

1. Identification

Call

S1

Date of submission

30/03/2022

1.1. Full name of the project

Baltic Sustainable Boating 2030 - Making leisure boating in the Baltic Sea fit for the post-pandemic boating tourism market

123 / 250 characters

1.2. Short name of the project

BaltSusBoating 2030

19 / 20 characters

1.3. Programme priority

2. Water-smart societies

1.4. Programme objective

2.2 Blue economy

1.6. Project duration

Contracting start

16/06/2022

Contracting end

30/09/2022

Implementation start

01/10/2022

Implementation end

30/09/2024

Duration of implementation phase (months)

24

Closure start

01/10/2024

Closure end

31/12/2024

1.7. Project summary

More than 1.000 leisure boat harbours and a unique set of varied sub-destinations (e.g. Swedish archipelago, South Coast Baltic, East Baltic Coast) make the Baltic Sea an attractive boating region for sailors and motor boaters from both littoral and far away countries. Despite high class infrastructure and an attractive destination profile of diverse nature & culture experiences, however, it still lags behind international competitors (in particular: Mediterranean Sea) in terms of visibility and tapping economic potentials of leisure boating.

BaltSusBoating 2030 initiates a strategic cooperation at BSR level for developing the Baltic Sea into a single & sustainable boating destination, and to jointly promoting it at international markets. Supported by CBSS, the main umbrella organisations & boating tourism actors team up to define goals & steps for a collaborative destination development and joint marketing until 2030.

This includes: (1) to establish a pan-Baltic cooperation platform, (2) the elaboration of a Sustainability Roadmap, (3) knowledge exchange & peer learning activities, (4) dialogue with policy makers, (5) the iterative development of a joint marketing approach for the Baltic Sea as a single & sustainable boating destination.

Thus, the project lays foundations for making leisure boating in the Baltic Sea more sustainable and more competitive at international markets until 2030, by utilising new opportunities in the post-pandemic boating tourism.

1,486 / 1,500 characters

1.8. Summary of the partnership

The BaltSusBoating 2030 consortium consists of the main umbrella organisations for boating destination development and guest boater marketing in the BSR:

- > The Association of Sea Cities & Municipalities (ZMiGM) / PL coordinates the SOUTH COAST BALTIC network. It implements guest boater marketing for more than 180 leisure boat harbours in PL, DE, DK & LT, along with competence development and knowledge sharing activities.
- > Riga Planning Region / LV is the driving force behind the East Baltic Coast initiative. It supports more than 40 marinas in LV & EE in guest boater marketing and competence development.
- > Enterprising Archipelago / FI develops and promotes leisure boat harbours in the Åland archipelago. As part of the SeaStop project, it has collaborated within a network of more than 18 harbours in SE, AX & FI and helped them in investment, marketing and sustainability issues.
- > The Union of Swedish Guest Harbours / SE is a network organisation of more than 400 classified guest harbours in SE. It carries out competence development, lobbying and marketing activities.
- > The Association of Leisure Boat Harbours in Denmark / DK (= AO) represents more than 270 leisure boat harbours in DK. Its activities include guidance to member ports, knowledge sharing, marketing, tourism, education, port safety, communication.

Together, these umbrella organisations reach out to more than 900 leisure boat harbour operators in DE, DK, PL, LT, LV, EE, FI & SE. Within BaltSusBoating 2030, they team up for the first time for joint destination development and marketing at BSR level.

Their joint efforts are furthermore supported by:

- > The Council of the Baltic Sea States (CBSS) is an intergovernmental political forum for regional cooperation in the BSR. Currently consisting of 10 Member States and the EU, it strives, inter alia, for creating a sustainable and prosperous BSR, with reference to the UN Agenda 2030 for sustainable development and CBSS Baltic 2030 Action Plan. CBSS provides the interface to relevant policy makers at local, regional, and national level in all BSR countries.
- > The Estonian Marine Institute, University of Tartu / EE is a multidisciplinary marine research institution, conducting both basic and applied research in the field of marine ecosystem-based management of human activities. It acts as internal "service provider" for the partnership and supports the research, peer learning & knowledge exchange activities,

The partnership, therefore, combines boating destination development and marketing competences with networks that ensure the involvement of policy makers and the leisure harbour operators, which are the backbone of the BSR boating tourism sector. Via the involved umbrella organisations, it reaches directly out to boating tourism actors in eight BSR countries (DE, DK, PL, LT, LV, EE, FI & SE), and furthermore strives to involve also boating tourism actors in FI & NO, where no larger umbrella organisations exist yet.

2,982 / 3,000 characters







1.11. Project Budget Summary

Financial resources [in EUR]		Preparation costs	Planned project budget
ERDF	ERDF co-financing	0.00	395,520.00
	Own contribution ERDF	0.00	98,880.00
	ERDF budget	0.00	494,400.00
NO	NO co-financing	0.00	0.00
	Own contribution NO	0.00	0.00
	NO budget	0.00	0.00
NDICI	NDICI co-financing	0.00	0.00
	Own contribution NDICI	0.00	0.00
	NDICI budget	0.00	0.00
RU	RU co-financing	0.00	0.00
	Own contribution RU	0.00	0.00
	RU budget	0.00	0.00
TOTAL	Total Programme co-financing	0.00	395,520.00
	Total own contribution	0.00	98,880.00
	Total budget	0.00	494,400.00

2. Partnership

2.1. Overview: Project Partnership

Project Partners

No.	LP/PP	Organisation (English)	Organisation (Original)	Country	Type of partner	Legal status	Partner budget in the project	Active/inactive	
								Status	from
1	LP	The Association of Sea Cities and Municipalities	Związek Miast i Gmin Morskich	 PL	NGO	a)	111,080.00 €	Active	16/06/2022
2	PP	Council of the Baltic Sea States	Council of the Baltic Sea States	 SE	International governmental organisation	a)	94,360.00 €	Active	16/06/2022
3	PP	The Union of Swedish Guest Harbours	Riksföreningen Gästhamnar Sverige	 SE	Interest group	b)	70,840.00 €	Active	16/06/2022
4	PP	Riga Planning Region	Rīgas plānošanas reģions	 LV	Regional public authority	a)	75,320.00 €	Active	16/06/2022
5	PP	Enterprising Archipelago	Företagsam Skärgård	 FI	Sectoral agency	a)	52,080.00 €	Active	16/06/2022
6	PP	University of Tartu	Tartu Ülikool	 EE	Higher education and research institution	a)	90,720.00 €	Active	16/06/2022

Associated Organisations

No.	Organisation (English)	Organisation (Original)	Country	Type of Partner
AO 1	The Association of Leisure Boat Harbours in Denmark (FLID)	Foreningen af Lystbådehavne I Danmark (FLID)	 DK	Interest group

2.2 Project Partner Details - Partner 1

LP/PP	Lead Partner		
Partner Status	Active		
	Active from	16/06/2022	Inactive from
Partner name:			
Organisation in original language	Związek Miast i Gmin Morskich <small>29 / 250 characters</small>		
Organisation in English	The Association of Sea Cities and Municipalities <small>48 / 250 characters</small>		
Department in original language	n/a <small>3 / 250 characters</small>		
Department in English	n/a <small>3 / 250 characters</small>		

Partner location and website:

Address	ul. Wały Jagiellońskie 1 <small>24 / 250 characters</small>	Country	Poland
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Postal Code	<input type="text" value="80-853"/> <small>6 / 250 characters</small>	NUTS1 code	<input type="text" value="Makroregion północny"/>
Town	<input type="text" value="Gdańsk"/> <small>6 / 250 characters</small>	NUTS2 code	<input type="text" value="Pomorskie"/>
Website	<input type="text" value="www.zmigm.org.pl"/> <small>16 / 100 characters</small>	NUTS3 code	<input type="text" value="Trójmiejski"/>

Partner ID:

Organisation ID type	<input type="text" value="Tax identification number (NIP)"/>
Organisation ID	<input type="text" value="5830004188"/>
VAT Number Format	<input type="text" value="PL + 10 digits"/>
VAT Number	<input type="checkbox"/> N/A <input type="text" value="PL5830004188"/> <small>12 / 50 characters</small>
PIC	<input type="text" value="n/a"/> <small>3 / 9 characters</small>

Partner type:

Legal status	<input type="text" value="a) Public"/>	
Type of partner	<input type="text" value="NGO"/>	<input type="text" value="Non-governmental organisations, such as Greenpeace, WWF, etc."/>
Sector (NACE)	<input type="text" value="94.99 - Activities of other membership organisations n.e.c."/>	

Partner financial data:

Role of the partner organisation in this project:

The Association of Sea Cities & Municipalities (ZMiGM) acts as LP and participates on behalf of the SOUTH COAST BALTIC (SCB) initiative, which supports more than 180 leisure boat harbours in PL, DE, DK & LT in guest boater marketing and competence development. It ensures, therefore, the representation of the south-eastern part of the BSR in the joint destination development & marketing.

Its tasks include, in particular:

- > Overall project & financial management, incl. contact with programme authorities
- > Involving harbour operators & boating stakeholders from PL, DE, DK & LT via SCB structures
- > Leading the transnational dialogue activities (GoA1) and communication measures (e.g. website / social media)
- > Contribution to Sustainability Roadmap (GoA 2), knowledge exchange (GoA 3), policy maker dialogue (GoA 4) & marketing activities (GoA5).

ZMiGM acted as LP of the project SOUTH COAST BALTIC (Interreg South Baltic) and participated in the "LandSeaAct" project (Interreg BSR).

987 / 1,000 characters

Has this organisation ever been a partner in the project(s) implemented in the Interreg Baltic Sea Region Programme?

☐ Yes ☐ No

2.2 Project Partner Details - Partner 2

LP/PP	<input type="text" value="Project Partner"/>		
Partner Status	<input type="text" value="Active"/>		
Active from	<input type="text" value="16/06/2022"/>	Inactive from	<input type="text"/>
Partner name:			
Organisation in original language	<input type="text" value="Council of the Baltic Sea States"/> <small>32 / 250 characters</small>		

Organisation in English	Council of the Baltic Sea States	32 / 250 characters
Department in original language	Priority Area Sustainable and Prosperous Region	47 / 250 characters
Department in English	Priority Area Sustainable and Prosperous Region	47 / 250 characters

Partner location and website:

Address	Momma Reenstiernas Palats, Wollmar Yxkullsgatan 23	51 / 250 characters	Country	Sweden
Postal Code	11850	5 / 250 characters	NUTS1 code	Östra Sverige
Town	Stockholm	9 / 250 characters	NUTS2 code	Stockholm
Website	www.cbss.org	12 / 100 characters	NUTS3 code	Stockholms län

Partner ID:

Organisation ID type	Organisation number (Organisationsnummer)
Organisation ID	502052-4616
VAT Number Format	SE + 12 digits
VAT Number	N/A <input checked="" type="checkbox"/> 0 / 50 characters
PIC	952232511
	9 / 9 characters

Partner type:

Legal status	a) Public	
Type of partner	International governmental organisation	HELCOM, BSSSC, CBSS, VASAB, etc.
Sector (NACE)	94.92 - Activities of political organisations	

Partner financial data:

Role of the partner organisation in this project:

CBSS is an intergovernmental political forum for regional cooperation in the BSR. The CBSS Expert Group on Sustainable Maritime Economy follows the EU Blue Growth Strategy for implementation in BSR. The CBSS Expert Group on Sustainable Development, inter alia, supports integration of SDGs into work of companies & institutions. In BaltSusBoating 2030, it acts as interface to relevant policy makers in the BSR at local, regional and national level, and brings in sustainability experience. Its tasks include, in particular:

- > Leading the dialogue with policy makers (GoA4)
- > Supporting RGS and UTARTU in the elaboration of the Sustainability Roadmap (GoA3), with focus on alignment with Baltic 2030 Action Plan and UN Agenda 2030 and its SDGs
- > Participation in and contribution to strategic dialogue (GoA1) and knowledge exchange (GoA3)

CBSS has broad experience with Interreg BSR projects and the facilitation of transnational dialogue of policy makers in the BSR.

968 / 1,000 characters

Has this organisation ever been a partner in the project(s) implemented in the Interreg Baltic Sea Region Programme?

☐ Yes ☐ No

2.2 Project Partner Details - Partner 3

LP/PP	Project Partner		
Partner Status	Active		
Active from	16/06/2022	Inactive from	
Partner name:			
Organisation in original language	Riksföreningen Gästhamnar Sverige 33 / 250 characters		
Organisation in English	The Union of Swedish Guest Harbours 35 / 250 characters		
Department in original language	n/a 3 / 250 characters		
Department in English	n/a 3 / 250 characters		

Partner location and website:

Address	HAMNGATAN 3 PLAN 4 18 / 250 characters	Country	Sweden
Postal Code	462 33 6 / 250 characters	NUTS1 code	Södra Sverige
Town	Vänersborg 10 / 250 characters	NUTS2 code	Västsverige
Website	www.gasthamnarsverige.se 24 / 100 characters	NUTS3 code	Västra Götalands län

Partner ID:

Organisation ID type	Organisation number (Organisationsnummer)		
Organisation ID	802412-3567		
VAT Number Format	SE + 12 digits		
VAT Number	N/A <input type="checkbox"/>	SE802412356701 14 / 50 characters	
PIC	n/a 3 / 9 characters		

Partner type:

Legal status	b) Private		
Type of partner	Interest group	Trade union, foundation, charity, voluntary association, club, etc. other than NGOs	
Sector (NACE)	93.29 - Other amusement and recreation activities		

Partner financial data:

Financial data	Reference period	01/01/2021	–	31/12/2021
	Staff headcount [in annual work units (AWU)]			4.0
	Employees [in AWU]			2.0
	Persons working for the organisation being subordinated to it and considered to be employees under national law [in AWU]			1.0
	Owner-managers [in AWU]			1.0
	Partners engaged in a regular activity in the organisation and benefiting from financial advantages from the organisation [in AWU]			0.0
	Annual turnover [in EUR]			84,440.00
	Annual balance sheet total [in EUR]			132,249.15
	Operating profit [in EUR]			14,950.00

Role of the partner organisation in this project:

The Union of Swedish Guest Harbours (RGS) is a network organisation. Its members are more than 400 classified guest harbours in SE. RGS carries out competence development, lobbying and marketing activities. A main focus of its work are sustainability issues and related certification of harbours. RGS, therefore, represents the renowned boating destination Sweden with its coastlines & archipelagos as well as Götakanalen, which connects the Swedish East and East Coast and is very popular among Baltic Sea boaters, Its task include, in particular:

- > Involving harbour operations & boating stakeholders from SE via RGS channels & networks.
- > Leading the elaboration of the Sustainability Roadmap (GoA 2), with support of CBSS and Tartu University,
- > Contribution to knowledge exchange (GoA 3), policy maker dialogue (GoA 4) and marketing activities (GoA 5)

The Union of Swedish Guest Harbours is a newcomer to the Interreg BSR Programme.

935 / 1,000 characters

Has this organisation ever been a partner in the project(s) implemented in the Interreg Baltic Sea Region Programme?

☐ Yes ☐ No

2.2 Project Partner Details - Partner 4

LP/PP	Project Partner		
Partner Status	Active		
Active from	16/06/2022	Inactive from	
Partner name:			
Organisation in original language	Rīgas plānošanas reģions		
Organisation in English	Riga Planning Region		
Department in original language	Projektu vadības nodaļa		
Department in English	Project Management Department		

Partner location and website:

Address	Z.A.Meierovica Boulev.18	Country	Latvia
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24 / 250 characters

Postal Code	<input type="text" value="LV-1050"/> <small>7 / 250 characters</small>	NUTS1 code	<input type="text" value="Latvija"/>
Town	<input type="text" value="Riga"/> <small>4 / 250 characters</small>	NUTS2 code	<input type="text" value="Latvija"/>
Website	<input type="text" value="www.rpr.gov.lv"/> <small>14 / 100 characters</small>	NUTS3 code	<input type="text" value="Riga"/>

Partner ID:

Organisation ID type	<input type="text" value="Unified registration number (Vienotais reģistrācijas numurs)"/>
Organisation ID	<input type="text" value="90002222018"/>
VAT Number Format	<input type="text" value="LV + 11 digits"/>
VAT Number	N/A <input checked="" type="checkbox"/> <input type="text"/> <small>0 / 50 characters</small>
PIC	<input type="text" value="970538448"/> <small>9 / 9 characters</small>

Partner type:

Legal status	<input type="text" value="a) Public"/>	
Type of partner	<input type="text" value="Regional public authority"/>	<input type="text" value="Regional council, etc."/>
Sector (NACE)	<input type="text" value="70.10 - Activities of head offices"/>	

Partner financial data:

Role of the partner organisation in this project:

Riga Planning Region participates in its role as the driving force behind the East Baltic Coast initiative, which supports more than 40 marinas in LV & EE in guest boater marketing and competence development. It ensures, therefore, the representation of the eastern part of the BSR in the joint destination development & marketing. Its task include, in particular:

- > Involving harbour operations & boating stakeholders from LV & EE, via East Baltic Coast channels & networks
- > Leading the joint marketing activities (GoA 5), In close cooperation with ZMiGM / SOUTH COAST BALTIC
- > Contribution to the Sustainability Roadmap (GoA 2), knowledge exchange (GoA 3), and policy maker dialogue (GoA 4)

Riga Planning Region has broad experience with Interreg BSR projects. In the scope of the EastLat Harbours project, it has successfully lead the development of the cross-border boating destination brand "East Baltic Coast" and international guest boater marketing activities.

969 / 1,000 characters

Has this organisation ever been a partner in the project(s) implemented in the Interreg Baltic Sea Region Programme?

☐ Yes ☐ No

2.2 Project Partner Details - Partner 5

LP/PP	<input type="text" value="Project Partner"/>		
Partner Status	<input type="text" value="Active"/>		
	Active from	<input type="text" value="16/06/2022"/>	Inactive from
			<input type="text"/>

Partner name:

Organisation in original language	<input type="text" value="Företagsam Skärgård"/> <small>19 / 250 characters</small>
Organisation in English	<input type="text" value="Enterprising Archipelago"/> <small>24 / 250 characters</small>

Department in original language	n/a	3 / 250 characters
Department in English	n/a	3 / 250 characters

Partner location and website:

Address	PB 7	5 / 250 characters	Country	Finland
Postal Code	22101	5 / 250 characters	NUTS1 code	Åland
Town	Mariehamn	9 / 250 characters	NUTS2 code	Åland
Website	www.skargarden.ax	17 / 100 characters	NUTS3 code	Åland

Partner ID:

Organisation ID type	Business Identity Code (Y-tunnus)
Organisation ID	2107903-7
VAT Number Format	FI + 8 digits
VAT Number	N/A <input checked="" type="checkbox"/> 0 / 50 characters
PIC	n/a
	3 / 9 characters

Partner type:

Legal status	a) Public
Type of partner	<div>Sectoral agency</div> <div>Local or regional development agency, environmental agency, energy agency, employment agency, etc.</div>
Sector (NACE)	94.99 - Activities of other membership organisations n.e.c.

Partner financial data:

Role of the partner organisation in this project:

Enterprising Archipelago promotes sustainable development in the Åland archipelago, incl. development & promotion of leisure boat harbours. In the SeaStop project, it collaborated within a network of 18 harbours in SE, AX & FI and helped them in investment, marketing & sustainability issues. Via the European Network of Small Islands (ESIN) it has good contacts to other archipelago areas in EU & FI.

Its tasks include, in particular:

- > Involving harbour operations & boating stakeholders from SE, AX & FI, via SeaStop & ESIN channels
- > Contributing experiences from the SeaStop & SmartPort projects (e.g. environmental certification of harbours) to the Sustainability Roadmap (GoA 2) and knowledge exchange (GoA 3)
- > Contribution to policy maker dialogue (GoA 4) and marketing activities (GoA 5)

Enterprising Archipelago is a newcomer to Interreg BSR. However, it has experience in cross-border cooperation from various other projects (e.g. SeaStop / Interreg Central Baltic).

979 / 1,000 characters

Has this organisation ever been a partner in the project(s) implemented in the Interreg Baltic Sea Region Programme?

☐ Yes ☐ No

State aid relevance

For the partner type selected, the Programme sees a medium to high risk for implementing State aid relevant activities. If the partner is of the opinion that its activities are not State aid relevant, it can ask the MA/JS for a plausibility check on the State aid relevance. Does the partner want to do this?

☐ Yes ☐ No

2.2 Project Partner Details - Partner 6

LP/PP	Project Partner		
Partner Status	Active		
	Active from	16/06/2022	Inactive from
Partner name:			
Organisation in original language	Tartu Ülikool		
	13 / 250 characters		
Organisation in English	University of Tartu		
	19 / 250 characters		
Department in original language	Eesti Mereinstituut		
	19 / 250 characters		
Department in English	Estonian Marine Institute		
	25 / 250 characters		

Partner location and website:

Address	Ülikooli 18	Country	Estonia
	11 / 250 characters		
Postal Code	50090	NUTS1 code	Eesti
	5 / 250 characters		
Town	Tartu	NUTS2 code	Eesti
	5 / 250 characters		
Website	https://www.ut.ee	NUTS3 code	Lõuna-Eesti
	17 / 100 characters		

Partner ID:

Organisation ID type	Registration code (Registrikood)		
Organisation ID	74001073		
VAT Number Format	EE + 9 digits		
VAT Number	N/A <input type="checkbox"/>	EE100030417	
		11 / 50 characters	
PIC	999895013		
	9 / 9 characters		

Partner type:

Legal status	a) Public		
Type of partner	Higher education and research instituti	University faculty, college, research institution, RTD facility, research cluster, etc.	
Sector (NACE)	85.42 - Tertiary education		

Partner financial data:

Role of the partner organisation in this project:

The Estonian Marine Institute, University of Tartu (UTARTU) is a multidisciplinary marine research institution. It conducts both basic and applied research in the field of marine ecosystem-based management of human activities. In BaltSusBoating 2030, it acts as "internal service provider" for the consortium and supports the research, peer learning and competence development activities.

Its tasks include, inter alia:

- > Leading the knowledge exchange activities (GoA 5) in close cooperation with the partners, incl. the preparation & organisation of exchange events.
 - > Supporting the elaboration of the Sustainability Roadmap (GoA 2), incl. baseline study, best practice survey, research on certification schemes, identification of funding sources.
 - > Support & inputs to the policy maker dialogue (GoA 4)
- UTARTU has broad experience with Interreg BSR projects.

864 / 1,000 characters

Has this organisation ever been a partner in the project(s) implemented in the Interreg Baltic Sea Region Programme?

☒ Yes ☐ No

State aid relevance

For the partner type selected, the Programme sees a medium to high risk for implementing State aid relevant activities. If the partner is of the opinion that its activities are not State aid relevant, it can ask the MAJS for a plausibility check on the State aid relevance. Does the partner want to do this?

☐ Yes ☒ No

2.3 Associated Organisation Details - AO 1

Associated organisation name and type:

Organisation in original language	Foreningen af Lystbådehavne I Danmark (FLID)		44 / 250 characters
Organisation in English	The Association of Leisure Boat Harbours in Denmark (FLID)		58 / 250 characters
Department in original language	n/a		3 / 250 characters
Department in English	n/a		3 / 250 characters
Legal status	b) Private		
Type of associated organisation	Interest group	Trade union, foundation, charity, voluntary association, club, etc. other than NGOs	

Associated organisation location and website:

Address	Havnevej 1, 1. sal	Country	Denmark
	18 / 250 characters		
Postal Code	4000		
	4 / 250 characters		
Town	Roskilde		
	8 / 250 characters		
Website	www.flidhavne.dk		
	16 / 100 characters		

Role of the associated organisation in this project:

The Association of Leisure Boat Harbours in Denmark (FLID) counts more than 270 leisure boats harbours in DK as its members. Its activities include guidance to member ports, knowledge sharing, marketing, tourism, education, port safety and communication. FLID, therefore, represents the renowned boating destination Denmark / Danish Islands, which can be regarded as benchmark for destination management within the BSR.

FLID will closely follow the project activities and support with:

- > Involving harbour operations & boating stakeholders from DK via FLID channels & networks.
- > Contributing to Sustainability Roadmap (GoA 2), knowledge exchange (GoA 3), marketing activities (GoA 5)
- > Sharing good practices from Denmark with umbrella organisations & harbour operators from other countries (e.g. "Vild med Vand" campaign to attract newcomers) in the events in GoA 3

FLID is a newcomer to the Interreg BSR Programme. It decided to finance its involvement into BaltSusBoating 2030 from own funds.

997 / 1,000 characters

3. Relevance

3.1 Context and challenge

More than 1.000 leisure boat harbours and a unique set of varied sub-destinations (e.g. Swedish archipelago, South Coast Baltic) make the Baltic Sea an attractive boating region for sailors and motor boaters from both littoral and far away countries. Despite high class infrastructure and an attractive destination profile with diverse nature & culture experiences, however, it still lags behind international competitors (in particular: Mediterranean Sea) in terms of visibility and tapping economic potentials of leisure boating.

Recently, there emerged new opportunities but also challenges with these regards:

- > The Corona pandemic is a deep caesura for Baltic Sea boating, but may create new opportunities by its end. Visiting nearby countries gains in popularity, and might dominate for a longer time. The demand for nature-oriented offers and holidays off the crowded spots – for which Baltic Sea boating stands in a prominent way – will increase. This can be used to strengthen the position of the BSR in international competition, in particular the Mediterranean Sea.
- > Sustainability, in environmental and social terms, gains in importance for boaters, both as a result of more environmental awareness and new customer preferences in post-pandemic times. The Baltic Sea with its - already today - relatively high environmental standards and often smaller, nature-embedded and authentic harbours has huge potentials to satisfy these needs. If the region succeeds to further enhance the standards, sustainability may become a competitive edge for Baltic Sea boating.
- > General trends in the boating sector (e.g. digitalisation, adventure tourism) will change the market environment, too. Joining forces and peer learning can accelerate adaptation to them.
- > Now, the tensions with Russia imply a new risk for boating tourism development in the BSR. Only if a feeling of security can be (re-)created and a new marketing narrative be found, it may stay an attractive destination.

1,987 / 2,000 characters

3.2 Transnational value of the project

BaltSusBoating 2030 addresses the described challenges by initiating strategic dialogue & cooperation at BSR level for joint boating destination development & marketing.

It bases thereby on an improved institutional framework, which is the direct result of previous Interreg projects (South Coast Baltic, EstLaT Harbours, SeaStop, SmartMarina). These cross-border initiatives created new boating destinations and harbour networks at sub-Baltic level (Baltic East Coast > LV, EE, South Coast Baltic > DE, DK; PL, LT, Smart Marinas / Sea Stop > SE, AX, FI, EE). Along with long-established national destinations & networks (SE > Union of Swedish Guest Harbours, DK > Association of Guest Harbours in Denmark), the Baltic Sea comprises now for the first time of a more homogenous institutional fundament for destination development & marketing that allows to effectively coordinate actions at BSR level.

BaltSusBoating 2030 will bring together these umbrella organisations for the following benefits:

- > The creation of a transnational platform for strategic dialogue & exchange will allow to systematically identify cooperation opportunities and potentials for further joint actions.
- > The joint work on a Sustainability Roadmap will enable to utilise good practices from Scandinavia and accelerate the development of a sustainable boating destination.
- > Knowledge transfer at BSR level will give access to a broad variety of good practices to address current challenges & opportunities in boating tourism and facilitate the adaption to post-pandemic market conditions.
- > Joint dialogue with policy makers will increase lobbying power.
- > Joint marketing gives access to new target groups (e.g. round-Baltic sailors) and sources markets (e.g. UK) that cannot be effectively addressed by the sub-destinations.

The transnational cooperation, therefore, enables to more effectively adapt Baltic Sea boating tourism to post-pandemic market conditions – and in this way unlock new economic potentials.

1,995 / 2,000 characters

3.3 Target groups

Target group	Sector and geographical coverage	Its role and needs
Interest group	<p>Sector: Umbrella / network organisations at the sub-BSR level dealing with boating destination development, guest boater marketing and competence development among harbour operators</p> <p>Geographic coverage: PL, DE, DK, LT, LV, EE, FI, SE, DK, NO</p>	<p>All main umbrella / network organisations at sub-BSR level are involved in the project as PPs & AOs. They are the main protagonists of boating destination development and guest boater marketing in the BSR. Together, they reach out to more than 900 harbour operators in PL, DE, DK, LT, LV, EE, FI, SE, DK. They team up to contribute (1) their marketing competence & experience for joint activities at BSR level, (b) their networks for involving marina operators into sustainable destination development.</p> <p>With BaltSusBoating 2030, these institutions create for the first time a platform to exchange and cooperate in a strategic way, and thus to concert their activities. The main benefits for them are:</p> <ul style="list-style-type: none"> > Reaching out to new target & source markets by joint marketing > New inspirations for addressing post-pandemic market challenges & opportunities through knowledge exchange > More lobbying power towards political stakeholders by teaming up at BSR level

955 / 1,000 characters

Target group	Sector and geographical coverage	Its role and needs
<div>Small and medium enterprise</div>	<div> Sector: Leisure boat harbour operators </div> <div> Geographic coverage PL, DE, DK, LT, LV, EE, FI, SE, DK, NO </div> <div>100 / 500 characters</div>	<p>Harbours are the backbone of the BSR leisure boating sector. They are the places where boaters are mainly serviced – and where they experience the destination in practice. Only if the boaters find in the harbours what the brand promises, marketing can be successful in the long term. It is therefore essential that the development of the Baltic Sea into a single & sustainable boating destination is widely carried by the harbour operators.</p> <p>At the same time, however, guest boaters are attracted by destinations and not by single harbours. Harbour, therefore, are dependent on umbrella organisations for effective guest boater marketing.</p> <p>By teaming up their umbrella organisations for joint marketing, BaltSusBoating 2030 supports the harbour operators in attracting international guest boaters. Furthermore, the project activates them for developing the Baltic Sea into a sustainable boating destination by giving them concrete inspirations for their own, local activities.</p> <div>976 / 1,000 characters</div>
<div>National public authority</div>	<div> Sector: Authorities at national, regional and local level, state agencies responsible for tourism development, sustainable development and strategic planning of territories </div> <div> Geographical coverage: PL, DE, DK, LT, LV, EE, FI, SE, DK, NO </div> <div>237 / 500 characters</div>	<p>The boating tourism sector in the BSR depends on public support, in particular for creating and maintaining its costly infrastructure (e.g. breakwaters, harbour facilities, dredging of fairways). The sector generates significant spillover effects and indirect revenues (e.g. lifting up attractiveness of on-land offers). But due to short season and – in international comparison – low service price levels, their direct incomes of the harbour operators from boating are rather low and not sufficient to refinance the infrastructure.</p> <p>The development of the Baltic Sea into a sustainable boating destination makes further, costly investments (e.g. new eco-friendly facilities in ports) necessary. Thus, it is essential to involve and take on board relevant policy makers to this process from the beginning. It requires constant exchange with them on the needs of the sector and the benefits for the BSR as maritime destination to raise their awareness and gain support from them.</p> <div>978 / 1,000 characters</div>

3.4 Project objective

Your project objective should contribute to:

Blue economy

BaltSusBoating 2030 lays foundations for developing the Baltic Sea into a sustainable boating destination that is visible & competitive at international markets, and that makes the most of new opportunities of post-pandemic boating tourism. To achieve this, the project initiates a strategic cooperation at BSR level. Supported by CBSS, the main umbrella organisations & boating tourism actors team up to jointly define goals and measures for a collaborative destination development & marketing until 2030.

This includes:

- (1) To establish a multi-level cooperation platform, that enables strategic cooperation & concerted actions of the main umbrella organisations of the sector and reaches out to more than 900 leisure boat harbour operators .
- (2) The elaboration of a Sustainability Roadmap for Baltic Sea boating that defines concrete steps and gives harbour operators inspirations for contributing to sustainable boating destination development.
- (3) Exchange & peer learning activities that enable the transfer & roll out of good practices, and that facilitate the adaption to new challenges & opportunities in the post-pandemic leisure boating market.
- (4) Dialogue with policy makers in order to make them aware of the economic potentials of leisure boating and to acquire support for the development of the Baltic Sea into a single, sustainable & competitive boating destination.
- (5) The iterative development and testing of a joint brand & marketing approach for the Baltic Sea as single & sustainable boating destination, which will allow the sub-destinations and harbours to access new target groups & markets.

By its end, therefore, the partners of BaltSusBoating 2030 will have jointly created the institutional basis and the strategic framework for collaboratively developing the Baltic Sea into a single & sustainable boating destination by 2030, which is built on common environmental standards, and a valuable element of the blue economy of the BSR.

1,967 / 2,000 characters

3.4.1 Specific aims addressed by your project

Which specific aims does your project address within the described project objective?

- ☐ Building trust that could lead to further cooperation initiatives
- ☒ Initiating and keeping networks that are important for the BSR
- ☐ Bringing the Programme closer to the citizens
- ☒ Allowing a swift response to unpredictable and urgent challenges

BaltSusBoating 2030 creates a new transnational network of the main umbrella organisations / networks for boating tourism in the BSR (SOUTH COAST BALTIC / PL-DE-DK-LT, Swedish Union of Guest Harbours / SE, Association of Danish Leisure Boat Harbours (FLID) / DK, Baltic East Coast / LV-EE, Smart Marinas & Seastop / SE-FI-EE). It will allow to reach out to harbour operators – the backbone of the boating tourism sector – from all the countries of the BSR for jointly developing and promoting the Baltic Sea as a single & sustainable boating destination that is competitive at international level and may unlock new economic potentials. Thanks to the support of CBSS, the potentials and needs for a sustainable and attractive Baltic Sea boating tourism sector will furthermore be brought to the attention of policy makers, which often perceive leisure boating tourism rather as a niche segment within the tourism market and have little awareness of its economic potentials.

973 / 1,000 characters

The project is a direct response to two urgent challenges for the Baltic Sea leisure boating sector:

- > It strives explicitly to prepare the sector for post-pandemic boating tourism, which may kick-off at full scale from 2023. For effectively tapping related opportunities, concerted actions have to be launched asap.
- > The tensions with Russia create threats for the Baltic Sea as boating destination. The area recently gained popularity in particular in its south-eastern parts thanks to presenting it as place where friendly relations open up new tour options. This narrative might not work anymore for longer time, and the boating experience may also be impeded practically (e.g. closed military practicing areas, the need to pass by Russia waters on the way to the Baltic States may create insecurities). The project will, therefore, carefully monitor the geopolitical situation and create a new narrative that ensures that the Baltic Sea will still be perceived as safe & attractive destination.

1,000 / 1,000 characters

3.5 Project's contribution to the EU Strategy for the Baltic Sea Region

Please indicate whether your project contributes to the implementation of the Action Plan of the EU Strategy for the Baltic Sea Region (EUSBSR).

☒ Yes ☐ No

Please select which Policy Area of the EUSBSR your project contributes to most.

PA Tourism

Please list the action of this Policy Area that your project contributes to and explain how.

BaltSusBoating 2030 contributes both to "Action 1: Transnational tourism development in remote and rural areas" and "Action 3: Protection and sustainable utilisation of cultural heritage and natural resources in tourism destinations" in the following ways:

- > The Baltic Sea coast, islands & archipelagos consist in most part of rural areas and tourism-driven small towns, offering more than 1.000 high quality leisure boat harbours. The project brings together main boating umbrella & network organisations in BSR for increasing the visibility and the attractiveness of the remote areas they represent.
- > GoA 1 consolidates this transnational network of actors through continuous exchange on strategic issues & state of boating tourism sector and is a base for further joint actions.
- > GoA 2 & 3 facilitate competence development of the actors of boating tourism and bring good practices into daily professional routines through e.g. joint workshops, peer learning seminars, study trips. GoA 2 focuses thereby on fostering sustainable destination management approaches (Action 3); GoA 3 on services in the post-pandemic "new opening" where remote areas gain in popularity (Action 1).
- > GoA 4 aims at facilitating coordination and lobbying for better support from policy makers.
- > GoA 5 advances the transnational boating tourism development to the "next level" by jointly working out & testing a joint branding & marketing of the Baltic Sea as sustainable boating destination.

1,479 / 1,500 characters

If applicable, please describe which other Policy Areas of the EUSBSR your project contributes to and how.

BaltSusBoating 2030 aims at turning the Baltic Sea into a sustainable boating region, and so it contributes mainly to the goals of PA Tourism: improving long-term competitiveness of the BSR (developing USP & brand for BSR as a single boating destination) and investing in the customer experience (creating a USP based on eco-friendly boating, backed up by exchanging on and adopting sustainable destination management approaches).

At the same time, its actions create synergies with other PAs, e.g:

- > PA Nutri (objective 'Save the sea > Clear water in the sea) "Action 2: Reduce nutrient emissions from urban areas & other point sources": GoA 2 aims at exchanging & adopting sustainable destination management approaches. It addresses, therefore, environmental sustainability by exploring measures & good practices for reducing nutrient & pollutant emissions from "other point sources", i.e. actions that (a) make the leisure boat harbour operation more eco-sustainable; (b) encourage eco-friendly behaviour of boaters; (c) foster the roll out of zero-emission propulsion of leisure boats. GoA 2 results in a Sustainability Roadmap for Baltic Sea boating co-developed and validated through dialogue with marina operators.

The Projects contributes to the implementation of the EUSBSR AP also in terms of mainstreaming climate and SDGs into all PAs; provides contribution to the PA Spatial Planning; indirectly provides a positive impact to the actions stated for PA Health and PA Education.

1,492 / 1,500 characters

3.6 Other political and strategic background of the project

Strategic documents

HELCOM ACTION PLAN

The project contributes directly to Sea-based activities segment, Topic: Recreational boating: "Promote environmentally sustainable recreational boating, incl. use of best environmental practices through education & raising awareness of boat users and personnel of marinas & guest harbours. Promote also "green" marinas & guest harbours by e.g. introducing eco-labelling of marinas and developing guidance & best practice documents by 2025 as help for marinas to reach criteria."

499 / 500 characters

BALTIC 2030 ACTION PLAN

Developed by CBSS through its Expert Group on Sustainable Development (EGSD), it aligns the UN 2030 Agenda to challenges & needs of the BSR. The EGSD is mandated to work for advocating the SDGs defined in it and shall build capacity of key actors (e.g. local & national authorities, NGOs), conduct leadership training, promote tools for mainstreaming SDGs across sectors, and communicate the results & progress to stakeholders. BaltSusBoating 2030 is part of this process.

497 / 500 characters

COMMISSION COMMUNICATION ON A NEW APPROACH FOR A SUSTAINABLE BLUE ECONOMY IN THE EU

It identified a "clear added value in addressing common challenges & protecting common goods through regional cooperation" at sea basin level. COM aims therefore "to promote & support, through EU funds, the development of marine & coastal eco-tourism" and "to showcase the diverse maritime heritage [...], manage tourist flows smartly, diversify the offer". BaltSusBoating 2030 contributes to all these goals.

493 / 500 characters

3.7 Seed money support

Please indicate whether your project is based on a seed money project implemented in the Interreg Baltic Sea Region Programme 2014-2020.

☐ Yes ☒ No

3.8 Other projects: use of results and planned cooperation

Full name of the project	Funding Source	Use of the project outcomes and/or planned cooperation
Baltic Sustainable Boating	Swedish Institute Seed Funding	<p>Initiated by CBSS and the Union of Swedish Guest Harbours, BSB gathered for the first time the main umbrella organisations / harbour cooperation initiatives in the BSR (incl. Union of Swedish Guest Harbours, Danish Association of Leisure Boat Ports, South Coast Baltic, East Baltic Coast, SeaStop / SmartMarinas) for discussing possibilities for a pan-Baltic cooperation, and to launch a joint project.</p> <p>The main focus of the exchange was to learn more about points of departure and needs of the leisure boating sectors in the respective sub-destinations. For this purpose, lessons learnt in previous sub-BSR initiatives were jointly reviewed, surveys among harbour operators carried out and exchange events arranged. On this basis, the involved institutions defined next steps for their collaboration, to bring selected joint actions into practice.</p> <p>The project, therefore, delivered the knowledge base for BaltSusBoating 2030. Its work plan and partnership are a direct result of it.</p>

26 / 200 characters

30 / 200 characters

985 / 1,000 characters

Full name of the project	Funding Source	Use of the project outcomes and/or planned cooperation
<div>SOUTH COAST BALTIC</div> <div>18 / 200 characters</div>	<div>Interreg South Baltic Programme</div> <div>31 / 200 characters</div>	<p>SOUTH COAST BALTIC (SCB) was led by ZMiGM and merged boating regions in DE, DK, PL, RU & LT into a cross-border boating holiday destination. It launched the brand SOUTH COAST BALTIC for jointly promoting the area and a marketing campaign towards guest boaters from DE, SE & PL in particular. Along with this, it initiated knowledge exchange & competence development among marina operators and other boating tourism actors.</p> <p>By the end of the project in 2021, the SCB network adopted an action plan for further joint activities. One of the proposed measures is to team up with other sub-BSR destinations for joint marketing to access further target groups.</p> <p>SCB, therefore, created a part of the institutional fundament on which now pan-Baltic cooperation is launched. Its destination building process is furthermore used as blueprint for developing the entire Baltic Sea into a sustainable boating destination.</p> <div>911 / 1,000 characters</div>
<div>EstLat Harbours</div> <div>15 / 200 characters</div>	<div>Interreg Estonia-Latvia</div> <div>23 / 200 characters</div>	<p>EstLat Harbours created a network and cooperation platform for the more than 40 marinas and guest harbours in LV and EE. It established, inter alia, the brand East Baltic Coast, which is used for international guest boater marketing.</p> <p>In parallel to SCB, therefore, EstLat Harbours created another part of the institutional fundament on which now pan-Baltic cooperation is launched.</p> <p>In the course of its marketing campaign, East Baltic Coast furthermore teamed up with SOUTH COAST BALTIC for joint actions (e.g. back-to-back booth at boating fairs in DE & SE, joint advertising). This approach proved to considerably increase visibility and benefits for both destinations. It will be taken to the next stage within BaltSusBoating 2030, in the framework of which now all sub-destinations of the BSR will team up for joint marketing activities.</p> <div>846 / 1,000 characters</div>

Full name of the project	Funding Source	Use of the project outcomes and/or planned cooperation
<div>Smart Marinas & SeaStop</div> <div>23 / 200 characters</div>	<div>Interreg Central Baltic Programme</div> <div>33 / 200 characters</div>	<p>The projects Smart Marinas and SeaStop, into which Enterprising Archipelago was involved, established cooperation among in total more than 40 harbours from SE, AS, FI & EE. Besides joint marketing, the focus was thereby on making the leisure boat ports more sustainable, incl. infrastructure investments and environmental certification.</p> <p>Also these projects, therefore, closed persisting institutional gaps and created another part of the fundament, on which pan-Baltic cooperation in the field of leisure boating can be launched now. The collected experiences with fostering the sustainability of leisure boat harbours and environmental certification are furthermore used as the basis for the elaboration of the Sustainability Roadmap for Baltic Sea boating and related exchange activities within BaltSusBoating 2030.</p> <div>819 / 1,000 characters</div>
<div>SuPortNet 1&2, Maritour</div> <div>23 / 200 characters</div>	<div>Interreg Baltic Sea Region Programme</div> <div>36 / 200 characters</div>	<p>SuPortNet 1&2 (1999-2005) are the “forbearers” of BaltSusBoating 2030. In their framework, local planning processes were implemented, on the basis of which many of the leisure boat harbours were build that are now jointly promoted and further developed. It prepared, therefore, considerably parts of today’s leisure boating infrastructure in the Baltic Sea Region.</p> <p>Maritour (2006-2007) was the follow up initiative and included a first attempt to jointly promote the Baltic Sea as a single boating destination. However, at that time the institutional structures for boating marketing were still very scattered and made concerted actions difficult. The benefits were therefore limited and the approach not durable.</p> <p>The lessons learnt are the basis for the approach of BaltSusBoating 2030t, and the decision to base the joint marketing on the “mosaic” of part-destinations that emerged in the meantime and which now can be used as fundament for concerted actions.</p> <div>962 / 1,000 characters</div>

3.9 Complementarity with cross-border-cooperation programmes in Baltic Sea region

Would your project idea also fit geographically and thematically under one or more cross-border-cooperation programmes in the Baltic Sea region and could be financed by these programmes?

☐ Yes ☒ No

Please justify.

BalticSusBoating 2030 strives for establishing a BSR-wide cooperation among the main umbrella organisations of the boating tourism sector, in order to enable a collaborative destination development and joint marketing of the Baltic Sea as a whole and a single destination. BSR-wide geographic coverage, therefore, is the main objective and the very core of the project, and an inevitable and constituting element of its approach. With this focus, the project cannot be accommodated in any of the cross-border cooperation programmes in the BSR.

543 / 1,000 characters

3.10 Horizontal principles

Horizontal principles	Projects's direct impact
Sustainable development	positive
Non-discrimination including accessibility	positive
Equality between men and women	neutral

4. Management

Allocated budget

10%

4.1 Project management

☒ Please confirm that the lead partner and all project partners will comply with the rules for the project management as described in the Programme Manual.

If relevant, please indicate any other important aspects of the project management, e.g. external entity supporting the lead partner in the management of the project, advisory board, steering committee, any other relevant working groups, etc.

The LP ensures overall strategic & operational project management, incl. communication with JS, reporting and conclusion of Partnership Agreement. Each partner has clearly defined tasks in the collaborative work process. The LP continuously monitors the work progress. Main means of coordination and exchange are a monthly online jour fixe and half-annual partner meetings (if possible face-to-face & back-to-back with other events). Strategic decisions shall be made unanimously by all partners.

496 / 500 characters

4.2 Project financial management

☒ Please confirm that the lead partner and all project partners will comply with the rules for the financial management and control as described in the Programme Manual.

If relevant, please indicate any other important aspects of the financial management, e.g. external entity supporting the lead partner, positions planned for financial management, involvement of special financial experts (e.g. for public procurement), etc.

The LP is responsible for the overall financial management, incl. reporting of costs to the JS and disbursement of the respective shares in the ERDF reimbursement to the project partners. An experienced external financial manager (to be subcontracted) will assist and advise the LP and the partners in eligibility issues (incl. public procurement requirements), financial reporting at partner & project level as well as monitoring of the spending plan.

452 / 500 characters

4.3 Input to Programme communication

☒ Please confirm that you are aware of the obligatory inputs to Programme communication that must be submitted along the pre-defined progress reports, as described in the Programme Manual.

If relevant, please describe other important aspects of project communication that you plan to introduce, e.g. a communication plan, opening and closing events, social media channel(s) etc.

The LP acts as Communication Manager, supported by CBSS. It coordinates collaboration with JS, maintains the project website and ensures obligatory communication products to the JS (by PR 2, at mid-term & project end). Continuous dialogue with the target groups is ensured via GoA 2 & 4, in particular. Two conferences (opening / closing event) ensure wide visibility. On top CBSS and other partners will promote the project at EUSBSR events, EU Maritime Day & other relevant EU events.

486 / 500 characters

4.4 Cooperation criteria

Please select the cooperation criteria that apply to your project. In your project you need to apply at least three cooperation criteria. Joint development and joint implementation are the obligatory ones you need to fulfill in your project.

Cooperation criteria

Joint Development ☒

Joint Implementation ☒

Joint Staffing ☒

Joint Financing ☒

5. Work Plan

Number	Work Package Name
1	Strategic cooperation for sustainable boating destination development & joint marketing of the BSR
Number	Group of Activity Name
1.1	Dialogue on the collaborative development and marketing of the BSR as single boating destination
1.2	Paving the way for developing the Baltic Sea into a sustainable boating destination
1.3	Transfer of good practices on using new opportunities in the post-pandemic boating tourism market
1.4	Continuous dialogue with policy makers on boating tourism development in the Baltic Sea
1.5	Iterative development of a joint marketing approach for the BSR as sustainable boating destination

Work plan overview

	Period: 1	2	3	4	Leader
WP.1: Strategic cooperation for sustainable boating destination development & joint marketing of the BSR					PP1
A.1.1: Dialogue on the collaborative development and marketing of the BSR as single boating destination					PP1
D.1.1: Multi-level dialogue and exchange platform for BSR boating tourism development					PP3
A.1.2: Paving the way for developing the Baltic Sea into a sustainable boating destination					PP6
D.1.2: Sustainability Road Map for Baltic Sea Boating					PP2
A.1.3: Transfer of good practices on using new opportunities in the post-pandemic boating tourism market					PP4
D.1.3: Series of inspirational seminars for adapting to post-pandemic boating					
A.1.4: Continuous dialogue with policy makers on boating tourism development in the Baltic Sea					
D.1.4: Arenas for dialogue with policy makers on BSR boating tourism					
A.1.5: Iterative development of a joint marketing approach for the BSR as sustainable boating destination					
O.1.5: Strategy for sustainable boating destination development and joint marketing of the Baltic Sea					

Outputs and deliverables overview

Code	Title	Description	Contribution to the output
D 1.1	Multi-level dialogue and exchange platform for BSR boating tourism development	The multi-level dialogue and exchange platform enables continuous strategic dialogue about boating tourism development issues in the BSR. It includes the following communication structures & instruments: > BALTIC SEA BOATING JOUR FIXE AMONG THE UMBRELLA ORGANISATIONS: It brings together representatives of them and is held every two months in an online format. The meetings are used for discussing project matters and exchanging about new developments and initiatives in a regular way. A specific focus is to monitor the geopolitical situation and its implications on Baltic Sea Boating. The jour fixe is open for participation of boating actors from outside the partnership (in particular: NO. FI), which are pro-actively invited and encouraged to join. > DIALOGUE EVENTS WITH MARINA OPERATORS AT SUB-BSR LEVEL: Each participating umbrella organisation maintains dialogue with the marina operators in its respective territory / network by using its usual formats (e.g. annual meetings, working groups). In this way, marina operators are regularly informed about ongoing discussions at the transnational level and inputs collected from them that widen perspectives. This dialogue level, therefore, is essential to widely anchor the transnational cooperation in the BSR boating sector and to create ownership for it among the marina operators as the key stakeholders. > WEBSITE / SOCIAL MEDIA SITES FOR BSR BOATING STAKEHOLDERS: The online resources will document the ongoing transnational dialogue and cooperation among the umbrella organisations. Thus, marina operators & other boating tourism actors get the possibility to actively contribute to the process. In this way, the outreach of and ownership for the cooperation will be further strengthened. The multilevel dialogue and exchange platform, therefore, provides the institutional backbone for the Strategy for sustainable boating destination development and joint marketing of the Baltic Sea, and to implement it until 2030.	O.1.5 Strategy for sustainable boating destination development and joint marketing of the Baltic Sea
D 1.2	Sustainability Road Map for Baltic Sea Boating	The Sustainability Roadmap for Baltic Sea Boating will summarise the findings of the GoA and process them into concrete goals and steps in the short, medium and long term to develop the Baltic Sea to a sustainable boating destination. It may include, in particular: > Description of the point of departure and definition of common goals for making boating in the Baltic Sea sustainable in environmental & social terms > Indicators for measuring the achievement of short, medium and long run goals - under consideration of the Baltic 2030 Agenda and its SDGs > Exemplary good practices for promoting sustainable boating in the BSR that can be used as models for further actions > Measures on the Baltic Sea level to achieve the goals and to make the sustainable destination tangible for boaters, incl. actions for (a) sustainable leisure boat harbour operation (b) encouraging eco-friendly behaviour of boaters (c) promoting the roll out of zero-emission propulsion. The Sustainability Roadmap will, therefore: > Create a reference frame and define a concrete action plan for developing the Baltic Sea into a socially sustainable and eco-friendly boating destination. > Provide a basis for and an input to the joint branding of the Baltic Sea as sustainable boating destination and related marketing activities. > Fill the sustainability promise of the brand with concrete practices that boater can experience and participate in.	O.1.5 Strategy for sustainable boating destination development and joint marketing of the Baltic Sea

D 1.3	Series of inspirational seminars for adapting to post-pandemic boating	<p>The series of inspirational seminars has the purpose to initiate a peer learning process and the transfer of good practices in the BSR on how to address new challenges and opportunities for Baltic Sea boating in the post-pandemic boating tourism market. The project partners will jointly define the thematic foci of the events in the course of the project implementation, with reference to surveys among harbour operators. From today's perspective, the following topics may be addressed (tentative / non-exhaustive list): > Measures to facilitate generation change in boating and recruiting newcomers > Developing offers for the new segment of "adventure tourism" > Digitalisation of harbour operation and guest boater marketing > Climate change adaption of harbour infrastructure > Season prolongation by new offers for land tourist in leisure boat harbours > Standards and instruments for collecting unified guest boater data as basis of marketing activities > Changing marketing narrative & information needs of boaters in the light of the new geopolitical situation The events will involve both representatives of the umbrella organisations and harbour operators from all BSR countries. Also policy makers will be invited to join the events (see GoA4). The seminars will be widely advertised via the networks and communication channels of the project partners. Documentations will be published and made available to interested parties at the project website. Thus, they will give concrete inspirations for related actions on both transnational level and local level. The event series will, therefore, generate and deliver concrete inspirations for actions of both the umbrella organisation and harbour operators. Its findings will be taken up into the Strategy for sustainable boating destination development and joint marketing approach of the Baltic Sea.</p>	O.1.5 Strategy for sustainable boating destination development and joint marketing of the Baltic Sea
D 1.4	Arenas for dialogue with policy makers on BSR boating tourism	<p>BaltSusBoating 2030 will set up specific arenas for dialogue with relevant policy makers at national, regional, and local levels on the development of Baltic Sea boating tourism: They include: > The CBSS Expert Group on Sustainable Maritime Economy (EGSME): It consists of CBSS Member States ministries' officials, incl. a representative of EU COM (DG MARE). Cooperation among small ports and sustainable yachting are among its focus topics. The project regularly informs EGSME on the work on Strategy for sustainable boating destination development and joint marketing of the BSR (GoA5), and ask for feedback & inputs. > The CBSS Expert Group on Sustainable Development (EGSD): It is made up of officials from relevant ministries of the CBSS Member States. Currently, its main goal is to translate the UN SDGs into local objectives for the BSR. The project regularly informs EGSD on the work on the Sustainability Roadmap (GoA2), and ask for feedback and inputs. -> Stakeholder conferences (opening / closure) on BSR boating tourism development: The events employ a cross-sectoral approach and involve policy makers, local strategic planners, academia & private sector. If appropriate, they take place back-to-back with CBSS Expert Group events, alternatively online. > Policy makers and stakeholders are invited to the thematic webinars in GoA3. Thus, they are supplied with hand-on perspectives and informed about the needs of the BSR leisure boating sector. > Promoting the project at relevant EU events (EUSBSR Annual Conf., European Maritime Day), e.g. by presentations and / or project booths, as appropriate. > Informing on project results via other CBSS networks (e.g. CPMR-BSC, Helcom, BSPC, BSSSC) The dialogue in these arenas will, therefore, be used to align the Strategy for sustainable boating destination development and joint marketing of the Baltic Sea with relevant policies and to anchor it among policy makers, and to lobby for more support for the boating tourism sector.</p>	O.1.5 Strategy for sustainable boating destination development and joint marketing of the Baltic Sea
O 1.5	Strategy for sustainable boating destination development and joint marketing of the Baltic Sea	<p>The "Strategy for sustainable boating destination development and joint marketing of the Baltic Sea" will consider the findings and results of all GoAs and process it towards a strategy and action plan to proceed with the collaborative destination development and joint marketing of the Baltic Sea until 2030. The destination development and marketing strategy will thereby base on and consider: > Ideas and inspirations collected during the continuous strategic dialogue among the umbrella organisations (GoA 1) > The Sustainability Roadmap for Baltic Sea Boating (GoA 2) > Lessons learnt from the exchange on how to adapt to the post-pandemic boating tourism market (GoA3) > Inputs from the dialogue with policy makers (GoA 4) > Experiences collected from the pilot marketing measures vis-a-vis end customers and media (GoA 5) The strategy will contain, inter alia: > The definition of the main target groups and target markets for joint marketing of the Baltic Sea. > The brand profile and a brand manual > An action plan for sustainable destination development until 2030 to ensure alignment between the brand & the "product" (= sustainable boating destination), in line with Sustainability Roadmap & brand profile > A marketing plan containing further joint actions to promote the Baltic Sea as single destination > A financing concept for the suggested measures (incl. identification of external funding sources) The strategy will be adopted by the project partners and thus become the guiding framework for collaborative destination development and joint marketing until 2030.</p>	

Work package 1

5.1 Title of the work package

Strategic cooperation for sustainable boating destination development & joint marketing of the BSR

98 / 100 characters

5.3 Work package leader

Work package leader 1 PP 1 - The Association of Sea Cities and Municipalities

Work package leader 2 PP 2 - Council of the Baltic Sea States

5.4 Work package budget

Work package budget 90%

5.5 Target groups

	Target group	How do you plan to reach out to and engage the target group?
1	<p>Interest group</p> <p>Sector: Umbrella / network organisations at the sub-BSR level dealing with boating destination development, guest boater marketing and competence development among harbour operators</p> <p>Geographic coverage: PL, DE, DK, LT, LV, EE, FI, SE, DK, NO</p> <p>242 / 500 characters</p>	<p>The main umbrella organisations for boating destination management & marketing in the BSR are directly involved into BaltSusBoating 2030 as Partners or AOs. They jointly defined the goals of the project, to which they explicitly committed with their participation, and will be the driving forces of the work process.</p> <p>The engagement of this target group, therefore, does not imply to reach out to external parties, but to ensure an effective involvement and collaboration of the consortium members in view of the project goals. Basis for this is the exchange platform in GoA 1. It ensures continuous dialogue among them on project activities. Proficient umbrella organisations lead the GoAs and ensure contributions of the other partners to the elaboration of deliverables & outputs. Each GoA includes thereby tailor-made means for exchange & dialogue to ensure this (see descriptions of GoA 2, 3 & 5 for details).</p> <p>914 / 1,000 characters</p>
2	<p>Small and medium enterprise</p> <p>Sector: Leisure boat harbour operators</p> <p>Geographic coverage: PL, DE, DK, LT, LV, EE, FI, SE, DK, NO</p> <p>100 / 500 characters</p>	<p>The harbour operators, which are the backbone of the leisure boating sector, will be involved in the transnational project activities in two ways:</p> <p>> Via the channels & working structures of the involved umbrella organisations (e.g. member assembly, network events, thematic events - see also GoA 1), they are regularly informed about the transnational dialogue that those conduct on behalf of them, and asked for feedback and inputs to it. This ensures that their knowledge and viewpoints are taken up in the destination development and joint marketing at the transnational level.</p> <p>> Furthermore, they will be invited via the channels of the umbrella organisations to workshops and seminars on specific aspects of destination development and marketing (see GoA 2, 3, 5). Thus, they can provide direct inputs to these topics and gain concrete inspirations for own activities that support the collaborative destination development & marketing.</p> <p>940 / 1,000 characters</p>
3	<p>National public authority</p> <p>Sector: Authorities at national, regional and local level, state agencies responsible for tourism development, sustainable development and strategic planning of territories</p> <p>Geographical coverage: PL, DE, DK, LT, LV, EE, FI, SE, DK, NO</p> <p>237 / 500 characters</p>	<p>Policy makers in all BSR countries will be engaged in the project activities via the working structures and networking activities of CBSS (see also GoA4). Project representatives will regularly report on the work status to the CBSS Working Groups on Sustainable Maritime Economy and Sustainable Development and ask for feedback. Dedicated stakeholder conferences will add on top.</p> <p>Thus, the awareness of relevant policy makers for the economic potentials of Baltic Sea boating and the needs of the leisure boating sector shall be advanced step-by-step. The feedback received will be taken up into the elaboration of Sustainability Roadmap (D 1.2) and the Strategy for sustainable boating destination building and joint marketing of the Baltic Sea (O 1.5), in particular. This shall enable to relate them to and to align them with relevant policy documents as well as – in the best case - to gain political support and to open up funding possibilities for their implementation.</p> <p>977 / 1,000 characters</p>

5.6 Activities, deliverables, outputs and timeline

No.	Name
1.1	Dialogue on the collaborative development and marketing of the BSR as single boating destination
1.2	Paving the way for developing the Baltic Sea into a sustainable boating destination
1.3	Transfer of good practices on using new opportunities in the post-pandemic boating tourism market
1.4	Continuous dialogue with policy makers on boating tourism development in the Baltic Sea
1.5	Iterative development of a joint marketing approach for the BSR as sustainable boating destination

WP 1 Group of activities 1.1

5.6.1 Group of activities leader

Group of activities leader PP 1 - The Association of Sea Cities and Municipalities

A 1.1

5.6.2 Title of the group of activities

Dialogue on the collaborative development and marketing of the BSR as single boating destination

96 / 100 characters

5.6.3 Description of the group of activities

Why? Purpose?

Developing and marketing the Baltic Sea as single & sustainable boating destination requires to concert the activities of the umbrella organisations that conduct guest boater marketing. Furthermore, it is necessary to involve also its more than 1.000 marina operators into the destination development process, as they are the main boating service providers. In previous attempts (e.g. MariTour project, 2005-2008), this proved to be difficult as the institutional set up was fragmented and differed considerably from country to country.

In the last years, however, new boating destination and harbour network initiatives emerged at sub-Baltic Sea level (e.g. Baltic East Coast > LV, EE, South Coast Baltic > DE, DK; PL, LT, Smart Marinas / Sea Stop > SE, AX, FI, EE). Together with long-existing harbour networks (e.g. Swedish Union of Guest Harbours / SE, FLID / DK), the Baltic Sea is today almost comprehensively covered by a "mosaic" of sub-destinations and harbour networks at sub-BSR level. Thus, it has for the first time a more homogenous institutional fundament that allows to effectively coordinate activities at BSR level without need to involve too many parties. At the same time, these umbrella organisations can reach out to leisure boat harbours in almost all countries (only exceptions: FI, NO – where no such umbrella organisations exist yet).

This new institutional setting is used to launch a strategic dialogue on collaborative boating tourism development. The ambition is thereby to go beyond project issues and to exchange also on other ongoing developments in the BSR. This shall enable to continuously identify further cooperation potentials, and to deepen and durably anchor the pan-Baltic cooperation.

What will be done?

SusBaltBoating 2030 initiates a continuous transnational dialogue at two levels, which brings together the main boating tourism actors for strategic dialogue destination development and joint marketing:

> At BSR level, the existing sub-Baltic umbrella organisations enter into regular exchange,

> At sub-Baltic level, each umbrella organisation will maintain dialogue with the marina operators in its respective territory by using established formats (e.g. general assemblies, annual meetings, working groups etc.).

How will it be done?

The exchange and dialogue activities will include:

> Pan-Baltic online jour fixes among the umbrella organisations to mutually inform about ongoing developments, incl. monitoring of the geopolitical situation and its implications on boating in the BSR

> Regular network meetings of umbrella organisations using their usual formats. This shall allow to spread information on the international cooperation, to get feedback on project activities, and to collect further ideas for joint actions.

> Setting up and maintaining a website / social media site (e.g. Facebook) with B2B / stakeholder focus for regular sharing of information on common issues of the BSR boating tourism sector.

2,985 / 3,000 characters

5.6.4 This group of activities leads to the development of a deliverable ☒

D 1.1

Title of the deliverable

Multi-level dialogue and exchange platform for BSR boating tourism development

78 / 100 characters

Description of the deliverable

The multi-level dialogue and exchange platform enables continuous strategic dialogue about boating tourism development issues in the BSR.

It includes the following communication structures & instruments:

> BALTIC SEA BOATING JOUR FIXE AMONG THE UMBRELLA ORGANISATIONS: It brings together representatives of them and is held every two months in an online format. The meetings are used for discussing project matters and exchanging about new developments and initiatives in a regular way. A specific focus is to monitor the geopolitical situation and its implications on Baltic Sea Boating. The jour fixe is open for participation of boating actors from outside the partnership (in particular: NO. FI), which are pro-actively invited and encouraged to join.

> DIALOGUE EVENTS WITH MARINA OPERATORS AT SUB-BSR LEVEL: Each participating umbrella organisation maintains dialogue with the marina operators in its respective territory / network by using its usual formats (e.g. annual meetings, working groups). In this way, marina operators are regularly informed about ongoing discussions at the transnational level and inputs collected from them that widen perspectives. This dialogue level, therefore, is essential to widely anchor the transnational cooperation in the BSR boating sector and to create ownership for it among the marina operators as the key stakeholders.

> WEBSITE / SOCIAL MEDIA SITES FOR BSR BOATING STAKEHOLDERS: The online resources will document the ongoing transnational dialogue and cooperation among the umbrella organisations. Thus, marina operators & other boating tourism actors get the possibility to actively contribute to the process. In this way, the outreach of and ownership for the cooperation will be further strengthened.

The multilevel dialogue and exchange platform, therefore, provides the institutional backbone for the Strategy for sustainable boating destination development and joint marketing of the Baltic Sea, and to implement it until 2030.

1,990 / 2,000 characters

Which output does this deliverable contribute to?

O.1.5 Strategy for sustainable boating destination development and joint marketing of the Baltic Sea

100 / 100 characters

5.6.6 Timeline

Period: 1 2 3 4

WP.1: Strategic cooperation for sustainable boating destination development & joint marketing of the BSR

A.1.1: Dialogue on the collaborative development and marketing of the BSR as single boating destination

D.1.1: Multi-level dialogue and exchange platform for BSR boating tourism development

WP 1 Group of activities 1.2

5.6.1 Group of activities leader

Group of activities leader PP 3 - The Union of Swedish Guest Harbours

A 1.2

5.6.2 Title of the group of activities

Paving the way for developing the Baltic Sea into a sustainable boating destination

83 / 100 characters

5.6.3 Description of the group of activities

Why? Purpose?

Sustainability, both in environmental and social terms, is the central societal goal of the next years and reflected in various policy documents (e.g. European Green Deal, UN Agenda 2030 & its SDGs). The increased environmental & social awareness will change also the customer preferences in tourism and leisure boating, and the Corona pandemic accelerated this development (OECD report "Mitigating the impact of COVID-19 on tourism and supporting recovery", Dec 2020). In order to remain competitive, therefore, it is essential that boating in the BSR will further improve its ecological footprint and its compliance with social principles.

The Baltic Sea with its often smaller, nature-embedded and authentic harbours has huge potentials to satisfy the arising customer needs. Already today, its leisure boating sector has relatively high environmental & social standards, in particular in the Scandinavian countries. If the region succeeds to further enhance them and to roll out good practices, sustainability may become a competitive edge for Baltic Sea boating at international markets.

However, a mere place branding as a sustainable destination may not be sufficient for durable success. The marketing approach will be even more powerful if boaters can experience concrete practices of sustainable & responsible destination management.

What will be done?

Against this background, the project will:

- > Define common goals for making boating in the Baltic Sea more sustainable in environmental & social terms
- > Identify good practices in the BSR and foster their wider roll in the area
- > Agreeing on concrete short, medium and long-term steps for developing the Baltic Sea into a sustainable boating destination, which may focus on three fields, in particular:
 - >>>>(a) Making leisure boat harbour operation more sustainable;
 - >>>>(b) Encouraging eco-friendly behaviour of boaters when staying in the nature (e.g. lagoons, archipelago);
 - >>>>(c) Fostering the roll out of zero-emission propulsion of leisure boats.

How will it be done?

Activities include:

- > Baseline study on the status of sustainable boating in BSR, based on inputs of all project partners
- > Identifying good practices for sustainable (sub-)destination management and harbour operation in the BSR
- > Analysing existing certification schemes & practices for leisure boat harbours and ways to foster their wider roll out in the BSR
- > Organising a study trip (project team + selected harbour operators) to explore innovative practices on site
- > Identification of funding sources for upgrading harbour facilities and promoting zero emission boating
- > Drafting a Sustainability Road Map for Baltic Sea boating, under consideration of UN Agenda 2030 and its SDGs
- > Feedback rounds on the Sustainability Roadmap with the umbrella organisations
- > Sub-regional dialogue events with marina operators to take up their perspectives and to create ownership for the Sustainability Roadmap on their side

2,982 / 3,000 characters

5.6.4 This group of activities leads to the development of a deliverable ☒

D 1.2

Title of the deliverable

Sustainability Road Map for Baltic Sea Boating

46 / 100 characters

Description of the deliverable

The Sustainability Roadmap for Baltic Sea Boating will summarise the findings of the GoA and process them into concrete goals and steps in the short, medium and long term to develop the Baltic Sea to a sustainable boating destination.

It may include, in particular:

- > Description of the point of departure and definition of common goals for making boating in the Baltic Sea sustainable in environmental & social terms
- > Indicators for measuring the achievement of short, medium and long run goals - under consideration of the Baltic 2030 Agenda and its SDGs
- > Exemplary good practices for promoting sustainable boating in the BSR that can be used as models for further actions
- > Measures on the Baltic Sea level to achieve the goals and to make the sustainable destination tangible for boaters, incl. actions for (a) sustainable leisure boat harbour operation (b) encouraging eco-friendly behaviour of boaters (c) promoting the roll out of zero-emission propulsion.

The Sustainability Roadmap will, therefore:

- > Create a reference frame and define a concrete action plan for developing the Baltic Sea into a socially sustainable and eco-friendly boating destination.
- > Provide a basis for and an input to the joint branding of the Baltic Sea as sustainable boating destination and related marketing activities.
- > Fill the sustainability promise of the brand with concrete practices that boater can experience and participate in.

1,433 / 2,000 characters

Which output does this deliverable contribute to?

O.1.5 Strategy for sustainable boating destination development and joint marketing of the Baltic Sea

100 / 100 characters

5.6.6 Timeline

	Period: 1 2 3 4			
WP.1: Strategic cooperation for sustainable boating destination development & joint marketing of the BSR				
A.1.2: Paving the way for developing the Baltic Sea into a sustainable boating destination				
D.1.2: Sustainability Road Map for Baltic Sea Boating				

WP 1 Group of activities 1.3

5.6.1 Group of activities leader

Group of activities leader PP 6 - University of Tartu

A 1.3

5.6.2 Title of the group of activities

Transfer of good practices on using new opportunities in the post-pandemic boating tourism market

97 / 100 characters

5.6.3 Description of the group of activities

Why? Purpose?

The Corona pandemic marked a deep caesura for Baltic Sea boating. For two seasons, tour sailing across borders was considerably hampered by related travel restrictions. The restart of international boater streams can be expected for 2022, but it may take years until the pre-pandemic level will be reached again. On the other hand, the boating sector also saw positive developments. The demand for nature-oriented offers and holidays off the crowded spots – for which Baltic Sea boating stands in a prominent way – increased. As a result, domestic boating and boat ownership gained in popularity, leading to newcomers entering the scene as well as an increase of boat sales and the occupancy rates for berths for resident boaters. It can be expected, therefore, that the Corona pandemic will create challenges but also new opportunities for the Baltic Sea boating sector by its end.

At the same time, long-term trends will continue to change the market environment. Examples: The demographic change requires to foster a generation change to safeguard the economic basis. The mega trend “adventure tourism” may generate further income opportunities and a new customer groups, for which leisure boating is no longer a lifestyle but one of several options to spend leisure time. Digitalisation will finally arrive in the very conservative and so far widely analogue Baltic Sea boating sector, too. Extreme weather events will occur more frequently due to climate change and require adjustments to the harbour infrastructure.

The predecessor projects showed that there exists a broad variety of approaches in the BSR to address these challenges and opportunities. Exchange of experience and peer learning across borders, therefore, can facilitate and accelerate the adaptation of the Baltic Sea boating sector to the post-pandemic tourism market.

What will be done?

Against this background, BaltSusBoating 2030 will initiate transnational exchange and peer learning to address challenges and opportunities of the post-pandemic boating tourism market. The focus will thereby be on the transfer and roll out on existing good practices. As this is a matter of destination development, not only the umbrella organisations but also the harbour operators will be directly involved into the transnational exchange.

How will it be done?

The activities will include:

- > Surveys among umbrella organisations and harbour operators to identify fields in which exchange and assistance is desired
- > Joint identification of good practice in the different sub-destinations of the BSR
- > Organisation of a series of inspirational seminars (face-to-face, hybrid or online) at which good practices are presented and transfer prospects discussed. Participants will be recruited and invited via the networks and communication channels of the umbrella organisations
- > Documentation and publishing of the results of the events on the project website

2,939 / 3,000 characters

5.6.4 This group of activities leads to the development of a deliverable



D 1.3

Title of the deliverable

Series of inspirational seminars for adapting to post-pandemic boating

70 / 100 characters

Description of the deliverable

The series of inspirational seminars has the purpose to initiate a peer learning process and the transfer of good practices in the BSR on how to address new challenges and opportunities for Baltic Sea boating in the post-pandemic boating tourism market. The project partners will jointly define the thematic foci of the events in the course of the project implementation, with reference to surveys among harbour operators.

From today's perspective, the following topics may be addressed (tentative / non-exhaustive list):

- > Measures to facilitate generation change in boating and recruiting newcomers
- > Developing offers for the new segment of "adventure tourism"
- > Digitalisation of harbour operation and guest boater marketing
- > Climate change adaption of harbour infrastructure
- > Season prolongation by new offers for land tourist in leisure boat harbours
- > Standards and instruments for collecting unified guest boater data as basis of marketing activities
- > Changing marketing narrative & information needs of boaters in the light of the new geopolitical situation

The events will involve both representatives of the umbrella organisations and harbour operators from all BSR countries. Also policy makers will be invited to join the events (see GoA4). The seminars will be widely advertised via the networks and communication channels of the project partners. Documentations will be published and made available to interested parties at the project website. Thus, they will give concrete inspirations for related actions on both transnational level and local level.

The event series will, therefore, generate and deliver concrete inspirations for actions of both the umbrella organisation and harbour operators. Its findings will be taken up into the Strategy for sustainable boating destination development and joint marketing approach of the Baltic Sea.

1,864 / 2,000 characters

Which output does this deliverable contribute to?

O.1.5 Strategy for sustainable boating destination development and joint marketing of the Baltic Sea

100 / 100 characters

5.6.6 Timeline

Period: 1 2 3 4

WP.1: Strategic cooperation for sustainable boating destination development & joint marketing of the BSR

A.1.3: Transfer of good practices on using new opportunities in the post-pandemic boating tourism market

D.1.3: Series of inspirational seminars for adapting to post-pandemic boating



WP 1 Group of activities 1.4

5.6.1 Group of activities leader

Group of activities leader PP 2 - Council of the Baltic Sea States

A 1.4

5.6.2 Title of the group of activities

Continuous dialogue with policy makers on boating tourism development in the Baltic Sea

87 / 100 characters

5.6.3 Description of the group of activities

Why? Purpose?

The boating tourism sector in the BSR is widely dependent on public funding. This applies, in particular, to the costly construction and maintenance of its infrastructure (e.g. harbour facilities, dredging of fairways). But also larger destination marketing campaigns are hardly possible without support. Reason: While boating generates significant spill over effects and indirect revenues for maritime destinations (e.g. lifting up attractiveness of on-land offers), the direct incomes from boating itself that flow back to harbour operators (e.g. berth fees) are rather low in the BSR due to – for example in comparison to the Mediterranean or Great Britain – low price level of boating services and the short season. This is also why leisure boating is still perceived as a nice segment by tourism stakeholders and policy makers, and gets rather little support from them.

Raising the awareness of policy makers on socio-economic potentials and the needs of the leisure boating sector is, therefore, essential both for the development of the Baltic Sea into a sustainable destination (e.g. investments into eco-friendly facilities in ports) and for enhancing its visibility (e.g. international marketing campaigns). A number of recent policy documents address the need for more eco-friendly boating (e.g. HELCOM Action Plan, Baltic 2030 Action Plan), and acknowledge its significance for sustainable development (e.g. Communication of the Commission on a new approach for a sustainable blue economy in the EU). New funding instruments (e.g. European Green Deal, Recovery Plan for Europe) may provide further options for financial support to develop the Baltic Sea into a sustainable & competitive boating destination.

What will be done?

BaltSusBoating 2030 will pro-actively involve relevant policy makers into the elaboration of the Sustainability Roadmap and Strategy for sustainable boating destination development & joint marketing of the Baltic Sea. Basis for this are the working structures & networks of CBSS, which acts as the interface to policy makers. The main arenas for the dialogue with political stakeholder on better support for Baltic Sea boating tourism are thereby the CBSS Expert Groups on Sustainable Maritime Economy (EGSME – a partner of member of which is DG Mare) and the Expert Group on Sustainable Development (EGSD).

How will it be done?

The activities will include:

- Regular feedback rounds within the CBSS Expert Groups on Sustainable Maritime Economy (EGSME) and Sustainable Development (EGSD)
- 2 international stakeholder conferences on BSR boating tourism development, if appropriate back-to-back with CBSS Expert Group events).
- Organisation and Invitation of stakeholders to thematic online events organised within project
- Promotion of the project on relevant EU events (EUSBSR Annual Conferences, European Maritime Day)
- Dissemination of the project outcomes via CBSS channels

2,940 / 3,000 characters

5.6.4 This group of activities leads to the development of a deliverable ☒

D 1.4

Title of the deliverable

Arenas for dialogue with policy makers on BSR boating tourism

61 / 100 characters

Description of the deliverable

BaltSusBoating 2030 will set up specific arenas for dialogue with relevant policy makers at national, regional, and local levels on the development of Baltic Sea boating tourism:

They include:

- > The CBSS Expert Group on Sustainable Maritime Economy (EGSME): It consists of CBSS Member States ministries' officials, incl. a representative of EU COM (DG MARE). Cooperation among small ports and sustainable yachting are among its focus topics. The project regularly informs EGSME on the work on Strategy for sustainable boating destination development and joint marketing of the BSR (GoA5), and ask for feedback & inputs.
- > The CBSS Expert Group on Sustainable Development (EGSD): It is made up of officials from relevant ministries of the CBSS Member States. Currently, its main goal is to translate the UN SDGs into local objectives for the BSR. The project regularly informs EGSD on the work on the Sustainability Roadmap (GoA2), and ask for feedback and inputs.
- > Stakeholder conferences (opening / closure) on BSR boating tourism development: The events employ a cross-sectoral approach and involve policy makers, local strategic planners, academia & private sector. If appropriate, they take place back-to-back with CBSS Expert Group events, alternatively online.
- > Policy makers and stakeholders are invited to the thematic webinars in GoA3. Thus, they are supplied with hand-on perspectives and informed about the needs of the BSR leisure boating sector.
- > Promoting the project at relevant EU events (EUSBSR Annual Conf., European Maritime Day), e.g. by presentations and / or project booths, as appropriate.
- > Informing on project results via other CBSS networks (e.g. CPMR-BSC, Helcom, BSPC, BSSSC)

The dialogue in these arenas will, therefore, be used to align the Strategy for sustainable boating destination development and joint marketing of the Baltic Sea with relevant policies and to anchor it among policy makers, and to lobby for more support for the boating tourism sector.

1,996 / 2,000 characters

Which output does this deliverable contribute to?

O.1.5 Strategy for sustainable boating destination development and joint marketing of the Baltic Sea

100 / 100 characters

5.6.6 Timeline

Period: 1 2 3 4

WP.1: Strategic cooperation for sustainable boating destination development & joint marketing of the BSR

A.1.4: Continuous dialogue with policy makers on boating tourism development in the Baltic Sea

D.1.4: Arenas for dialogue with policy makers on BSR boating tourism

WP 1 Group of activities 1.5

5.6.1 Group of activities leader

Group of activities leader PP 4 - Riga Planning Region

A 1.5

5.6.2 Title of the group of activities

Iterative development of a joint marketing approach for the BSR as sustainable boating destination

98 / 100 characters

5.6.3 Description of the group of activities

Why? Purpose?

The boating destinations at sub-BSR level (e.g. Danish Islands, Sweden, South Coast Baltic; East Baltic Coast) proved to be effective tools for attracting international guest boaters from other BSR countries (e.g. Swedes > East Baltic Coast, Germans > Danish islands). But they turned out to be too narrow for addressing certain other source markets (e.g. France, UK, F) and target groups (e.g. around-the-Baltic-sailors). Also multipliers and media often articulated the wish to obtain information on the Baltic Sea from one source. It became, therefore, evident that it is necessary to team up and to present the Baltic Sea as a single destination to tap further potentials and to make it a strong competitor for other boating hotspots (e.g. Mediterranean SEA) at the international markets.

East Baltic Coast or South Coast Baltic, which covers 5 countries / sub-destinations, showed that an international umbrella brand can most effectively be created by a collaborative learning-by-doing process vis-à-vis end customers and media. Hence the development of a brand and marketing approach for the Baltic Sea will follow this approach. The Baltic Sea shall thereby be presented as a "mosaic" of diverse sub-destinations with district profiles, and sustainability be used as its competitive edge.

What will be done?

SusBaltBoating 2030 will develop in an iterative process an umbrella brand and a marketing approach for jointly promoting the Baltic Sea as a single & sustainable boating destination.

This will include:

- > Creation of an brand & marketing strategy for the Baltic Sea as single & sustainable boating destination
- > Further sharpening the profiles of the individual sub-destinations to underline diversity
- > Further specification of the target groups for joint marketing measures (e.g. round-Baltic sailors, far-away source markets)
- > Testing the brand and first joint marketing measures vis-à-vis end costumers and multipliers

How will it be done?

The following activities will be carried out (supported by external PR agencies):

- > A brand development workshop to define the USP of Baltic Sea boating for international marketing
- > Dialogue events with marina operators & other boating tourism actors in the sub-regions to take up their perspectives and to create ownership of the brand &marketing approach
- > Creation of the branding and drafting of a brand manual, incl. a specification of target groups & markets
- > Prototype online marketing campaign vis-à-vis the identified target groups
- > Prototype print product for the BSR for use at promotion events
- > 1-2 test visits of the "boot" fair in Düsseldorf / DE with a joint Baltic Sea booth
- > Test presentations at boating clubs & association in potential target countries (e.g. GB, F, CH)
- > Joint evaluation of the pilot marketing activities, iterative fine-tuning of the brand
- > Drafting a marketing plan for continued promotion of the Baltic Sea at the international level

2,959 / 3,000 characters

5.6.4 This group of activities leads to the development of a deliverable



O 1.5

5.6.5.1 Does this output provide the solution?

☐ Yes ☒ No

Title of the output

Strategy for sustainable boating destination development and joint marketing of the Baltic Sea

94 / 100 characters

Description of the output

The “Strategy for sustainable boating destination development and joint marketing of the Baltic Sea” will consider the findings and results of all GoAs and process it towards a strategy and action plan to proceed with the collaborative destination development and joint marketing of the Baltic Sea until 2030.

The destination development and marketing strategy will thereby base on and consider:

- > Ideas and inspirations collected during the continuous strategic dialogue among the umbrella organisations (GoA 1)
- > The Sustainability Roadmap for Baltic Sea Boating (GoA 2)
- > Lessons learnt from the exchange on how to adapt to the post-pandemic boating tourism market (GoA3)
- > Inputs from the dialogue with policy makers (GoA 4)
- > Experiences collected from the pilot marketing measures vis-a-vis end customers and media (GoA 5)

The strategy will contain, inter alia:

- > The definition of the main target groups and target markets for joint marketing of the Baltic Sea.
- > The brand profile and a brand manual
- > An action plan for sustainable destination development until 2030 to ensure alignment between the brand & the “product” (= sustainable boating destination), in line with Sustainability Roadmap & brand profile
- > A marketing plan containing further joint actions to promote the Baltic Sea as single destination
- > A financing concept for the suggested measures (incl. identification of external funding sources)

The strategy will be adopted by the project partners and thus become the guiding framework for collaborative destination development and joint marketing until 2030.

1,590 / 3,000 characters

Target groups and uptake of the solution presented in this output

Target groups	How will this target group apply the output in its daily work?
<div>Target group 1</div> <div>Interest group</div> <div>Sector: Umbrella / network organisations at the sub-BSR level dealing with boating destination development, guest boater marketing and competence development among harbour operators</div> <div>Geographic coverage: PL, DE, DK, LT, LV, EE, FI, SE, DK, NO</div>	<p>The jointly elaborated Strategy for sustainable boating destination development and joint marketing of the Baltic Sea will be adopted by the participating umbrella organisations at the end of the project. Thus, it will become a guiding framework for both the further transnational cooperation among them and their activities in the respective sub-destinations.</p> <p>This will enable further concerted actions and synergies at BSR level in the fields of destination development and joint marketing in until 2030, which will benefit the Baltic Sea Boating as a whole as well as respective sub-destinations that the umbrella organisations represent.</p>
<div>Target group 2</div> <div>Small and medium enterprise</div> <div>Sector: Leisure boat harbour operators</div> <div>Geographic coverage PL, DE, DK, LT, LV, EE, FI, SE, DK, NO</div>	<p>The development of the Baltic Sea into a sustainable boating destination will essentially depend on alignment and complementary of activities of the marina operators, as their services and facilities are the backbone of the destination.</p> <p>The strategy will provide them with a reference framework and concrete inspirations for own actions that can contribute to implement it (e.g. investments into more eco-friendly facilities, eco-certification, adjustments of services to needs of new customers groups), incl. information on funding options. The contents and goals of the strategy will thereby be further explained and transmitted to them by the umbrella organisations, which will act as intermediaries in the destination development process.</p> <p>Furthermore, the strategy will inform the harbour operators about ongoing and potential future international guest boater marketing activities, which are conducted for them by the umbrella organisations and which they may connect to.</p>
<div>Target group 3</div> <div>National public authority</div> <div>Sector: Authorities at national, regional and local level, state agencies responsible for tourism development, sustainable development and strategic planning of territories</div> <div>Geographical coverage: PL, DE, DK, LT, LV, EE, FI, SE, DK, NO</div>	<p>For policy makers, the strategy will deliver an overview of and further insights to activities, potentials and needs of the leisure boating sector in the Baltic Sea with regard to sustainable destination development and international guest boater marketing.</p> <p>This will enable them to support the boating tourism actors in the process of enhancing the economic potentials of the sector and its contribution to socio-economic development in the Baltic Sea Region in a more targeted and effective way. In particular, it may allow them to better utilise contributions of the leisure boating sector to the creation of sustainable maritime destination in the broader sense, in which the boating sector will create spill overs to land-based tourism offers.</p>

750 / 1,000 characters

5.6.6 Timeline

Period: 1 2 3 4

WP.1: Strategic cooperation for sustainable boating destination development & joint marketing of the BSR

A.1.5: Iterative development of a joint marketing approach for the BSR as sustainable boating destination

O.1.5: Strategy for sustainable boating destination development and joint marketing of the Baltic Sea

6. Indicators

Indicators

Output indicators				Result indicators		
Output indicators	Total target value in number	Project outputs	Please explain how the solution presented in this output serves the target group(s).	Result indicator	Total target value in number	Please explain how organisations in the target groups within or outside the partnership will take up or upscale each solution.
RCO 84 – Pilot actions developed jointly and implemented in projects	2	N/A	N/A	RCR 104 - Solutions taken up or up-scaled by organisations	N/A	n/a <small>3 / 2,000 characters</small>
RCO 116 – Jointly developed solutions	N/A					

Output indicators		Result indicators			
Output indicator	Total target value in number	Result indicator	Total target value in number	Please describe what types of organisations are planned to actively participate in the project. Explain how this participation will increase their institutional capacity. These types of organisations should be in line with the target groups you have defined for your project.	
RCO 87 - Organisations cooperating across borders	7	PSR 1 - Organisations with increased institutional capacity due to their participation in cooperation activities across borders	900	Project partners and associated organisations	<p>The project will increase the institutional capacities of the project partners and Associated Organisation in the following ways:</p> <p>(1) Boating umbrella organisations at sub-BSR level: They will (a) elaborate a strategy and action plan for sustainable boating destination development, which will allow them to align future activities and in this way to create synergies; (b), create a joint brand and marketing approach for international guest boater marketing that enables them to access target groups & target markets; (c) receive a set of field-tested marketing tools that was validated vis-a-a-vis new target groups (BSR boating brand, prototypes for online campaigns, joint marketing materials, joint fair booths) and can be used for future actions.</p> <p>(2) CBSS: The organisation and its working groups will get better insights into the potentials and needs of the boating tourism sector in the BSR. This increased knowledge and awareness can be used for further developing its related strategies and policies, and to make those more effective.</p> <p>(3) Tartu University of Applied Science: The Partner will further enhance its knowledge base in the field of leisure boating, and in this way upgrade its research and advisory services in this field.</p> <small>1,248 / 1,500 characters</small>
				Other organisations	<p>The project will increase the capacities of the following other organisations as follows:</p> <p>(1) Leisure boat harbour operators: They will get (a) better support in international guest boater marketing by empowered umbrella organisations; (b) concrete inspirations and recommendations for actions to make use of new opportunities in the post-pandemic boating market, (c) a guiding framework that allows them to align their own activities with the overall destination development & marketing approach – and in this way to generate synergies and benefits for themselves.</p> <p>(2) Policy makers / relevant local, regional & national authorities: They will get better knowledge and awareness of the potentials and needs of the leisure boating sector in the BSR, and thus a better basis for the design of policies and funding schemes to support the sector.</p> <small>845 / 1,500 characters</small>

7. Budget

7.0 Preparation costs

Preparation Costs

Would you like to apply for reimbursement of the preparation costs?

Yes

Other EU support of preparatory cost

Did you receive any other EU funds specifically designated to the development of this project application?







No

7.1 Breakdown of planned project expenditure per cost category & per partner

No. & role	Partner name	Partner status	CAT0 - Preparation costs	CAT1 - Staff	CAT7 - Other costs
1 - LP	The Association of Sea Cities and Municipalities	Active 16/06/2022	10,000.00	72,200.00	28,880.00
2 - PP	Council of the Baltic Sea States	Active 16/06/2022	0.00	67,400.00	26,960.00
3 - PP	The Union of Swedish Gu est Harbours	Active 16/06/2022	0.00	50,600.00	20,240.00
4 - PP	Riga Planning Region	Active 16/06/2022	0.00	53,800.00	21,520.00
5 - PP	Enterprising Archipelago	Active 16/06/2022	0.00	37,200.00	14,880.00
6 - PP	University of Tartu	Active 16/06/2022	0.00	64,800.00	25,920.00
Total			10,000.00	346,000.00	138,400.00

No. & role	Partner name	Total partner budget
1 - LP	The Association of Sea Cities and Municipalities	111,080.00
2 - PP	Council of the Baltic Sea States	94,360.00
3 - PP	The Union of Swedish Gu est Harbours	70,840.00
4 - PP	Riga Planning Region	75,320.00
5 - PP	Enterprising Archipelago	52,080.00
6 - PP	University of Tartu	90,720.00
Total		494,400.00

7.2 Planned project budget per funding source & per partner

No. & role	Partner name	Partner status	Country	Funding source	Co-financing rate [in %]	Total [in EUR]	Programme co-financing [in EUR]	Own contribution [in EUR]	State aid instrument
1-LP	The Association of Sea Cities and Municipalities	Active 16/06/2022	 PL	ERDF	80.00 %	111,080.00	88,864.00	22,216.00	For each partner, the State aid relevance and applied aid measure are defined in the State aid section
2-PP	Council of the Baltic Sea States	Active 16/06/2022	 SE	ERDF	80.00 %	94,360.00	75,488.00	18,872.00	
3-PP	The Union of Swedish Guest Harbours	Active 16/06/2022	 SE	ERDF	80.00 %	70,840.00	56,672.00	14,168.00	
4-PP	Riga Planning Region	Active 16/06/2022	 LV	ERDF	80.00 %	75,320.00	60,256.00	15,064.00	
5-PP	Enterprising Archipelago	Active 16/06/2022	 FI	ERDF	80.00 %	52,080.00	41,664.00	10,416.00	
6-PP	University of Tartu	Active 16/06/2022	 EE	ERDF	80.00 %	90,720.00	72,576.00	18,144.00	
Total ERDF						494,400.00	395,520.00	98,880.00	
Total						494,400.00	395,520.00	98,880.00	

7.3 Spending plan per reporting period

	EU partners (ERDF)			Total	
	Total	Programme co-financing	Average co-financing rate	Total	Programme co-financing
Preparation costs	10,000.00	8,000.00		10,000.00	8,000.00
Period 1	70,000.00	56,000.00		70,000.00	56,000.00
Period 2	107,600.00	86,080.00		107,600.00	86,080.00
Period 3	183,700.00	146,960.00		183,700.00	146,960.00
Period 4	123,100.00	98,480.00		123,100.00	98,480.00
Total	494,400.00	395,520.00	80.00 %	494,400.00	395,520.00