



# The EU Strategy for the Baltic Sea Region and Flagship Project 13.4 EfficienSea

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# Agenda

- A brief introduction to the Strategy
- Why EfficienSea is an exemplary flagship project
- The Strategy after two years: Establishing targets and other recommendations
- Looking ahead



# The EU's first macro-regional strategy

- Why do we have a Strategy?
- The Action Plan: 15 Priority Areas, 80 Flagship Projects
- Broad ownership



# Why EfficienSea is an exemplary flagship project

- Like EfficienSea, the Strategy is about promoting...
  - A truly macro-regional focus
  - An integrated approach
  - Concrete responses to urgent challenges



# June 23: First implementation report

- Considerable progress
  - New, targeted and more inclusive projects
  - Better alignment of funding
  - Greater policy coherence
- Challenges
  - Better alignment of funding and policy
  - Maintaining momentum and internal resources
  - Need for targets and improved communication



# Alignment of funding and other financial initiatives

- **European Regional Development Fund (ERDF)** – new selection criteria; calls targeted to promote the Strategy
- **European Fisheries Fund (EFF)** – MS 2010 annual implementation reports include a specific chapter on contribution to the Strategy’s implementation
- **European Social Fund (ESF)** – priority given to transnational activities in calls for project proposals (SE, DK, EE)
- **“Strategy approach”** adopted by other EU funding programmes, for instance BONUS



# Recommendations

- Reinforce the integrated nature of the Strategy through closer alignment with Europe 2020
- Assure the European nature of the Strategy through regular discussions at policy Councils
- Prioritise work on establishing targets to make the Strategy more focused and more concrete
- Maximise efforts to align funding with the Strategy's objectives
- Strengthen implementation structures (financial and staff)
- Develop a “Communication initiative” to ensure broader participation and dissemination of achievements



# Looking ahead

- Ambitious Polish EU Presidency
- Task force on targets
- Annual Forum 2011
- Technical Assistance and implementation facility
- Review in 2013 – new macro-regional strategies?





# Thank you for your attention – see you in Gdansk!

## NEW AMBITIONS FOR THE BALTIC SEA REGION

13<sup>th</sup> Baltic Development Forum Summit  
European Commission's 2<sup>nd</sup> Annual Forum on the EU Strategy for the Baltic Sea Region  
Gdansk, 24-26 October 2011

- **EUSBSR website:**  
[http://ec.europa.eu/regional\\_policy/cooperation/baltic](http://ec.europa.eu/regional_policy/cooperation/baltic)
- **The EUSBSR Annual Forum and the BDF Annual Summit:**  
[www.bsr2011.eu](http://www.bsr2011.eu)