process for the status of a European Groupings for Territorial Cooperation (EGTC) is finalised.

By adopting the Annex, the Euroregion Baltic stakeholders agree on the following:

### **What we need to communicate**

Euroregion Baltic is a politically steered regional cooperation platform. ERB is a promotor, facilitator and lobbyist. Our cooperation is characterised by joint efforts and mutual benefits. Together we are stronger!

A politically steered cooperation means a cooperation whose strategic goals are decided by an executive board consisting of democratically elected representatives. Political supervision ensures that democratic values are followed benefitting economic development and societal improvement.

A regional cooperation means a collaboration between regional structures. Our members within ERB are five regions, a regional municipality and two associations. The regional perspective permeates all of ERB's activities and creates conditions for a long-term strategic partnership.

The benefits of the ERB cooperation are manifested through ERB's work as a promotor, facilitator and a lobbyist.

As a promotor ERB actively encourages development in a selected number of strategic issues that are decided by its Executive Board. We currently focus on such thematic areas as green transition, water management and youth participation. Task forces and projects are the primary tools we use in order to further progress in these strategic areas that are financed both from the ERB budget and external funds.

As a facilitator ERB matches interests in our regions with available best practices and cutting-edge solutions. Challenges related to waste management, renewable energy and smart specialisation have been in focus. Through study visits, panel discussions and mapping activities we inspire our regions to test new ideas, often leading to specific actions and projects.

As a lobbyist ERB represents and promotes common interests of its member organisations towards EU and national authorities. Discussions and development of proposals concerning EU Cohesion Policy with special focus on territorial cooperation, TEN-T and Motorways of the Sea and European Neighbourhood Policy have been of particular interest. We submit position papers and take active part in consultations, conferences and public meetings with policy-makers at the EU and national level.



## **What we need to prioritise**

Develop a new strategy defining the Euroregion Baltic's role and long-term goals in response to external developments, both globally and within the European Union, as well as organisational changes. The following principles should be observed:

1. ensure the cooperation remains attractive through initiatives of common benefit to our regions, municipalities and other actors within our geography,
2. ensure the cooperation remains relevant in the context of the south Baltic Sea area through communication and collaboration with other relevant actors,
3. emphasise cultural and human connections, democratic principles, youth participation, and Baltic Sea issues.

Improve Euroregion Baltic visibility, highlighting the character of the cooperation, its history and future ambitions. The following actions should be prioritised:

1. build a shared pool of knowledge of available funding through and use this common resource to run a small number of strategic projects that implement our common goals,
2. create an information hub site with relevant information about and for the ERB stakeholders,
3. be present at relevant conferences and public meetings at EU level to promote Euroregion Baltic and make its voice heard; build presence on social media,
4. if possible, host international conferences and facilitate political visits to strengthen interregional ties and visibility.