



Central Baltic -ohjelman tarjoamat mahdollisuudet pk-yrityksille

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VARSINAIS-SUOMEN LIITTO
EGENTLIGA FINLANDS FÖRBUND
REGIONAL COUNCIL OF SOUTHWEST FINLAND

Europe Direct Varsinais-Suomi palvelee EU-asioissa koko maakuntaa

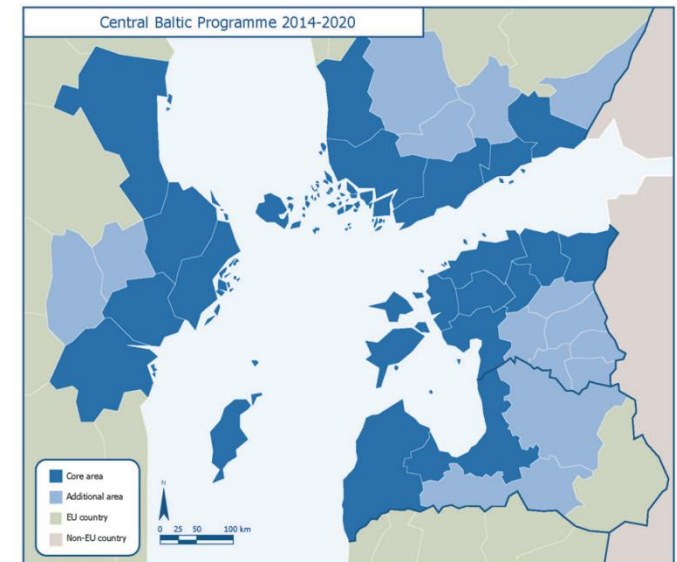
- Kolmivuotinen yhteistyösopimus komission kanssa (DG COMM) vuosina 2018-2020. Suomessa 9, muualla EU:ssa yli 440 EDICiä.
- Tapahtumia, luentoja ja tilaisuuksia.
- EU-rahoitusneuvonta.
- Aineistopalvelut.
- Twitter: @EdVarsinais ja verkossa www.varsinais-suomi.fi/europedirect



VARSINAIS-SUOMEN LIITTO EU-RAHOITAJANA

INTERREG CENTRAL BALTIC 2014-2020

- Varsinais-Suomen liitto on Central Baltic EU-ohjelman hallinnoiva viranomais.
- Rajat ylittävää yhteistyötä toteutetaan Keskisen Itämeren alueella vuosina 2014 - 2020.
- Ohjelmassa mukana ovat Suomi (myös Ahvenanmaa), Ruotsi, Viro ja Latvia.
- Hankkeisiin on ohjelmakaudella jaossa 115 miljoonaa euroa.
- CB:n teemoja ovat mm. ympäristö ja resurssitehokkuus, liikenne, pk-yritykset sekä elinikäinen oppiminen.



“What Central Baltic programme can offer for companies”?

Central Baltic 2014-2020

SO 1.1 New joint and co-operating Central Baltic companies

SO 1.2 Joint Central Baltic student companies

SO 1.3 Central Baltic companies exports to new markets via cluster co-operation

Competitive economy

28,7 MEUR

Sustainable use of common resources

37,3 MEUR

SO 2.1 Central Baltic natural and cultural heritage based sustainable tourist attractions

SO 2.2 Sustainably planned and managed marine and coastal areas

SO 2.3 More integrated urban planning in Central Baltic region

SO 2.4 Reduced inflows of nutrients and hazardous substances into Baltic Sea

SO 3.1 Improved transport flows via more efficient and lower CO2 emission transport nodes

SO 3.2 Improved Central Baltic small ports network for local people and visitors

Well connected region

37,3 MEUR

Skilled and socially inclusive region

11,5 MEUR

SO 4.1 Stronger Central Baltic communities

SO 4.2 More aligned vocational education and training programmes in th Central Baltic region



Varsinais-Suomen liitto
Egentliga Finlands förbund
Regional Council of Southwest Finland

115 MEUR available Programme funding



European Union

Priority 1: Specific Objectives

SO 1.1

New joint and co-operating Central Baltic knowledge intensive companies

SO 1.2

Joint CB student companies – leading to more entrepreneurial youth

SO 1.3

More exports by the Central Baltic companies to new markets via clusters' co-operation

New joint and co-operating Central Baltic businesses

Potential:

- This specific objective aims to exploit the opportunities of “green”, “silver”, and “blue” economy. The potential of ICT and low-carbon solutions, climate change mitigation and adaptation (as resource efficiency, renewable energy etc.) have been defined as a basis for new business creation.
- The Central Baltic region has a good potential to strengthen its position as a globally competitive technology start-ups region.
- This specific objective aims also to target challenges related to the sustainability of the businesses operating in sparsely populated, rural, peripheral, isolated island and archipelago communities. The seasonality of some traditional activities (e.g. tourism, fishing, agriculture) adds complexity to the challenge.
- Specific attention is paid to the need of developing diverse sets of skills to be successful and sustainable in isolated and sparsely populated areas.

New joint and co-operating Central Baltic businesses

Definitions:

- **Knowledge intensive enterprises** are the ones with a potential to grow and internationalise, aiming to achieve higher value added than the regional average level of the industry they belong in.
- **New enterprises** are defined as 2 years from the registration or the start of operations.
- **“Joint”** is defined as joint teams (key people), joint management or joint ownership by people from at least **2 Member States/Åland.**
- **“Co-operating”** is defined as new Central Baltic companies that have established co-operation in relevant areas of their business development (e.g. product development, marketing).

Results:

- The aim is to achieve the creation of new joint Central Baltic enterprises and co-operation between new enterprises in the Central Baltic region, although it is accepted that a certain share of targeted teams and businesses will not become joint or co-operating.

How?

- The main approach is **to implement development projects via intermediate bodies in the field of business development. The Central Baltic Programme does not intend to use grants and financial instruments to new start-up companies. Activities supported by the Programme are seen as complimentary to existing national and regional financial instruments and grants.**

New joint and co-operating Central Baltic businesses

Indicative list of actions supported

- Awareness raising
- Training, coaching
- Advisory services
- Networking of potential and new entrepreneurs
- Mapping and analyzing of opportunities, comparable experience
- Incubator services

=> Project is best combination to achieve results, combining indicative actions.

The main target groups

- “green”, “low-carbon”, “blue” and “silver” business areas; ICT solutions;;
- technology start-ups;
- students of universities and vocational schools ;
- elderly people;
- intergenerational teams;
- people considering establishing their first business in the archipelago and islands (AI) region;
- experienced entrepreneurs considering the establishment of new business in AI area;
- skilled professional people currently in employee positions .

Specific territories targeted

Rural, peripheral and coastal, archipelagos and islands areas of the Central Baltic region are specifically targeted for identifying and supporting sustainable business models in sparsely populated, isolated communities.

Urban areas and specifically metropolitan areas and cities with R&D capacity are seen as important locations for new technology start-ups.

Types of beneficiaries – Intermediary organizations !

Targeted beneficiaries are business development organisations (**Intermediary organizations**) , business incubators, business associations, national, regional and local authorities.

Exports to new markets via clusters' co-operation

Potential:

This specific objective aims to support the Central Baltic SMEs to enter into new markets with focus on innovation, product development and internationalization, which are relevant preconditions for sustainable growth

Definitions

- **New markets** are defined as markets outside the European Union / European Free Trade Area (EFTA).
- **Cluster** is defined as an established co-operation between similar or complementary businesses and research and development (R&D) institutions.
- **Meta-cluster** is a co-operation between established clusters within the Central Baltic region, undertaking joint activities with the aim to enter new markets.

How?

Here a cluster-based approach for co-operation within the Central Baltic region is used promoting co-operation between already established clusters forming "meta-clusters". This should enable the SMEs to enter into the new markets with new or adapted products and services.

! No activities that fall under export aid measures will be co-financed.

Exports to new markets via clusters' co-operation

Indicative list of actions supported

- Development and adaptation of services and products to new markets
- Branding, awareness building and marketing of services and products in new markets
- Process development
- Human resource development
- Market analysis, feasibility studies
- Joint efforts by between businesses, public sectors and academia

The main target groups

The main target groups are seen as SMEs cooperating through established clusters with ambition and potential to enter into new markets.

Established clusters reflect the strengths of the Central Baltic economies and can be: *forestry, tourism, local-food, shipbuilding, maritime, and others.*

In the area of **tourism development**, city, regional and national tourist boards and associations of tourism companies should be involved and consulted.

Specific territories targeted

The whole Central Baltic Programme area is targeted.

Urban areas and especially metropolitan areas of Central Baltic region represent the biggest potential and are places where most existing clusters operate.

Archipelagos and islands and coastal areas with their special characteristics related to isolation and seasonality may need different approach.

Types of beneficiaries

Targeted beneficiaries are organisations and national, regional and local authorities responsible for cluster development as well as business development organisations supporting cluster development, business associations, regional development organisations responsible for trade and industry.

Relevant to know, Support

- The 4th call the following Priority 1, Specific Objectives are available: SO 1.1. and SO 1.3.
- eMS, in which the application is filled in, is open between 15.10.2018-16.11.2018
- Projects have to end by 30 June 2021
- Start with filling the Project Idea form & Partners now!
- Project applicant seminar – last week of August – will be announced soon
- More info: Project Manager Ülari Alamets
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EU-hankerahoitus ja Varsinais-Suomi

- *Viime vuonna alkaneisiin 210 hankkeeseen ohjautui 22 miljoonaa 17 eri rahoitusohjelmasta.
- *Yrityssektorille 5,7 miljoonaa, keskimäärin 88 000 € / hanke.
- *Yrityspuolella korostuivat erityisesti yksittäiset suuret Horisontti 2020 -hankkeet sekä EAKR-ohjelman yritystukihankkeet.
- *Maakuntaohjelman painopistealueet keskeisiä:
 - Kasvu ja teollisuuden modernisointi
 - Innovatiiviset ruokaketjut
 - Lääke- ja bioteknologiat
- *Vuonna 2016 ohjautui 38 miljoonaa, josta yritysten osuus 21,5 %.



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