



EUSBSR EU STRATEGY FOR THE BALTIC SEA REGION

POLICY AREA 'TOURISM'

Policy Area Tourism in the
EU Strategy for the Baltic Sea Region:
How does Russia fit into the picture?

bsf 2016 • 13 October 2016 • Stralsund

Dr. Anja GELZER

Ministry of Economics, Construction and Tourism Mecklenburg-Vorpommern
EU Strategy for the Baltic Sea Region | Policy Area Tourism Coordination



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AGENDA

1. The EUSBSR and its Action Plan

From strategic consideration to action • AP 2015: Overall structure

2. Policy Area Tourism

Action Plan • Puzzle & pieces • Key implementing tool

3. How does Russia fit into the picture?

Preconditions • Vision • Reality

4. Current activities

5. Concluding message

1. THE EUSBSR AND ITS ACTION PLAN

FROM STRATEGIC
CONSIDERATION...



... TO ACTION

EU STRATEGY FOR THE BALTIC SEA REGION

... LAUNCHED IN 2009

1st EU MACRO-REGIONAL
STRATEGY

... TARGETS A SPECIFIC
SUBREGION OF THE UNION

... IDENTIFIES 4 KEY CHALLENGES
REQUIRING CONCERTED ACTION:

1. TO ENABLE A SUSTAINABLE ENVIRONMENT
2. TO ENHANCE THE REGION'S PROSPERITY
3. TO INCREASE ACCESSIBILITY AND ATTRACTIVENESS
4. TO ENSURE SAFETY AND SECURITY IN THE REGION



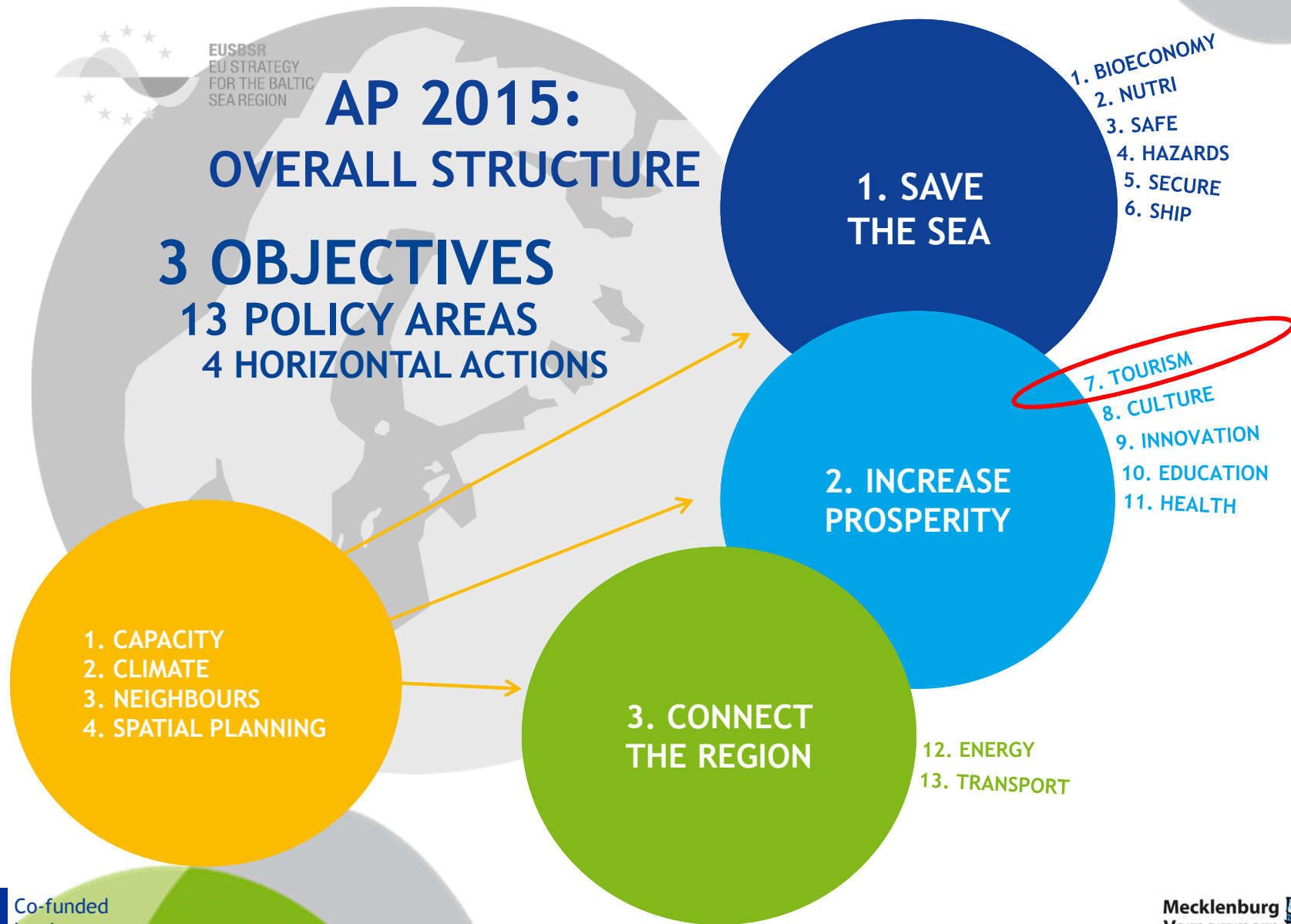
ACTION PLAN

... SUBSTANTIATES THE STRATEGY
IN DEFINING

ROLES & RESPONSIBILITIES
OVERALL OBJECTIVES
POLICY AREAS
HORIZONTAL ACTIONS

... IS SUBJECT TO CONTINUOUS
REVISION - LATEST VERSION
SEPTEMBER 2015

1. THE EUSBSR AND ITS ACTION PLAN





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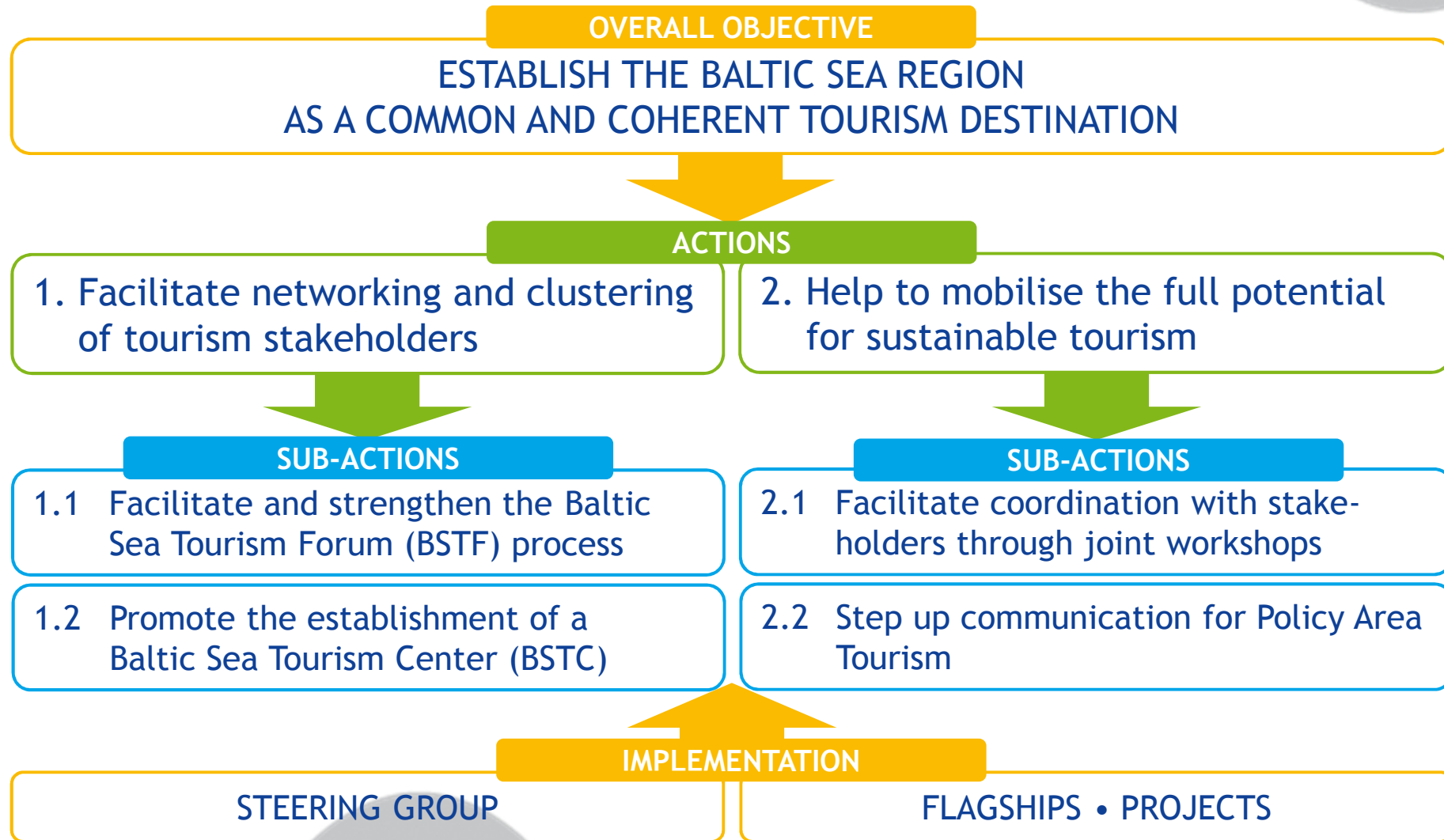
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2. Policy Area Tourism | Action Plan



2. Policy Area Tourism | Puzzle and pieces



Coordination challenge

- (better) coordinate | organize stakeholders' activities
- multilevel governance approach
- the big picture in mind

Why doing this at all?

- recognize | promote macro-regional potential
- give Baltic Sea tourism a voice
- increase political visibility
- increase impact!

2. Policy Area Tourism | Key implementing tool

PROJECTS

- No-new-funds principle of the Strategy
- Exception: Seed Money
- Link Strategy with Interreg and other funding sources
- Practical experience so far

2. Policy Area Tourism | Key implementing tool

PROJECTS

ONGOING FLAGSHIPS



BSTC
BALTIC SEA TOURISM CENTER -- SUSTAINABLE DEVELOPMENT STRUCTURES FOR ACTIVE TOURISM

VIABAL
ROUTES TO THE BALTIC MARITIME HERITAGE -- INCREASING VISIBILITY AND ACCESSIBILITY

SEED-MONEY PROJECTS

BALTIC STORIES
EVENT TOURISM BASED ON STORIES, TRADITIONS AND COMMON CULTURAL IDENTITY



HIPPO
HANSEATIC INITIATIVE TO DEVELOP NEW PACKAGES AND PRODUCT OFFERS FOR TOURISM GROWTH

OTHER SUPPORTED PROJECTS

CATCH
COASTAL ANGLING TOURISM -- A DEVELOPMENT CHANCE FOR THE SBR



BALTIMUSEUMS: Love IT!
NEW BRAND OF GAMIFIED TOURISM PRODUCTS



BIKING SOUTH BALTIC!
PROMOTION AND DEVELOPMENT OF THE BALTIC SEA CYCLE ROUTE IN DK, DE, LT, PL, SE

SOUTH COAST BALTIC
ESTABLISHING DURABLE CROSS-BORDER BOATING DESTINATION MANAGEMENT

JOHANN
JOINT DEVELOPMENT OF SMALL CRUISE SHIP TOURISM HERITAGE PRODUCTS IN THE SBR

RETROUT
DEVELOPMENT, PROMOTION AND SUSTAINABLE MANAGEMENT OF THE BSR AS A COASTAL FISHING DESTINATION





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3. How does Russia fit into the picture?

Preconditions

- EUSBSR¹ states: “Overall, it concerns the eight Member States bordering the Baltic Sea. Close cooperation between the EU and **Russia** is also necessary in order to tackle jointly many of the regional challenges.”
- AP 2015² stipulates: “Although this is a strategy of the European Union (EU), it is clear that many of the issues can only be addressed in constructive cooperation with our **external partners** in the region.”
- AP 2015 | PA Tourism³ stresses: “Tourism cooperation in the region should also involve non-EU countries like Norway, and especially the parts of the **Russian Federation** that border the Baltic Sea.”

¹ COM(2009) 248 final, p. 5. ² SWD(2015) 177 final, p. 8. ³ SWD(2015) 177 final, p. 138.

3. How does Russia fit into the picture?



- **Steering Group** - complete and committed
- **Action Plan** - substantiated around certain themes which are commonly agreed and result in true, active commitment
- **Projects** - including Russian partners with true contributions to AP and actual funding possibilities
- **INTERREG** - eligibility

3. How does Russia fit into the picture?



- **Steering Group** - without Russia (Norway, Estonia)
- **Action Plan** - not prioritized by stakeholders, substantiation
- **Projects** - BalticMuseums Love IT!, JOHANN (AP: Museum of the World Ocean, Kaliningrad), SOUTH COAST BALTIC (activities outside eligible area → Kaliningrad)
- **INTERREG** - Interreg Baltic Sea Region (EUR 4 million from Russian national funds available since 27 September 2016)



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4. Current activities

- Strategic objectives (Steering Group)
 - DP/Workshop "Destination Branding for the Baltic Sea region"
- Baltic Sea Tourism Forum 19-20 October 2016, Pärnu
 - "Seasonality and Sustainability"
- EUSBSR Strategy-Forum 8-9 November 2016, Stockholm
 - Workshop "Tourism. Sustainable. 2030"



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5. Concluding Message

Commitment needs improvement, but we
are on the right track!

Strategy true chance for joint tourism
activities!



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THANK YOU!

**Policy Area Tourism
Coordinator Team**

a.gelzer@wm.mv-regierung.de

coordinator@baltic-sea-strategy-tourism.eu

www.baltic-sea-strategy-tourism.eu

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