



# PROJECT EXAMPLES

ON-LINE TRAINING SEMINAR

14 June 2007

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# BBDN

## Problem to be addressed

- The underdeveloped SME sector in the BSR among new EU countries and in certain regions of old EU members

## Expected outcome

- Virtual Baltic Development Agency based on an IT-supported functional network between business schools, RDAs and SMEs;
- Regional access points, which offer full services to the SME's;
- Common BSR-standards for business plans;
- Course "Business Guide to the Baltic Sea Region" about the BSR focusing on the 9 partner markets;
- A comparative research study and new proposals about the further dev of BBDN;

**Lead Partner: Baltic Business School, University of Kalmar**

**[www.bbdn.org](http://www.bbdn.org)**

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# Matchmaking for SME's

- Establishing a service platform for SME's and for entrepreneurs and newly established companies
- By providing service and advice to the above mentioned groups as well as carrying out a number of conferences and seminars the project will achieve a better understanding for a larger 'home market' for the businesses in the region

**Lead partner: Elsinore Tourist and Trade Organisation**

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# Business conditions in the Øresund Region

- To develop competence and build up networks between business promoting actors, so that companies in the region can get professional service and support.
- The project expects to increase and improve the co-operation between business advisors

**Lead partner: County of Copenhagen**

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# Rural Development Connection

## Problem to be addressed

- Threatened social balance in sparsely populated rural areas hit by depopulation, degradation, loss of employment opportunities, over-aging population and insufficient infrastructure

## Expected outcome

- Improved rural infrastructure
- Innovative rural tourism products (e.g. village church tours, trained church guides)
- New innovative business products (e.g. 200 new companies/business ideas, transnational co-operation and study trips for entrepreneurs, IT portals, regional thematic networks)

**Lead partner: Ministry of Nutrition, Agriculture, Forestry and Fisheries of Mecklenburg-Vorpommern**

[www.interreg-rdc.com](http://www.interreg-rdc.com)

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# AGORA

## Problem to be addressed

- Little exchange between sustainable tourism projects, which hinder better results and a long-lasting as well as mutual benefit

## Expected outcome

- establish an information and service hub for sustainable tourism
- evaluate and improve tools in spatial and tourism management
- pilot projects, in which the tools are tested and best practises demonstrated

**Lead partner: Ernst-Moritz-Arndt University of Greifswald**

<http://www.yepat.uni-greifswald.de/agora>

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# Tourism development Allinge/Bornholm- Simrishamn/Österlen

- Stimulating an extraordinary tourism development in the area, marketed as one destination with lots of possibilities for combinations
- New products are generated where the attractions from this part of the region are highlighted and mixed in new exciting ways to attract different types of tourists.

**Lead partner: Municipality of Simrishamn**

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# VisitOresund.org

- To develop the region's range of tourism products and at the same time create major international focus on the region
- Formalised and joint cooperation between tourism organisations, creating a current and coordinated development of tourism products
- Improving tourist information as well as buying/booking the region's products

Lead Partner: Wonderful Copenhagen

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# Baltic Gateway+

## Problem to be addressed

- Harmonisation of regional perspectives and joint implementation of priority projects in the field of transport as agreed in the Quick Start Programme for the South Baltic Sea area (outcome of the joint co-operation by 7 countries in the preceding Baltic Gateway project)

## Expected outcome

- improved knowledge of alternative ways to fund and implement infrastructure investments
- better understanding of prerequisites for implementation of intermodal transport services
- joint political dialogue and communication activities (Joint Implementation Plan including a Joint Action Programme and a Communication Strategy based on Commitments signed by the political leaders)

**Lead Partner: Region Blekinge**

**[www.balticgateway.se](http://www.balticgateway.se)**

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# ScanBalt Campus

## Problem to be addressed

- Fragmentised current structures and networks that deal with life science

## Expected outcome

- A concept for a sustainable triple helix organisation of education, R&D, and technology transfer between universities, hospitals/university, companies and other actors from the life sciences communities in BSR;
- A European model case for re-organizing education;
- ScanBalt Academy as a high level strategic body to ensure academic excellence in SBC;
- 5-10 concrete examples of shared curricula;
- 4 sustainable knowledge centers;
- Training courses at master or ph.d.-level;

**Lead Partner: Centre for Environment and Sustainability, Göteborgs Universitet**  
[www.scanbaltcampus.eu](http://www.scanbaltcampus.eu)

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# Business Academy Öresund

- To develop a model for a business addressed higher education that will lead to a bachelor degree as well as developing models for understanding the structures of the labour markets

**Lead Partner: Niels Brock Copenhagen Business College**

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# BERNET Integrated Management of Catchments

## Problem to be addressed

- The need for improvement of the overall water quality of the Baltic Sea through a comprehensive planning and management of entire catchments – as also required in the EU Water Framework Directive (WFD)

## Expected outcome

- developing Water District Plans for selected catchments according to the WFD
- preparing the implementation of the WFD
- developing tools and testing the EU “ecological” guidelines
- disseminating the results of the pilot implementation
- platform for future co-operation on sustainable management of the aquatic environment

## Lead Partner: Fyn County (DK)

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# Reduce effects of fertilization

- To develop measures that can decrease the effects of too much fertilization
- Creating a close network between municipalities and make a common action plan and a handbook describing various forms of solutions and including researchers, practitioners, planners, organisations, authorities etc.

**Lead Partner: Municipality of Elsinore, Environment Office**

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# BBN

## Problem to be addressed

- Regional competition among users in the bio-energy and industrial processing industries for limited or too costly biomass resources or by attractive export markets for biomass.

## Expected outcome

- Network of bio-energy stakeholders in the partner regions
- Simple, replicable and BSR harmonized methods for resource planning for bio-energy investment projects
- Methods for planning the integration of alternative cropping and solid bio-fuel harvesting in existing land-use systems

**Lead Partner: Potsdam Chamber of Commerce and industry**  
**[www.balticbiomass.com](http://www.balticbiomass.com)**

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# BIOGAS FORUM ØRESUND

- To establish a network between universities, businesses, consultants and the public sector in order to promote and increase the knowledge and use of biogas
- The aim is to establish more biogas plants

**Lead Partner: University of Lund**

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# Öresund Youth Forum

- To put the Öresund Region on the political agenda – among young politicians, to discuss the future of the region as the future of the national states

Lead Partner: Öresund Network

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# Young Art

- To build bridges between young artists, education institutions and professional artists through the building of networks and concrete cooperation projects
- Analysing the education and job possibilities

Lead Partner: The Art Association

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# SPORT ACROSS THE SUND

- To increase the solidarity and integration in the region within the sports arena, by creating networks, information bases and action plans for cross-border activities between individual sports associations
- Establishing a cross-border Sport Secretariat and developing sport events, conferences and seminars, and improve the sport environment

**Lead Partner: Scania Sports Association**

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