

## Priority Axis 2

### Exploiting the environmental and cultural potential of the South Baltic area for blue and green growth

The ERDF co-financing allocated to the priority axis 2 is EUR 39 773 703.00.

<b>Programme level</b>		<b>Project level</b>			
<p>Specific objective 2.1</p> <p>Increased development of the South Baltic area's natural and cultural heritage assets into sustainable tourist destinations</p>		<p>The following sections present examples of project actions, activities and outputs that projects could develop to achieve their objectives and results. In addition to the contribution to the programme output indicators, the projects are free to define their own activities and outputs, as long as the project follows the strategic orientation of the South Baltic Programme and addresses the relevant specific objective according to the Programme requirements.</p> <p><b>Please note that provided examples are of general nature (and not necessarily related to the exact problems in the South Baltic area) to illustrate the link between the programme and project objectives. You should identify your project challenges according to your thematic field and they should not directly derive from these examples provided!</b></p>			
<p><b>Main challenges in the programme area</b></p>	<p>Unbalanced seasonal patterns and tourism intensity in the South Baltic area.</p> <p>High potential of green areas in the South Baltic territory to provide opportunities for active holiday and leisure activities.</p> <p>High quality of natural and cultural heritage sites, with unexplored opportunities for cross-border services and products in blue and green tourism.</p>		<p><b>Example no 1</b></p>	<p><b>Example no 2</b></p>	<p><b>Example no 3</b></p>
		<p><b>Project's main challenge</b></p>	<p>There are many natural heritage assets (e.g. forest) in different regions of the South Baltic. There is a potential to develop them into touristic destinations.</p>	<p>Local actors responsible for management of the natural and cultural heritage sites are lacking knowledge and capacity to develop or promote them as tourism destinations. In the South Baltic area there are though good practices examples in regions x, y and z.</p>	<p>There is a high potential for offseason coastal tourism in the South Baltic area, but it is unexplored</p>
<p><b>Specific objective 2.1</b></p> <p><b>Increased development of the South Baltic area's natural and cultural heritage assets into sustainable tourist destinations</b></p>		<p><b>Project's specific objective</b></p>	<p>Developing touristic offers based on the similar natural assets (forest) by cooperation of tourism organisations, local authorities and forest agencies for tourists coming to the South Baltic area and local tourists.</p>	<p>Increasing capacity and knowledge of local actors to sustainably manage natural and cultural sites by cooperation and experience exchange with relevant partners from x, y and z regions.</p>	<p>Developing and promoting tourist routes adjusted for different seasons for walkers and rambblers of a different age in the South Baltic area</p>

Expected programme result	Increased popularity of natural and cultural heritage areas/sites as sustainable tourism destinations	Exemplary project result indicators (to be decided by the partnership)	<p>Number of tourist products created in the project lifetime</p> <p>Number of cooperation networks based on formal agreements created or extended in the project lifetime</p>	<p>Number of institutions responsible for management of natural and cultural heritage sites in South Baltic area with improved capacities</p> <p>Number of durable tourism programmes/ courses created in the project lifetime</p>	<p>Number of developed routes for walkers and ramblers</p> <p>Size of the audience of promotion, marketing and awareness raising actions</p>
Programme output indicators	<p>Size of pilot investments co-financed by the Programme in blue and green tourism infrastructure and services</p> <p>Number of delivered blue and green tourism services, products and tools</p> <p>Increase in expected number of visits to supported sites of cultural and natural heritage and attractions</p>	Exemplary project outputs (to be decided by the partnership)	<p>Common methodology how to develop natural assets into attractive tourist destinations</p> <p>Network of institutions involved</p> <p>Tourism offers created</p>	<p>Cross-border workshops on knowledge and experience exchange with partners from regions x, y and z</p> <p>Programme for sustainable management of natural and cultural heritage site tested and implemented in n partner locations</p>	<p>Pilot investments in x, y and z regions (signs, resting places, info boards)</p> <p>Cross-border marketing campaign informing about the routes for walkers and ramblers</p> <p>Routes for walkers and ramblers in x, y and z regions</p>

Exemplary project actions	<p>Preparation and implementation of small-scale pilot investments that enhance blue and green tourism infrastructure and services (e.g. cross-border chains of marinas and small ports, etc)</p> <p>Joint events (e.g. events, fairs, marketing campaigns), publications, studies, and creation of cross-border strategies and products promoting the South Baltic area as a blue and green tourism destination</p> <p>Inclusion of natural and cultural heritage sites in the networks and chains of blue and green tourism in the South Baltic area (e.g. by including beaches and marinas in international certification systems i.e. International Blue Flag Programme)</p> <p>Joint marketing of the South Baltic area as a blue and green tourism destination and the promotion of cultural and natural assets of the South Baltic area, including land and underwater sites under formal protection (e.g. national parks, landscape parks and nature reserves protecting land and underwater habitats, UNESCO World Heritage Sites, World Biosphere Reserves, NATURA 2000 sites, cultural sites etc)</p> <p>Capacity-building actions and joint campaigns enhancing the management of natural and cultural heritage sites on a cross-border scale, including the exchange of experiences, transfer of knowledge and the creation of network cooperation among authorities and administrations responsible for the management of natural and cultural heritage sites in the South Baltic area</p> <p>Development of joint cross-border ICT tools for blue and green tourism attractions and accommodation facilities in the Programme area</p> <p>Exchanging know-how and promotion of Eco-Management and Audit Scheme as well as joint eco-labelling actions for environmentally friendly products</p>
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	<p>Actions to protect and reinforce biodiversity and nature</p>
<p><b>Exemplary</b> types of project activities</p>	<p>Preparation and implementation of infrastructure investments</p> <p>Small-scale investments (e.g. tourist facilities)</p> <p>Transfer of knowledge and exchange of good practice</p> <p>Information, promotion and marketing activities</p> <p>Educational, training and awareness-raising activities</p>
<p>Other exemplary project output indicators (to be decided by the partnership)</p>	<p>Number of conceptual documents prepared by the project (e.g. feasibility studies, thematic expertise reports, local/regional concepts and action plans, business plans, branding and marketing concepts/strategies, good practice brochures/handbooks/examples, educational/training curricula, planning/decision support tools, databases, GIS systems and ICT tools etc.)</p> <p>Number of project communication instruments (information portals, project homepages, brochures and leaflets)</p> <p>Number of project workshops/seminars/conferences/exhibitions</p> <p>Number of participants in events organised and attended by the project, including politicians and decision-makers</p>
<p>Exemplary project result indicators (to be decided by the partnership)</p>	<p>Number of institutions responsible for management of natural and cultural heritage sites in South Baltic Area with improved capacities</p> <p>Number of political declarations and long-term co-operation agreements signed within the project lifetime in effect of project activities</p> <p>Number of co-operation networks based on formal agreements created or extended in the project lifetime</p> <p>Number of business organisations taking part in the cross-border networks based on formal agreements</p> <p>Number of non-governmental organisations involved in the cross-border networks based on formal agreements</p> <p>Number of durable tourism programmes/courses created in the project lifetime</p> <p>Size of the target audience of promotion, marketing and awareness raising actions implemented in the project lifetime</p> <p>Number of tourist products created in the project lifetime</p> <p>Number of investment proposals/concepts prepared in the project lifetime</p> <p>Number and value of pilot investments carried out in the project lifetime</p>

<b>Exemplary types of partners</b>	Local and regional authorities and their associations Formal associations, clusters and networks of SMEs (having legal personality) Chambers of commerce, business development agencies, tourist agencies and other business support and financial organisations NGOs providing promotion and marketing services linked directly or indirectly to the tourism and cultural sector Institutions of natural, culture and national heritage protection Forest management institutions R&D and educational institutions
<b>Main target groups</b>	Visitors (tourists and inhabitants) to natural and cultural heritage areas/sites in the South Baltic area Managers of regional/local tourist agencies Managers of natural and cultural heritage sites