

# South Baltic Programme – sharing experiences and good practices



SME  
development



Sustainable  
tourism



Green  
technologies



Sustainable  
transport



Skilled  
labour force



Cooperation  
capacity building



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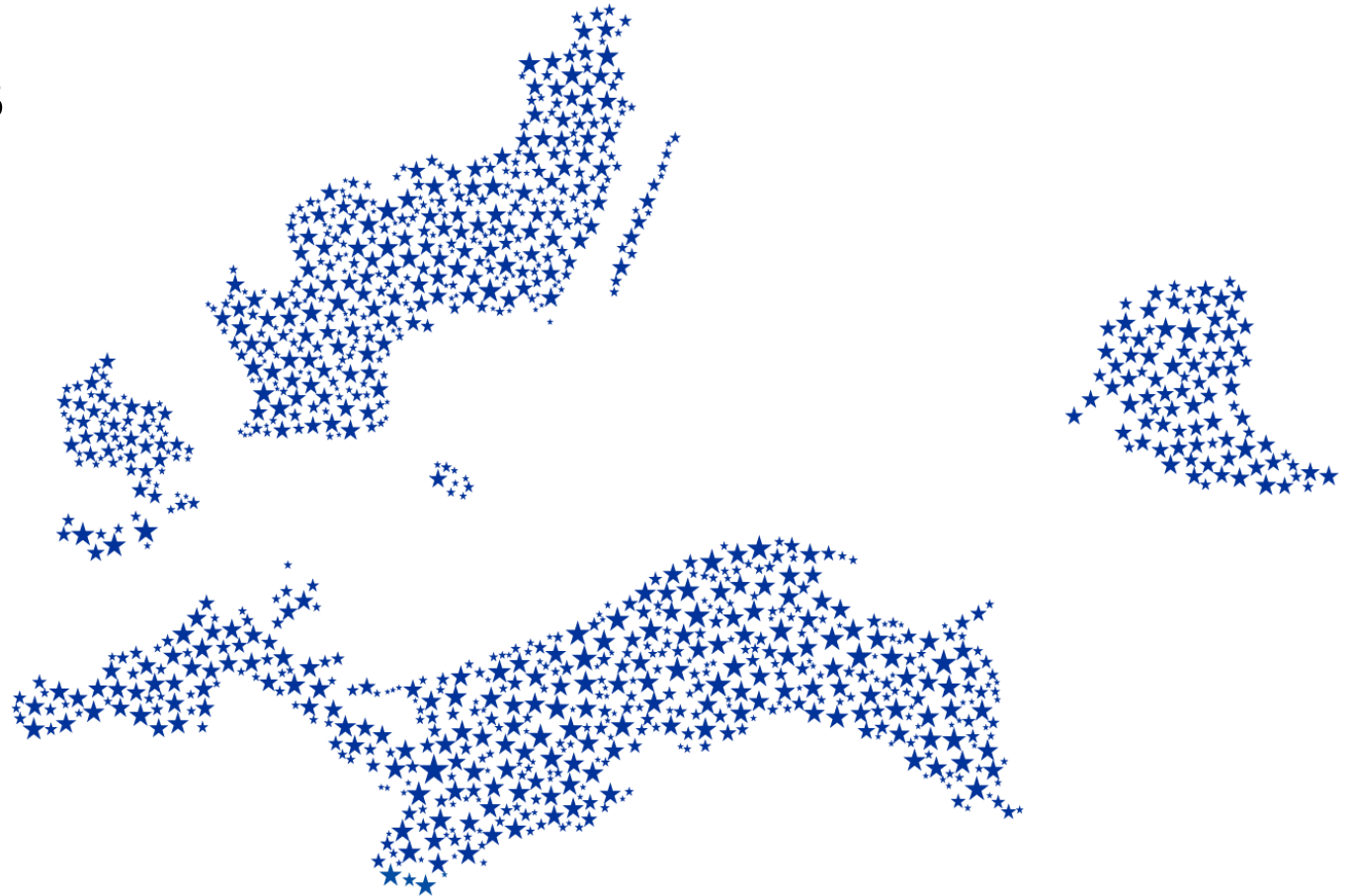
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# What is the South Baltic Programme?

## Coastal regions of 5 countries:

- Denmark;
- Germany;
- Lithuania;
- Poland;
- Sweden.



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# Priorities South Baltic Programme:

- Overall priority: **Green** and **Blue** growth

## Specific objectives:

- 1.1. SME internationalisation
- 1.2. SME innovation
- 2.1. Sustainable tourism
- 2.2. Green technologies
- 3. Sustainable transport
- 4. Skills for the blue and green economy
- 5. Cooperation capacity building



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# What is Green and Blue growth?

- **Green growth**: economic growth that utilises natural resources in a sustainable manner.
- **Blue growth**: economic growth that utilises economic potential of the oceans, seas and coasts.
- Both aim for **sustainable growth and jobs**, both are to be developed **in harmony with the environment** and **through cooperation between public and private partners**, including SMEs.



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## Green Economy can cover:

- Renewable energy and efficient use of electricity;
- Green construction;
- Clean transportation;
- Environmental management;
- Agriculture, forestry and land management;
- Food manufacturing and processing;
- Sustainable (green/eco) tourism.



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## Blue Economy can cover:

- Blue energy – offshore wind, tidal and wave power, ocean thermal energy;
- Aquaculture;
- Maritime, coastal and cruise tourism;
- Deep-sea and short-sea shipping;
- Marine mineral resources (seabed mining);
- Marine biotechnology (e.g. pharmaceutical and cosmetic industries);
- Desalination;
- Coastal protection;
- Maritime security & surveillance and environmental monitoring;
- Maritime spatial planning for combined uses of maritime resources.



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# South Baltic project examples in the field of job creation:



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# BBVET - Boosting Business Integration through joint VET Education



**Challenge**: vocational/adult training institutions need to **adapt to the new market conditions and market internationalisation needs**. Today the crediting of VET (Vocational Education and Training) competencies exist and is recognized by all countries but up until today **there are no practical experience in using this tool for either companies or schools**.

**Activities**: the project will bring the awareness and open up new opportunities in creating a **dialogue with authorities, schools and companies** that will lead to practical know-how about common validation methods and new models supporting cross-border collaboration.

**Lead partner**: NetPort Science Park Ltd, SE;

**Project partner**: University of Rostock, DE; Rietavas Tourism and Business Information Centre, LT; Žemaitija College, LT; University of Szczecin, PL; EUC Zealand, DK.

<http://www.bbvet.eu/>    <https://www.facebook.com/BoostBBVET>



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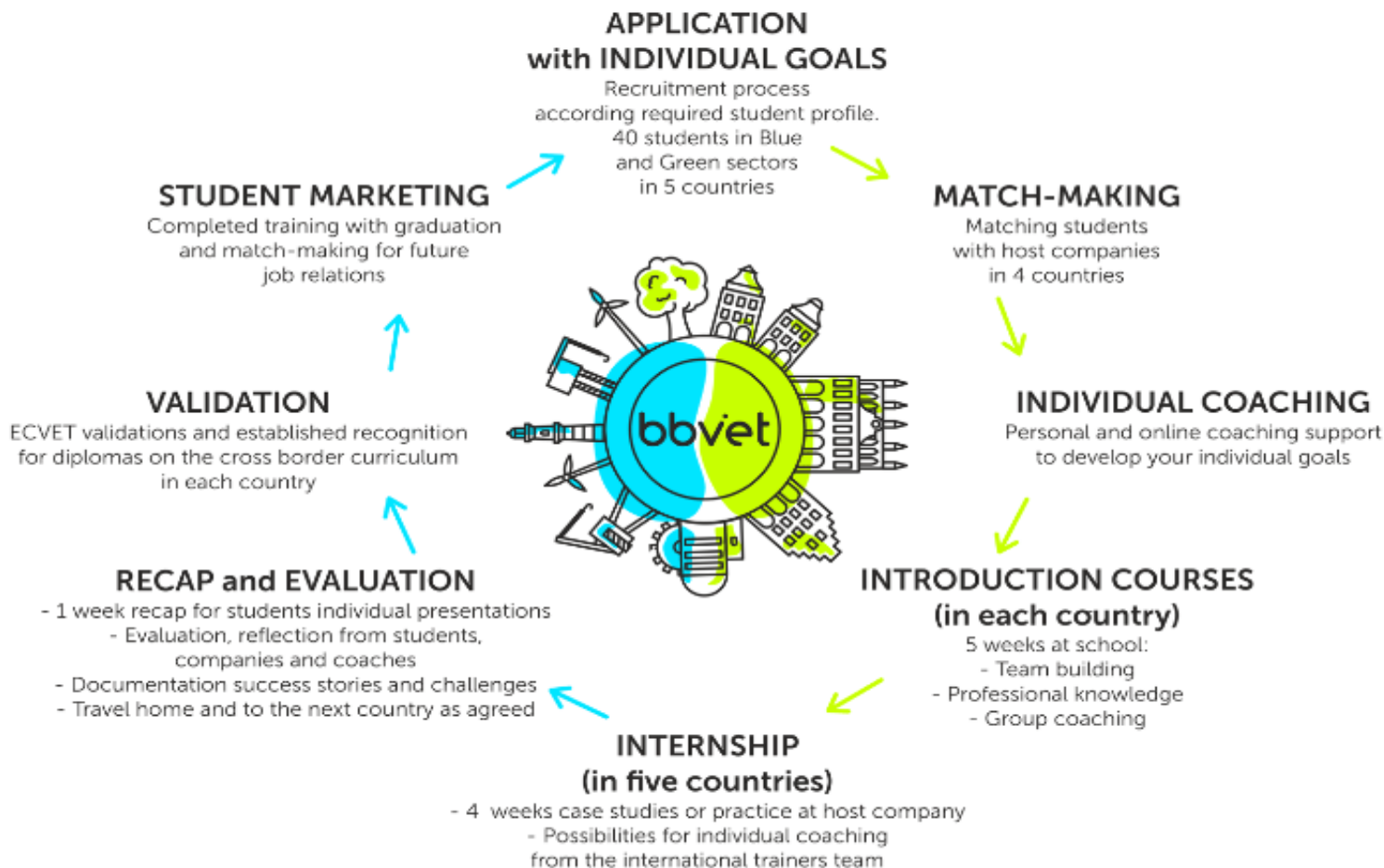
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# BBVET - Boosting Business Integration through joint VET Education



## BBVET MODEL SOLUTION



# FOCUS - Facilitating blue growth with open courses by utilizing R&D products virtual mobility



**Challenge:** to enable the **exchange of knowledge and transfer of good practice from R&D sector to practitioners in marine biotechnology, marine/coastal tourism sectors** as well as to students in a given field.

**Activities:** creation of **virtual mobility platform and a pilot delivery of digital education system** will take place.

**Main target groups are SME professionals** working in marine biotechnology, marine/coastal tourism as well as students searching for education in the areas of blue biotechnology and coastal tourism.

**Lead partner:** Klaipeda University, LT

**Project partners:** Lithuania Business University of Applied Sciences, LT; Linnaeus University, SE; University of Gdansk, PL; Roskilde Business College; DK.

[www.ku.lt/focus](http://www.ku.lt/focus)    <https://www.facebook.com/SBFOCUSproject>



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**SB Nature Guide Network** - Supporting sustainable nature tourism in transboundary coastal areas in the SB Region via establishing a common education scheme for Local Guides



**Activities:** development of **A Nature Guide** - a new qualification with significant job market potential. A tourism expert in the growing field of nature-related tourism.

The project develops a job profile tailored to the needs of the involved SB regions, jointly learning from the expertise in different relevant fields.

A related **training programme is developed** and optimized towards sustainable operation in all partner countries, based on regular jointly elaborated updates and ongoing quality assessment by the international team plus experts from SE/DK/UK.

**Lead partner:** Klaipeda University, LT;

**Project partners:** Environmental Action Germany, DE; Stepnicka Tourism Organisation, PL; Northern Chamber of Commerce in Szczecin, PL; HOP Transnational Network Oder Delta e.V., DE; Curonian Spit National Park Administration, LT.

<https://www.facebook.com/sbnatureguides/>



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# SB Bridge – building bridges for green-tech future



Challenge to be addressed: **lack of interest of youth for technical education, the mismatch between higher education and the labour market.**

Activities: developing „**TechnOlympics**“ - cross border events of competition (both theoretical and practical tests) in technics and innovation. Project is based on the concept where cross boarder events of a competition (in theoretical and practical tests) to arouse students' interest in **technics and innovation**. The purpose is an innovative approach to raise motivation and develop matchmaking between skilled pupils and graduates and SMEs within the SB region

**Lead partner**: Klaipeda University, LT;

**Project partners**: ATI erc gGmbH education, research and furtherance of cooperation, DE; Gdansk Entrepreneurial Foundation, PL; County Administrative Board of Skåne, SE; Holbaek Municipality, DK; Klaipėda Economic Development Agency, LT.

<https://www.facebook.com/sbbridge/>



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Challenge to be addressed: **To increase the activity of skilled labour** in the blue economy sectors of the South Baltic Area through acquiring **professional qualifications of young and disabled people**.

Activities: Young and disabled people to be trained as instructors for the disabled in water sports of **sailing, windsurfing and kitesurfing**. and will thus gain employment opportunities.

**Lead partner:** Kołobrzeg Commune, PL.

**Project partner:** Šilutė District Municipality, LT; Barth Sailing Club e.V., DE; Students Sailing Club "Blue", PL.



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# CICPA - Common Initiatives in Conserved and Protected Areas



**Project idea**: to support communities situated on Natura 2000 sites, together with their institutions, associations, local public bodies and other stakeholders in building international cooperation focused on protected and conserved areas exploitation.

To increase cross-border networking of local actors responsible for most important operations in their regions, connected to the protected areas potential in order create synergies of environmental and economic fields such as fishery, forestry and agriculture, tourism services as well as handicraft and art.

**Lead partner**: Seaside Regional Park, LT;

**Project partners**: EUCC Baltic Office, LT; Society for The Coast (EUCC-Poland), PL; Community Centre of Culture in Stepnica, PL.

<https://southbaltic-cicpa.eu/>

<https://www.youtube.com/watch?v=-Z9bfEen0SM>



**Challenge**: this project will engage youth in the process of decision-making, strengthening participatory democracy.

**Objectives**: enhancing cross-border cooperation of young people; improving capacity and competencies of local governments to engage in civil dialogue with youth, and disseminating project results for development of future plans for increased youth participation in local and cross-border issues in the SB region.

**Lead partner**: Association of Polish Communes of Euroregion Baltic, PL.

**Project partners**: Civis Polonus Foundation, PL; Samogitia Community Foundation, LT; Telšiai District Municipality, LT; Municipality of Køge, DK; Gdańsk University of Technology, PL; Klaipėda University, LT; Vimmerby municipality - Culture and Leisure department, SE.



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# TRAIN LNG- training new competencies in LNG for cross-border growth – seed money project

**Challenge:** Circa 10% of the world's shipping occurs within the EUBSR and is growing. There are challenges related to the using and transportation of LNG: **lack of common approach used in education on LNG, different knowledge level by companies, public authorities how to handle with the LNG and its potential for regional development, lack of a common frame of reference for professions and training**, as the difficulty in obtaining validation of experience gained in a LNG-related companies

**Lead partner** West Pomeranian University of Technology, PL.

**Partners:** Association for Promotion of Hanseatic Institute for Entrepreneurship and Regional Development at the University of Rostock, DE; University of Rostock, DE; Klaipėda University, LT; Strategic Self-Management Institute, LT.



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# Examples of project ideas

- cross-border **services connecting vocational and tertiary education graduates as well as employers** in blue and green economy sectors (e.g. cross-border job search platforms, multi-lingual job applications, cross-border employment fairs, employment advice centres)
- cross-border **training programmes (e.g. in languages of Programme countries or vocational English and cross-cultural skills)** and qualification courses for the labour force, including tertiary and vocational education graduates, to suit employment needs in blue and green economy sectors'
- tools or schemes for the **harmonisation and international recognition of professional or vocational qualifications** in blue and green economy;
- cross-border **internships, apprenticeships and different forms of exchanges for the labour force** aimed at acquiring qualifications necessary for blue and green sector professions in the Programme regions;
- models and solutions **supporting self-employment of university and college graduates** in blue and green economy sectors;
- Transfer of **knowledge and exchange of experience to improve efforts of labour market stakeholders in stimulating employment in blue and green economy sectors** of the South Baltic area;
- Information and **advisory services for potential cross-border workers on legal requirements and working conditions** in other countries of the South Baltic Region,



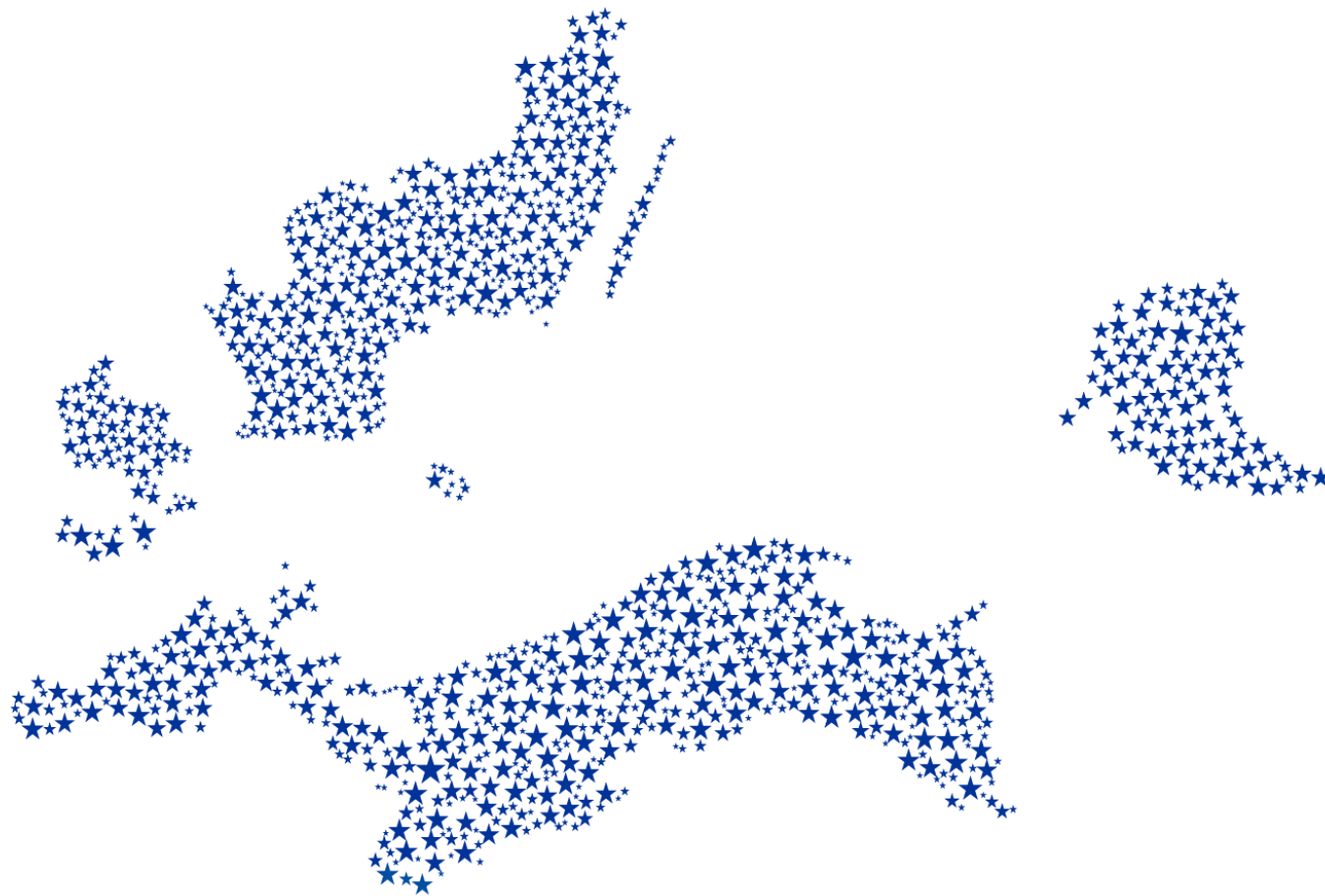
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**Thank you!**

Karol Ostrowski | Contact Point Region Warmińsko-Mazurskie | [k.ostrowski@warmia.mazury.pl](mailto:k.ostrowski@warmia.mazury.pl)

Arūnas Gražulis | Contact Point Lithuania | [sbaltic@vilniusjts.eu](mailto:sbaltic@vilniusjts.eu)