

(informacje pomocnicze do opracowania podstaw projektowych; przygotowanie- Regionalny Punkt Kontaktowy).

**Priorytety, działania, podział dostępnych środków w programie Południowy Bałtyk 2021-2027**

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| **Priority** | **Measure** | **Total allocation in EUR (without TA)** | **% level** |
| **P1 *Innovative South Baltic*** –enhancing the level of innovation and internationalization of local actors | ***Programme measure 1.1*** –Digitalising the region | 13,985,398.75 | 13% |
| **P1 *Innovative South Baltic*** –enhancing the level of innovation and internationalization of local actors | ***Programme measure 1.2***–Building connectivity of the region through internationalization | 5,993,741.25 | 6% |
| ***P2 Sustainable South Baltic*** -promoting sustainable development and blue and green economy | ***Programme measure 2.1***–Supporting transition towards green energy | 17,981,225.00 | 17% |
| ***P2 Sustainable South Baltic*** -promoting sustainable development and blue and green economy | ***Programme measure 2.2***–Promoting sustainable use of water | 15,733,571.25 | 15% |
| ***P2 Sustainable South Baltic*** -promoting sustainable development and blue and green economy | ***Programme measure 2.3***–Supporting a circular and more resource efficient development | 11,238,266.25 | 10% |
| ***P3 Attractive South Baltic***–activate the tourist potential of South Baltic Area | ***Programmemeasure3.1***–Developing sustainable,resilientand innovative tourism | 24,973,925.00 | 23% |
| ***P4 Active South Baltic*** –improving cooperation governance | ***Programme measure 4.1***–Strengthen the cooperation capacity of actors based within the South Baltic Area (including civil society) | 9,989,570.00 | 9% |

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**Priority 1** **enhancing the level of innovation and internationalization of local actors**

**Measure 1.1. Digitalising the region**

The Measure supports:

1. Increase of the digitalisation level of different sectors of regional economy.

2. Development of digital connectivity, strengthening solutions in the field of artificial intelligence and cybersecurity.

3. Technology transfer between regions and strengthening cooperation in the cross-border dimension.

The indicative list of cross-border activities includes:

1. Development, demonstrating and implementation of solutions for the digitisation of:

• public services, e.g., developing inclusive new e-services: transport (e-ticketing), healthcare (e-care);

• processes in different sectors, e.g., in maritime in a form of joint security standards and applications for small ports, in logistics in a form of optimization of transport of passengers and goods;

• learning modalities that focus on digitalisation, e.g., online tools, apps in the most relevant sectors;

2. Collaborative actions aimed at:

• building platforms for cooperation of digital innovation hubs/ universities/ R&D institutions and SMEs;

• promotion of digitalisation processes and new digital solutions, e.g., cross-border promotion campaigns;

• enhancing social aspects of digitalisation, e.g., development of e-services for elderly people and / or people with disabilities.

3. Support to development specific digital competences of the employees of institutions of public sector related to the integration of jointly developed digital solutions to public administration processes.

4. Transfer of knowledge on technical standards and the exchange of best practice between regions.

**Programme Measure 1.2: Building connectivity of the region through internationalisation**

The Measure supports:

1. Enhancement of SMEs competitiveness, innovativeness, as well as their presence on an international market.

2. Technology transfer and cooperation between enterprises, research centres and higher education sector to foster innovative solutions.

3. Creation of new platforms and opportunities through cross-border cooperation.

The indicative list of cross-border activities includes:

1. Support for:

cooperation between SMEs to create innovative solutions, e.g., in blue and green sectors;

• collaborative research projects between, e.g., SMEs, universities, public entities and business support organizations;

2. Development and promotion of:

• international markets joint products / solutions / services;

• networks and clusters, and their expansion aiming at improving innovation capacity, quality of services and internationalisation among local actors and etc.;

3. Organisation of fairs, exhibitions, marketing and joint branding campaigns promoting products and services from the South Baltic Area in international markets.

**2 Priority**  **Sustainable South Baltic -promoting sustainable development and blue and green economy**

**Programme Measure 2.1: Supporting transition towards green energy**

The Measure supports:

1. Development and introduction of cross-border solutions supporting the production and use of renewable energy.

2. Facilitation and popularisation of use of renewable energy sources.

3. Capacity building actions, transfer of knowledge and elaboration of green policy strategies.

The indicative list of cross-border activities includes:

1. Promotion of:

• areas of cooperation regarding energy policies, e.g., joint strategy development, joint studies, action plans and joint development of harmonisation tools, spatial development plans etc.;

• the use of renewable energy and green fuels, e.g., pilots and knowledge exchange and best practices in the maritime sector and support establishing new markets in the area;

2. Development, demonstration and implementation of solutions in production and utilisation of energy from renewable sources;

3. Elaboration and testing of common standards in renewable energy by public entities, in cooperation with universities, research centres, companies and cooperatives of farmers and residents;

4. Elaboration of joint green policy strategies and patterns to overcome challenges and mobilise regional opportunities for renewable energies;

5. Capacity building actions, transfer of knowledge and exchange of best practices on renewable energy, green technology solutions.

**Programme Measure 2.2: Promoting sustainable use of water**

The Measure supports:

1. Efficient and sustainable land use and water management.

2. Combating eutrophication and various hazardous substances in the aquatic environment for the water enhancement.

The indicative list of cross-border activities includes:

1. Promotion of:

• areas of cooperation regarding the enhancement of aquaculture with the main focus on reducing eutrophication and pollution of the waters of the South Baltic Area;

• areas of cooperation regarding water management policies, e.g., joint strategy development, joint studies, action plans etc.;

2. Development, demonstrating and testing of:

• green technology solutions in water management (including sustainable land use and wastewater collection and treatment) and nature-based flood water management;

• solutions for reducing pollution of the Baltic Sea by chemical munitions and other dangerous remains of sunken oil ships;

3. Development and testing of:

• innovative solutions aimed at decreasing the outflows of nutrients from small and diffuse sources in catchment areas (including evaluation of the cost effectiveness of solutions);

• innovative solutions for sustainable water management that influences positively the biodiversity in waters and the nature protection;

4. Development of solutions which help to secure various conflicting water uses that serve public interests, e.g., recreation and free time vs. water usage, as well as water resource protection, as well as the future water supply (both for drinking water and industrial water);

5. Elaboration and testing of common standards in waste and water management by public entities, in cooperation with universities, research centres, companies and cooperatives of farmers and residents;

6. Capacity building actions, transfer of knowledge and exchange of best practices in the fields of water management and wastewater collection and treatment.

**Programme Measure 2.3: Supporting a circular and more resource efficient development**

The Measure supports:

1. Promotion of transition to circular economy and focus on ways to establish behaviours and attitudes in support of responsible consumption and production.

2. Development of the economy in a sustainable way, supporting the projects for the transition to environmentally friendly production processes, resource efficiency and waste management.

The indicative list of cross-border activities includes:

1. Promotion of areas of cooperation regarding waste management policies, e.g., joint strategy development, joint studies, action plans etc.;

2. Implementation of cross-border an awareness raising campaigns aimed at local public companies (waste/ water/ heating/ facility/ transport management) and SMEs to facilitate a transition from traditional management to circular oriented;

3. Development, demonstration, and implementation of:

• new joint business models (e.g., service instead of selling a product), product design (prevent waste, use non-toxic materials to prepare for reuse and recycling), production and distribution technologies / solutions / processes in waste / water management and resource efficiency (e.g., re-use, recycling, recovery), including optimized energy utilisation (e.g., biogas) and industrial symbiosis;

solutions / investments that minimizes the use of new raw-materials, including promoting the use of recycled materials, in production processes;

4. Cooperation networks formation aimed at re-use of waste as resource;

5. Joint actions/ pilot projects aimed at:

• optimization of value chains for recycled materials;

• testing innovative solutions regarding re-use of waste, including from fishing, forestry and agriculture sectors;

• inhabitants on building awareness about the necessity to introduce the processes of waste management in households;

6. Elaboration and testing of common standards in waste management by public entities, in cooperation with universities, research centres, companies and cooperatives of farmers and residents and NGOs;

7. Capacity building actions, transfer of knowledge and exchange of best practices on waste management solutions, sharing best practices and blueprints on data sharing on current waste management practices and waste flows.

**3 Priority** **Attractive South Baltic - activate the tourist and cultural potential of South Baltic Area**

**Programme Measure 3.1: Developing sustainable, resilient, and innovative tourism**

The Measure supports:

1. Increase of the visibility of the South Baltic area as a tourist-attractive area and strengthening its common tourist and cultural offer.

2. Focus on social inclusion and contribution to mitigation of negative consequences of COVID-19 pandemic on labour market.

The indicative list of cross-border activities includes:

1. Building or strengthening networks of tourism and cultural actors and exchange of knowledge in the field of development of tourism or culture;

2. Development of joint strategies and solutions for tourism and cultural sectors, including the creative industries, development of innovative solutions related to tourism and culture (including digital solutions);

3. Improvement of cross-border offers and products of sustainable tourism, small-scale tourism infrastructure including:

• small investments in cross-border tourism routes;

• preservation of joint cultural heritage;

• adaptation to the needs of people with special requirements or disabilities.

4. Strengthening the sustainability dimension of tourism including:

• pro-ecological solutions;

reducing the negative impact on the environment;

promotion of slow tourism and health tourism;

• actions involving local communities into the functioning of tourism and culture sector;

• use of social innovations in tourism and culture.

5. Promotion the common brand of the South Baltic and joint cultural or natural tourism heritage e.g., promotion campaigns or events.

**4 Priority** **Active South Baltic -improving cooperation governance**

**Programme Measure 4.1: Strengthen the cooperation capacity of actors based within the South Baltic Area (including civil society)**

The Measure supports:

1. Overcoming obstacles in cross-border cooperation to ensure that the benefits of cooperation are made available to diverse groups.

2. Strengthen the cross-border cooperation, networking and developing relationships with local actors, and boost of cross-border collaboration.

3. Influence on the capacity building of the actors to strengthen the confidence among participating stakeholders.

The indicative list of cross-border activities includes:

1. Delivery of initiatives (programmes, trainings, workshops etc.), aimed at strengthening the networking and cooperation capacity of local actors;

2. Activities supporting:

• joint local self-government administration/agencies and other institutions (e.g., NGOs) building multi-level governance and supporting cross-border dialogue;

• development of stronger links between citizens and institutions at a cross-border level civil society and bottom-up involvement in decision- and policy making e.g., in the field of cooperation on marine pollution or cooperation between youth secretariats;

• youth empowerment, engagement of the youth with civil society and into civil society and actions of cross-border dimension;

• exchange of experience in the field of social innovation among universities, high school and vocational school students as well as graduates;

• increase of the involvement of local actors (e.g., NGOs, cultural institutions, non-formalized organizations, organizations supporting people with disabilities and from vulnerable groups) in cross-border project development and intercultural dialogue;

3. Awareness-raising and promotion measures among local actor groups to increase trust, promote cooperation culture and common identity of the actors based;

4. Development and promotion of models, networks gathering diverse actors especially small institutions and those from rural and peripheral areas (e.g., research institutions, SMEs, business development organisations, universities, public entities) to improve the cooperation capacity.