



Euroregion Baltic

Cooperating across borders since 1998

Success Stories of international tourism cooperation in the Baltic Sea Region



12. Baltic Sea Tourism Forum

Brussels (Belgium)

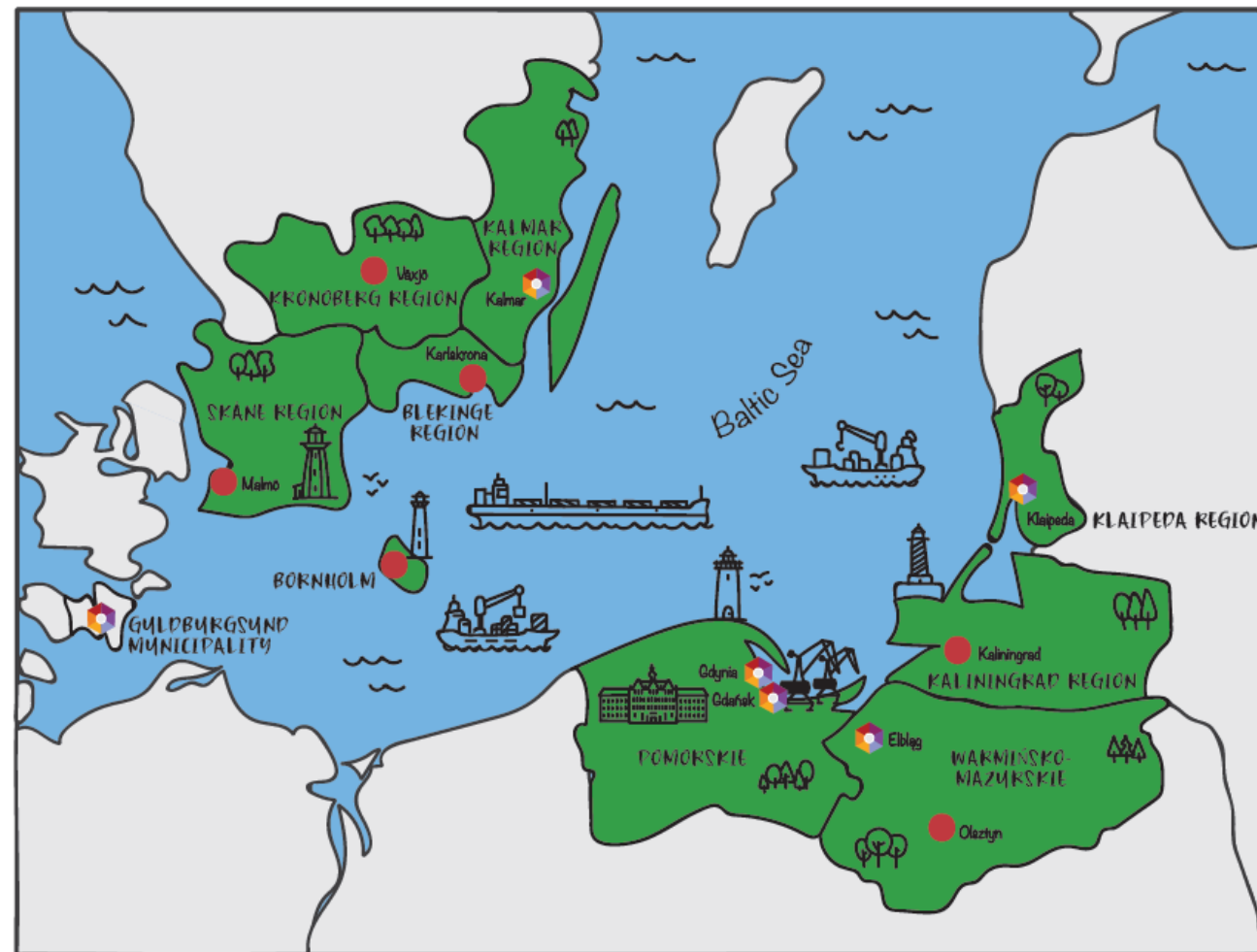
13 November 2019



BALTIC SEA
TOURISM CENTER

What is ERB?

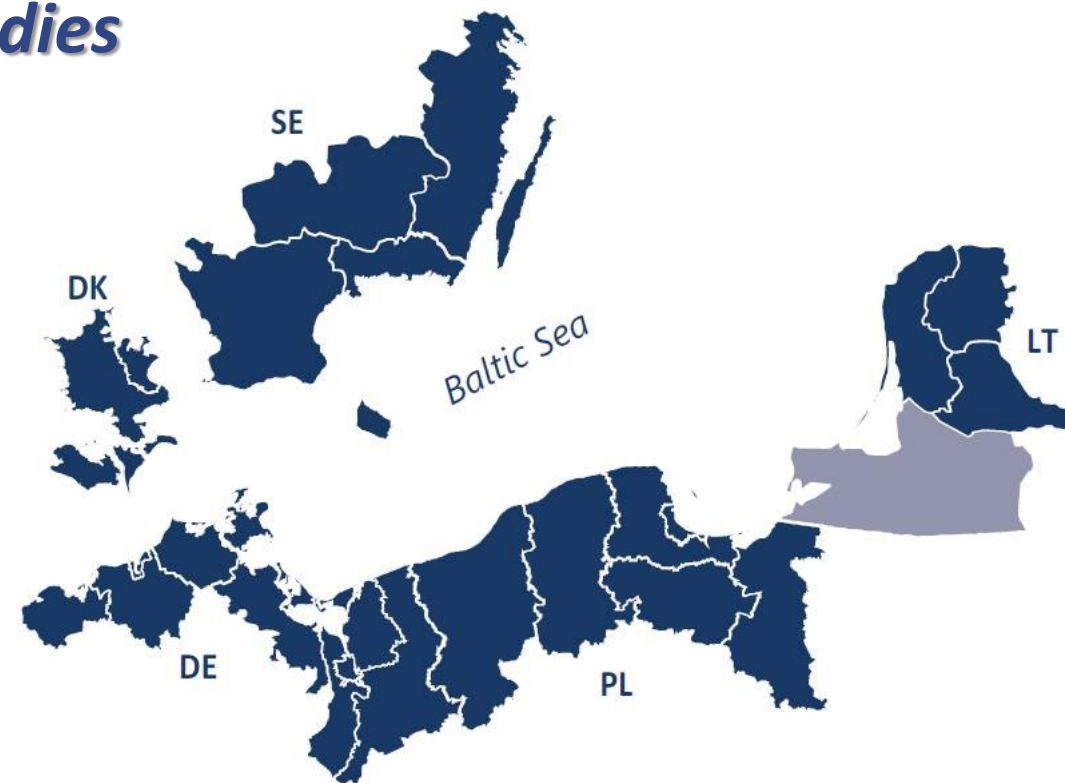
- one of the biggest maritime euroregions, created in 1998
- first to include Russian partners
- hub for cross-border cooperation with focus on people-to-people projects
- strategic actions via Interreg projects
- promoting local and regional perspective in the Baltic Sea Region and EU (MLG)
- exchanging knowledge and good practice, building capacities for local actors.



Map presenting UMBRELLA project partners in the South Baltic area. UMBRELLA project is partly financed from the Interreg South Baltic Programme 2014-2020 through the European Regional Development Fund.

3. ERB and ETC (South Baltic Programme)

- ***one of initiators of the South Baltic Programme***
- ***active stakeholder advocating for the Programme***
- ***participants and leader of numerous South Baltic projects***
- ***active in Programme's decision making bodies***



Macroregional approach in tourism

- EU macro-regional strategies (MRS) arise from a **need to find more targeted solutions** to common societal challenges **indicated in the action plan**;
- a qualitative leap **fostering synergies** for better regional governance;
- The main aim of the Strategy is to **facilitate mobilization of relevant EU policies and funding** associated to it, and **coordinate the actions** of all the stakeholders.



Key tourism-related stakeholders in the BSR



Useful instruments for cooperation

Programme arranged tools: workshops, partner search forums, e-learning etc.

Single projects on smaller scale (Interreg SBP, Interreg BSR, Creative Europe, Europe for Citizens, etc)

Existing thematic networks, working groups, task force etc.

Project clusters/platforms – via EUSBSR PA Tourism?

Exchange seminars, workshops

Thematic calls organized by the founding programmes

Labeled Cultural Routes projects





event
in Denmark

Cross-border conference with PA Panel

let's meet in Sakskøbing, Denmark
and talk about tourism!

WHEN: 25-26/02/2020



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