

Interreg
Baltic Sea Region



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Interreg Baltic Sea Region 2021-2027



Priority 1: Innovative societies

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Interreg Baltic Sea Region 2021 – 2027: Framework



Innovative societies

PRIORITY 1

Programme objective: 1.1
Resilient economies and communities

Programme objective: 1.2
Responsive public services



Water-smart societies

PRIORITY 2

Programme objective: 2.1
Sustainable waters

Programme objective: 2.2
Blue economy



Climate-neutral societies

PRIORITY 3

Programme objective: 3.1
Circular economy

Programme objective: 3.2
Energy transition

Programme objective: 3.3
Smart green mobility



Cooperation governance

PRIORITY 4

Programme objective: 4.1
Project platforms

Programme objective: 4.2
Macro-regional governance



Innovative societies

Programme objective: 1.1 Resilient economies and communities

Programme objective: 1.2 Responsive public services

Note: The Programme priorities and objectives are subject to approval by the Programme countries & the European Commission



**Building sustainable, fair,
innovative and resilient economies
and communities across the
Baltic Sea region**



1.1 Resilient economies and communities



1.1 Resilient economies and communities



Resilience is understood as the **ability to respond to external disturbances** such as severe recessions and financial crises, downturns of particular industries or major health crises. The Programme encourages actions that **help to avoid unwanted external impacts, withstand them or recover quickly** from them.



1.1 Resilient economies and communities

Background

- Dependency of the Baltic Sea region on global developments
- New socio-economic situation due to pandemic
- Need for tools supporting adaptation to unforeseen developments
- Need to increase engagement of civil society



1.1 Resilient economies and communities

What do we expect from projects?

- › strengthen European identity based on common values, culture and heritage
- › increase innovativeness of the region
- › adapt smart specialisation approaches
- › adjust innovation ecosystems
- › untap digitalisation
- › consider uneven territorial development



1.1 Resilient economies and communities



The Programme fosters **experimentation**, “**thinking outside the box**” and **working across different sectors** to find suitable solutions that contribute to **increasing innovativeness and resilience of the region**.



Where suitable, actions should **untap the potential of digitalisation** to increase adaptability of the region.



We help **public authorities, specialised agencies, business support organisations, companies and local communities** in the whole Baltic Sea region to:

1.1 Resilient economies and communities

Examples of transnational cooperation actions



Adjust production in the region to demand

Developing models that **reduce the dependency of the Baltic Sea region on global supply chains** and increase adjusting ability to produce critical goods like pharmaceutical components and deliver critical services, e.g. cloud technologies in the region.

Exploring solutions (e.g. digital) that enable services and production in the BSR to scale and shrink in response to sudden demand fluctuations, minimising negative impact on human welfare.

1.1 Resilient economies and communities

Examples of transnational cooperation actions



Explore sustainable consumption patterns

Exploring the **potential of sustainable consumption patterns** based on local services and goods and strengthening a **common identity of the Baltic Sea region** as a source of these goods and services



Assist business in recovery

Exploring solutions to **assist business in recovery** following **unexpected external disturbances**, e.g. developing new or adapting existing **business support programmes**, implementing **efforts to diversify the industrial base**, **developing risk management tools** for whole sectors (e.g. creative industries) and **risk response strategies**.

1.1 Resilient economies and communities

Examples of transnational cooperation actions

Develop and test coordination mechanisms

Developing and testing coordination mechanisms for managing economic and societal challenges in the whole Baltic Sea macro-region e.g. jointly piloting smart health solutions.

Build resilience through better connections

Piloting actions solving specific challenge in **building resilience through better connections** between research and regional innovation systems.

1.1 Resilient economies and communities



Examples of transnational cooperation actions



Mobilise creativity to increase and strengthen societal resilience

Strengthening societal resilience through **cultural change, behavioural shifts and mobilising creativity**, e.g. promoting smart working solutions, testing mechanisms supporting vulnerable social groups.



Use culture as means for social inclusion and social innovation

Actions that **strengthen cohesion and regional identity** by using **culture as means for social inclusion and social innovation**.



1.1 Resilient economies and communities



Examples of transnational cooperation actions



Redesign smart specialisation approaches

Actions that support **redesigning smart specialisation approaches** and **redefining connections** to global value chains to **strengthen resilience** of the BSR as a macro-region.





1.2 Responsive public services

Experimenting with new ways of
delivering public services using innovative,
data-driven and participatory methods
to improve the lives of citizens



1.2 Responsive public services

Background

- Public services lack tools
- Strict rules and budgetary cuts
- Difficulties to identify citizen's needs
- Divisions between urban and rural areas



1.2 Responsive public services

What do we expect from projects?

- > deliver tailor-made, needs-based and cost efficient services
- > develop solutions responsive to change
- > develop public responses across sectors and borders
- > harmonise systems and standards
- > apply emerging digital technologies
- > trigger interactions between services providers and the community



1.2 Responsive public services

Examples of transnational cooperation actions



Test unconventional approaches

Testing unconventional approaches that reduce costs and bureaucracy as well as make public services more effective, e.g. piloting needs-based, data-driven, cross-sectoral approaches to planning



Adapt to regional specificities

Developing integrated public services tailored to the needs of functional regions and **specific territories**, e.g. solutions taking into account the settlement structures and demographic trends in rural areas to ensure **remote access to services**;



1.2 Responsive public services

Examples of transnational cooperation actions



Develop digital services

Developing common standards and establishing sustainable, inclusive and trustworthy **digital public services** in the Baltic Sea region including by **piloting interoperable public services** e.g. testing and developing new data-based health models enabling more participatory and personalised approaches;



Create business opportunities

Testing approaches that establish “**innovation partnerships**” by combining research and public procurement with the objective to create new **business opportunities** (including “green” solutions and social innovation);



1.2 Responsive public services

Examples of transnational cooperation actions



Engage citizens

Piloting solutions that **increase citizen engagement in transforming public services**, e.g. using gamification or other innovative culture-based approaches to motivate different generations to participate in public life, creating environments that foster citizens' self-organisation, or institutionalising a co-design approach through dedicated labs.





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