



EUROREGION BALTIC

ACTION PLAN 2025 – 26

Gdansk, 17th February 2025

Background

Euroregion Baltic (ERB), established in 1998, is a robust and well-established cross-border cooperation platform in the south Baltic Sea region. Representing regional authorities and associations of local authorities across seven regions in Denmark, Poland, and Sweden, ERB is dedicated to fostering collaboration and promoting sustainable development in the South Baltic area.

Our efforts are guided by the principles of partnership, subsidiarity, and self-governance, which form the foundation of our initiatives. By bringing local and regional authorities together, we aim to strengthen ties and create meaningful contributions to the sustainable future of the Baltic Sea Region.

To maintain a clear and results-oriented approach, an action plan is adopted with each new presidency. These plans help focus our efforts, ensuring that specific activities align with our strategic goals while making the best use of shared resources and facilitating transparent reporting.

On 17th February 2025, the Euroregion Baltic Action Plan 2025–26 was officially adopted as the Pomorskie Region, Poland, assumed the ERB Presidency. The Vice-Presidency for 2025 is held by the Kalmar Region, Sweden, which will take over the Presidency in 2026.

Vision and mission of Euroregion Baltic by 2030

The ERB 2030 Agenda is a testament to the remarkable achievements of two decades of successful collaboration, serving as a bold continuation of this legacy. It establishes a forward-looking strategic framework, redefining Euroregion Baltic’s vision and setting the stage for an even more transformative future of collective progress and innovation.

1. South Baltic Agenda
2. Baltic Sea Region Agenda
3. European Agenda
4. Youth and People-to-People Agenda
5. Green and Blue Growth Agenda

Thus, the mission of the Euroregion is to spearhead ambitious joint initiatives designed to fortify and elevate cooperation among the local and regional authorities of the signatories to the Agreement. In doing so, it will make a profound contribution to the sustainable development of the entire Baltic Sea Region, with a dedicated emphasis on advancing the interests and aspirations of the South Baltic area.

On 7th November 2024 in Brussels, during the ERB Executive Board meeting, the Annex to the ERB 2030 Agenda was adopted. Bringing updated priorities to the previous agenda and highlighting our mission as a regional cooperation platform.

ERB cooperation is built around three main types of activities:

- Lobbying activities to represent and promote common interests.
- Implementation of strategic initiatives and projects complementing the local and regional agendas of the member organisations.
- Exchange activities seek a collaborative approach to common challenges and progress in the cooperation's innovation and operational efficiency.

Internal documents guiding ERB cooperation in 2025:

- ERB 2030 Agenda
- Annex to ERB 2030 Agenda
- ERB Action Plan 2024-25

External documents guiding ERB cooperation in 2025:

- EU Strategy for the Baltic Sea Region – Action Plan revised on 15th February 2021.
- EU Cohesion Policy 2021-2027 thematic objectives:
 - 1) a more competitive and smarter Europe, by promoting innovative and smart economic transformation and regional ICT connectivity,
 - 2) a greener, low-carbon transition towards a net-zero carbon economy and resilient Europe, by promoting clean and fair energy transition, green and blue investment, the circular economy, climate change mitigation and adaptation, risk prevention and management, and sustainable urban mobility,
 - 3) a more connected Europe, by enhancing mobility,
 - 4) a more social and inclusive Europe, implementing the European Pillar of Social Rights,
 - 5) a Europe closer to citizens by fostering the sustainable and integrated development of all types of territories and local initiatives.
- The 2030 Agenda for Sustainable Development.
- Priorities of the Polish Presidency of the Council of the European Union.
- ERB regards programmes such as Erasmus+, Horizon Europe, Life, Creative Europe, the European Social Fund+ and the Interreg regional funds, especially the Interreg Baltic Sea Region Programme and Interreg South Baltic Programme, as crucial to enhancing cross-border cooperation between the ERB Member organisations and as a possible source of financing for joint initiatives.

Priorities under Pomorskie Presidency 2025

Euroregion Baltic stands as a cornerstone of support and collaboration for its members, embodying a unifying force that drives progress across the South Baltic region. Through visionary joint initiatives, it catalyzes deepening partnerships among local and regional stakeholders within its network, while building meaningful connections with other influential actors in the area. The strategic mission of Euroregion Baltic is to enhance the ambitions of its member regions, adding exceptional value to their efforts and helping them achieve their aspirations outlined in their development strategies.

The ERB 2030 Agenda and its Annex stand as the core of Euroregion Baltic's visionary framework, serving as both its guiding beacon and strategic compass. These strategic documents articulate the overarching goals and delineate five pivotal areas of strategic action. To ensure the triumphant realization of these ambitious aspirations, it is imperative to maintain a dynamic, adaptive, and highly effective organizational structure of the EGTC.

Accordingly, in 2025, Euroregion Baltic shall resolutely continue to:

1. Finalize the transition of the Euroregion Baltic into a European Grouping of Territorial Cooperation (EGTC) and support the leader of this project, the Warmińsko-Mazurskie Region.
2. Enhance internal and external visibility by including Euroregion Baltic in pan-Baltic events and conferences, such as the 16. EUSBSR Annual Forum which will be held on October 29-30th in Pomorskie, making the Euroregion Baltic's voice more heard on the interregional stage.
3. Participating as an observer in meetings of the Baltic Sea States Subregional Cooperation (BSSSC). This will provide the Euroregion Baltic with valuable opportunities to engage with new stakeholders, exchange knowledge, and influence decision-making processes.
4. Strengthen the European Agenda of the Euroregion Baltic by increasing ERB political presence in Brussels and actively engage the network of regional offices in Brussels, including the Pomorskie Regional Office (Brussels Antenna), which provides the ERB with first-hand information and recommendations for further actions.
5. Boost youth cooperation by supporting the Youth Board members and facilitating their ideas and activities into future projects.
6. Finding new areas of common interest, as well as shared challenges for all the member regions, as a foundation for new projects, which can be later developed by EGTC.

Examples of potential areas of common interest are: disinformation, offshore, migration, sustainable tourism, and common youth projects.

Support the ERB Youth Board

During 2025, the Presidency will continue youth activities that have been started by Kronoberg presidency, especially:

- Assist the ERB Youth Board in its efforts to seek external funds for more strategic work.
- Support the Youth Board in the chairperson's election in 2025 and other administration tasks.
- Engage the ERB Youth Board members to take part in the 16. EUSBSR Annual Forum in Pomorskie in 2025.
- Tighten the cooperation between ERB Youth Board and other pan-Baltic youth boards, especially BSSSC Youth Board, and participate in BSSSC youth events.

Enhance the institutional capacity

The abrupt withdrawal of the Klaipeda Region from ERB cooperation in mid-November 2024, caused significant delays in the European Grouping of Territorial Cooperation (EGTC) transition process, ultimately preventing its finalization by the end of the year. As a result, ERB members were compelled to restart the process, beginning the necessary steps anew. Despite the challenges and difficulties faced, the members of ERB remain resolute, with their determination stronger than ever to complete the process and establish the EGTC by the end of 2025. This ongoing commitment underscores the immense dedication of the Warmińsko-Mazurskie Voivodeship, whose visionary leadership has been the driving force behind this transformative initiative.

Increase the visibility

Increasing the visibility of ERB is Pomorskie presidency focus. The actions should go both ways, externally and internally to ensure an overall impact.

Elevate external visibility supported by the following activities:

- Social media engagement – posts and updates of ERB's social media – LinkedIn, Facebook, Instagram, and ERB's website.
- Events and conferences – take part as a representation of ERB and its stakeholders.

- Partnership and networking – strengthen cooperation with other pan-Baltic organisations.
- The transition of ERB into EGTC should also be communicated to international partners and stakeholders on a regular basis to establish the vision that the new ERB is the successor of long-lasting and profound collaboration between our regions.
- Establishing cooperation with other EGTCs and Euroregions, to exchange best practices and share new ideas for collaboration.
- Support cultural events in ERB’s regions that bring people together.

Elevate internal visibility supported by the following activities:

- Design new visual identification ERB as EGTC.
- Share ERB activities via communication channels in member regions.
- ERB as a platform for partner search for regional stakeholders on all levels.
- Cross-regional visits-facilitate study visits or exchange programs between member regions to strengthen bonds and promote mutual understanding.

In 2025, following Kronoberg’s presidential plans, the ERB stakeholders will plan an information campaign to increase the Euroregion Baltic’s media presence. The campaign should be launched when the EGTC status is officially granted. The goal will be to reach a broader group of actors, both within our regions and throughout the European Union.

ERB Five strategic areas

South Baltic Agenda

- Active participation in South Baltic Programme Monitoring Committee meetings and heading the Joint Delegation of Euroregions in close cooperation with Pomerania Euroregion.
- Promote calls for Euroregion proposals, facilitate project partnerships, and support project development initiatives connected to the ERB priorities.
- Facilitate possibilities for common projects after establishing EGTC.

Baltic Sea Region Agenda

- ERB Involvement in the EUSBSR Annual Forum in Pomorskie on 29-30th October, 2025 Pomorskie Region as the lead partner.
- Participation in Engagement Day for Cities and Regions, organised by BSSSC on 28th October, 2025, prior to the EUSBSR Annual Forum in Pomorskie.
- Continuation of cooperation with relevant collaboration platforms and networks in the Baltic Sea Region.

- Participation in the Baltic Sea Labour Forum (BSLF).
- Joining BSSSC Board Meetings as an observer - to foster synergies on shared pan-Baltic issues.

European Agenda

- Establishing the ERB Brussels Antenna as a contact point for Euroregion Baltic in European Affairs – providing first-hand information, professional advice, and support for lobbying initiatives.
- Hold the Executive Board Meeting in Brussels in May 2025 – as a continuation of ERB’s active presence in Brussels.

Youth and People-to-People Agenda

- As a continuation of previous presidencies and active support of the ERB Youth Board in their activities, read more on page 5.
- Using ERB as a platform that can be used to build new partnerships in member regions/societies through new actions and initiatives like a collaboration between municipalities, schools, cultural institutions, and youth organisations which can use external funding in their common activities.

Green and Blue Agenda

- Continue to promote the INTERREG BSR Waterman project.
- Finding new areas of cooperation in green and blue growth for further actions after establishing EGTC.

Meeting schedule 2025

17-18th February, Gdansk, Poland – Executive Board, Youth Board

20-21st May, Brussels, Belgium – Executive Board, Youth Board

28th October, Pomorskie, Poland (Engagement day/ EUSBSR Annual Forum) – Executive Board, Youth Board (city – TBC)