

Draft

Regional strategies in the ERB

- A survey of present development programmes

Table of Contents

Preface	4
1. Process and focus of the strategies	5
1.1. Region Pomorskie Voivodship	5
1.2. Region Warminsko-Mazurskie Voivodship	6
1.3. Kaliningrad Region	7
(1.4. Kurzeme Planning Region)	
1.5. Klaipeda County	8
1.6. Region Bornholm	9
1.7. Kalmar Region	10
1.8. Kronoberg County	11
1.9. Blekinge Region	12
2. Overview on specific areas	13
2.1. Arranging the information	13
2.2. Region Pomorskie Voivodship	13
2.3. Region Warminsko-Mazurskie Voivodship	14
2.4. Kaliningrad Region	15
(2.5. Kurzeme Planning Region)	
2.6. Klaipeda County	18
2.7. Region Bornholm	20
2.8. Kalmar Region	22
2.9. Kronoberg County	24
2.10. Blekinge Region	25
3. Conclusions and tentative suggestions	26

3.1. A general observation_____	26
3.2. Similarities but also great differences_____	26
3.3. The Suggested areas for consideration_____	27
3.4. Expanding regional trans-national co operation_____	28

Preface

The Seagull project aims at supporting a long-term, sustainable development of Euroregion Baltic in line with the EU policies of social and economic cohesion as well as environmental sustainability. A core issue to be dealt with in the framework of the project is accordingly development of a Joint Transnational Development Programme – analysing common values and priorities as guidelines for the future ERB co operation.

In order to get an overview of the actual status in the different ERB member regions concerning development strategies and plans, growth assignments or similar plans or programmes, a mapping survey has in accordance with the project application been carried out in the first phase of the project. The results of this survey are presented below emphasising priority areas in the respective regional programmes, aims and ambitions for the future work. The basis for the report are interviews with experts and written documentations as answers to a questionnaire distributed to appointed regional experts. The questionnaire is attached to this report. Unfortunately it has not been possible to at this stage get input to the report from The Kurzeme region.

The survey has been conducted by the project lead partner through the project leader of WP1 assisted by Swedish experts who have made interviews with expertise provided by each region, compiled the questionnaire replies together with tentative remarks.

The ambition has in this stage been to present a concrete and intelligible picture of the work with regional strategies in the ERB regions. Although the ambition has been to present a consistent material as to regional descriptions, the volume and degree of details in the questionnaire replies has to some extent been allowed to have an effect on the regional descriptions in the report. It has to be underlined that this first survey and presentation has a status of preliminary findings to be regarded as a first basis for discussion of the development of a joint ERB development strategy. The report will thus be discussed in regional work shops within the next few months with the objective to make adjustments and completions of the regional programme presentations – but above all elaborate about the respective regional programs in relation to the process of developing a JTDP for the whole ERB. It should therefore be emphasised that suggestions for amendments and corrections of the content in this report are most welcome.

Regional Strategies in the ERB

The information presented is recovered from documents with three different origins i.e. notes made at the interview, Klaipeda County and Blekinge Region, documents delivered after the interviews, Pomerania Region, Warmia-Masuria Region, Kaliningrad Region and Bornholm. The documents from Kronoberg County and Kalmar County were produced by persons involved in the project.

The approach when producing the plans and strategies is more extensive in the east Baltic regions than in the Swedish regions. One reason for this is of course that on this stage the planning situation is new there and not much were done before that could be of use for the future and all areas have to be looked at. The plan from Bornholm is a partly a planning document required by national Danish law and also extensive compared to the Swedish regions. In Sweden, coherent regional planning is not as well developed as one could wish and most planning in this aspect is so far done with the Comprehensive Plans produced by municipalities as required by law.

1. Process and focus of the strategies.

1.1. Region Pomorskie Voivodship

The introduction of the administrative reform (January 1999) resulted in creation of 16 self-governed voivodships. According to the law, new regional governments (regional parliaments) are responsible for the preparation of socio-economic development strategies of their regions.

Before the strategy preparation started, a complex prospective diagnosis was prepared. Diagnosis was prepared by the independent think-tank (The Gdańsk Institute for Market Economics).

The diagnosis was both quantitative and qualitative – however the quantitative approach dominated

The focus of the strategy

Strategic priorities:

1. Human capital development based on knowledge and activity (entrepreneurship)
2. **Development of human capital based on know-how and human activity**

3. Restructuring and modernisation of economy
4. Development and modernisation of infrastructure aimed at strengthening of competitiveness and coherence of the region
- 5. Extension and modernisation of infrastructure to strengthen regional competitiveness and coherence**
6. Creation of the high quality of life
- 7. Promoting of a high standard of living**

Development of international co-operation of the region

The process

First, all the regions prepared their own development strategies (taking into consideration the national strategic documents). Then the Development Programme was prepared in Pomeranian Region. Afterwards the Operational Programmes were negotiated with national government.

The strategy time-schedule is 2000-2010.

The Development Programme is for the years 2001-2006.

The Operational Programme is for the years 2001-20032.

1.2. Region Warmińsko-Mazurskie Voivodship

The introduction of the administrative reform (January 1999) resulted in creation of 16 self-governed voivodships. According to the law, new regional governments (regional parliaments) are responsible for the preparation of socio-economic development strategies of their regions.

Regional diagnosis was implemented into the process of strategy preparation

8 strategic fields were subject to “sectional” diagnoses, made by 7 local bodies and groups of experts

The diagnosis was both quantitative and qualitative – however the quantitative approach dominated

The focus of the strategy

Main objective:

Development of Warmia and Mazury for economic, social and spatial coherence

Strategic priorities:

1. Entrepreneurial support
2. Education
3. Technical infrastructure
4. Rural restructuring
5. Tourism development
6. Natural environment
7. Attractive living standards
8. Heritage and culture

The process

First, all the regions prepared their own development strategies (taking into consideration the national strategic documents). Then the Development Programme was prepared in Pomeranian Region. Afterwards the Operational Programmes were negotiated with national government.

The strategy time-schedule is 2000-2015.

The Operational Programme is for the years 2001-2003

1.3. Kaliningrad Region

The Strategy of the social-economic development of Kaliningrad oblast' as a region of co-operation for the period until 2010 year" is ratified 19 of April 2003. The Declaration about the strategic partnership on the realization of this Strategy is signed between the Administration of the Kaliningrad oblast, the Kaliningrad regional Duma, the Municipality of Kaliningrad and non-government organizations (such as Association of municipalities of the region, Public Chamber of the Kaliningrad oblast et cetera). Practically the Strategy has been realized earlier – a lot of its components are already in force.

This Strategy is based on the special researches, which was organized by the Administration of the Kaliningrad oblast and by the scientists of the Kaliningrad state university. There were several very important Tacis projects for the region. These researches were both quantitative (for example SWOT-analysis) and qualitative (various prognoses for different scenarios).

The focus of the strategy

The focus of the Strategy is change from the economic mechanism to the regional development, because the external conditions are changing dramatically: Kaliningrad oblast will be an enclave inside the EU from 2004. Russia will join the WTO and in consequence of this the Mechanism of the Special (free) economic zone (which is in force in the Region since 1992) will request the correction. Sustainable development of the region has to make use of the "Strategy of co-operation" and Kaliningrad region must be a "bridge" between RF and the EU. In this case the oblast could be a pilot region for RF – EU co-operation and these possibilities for an active development will be very favourable

The process

The Program will be designed with indicative planning, SWOT and back-forecasting analyses. It will be organized in the co-operation between the Administration of the oblast and research group of the regional scientists. The project of the Program (as earlier the project of the Strategy) will be discussed in business, public and politics, i.e. the Public-Private partnership in the Strategy was realized and it will be probably used in the Program. Municipalities are involved in this process through their proposals for working group and discussion of the projects. The federal level has certain influence in the process because there is the Federal program for the oblast and Russian government delimits federal subsidies and the rules of the SEZ

1.4. Kurzema Planning Region

Missing

1.5. Klaipeda County

According to central decisions the planning region consists of Klaipeda and Taurage Counties together

A need for a planning document for the future after the independence

A governmental decision that the planning region should be Klaipeda and Taurage counties

The analysis was produced by the Ministry of Interior, Ministry of Foreign Affairs, County Governors Administration of Klaipeda and Taurage counties and the Klaipeda Regional Agency using sub consultants.

It is a qualitative and quantitative analysis based on available statistics

The focus of the strategy

The strategy aims to transform the economy of the region and bring sustainable economic growth.

The process.

Ministry of Interior, Ministry of Foreign Affairs, County Governors Administration of Klaipeda and Taurage counties together with national and international experts worked out the programme.

A final decision is expected end of June 2003.

1.6. Region Bornholm

The regional strategies of Bornholm are primarily outlined in the following documents:

- a. Regional Plan 2001
- b. Perspectives on development of Bornholm, 2001-2005
- c. Objective 2: Programme complement, 2000-2006

Ad a. The *Regional Plan 2001* is a planning document, which is required by national Danish law. The document is primarily concerned with special planning and management of natural resources. The document comprises a range of objectives for economic development, but it has only a rudimentary analysis of the economic development prepared by the county council administration.

Ad b. The document *Perspectives on development of Bornholm* is a document with a strategy and vision for the development of Bornholm and a brief analysis of the economic situation combined with specific objectives and measures to accomplish these goals. The document constitutes together with a successively updated database of projects a comprehensive documentation of the development efforts on Bornholm. The initiator in this work is the Business Development Network where both business interests and local government are represented. The document was prepared the county council administration for the Business Development Network.

Ad c. The *Objective 2, Programme Complement* (O2-programme) has in accordance with EU rules a socioeconomic analysis, a SWOT analysis, priorities and measures, etc. This

programme has been approved by a comprehensive partnership including local government. The Objective 2-programme was prepared by the county council administration. The following information will to a large extent relay on Objective 2 programme, since its outline is more compatible with the information required in this questionnaire than the other strategy documents, but it must be noted that the objective 2 programme is structured on basis of EU priorities and don't reflect the full scale of regional development strategies.

The analysis

There is quantitative as well as qualitative analysis in the programme documents. In the O2-programme is a 20-pages socioeconomic analysis.

The focus of the strategy

The focus is on regional development in all aspects, but economic development plays a major role in the documents.

“The most important factors of Bornholm's socio-economic situation that pose a problem in relation to future development on Bornholm are the following:

1. Population decline and fewer employable persons
2. A trade and industry structure that is not growth oriented
3. The level of training/education on the labour market
4. High unemployment
5. Low income level

The process

The plans and programmes are based on a comprehensive hearing of interested parties. This process is carried through on the regional and local level on basis of some general guidelines and rules of the process from the central government

1.7. Kalmar Region

During a five year trial period from 1998 the regional Council in Kalmar County was one of four regions who were chosen to find a new way of self government. Within this task Kalmar Region should work out a Regional Development Programme. The Regional Council has set a model for other self-governed bodies in Sweden. From January 1 2003 the organisation was made permanent with a few changes in the organisation.

A long term strategy was approved by the Regional Council in 1997 and the programme has been developed and revised with few changes of the strategy. Three regional development programmes have been produced since 1998. The latest version is a continuation of the earlier programmes.

The programme has been a useful tool to develop the region, to inspire and mobilize citizens, institutions, organisation and companies.

Analysis

The Programme has been written and developed from several meetings, seminars and discussions among organisations, institutions and companies. Public administration and civil society through representatives of the business sector, organisations have been involved in the

process. The programme has also created input to other programmes such as the regional growth programme and different EU programmes

The focus of the strategy

The Regional Council has approved that sustainable growth is the main goal. The strategy has three dimensions: social, economic and ecological.

The Region has been seen as an insignificant part of Sweden and is therefore promoted as the “The new face of Sweden”.

Focus

Four cornerstones in the programme:

1. Take active advantage of and contribute to the development of the Baltic region
2. Supply and disseminate knowledge and skills throughout the county
3. Promote the type of industry and the core competence areas that already exist in the county, as well as new areas with growth potential. Clusters are identified and new should be developed within the Regional Growth Program.
4. Develop the whole county so that it is an attractive place to live and work in.

A focus on the opportunities, strengths and resources attracts companies and creative people.

The strategy must be developed in a process together with the citizens.

The process

See above

1.8. Kronoberg County

The regional development process in Kronoberg County is spread on several institutions. The main actor is The County Administrative Board of Kronoberg lead by the Governor. The regional strategy is below presented. However the County are currently in the process of discussing a restructuring of the strategy due to the fact that the partnership in the county feels the strategy is not a living document. Operational programmes below” the strategy is several. In this paper we focus on two programmes relevant for the Seagull project: County plan for Regional Transport infrastructure and Regional Growth Programme. Both programmes are coordinated by The County Administrative Board of Kronoberg

The focus of the strategy

The County Administrative Board of Kronoberg assembled several representatives from the business and private sector for discussions about the future development. Altogether the common objectives for the

development until year 2010 were approved, and a strategy was delivered. The Strategy of the County specifies 14 areas towards which all are devoted common actions in the region.

1. We will give priority to our children and our young people!
2. We will renew the forms of citizen participation and influence!
3. We will strengthen our identity!
4. We will develop the activities concerning public health
5. We will increase the accessibility!
6. We shall utilise the new information technology (IT)!
7. We shall preserve the bio-diversity
8. We shall improve our air quality, for nature and people!
9. We shall arrange the formation of our community into the revolution of nature.
10. We shall strengthen the minor town within the interaction between urban and rural areas!
11. We shall stimulate and support entrepreneurship and newly established companies!
12. We must develop the leadership!
13. We must work toward better quality!
14. We must hold on to, and give birth to good working conditions, within the whole County!

The process

See above

1.9. Blekinge Region

The organisation Region Blekinge started in January 1st 2001 as a political platform for regional development. According to agreement between the founders, all municipalities in the county of Blekinge, a strategy was needed for the future work. The regional government decided in December 2002 on guidelines for the strategy and these were discussed in meetings in each municipality with local governments, NGOs and others. The strategy was then reworked and decided upon in the regional parliament in June 2002. The strategy is qualitative and focused on five themes; a sustainable, cooperative, innovative, available and attractive region.

The focus of the strategy

Success activities:

8. Increased orientation about the surrounding world)
 9. Cooperation between trade and business, society and education.
 10. Good climate for trade and business
 11. Partnerships between Region Blekinge and other regions in EU
 12. Wide engagement in County of Blekinge
- Straight points of view regarding milieu, gender equality and integration

The process

See above

2. Overview on specific areas

2.1. Regional strategies in specific areas.

The documents “Regional strategies and programmes” received differs to a considerable extent in layout and outline. In addition to the information presented above about the character and focus for the respective regions strategy- and in an attempt to make the overview more systematic and easy for use in concrete discussions regarding the development of the ERB region, information on six themes has been extracted from the received documents.

The chosen themes are believed to be areas suitable for cooperation and joint trans-national development.

The themes are

1. Infrastructure
2. Education
3. Environment
4. Culture and sports
5. Development of Business and Trade
6. Tourism and Marketing

Unfortunately Kurzema Planning Region has not delivered any document. Nor has it been able to arrange for interviews with experts in regional development planning.

The content and weight put by the respective regions on the suggested focus areas is summarized below.

2.2. Region Pomorskie Voivodship

Vision of the region:

The Pomeranian region in 2010 is the region of new, used opportunities and partnership, with strong and diversified economy and clean environment, cultivating maritime traditions and multicultural heritage, moving towards the fast development based on skills and knowledge.

Infrastructure

The 5 most crucial investments in infrastructure for the development of the regions are:

- A1 motorway
- Modernisation of national roads (6,7,22,50)
- Improvement of transport accessibility of Gdańsk and Gdynia ports, airport and local sea ports
- Development of integrated public transport system in Tri-city
- New bridges over Vistula river – improvement of regional integrity

Education

Development of the educational system is one of the concrete goals for the region.

Goal 1.2 Development of the educational system

Tasks

- Development of the academic centres in Gdańsk and Słupsk, and college education in county-level towns.
- Increase in diversity and concepts of training. Establishing of a systematic approach to supporting innovations and educational experiments.
- Encouragement of foreign languages and ecological education.
- Support for regional specialities in education, research and development, and new technologies. Export of educational services to other domestic and foreign markets. Participation in international research collaboration.
- Enhancement of the continuous adult education system.
- Improvement of access for the young from small towns and villages to a wide-range education, and establishing of a financial support system for poor school and college students.

Environment

Environment protection and management of natural resources is one of the most important goals in the strategy. Specific goals and task are described in Priority 4. Promotion of high standard of living

Goal 4.2 Improvement of ecological living conditions

Tasks

- Decrease in environmental pollution levels, with reference to:
 - Air quality
 - Reduction and neutralisation of gaseous sources of pollution;
 - Building gas-supply network in the rural areas;
 - Water quality
 - Improvement of water supply and water quality, especially in potable water;
 - Modernisation and construction of sewage treatment plants accompanied by extension and construction of sanitary sewage systems;
 - Strengthening of biological lining for streams and reservoirs;
 - Soil quality
 - Reclamation of environmentally degraded areas, especially post-industrial areas and closed down landfill sites;
 - Noise pollution
 - Limitation of noise nuisance in the urban areas and along major transport routes,
- Regulation of water conditions in the field of flood control and rainfall water drainage. Development of the regional system of water retention, compliant with ecological pre-requisites.
- Rationalisation of waste management (segregation, recycling, utilisation), economic use and disposal of industrial refuse, including dangerous waste. Working out and implementation of an integrated regional waste management programme.

Goal 4.3 Rational management of natural resources

Tasks

- Adjustment of capacity and locations for water intakes to available surface and underground water resources. Protection of major water reservoirs.
- Improvement of spatial consistency and increase in acreage of wooded areas. Rise of the biodiversity and resistance of the forests.
- Change in regional energy management system to enlarge its effectiveness, decrease in energy-intensiveness and pollution emission. Increase in share of renewable energy sources in the regional energy balance.
- Active protection of natural resources and assets of environmentally friendly agricultural landscape, as well as of recreational areas.
- Exploitation of biological resources of the sea to the extent safeguarding their renewal.

Goal 4.4 Improvement of potency of nature and landscape protection

Tasks

- Strengthening of consistency and spatial continuity of the regional system of protected areas.
- Granting a protective regime to some seaward and landward sections of the coastal zone.
- Counteraction to degradation and revitalisation of lake district landscapes.
- Increase in acreage of nature reserve areas and other forms of individual protection, including establishment of the World Biosphere Reserve in Bory Tucholskie.

Culture and sports

Goal 4.5 Support for cultural diversity of the region

Tasks

- Encouragement for actions aiming at strengthening of the regional identity, with preservation of tradition, legacy and historic heritage of Kaszuby, Kociewie and other lands.
- Support for cultural institutions in the rural areas and folk culture.
- Fostering and promotion of the Kaszuby language and local dialects.
- Cultivation of values of historical landscapes (Kaszuby, Kociewie, Żuławy, Powiśle, Bory Tucholskie, Ziemia Słowińska, coastal zone, Chequered Land).

Goal 4.6 Preservation of historic heritage

Tasks

- Preservation and support for revitalisation of historical buildings (castles, sacral architecture, manors) and areas (towns, parks, graveyards).
- Cultivation and promotion of maritime tradition.
- Commemoration and documenting of the latest history of the region, heritage of the "Solidarity", and in particular its role in struggle for civic liberty and human dignity.

Goal 4.7 Promotion of health and development of physical education

Tasks

- Improvement in the access to specialist medical service. Modernisation and rational distribution of public health care facilities.
- Support for initiatives promoting health and proecological way of living.
- Using opportunities for health-resort services at Ustka and Sopot.
- Support for physical education and youth sport, in particular exploiting school facilities.

Development of Business and Trade

There are 25 specific goals, for example:

Improvement of the mobility and entrepreneurship of inhabitants of the region

Development of the educational system

Development of the regional innovation system

Development of the SMEs sector

Strengthening of the investment attractiveness

Tourism and Marketing

Priority -----

2. Restructuring and modernisation of the economy

3. Region Warmińsko-Mazurskie Voivodship

Goal 2.4 Development of service, land transport and tourism

Tourism

- Support for urban and sightseeing tourism, which would take into account:
 - Supra-regional status of the Gdańsk historical complex and the Malbork castle, as well as attractiveness of the Teutonic castle trail, mostly in the Powiśle land;
 - Utilisation of unique national- and European-scale assets of Pomerania (Słowiński National Park, Bory Tucholskie National Park), eminent cultural and landscape heritage of Kaszuby and Kociewie, natural values of Bytów and Krajna lake districts, and Vistula Mouth Lowlands, Hel Peninsula, and Vistula Spit.
- Promotion of regional brand products (e.g. Chequered Land) and creation of new products.
- Widening of tourist functions in the small harbours. Development of the marina network, coastal and inland passenger shipping and other forms of maritime tourism.
- Support for self-governmental and private initiatives aiming at prolongation of the tourist season, especially through construction of aquaparks, provision of therapeutic and sanatorium services and all-year round hotel accommodation.
- Assistance in development of agrotourism, especially in the structurally weak areas.
- Education of qualified staff for tourism and agrotourism, with respect to ecological education.
- Establishment of a bicycle routes network.

Priority 5. Development of international co-operation of the region

Goal 5.1 Increase in status and position of the Pomeranian Region in the Baltic Sea area

Tasks

- Active participation in the actions raised by the Euroregion Baltic and Sub-regional Conference of the Baltic Sea States.
- Support for undertakings enhancing multilevel and networking co-operation in the Baltic Sea area (e.g. VASAB 2010, HELCOM, Ars Baltica, Social Hansa, Baltic 21, Union of the Baltic Cities).
- Striving after full membership in the Baltic Committee of the Conference for Peripheral Maritime Regions.
- Provision of conditions for effective utilisation of aid funds supporting co-operation in the Baltic Sea area (e.g. INTERREG).

Goal 5.3 Formulation of a good image of the region in international and interregional relations

Tasks

- Managing of efficient international promotion of the region, including participation in international promotion, trade and tourist events.
- Revival of contacts with Polish diplomatic and consular establishments and economic agencies in priority co-operation areas.
- Revival of contacts with Polish emigrants, in particular of the Pomeranian origin.

Infrastructure

Crucial investments in infrastructure:

New national road (no. 16)

Modernisation of existing national and regional roads

Upgrading local roads

Modernisation of railway system

Development and modernisation of waterways

Education

Mentioned as one strategic priority of the region

Environment

Sustainable development is one of the key issues in the strategy. However, it is understood very narrowly: as environmental protection. At the same time the remaining components (social and spatial) are addressed in the strategy, but not under this term.

Natural environment is one of the strategic priorities.

Vision of the region Warmia and Mazury in 2015 is a region of affluence, thrift, clean air and water, and high-quality food.

Culture and sports

Heritage and culture are two of the strategic priorities

Development of Business and Trade

There are a few tens of concrete goals, among others:

Assistance for producers in adjusting to EU norms and standards

Support for SMEs' access to training, information, technological innovations

Coherent program for investment promotion

Creation of regional innovation and technology transfer centres

Building of fair and conference centre

Tourism and Marketing

Tourism development is one of the strategic priorities.

2.4. Kaliningrad Region

Infrastructure

The five most crucial investments in the field of infrastructure are:

- The reconstruction of the cargo terminal in Baltijsk and the setting up of the ferry line Baltijsk – St. Petersburg.
- The reconstruction of the major highways, including the highway Kaliningrad – Mamonovo-2.
- The reconstruction of the border-crossing points.

Transport modernisation is important because the Kaliningrad region have to become part of the Baltic and European Transport Network.

- The specific geographical position of the region can be taken as an advantage in order to develop the regional telecommunication network.

- 95 % of electricity is provided for Kaliningrad from the mainland Russia that is why it is very important with the construction of the Kaliningradskaja Heat Station-2, with an installed electric capacity of 900 MW and thermal capacity of 680 Gcal/h.

These five projects have been included into the Federal programme of the Kaliningrad Region's development.

Education

The high level of public education is one of the strengths of the Kaliningrad region.

Environment

There are ecological problems in the Kaliningrad region and the region look forward to constructive discussions in search of realistic ways and solutions to solve these problems. One important issue is ecological programmes for the Baltic Sea basin.

Culture and sports

For organization of effective co-operation between Russia and the EU within the cultural domain, it is necessary to proceed from the assumption that the development of local culture can be effective only on the condition that it is built upon a solid Russian tradition and includes the skills and habits of environmental interaction cultivated in the course of centuries-old history of the peoples who have been living here.

It means that the optimal strategy of the regional cultural development has become a prudent combination and synthesis of different cultures. The first constituent of this strategy is the development of Russian culture. It implies mastering the full-fledged Russian language, Russian literature and traditional Russian communication strategies; another constituent implies the intensive study of European cultural heritage, the integration of the region and the country at large into the contemporary All-European cultural processes. Both strategies must be balanced. On the one hand, the region should be open to European tendencies; on the other hand, an effective means of promoting national identity protection should be established.

The regional cultural policy achievement can't fail to take into account the tendencies in the EU cultural policy. These tendencies include *network cooperation* (stated in the European Cultural Network Manifesto, 1991) and the active use of the *supranational programs* funds (including European programs) for the enrichment of cultural environment in different countries. Everything stated above implies the foundations consideration and the study of the experience of cultural sphere restructuring in the neighbouring countries undergoing the transition period, the encouragement of first-hand cultural cooperation between the Kaliningrad region organizations and partnership organizations from European countries, rendering assistance to the expansion of Russian cultural achievements abroad, education and training of competent professional communities and specialists, including cultural domain management staff.

Thus, the Programme of the Kaliningrad region development as a region of cultural cooperation between Russia and the EU should include the set of activities in the following ways.

Combined research activities:

- carrying out combined research including (1) the field of cultural consequences of the EU expansion; (2) elaboration of assessment criteria of the processes of regional cultural activities; (3) the encouragement and support of publications dealing with international cultural cooperation and cultural policy. The base line of the regional cultural policy should primarily be the orientation to *the analysis of Russian and world-wide cultural contacts*. It is necessary for *Russian culture to be studied and treated* as a part of European and world culture. Such familiarization with Russian culture would allow the latter to become more familiar to the people of other countries;
- the development of educational programs in the Russian language and culture for Baltic States;
- the development of educational programs in the languages and cultures of Baltic States for Russian people.

The development of facilities for cultural activities:

- the development of the infrastructure in Kaliningrad and other regional towns: the establishment and development of approved modern conference centers, show-rooms and pavilions and concert halls;
- the involvement of the regional cultural communities and associations in the network cooperation with Russian and foreign partners by joining the existing and advanced networks and by originating new Internet-assisted network projects. In this connection additional efforts are necessary to gain a better understanding of network cooperation principles;
- the creation of special programs funded by both Russia and the EU for the encouragement and support of international cultural cooperation within the region;
- the development of educational, scientific and cultural resource centers, floating data exchange, experience exchange in the sphere of cultural cooperation between Russian and the EU, which can assist in the search for partners, the elaboration and realization of joint initiatives within the Kaliningrad region, monitoring the current situation and working out recommendations for state and local authorities and the EU institutions. At the same time “the growing points” should become the institutions, possessing profound material and technical basis, intensive relations with Russian and foreign partners and, above all, the personnel, experienced in working on international projects (for e.g. Kaliningrad State University, Kaliningrad Art Gallery and World Ocean museum in Kaliningrad, Tilsit-theatre in Sovetsk, the Brachert museum in Svetlogorsk, etc.).

Boosting cultural activities:

- the identification of various kinds of cooperation between Russian and European cultural organizations of different ownership forms; organizing international festivals, exhibitions and events dealing with European and Russian heritage, modern art, social life, cultural cooperation between Russia and the EU;
- ensuring the participation of the Kaliningrad region in EU educational, scientific and cultural programs. Support programs for exchange and joint projects are not of primary importance in this connection. The programs for preserving cultural heritage, the programs for local development encouragement at the expense of projects which take into consideration the cultural constituent (for e.g. the reconstruction and development of historical memorials in the tourism infrastructure, the development of cultural tourism, the development of industry based on non-material cultural heritage use) are also very important;

- the development of specialized and popular libraries and mass media resources, TV programming dealing with different aspects of social (political, business, cultural) life in Russia and the EU.

Development of Business and Trade

The general direction of the region in the strategy is restructuring of the regional economy in accordance with the change of external economic conditions.

Tourism and Marketing

See chapter 3.3.4 and the parts concerning cultural activities.

2.5. Kurzema Planning Region

Missing

2.6. Klaipeda County

According to central decisions the planning region consists of Klaipeda and Taurage Counties together.

Infrastructure

One of the weaknesses in the region is weak developed infrastructure, especially concerning electricity, gas, water and wastewater. The five most crucial investments in infrastructure for the development of the region are:

- Investments in Sea Port technology
- Deep port in the whole port area
- Transport infrastructure to the sea port
- Water and waste system
- Heating and gas system

One of the goals for the region is to optimize the multi-modal transport and infrastructure potential of the region as a key to economic development.

Education

The region has a number of education and training institutions:

- 3 universities: public - Klaipeda University and St. Anthony Religious Studies Institute in Kretinga, and private - Lithuanian Christian College in Klaipeda.
- 6 colleges - 3 public and 3 private - located in Klaipeda City.
- 4 public higher vocational education and training institutions: 3 in Klaipeda City, 1 in Kretinga and 1 in Smalininkai (Jurbarkas District).
- 13 basic vocational education and training institutions: 1 in Silale District, 1 in Taurage District, 6 in Klaipeda City, 1 in Kretinga District, 1 in Skuodas District and 3 in Silute District.

One of the goals in the region is "to improve the quality of education and training and increase accessibility to life long learning". The objectives for this are:

- To create conditions for life long learning through improved quality of training.
- To optimally develop education and training infrastructure.
- To strengthen links between education/training institutions and the business and industrial sectors and introduce entrepreneurship related training throughout and beyond the education system.
- To build capacity in the public sector.

Environment

The objectives concerning the environmental issues are:

- To co-ordinate different needs related to territorial development, to define proper purpose of land use, which causes the least damage to the environment;
- To implement technical measures aimed at reducing air and surface water pollution;
- To analyze ecological systems, their development, to implement efficient measures for the protection of biological diversity;
- To preserve the diversity and stability of the landscape without slowing down the development of the local economy and social system;
- To involve the public and the economic subjects of the region into activities related to environmental protection and monument preservation;
- To register valuable objects of the cultural heritage of the region, to define and describe the features of their value.

Managing the natural environment in a sustainable way is an important element in underpinning the economic development of the region. The natural environment of the Curonian Spit and Curonian Lagoon are of world importance. At the national level the qualities of the Neumunas Delta and river, the coastal zone to north of Klaipeda City and the parks of Zemaitijos and Salantai possess high quality natural environments.

Culture and sports

By joint efforts of the County Administration, municipal authorities, public organizations and religious communities, to form a County cultural board, and to found the cultural fund of

Klaipeda County. To draw up and implement a program for the development of cultural services and the activities of cultural centers and museums.

Development of Business and Trade

The key goal for the region is "to stimulate and diversify the economy", by

- Reducing the negative effects of peripheral location,
- Increase the competitiveness and improve image of the region
- Create a favorable investment climate
- Develop a polycentric and balanced urban-rural system with a self sustaining working country side.

Tourism and Marketing

Tourism is a major element in the economy of Western Lithuania. The characteristics of the region indicate that it has the potential to its economic importance especially in coastal and rural areas. The sector is a significant and growing source of employment and investment based on the regions environmental and cultural diversity.

The following regional priorities have been identified:

- Development of a tourist information system for Western Lithuania (Klaipeda, Taurage and Telsiai counties).
- Preparation and implementation of tourism marketing strategy for the region with the preparation of investment projects.
- Development of network of cycle paths (EUROVELO, regional and local)
- Development of water tourism, cultural tourism, fishing.
- Training of tourism professionals and guides.

2.7. Region Bornholm

Infrastructure

Priority 1: Development of the Region – Improving the Structural Conditions

The fundamental structural conditions for Bornholm shall be changed by modifying the infrastructure, especially in light of future development opportunities, vis-à-vis development in the Øresund Region.

A reduction in transport time between Bornholm and Copenhagen will therefore entail opportunities like increased migration to the island, distance working, weekend tourism and improved opportunities for establishing new further-and-higher education programmes on Bornholm.

Infrastructural modifications will be prioritised in transport, telecommunications, the environment and infrastructures with a view to making it more attractive to settle down and relocate/locate companies on the island, including investments in urban, harbour and rural milieus, as well as industrial zones.

The structural conditions for trade and industry must be improved through investments in increased research and technological development for promoting innovation milieus and non-food production, as well as for promoting service activities that are instrumental in improving the competitiveness and adaptability of companies

Important infrastructure investment

- Educational institutions
- Digital infrastructure for government and business
- Transport infrastructure
- Investment in sustainable energy
- Infrastructure relation to tourism

Education

The general level of education must be raised. This shall take place by establishing additional student spaces in further and higher education programmes and establishing student milieus. This shall be realised by establishing a centre for further and higher education programmes in the form of a Bornholm Academy. The initiatives will initially be targeted at the areas of handicraft and design, education, social and health services, as well as business economy and information and communication technology (ICT).

The qualifications of the labour force must be upgraded. In addition to competency development of management and the employed, the effort will also concentrate on promoting the interplay between the public sector, research and educational institutions and companies.

Environment

Aspects related to the environment and equal opportunity shall be included at all levels of activity in accordance with the stipulated EU guidelines and with the national policy in these areas.

Culture and sports

Development of Business and Trade

Priority 2: Business Development

Conversion of the labour force and companies shall be increased in order to exploit the opportunities inherent in the information and service society as well as in the increase of globalisation.

Subsidy for the development of new products or production systems in the manufacturing, processing and service sectors. Add to this the necessity of investments in environmental certification and management, as well as for implementing company-productivity increases.

The market for services to public and private companies will presumably grow, partly due to the rise in outsourcing, partly due to activities targeted at encouraging greater numbers of entrepreneurs, with special focus on female entrepreneurs. The area is regarded as having a large employment potential.

Business development primarily targeted at small and medium-sized enterprises will be prioritised.

Subsidy within this priority shall stay within the framework of the approved notifications for direct business subsidy. It can involve grants for product development, consultancy services, environmental support, technology transfer and for support of capital investments.

Tourism and Marketing

2.8. Kalmar Region

Infrastructure

Today's infrastructure in Kalmar County is totally inadequate. Road and rail networks are not of sufficient standard. The region needs access to efficient means of transport for information, goods and people alike.

In the Development Programme there are several measures to strengthen the infrastructure and to meet the seven objectives to create a "rounder" region. The objectives are:

- Commute to work at least sixty kilometres in 45 minutes.
- Reach the closest university or college town in about one hour.
- Do a day's work in Stockholm, Gothenburg or the Öresund region.
- Do a day's work in one of the European capitals.
- Select alternative means of transport.
- Communicate digitally over powerful communication networks.
- Ensure guaranteed on-time freight transport

Examples of measures:

- Modernise the *rail network* and realise the concept of the *Baltic Line* as a coherent rail traffic system serving all of south-east Sweden; adapt *other public transport systems* to passenger requirements with a view to making the County rounder and closer to the outside world.
- Carry through commitment to the E22 Highway, the life-giving artery of southern Sweden; improve the standard, safety and traffic efficiency of our *roads*; improve traffic conditions on roads leading to the *ports of the Småland coast*; stimulate environmental adaptation of vehicles and fuel.

- Contribute to the development of efficient domestic and international *air services*.

Education

The general educational level in the County of Kalmar is considerably lower than the national average.

The objectives in the programme are among others to increase the range of full open-university education programmes and give immigrant Swedes better access to the labour market. Examples of measures: continued development of the Baltic Business School and further commitment to the centre for higher education; develop practically oriented vocational education programmes; continue using local development centres to identify corporate proficiency requirements. Make it easier for immigrants to become certified care workers.

Environment

An ecologically sustainable region. Besides the work with the fifteen national environmental goals adopted by the *Riksdag* in 1999, the region also aims to concentrate on six regional environmental goals.

Objectives:

- A living Baltic is of the utmost significance both for the business community and for those who live in the County.
- Non-toxic eco-cycles making sparing use of available resources.
- Restricted climate impact – we have both the natural resources and the technical expertise to operate energy systems without emissions that might prove detrimental to the climate.
- Cross-border environmental programmes – throughout the Baltic region.
- Biological diversity – the County has many unique biotopes for which we bear special responsibility.
- Increased knowledge of sustainable development.

Examples of measures:

- Participate in development programmes aiming at reducing eutrophication of the sea, coastal areas and archipelagos; contribute to efforts to reduce climate-impact emissions from Kalmar County; stimulate cross-border environmental cooperation at various levels; integrate environmental efforts with the growth process and stimulate a county-wide discussion on sustainable development.
- Strive to develop a model for sustainable development based on the development of the pasturelands of Southern Öland, a World Heritage Site.

Culture and sports

Culture makes the region more attractive and plays also significant role in the economy. Culture is also regarded as a sector with considerable potential for development and a form of social community that can help raise the level of public health.

The overall objective in the field of culture and regional development is to help stimulate growth in the region. To develop cultural cooperation across geographical, cultural and social borders by setting up meetings between amateur and professional performers and providing

meeting places for different genres, cultures and generations. Networks should be established to link culture with the business community and in that way stimulate growth in the regional business community and improve conditions for people involved in cultural activities.

Development of Business and Trade

According to one of the four cornerstones in the Development Programme the region must develop what it's good at – products and services rooted in its core areas of expertise. To achieve success, the region must ensure a business climate that is strongly conducive to initiatives and ideas that can be realised in the form of new business enterprises.

The number of new businesses must increase. Another task is to create a positive approach to entrepreneurship and business enterprises. This can be done through development of programmes designed to encourage and support new businesses; increased contacts between entrepreneurs and politicians; stimulation and development of export initiatives aimed at the countries round the Baltic.

A regional approach, using *clusters* and *innovation systems*, has proved an efficient means of stimulating growth. Some clusters are identified and new shall be developed within the Regional Growth Program.

Tourism and Marketing

The region focus on tourist experience industry and aims to become one of Europe's foremost destinations in this field. The region has some familiar trademarks such as Astrid Lindgrens Värld and the island of Öland.

One measure to strengthen the sector is to develop a joint strategic marketing plan for the development of tourism in the County of Kalmar.

2.9. Kronoberg County

Infrastructure

Currently the plan for 2004-2015 is being processed and is heavily focused on the road system due to the national responsibility for the rail system. Main focus is on:

- Rural County dependent on road infrastructure.
- Heavy transportation needs for industry and forestry.
- Baltic and Öresund perspective.
- Enlargement of local labour markets.

Education

In the regional strategy there is a focus and priority to the children and the young people.

Environment

In Kronoberg County they should preserve the bio-diversity and improve the air quality, for nature and people.

Culture and sports

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Development of Business and Trade

The analysis in the Regional Growth Programme is mainly based on local labour markets and a traditional SWOT-analysis and is focused on economic growth.

There will be focus on the following objectives:

- Innovation systems and clusters.
- Labour shortage and labour supply to the industry.
- Entrepreneurship and business climate.
- Thematic strategic projects, such as design, glass and "Linneus 2007".
- Local business development

Tourism and Marketing

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2.10. Blekinge Region

Infrastructure

The transport system of Blekinge is a strategic resource for sustainable development in the south Baltic area. The Baltic perspective is very important for the infrastructure planning in Blekinge. Already today have Blekinge ferry services to Latvia/Liepaja, Lithuania/Klaipeda and Poland/Gdynia and airline services to Lithuania/Palanga and Denmark/Copenhagen.

The infrastructure, both railways and roads, must be improved. Blekinge Coastal Railway is going to be electrified and the upgrading of the Coast to Coast Railway is prioritised. And in a longer perspective a new railway between Karlshamn and Olofström can be of current interest. The roads E22, 28, 29 and 30 must be improved, while they today have to low standard. The improvement in infrastructure is especially important for the development of the ports of Blekinge (Sölvesborg, Karlshamn and Karlskrona).

Education

Blekinge Institute of Technology is one of strengths in the region. The region supports the idea to give the institute university status. Blekinge Institute of Technology have today education in Karlskrona, Ronneby and Karlshamn. The Blekinge Region want to underline the importance of life long learning. The area of education is an area which we need more co-operation with other regions.

Environment

Blekinge should have a sustainable development. Blekinge works active to establish a sustainable transport system in the south Baltic Sea region. The region has also a strategy for an environmental friendly transport system in Blekinge in the year 2015.

Culture and sports

Culture is important for an attractive region and should be integrated in the strategy for Blekinge.

Development of Business and Trade

Blekinge is a region which focuses on entrepreneurship, research and development. Blekinge should focus on innovations systems and use the power in these systems for development. The public sector, university and industry must work together to increase research and development

Tourism and Marketing

Blekinge with forests and archipelago and a world heritage (the Naval City of Karlskrona) have possibilities to develop tourism as an important business sector. The "brand" Blekinge must be developed, today the most visitors coming from neighbouring regions as Skåne and Småland. Also other fields in the "visiting" sector must be developed as conferences, international events etc.

3. Conclusions of the survey

3.1. A general observation

The present survey scheduled to be carried out during the first phase of the Seagull project has taken a lot more time than expected. The reason is mainly logistical –arranging meetings with high level groupings is one thing, personal contacts with and between the ERB regions on a practical, continuous expert work basis, is quite another thing which makes demands for time consuming commitment on a scale perhaps not foreseen by the partners. This is a lesson learnt in conducting this report but also the other activities carried through during the first phase of the project. Consequently this is also an issue for serious consideration in view of the future work in the Seagull project according to its time table. The present report has been able to draw up in a pre draft version to this point of time. Our initial ambition was that at this point in time the survey should be complete with all region concerned included and taken a step further as regards the text presented. The conclusion on this point is that we will be able to stick to the time schedule for the project with reasonable delay for the activities to come during the autumn and winter. But – it will be necessary to avoid further delays. It is therefore reason to underline the importance of carrying through the regional seminars in September and first part of October as a next step in the WP 1 activity plan – as stated in contact with respective region.

3.2. Similarities but also great differences

Not surprisingly the survey shows many similarities in *a general sense* regarding program activities, focus and also visions – and simultaneously great differences in views on the regions development in terms of priorities, methodology in and system for the programming and views on implementation of measures. In one key issue to deal with in developing a JTDP for the ERB region – sustainable development – there seem to be reason for intense work in order to come to a common understanding of definitions appropriate for the inclusion of sustainability in the JTDP and in the future ERB co operation. To conclude: below the surface so to speak, there is extensive work ahead in order to create a common base for a JTDP on which priorities can be anchored and activities effectively implemented.

The initial step now taken should therefore also be regarded as one of creating a common language in the ERB region for the work with regional development strategies. There is strong reason to believe that a common set of definitions and values of how to proceed in the complex and long term process to create a JTDP in connection with regional programs will be fundamental for the success of the Seagull project. To focus on this aspect, giving discussions reflections proper time is now the important thing – not the detailed content of a strategy on paper. This is the easy thing. The challenge is to develop a process resulting in common priorities and agreement on implementation activities.

Should for instance one integrated part in the Seagull activities to come be – seminars focussing on the subject of “process oriented regional development planning”?

Should WP1 seminars also put on the forefront the issue of sustainable development in regional development strategies? And should we set up as a core issue for discussion – what should we understand as knowledge based economy?

3.3. The suggested areas for consideration

1. Infrastructure

This is probably the area where most efforts and capital will be needed. Investments in transport systems for goods and people are the most needed and described measure to develop infrastructure at this stage. The main investments are planned in the east Baltic areas and include motorways, ordinary roads, railways, airports, cargo-terminals etc. Also investments in energy plants and water treatment are needed. Bornholm applies a wider approach to infrastructure and also includes educational institutions, digital infrastructure for government and business, transport infrastructure, investment in sustainable energy and infrastructure relation to tourism in their plan.

2. Education

Education and development of educational systems is a common interest in the regions. Blekinge express a wish to cooperate with other regions in this area. As the facilities for education in the ERB are very good on all levels the opportunities seems to be there.

3. Environment

Klaipeda County writes “Managing the natural environment in a sustainable way is an important element in underpinning the economic development of the region.” They also expound this with for instance use of land, reducing pollution, protection of biological diversity. Areas of global or national importance are other examples. Though not much is written about this theme in the documents as a whole the situation is about the same as that in all regions. Kaliningrad Region is looking forward to constructive discussions in search for realistic ways and solutions to solve these problems. One common interest is the Baltic Sea basin, pointed out by Kaliningrad, especially when considering the increase of traffic as a result of the planned investments in ports.

4. Culture and sports

Three regions have comments here, Klaipeda County will form a County cultural board, including NGO’s to found a cultural fund of their county and Blekinge Region states that culture is important for an attractive region and a part of its development strategy. Both Polish regions also point the importance of cultural heritage and general culture as strengths of these regions and a whole ERB. Culture is also seen as a very important factor of the regional competitiveness. Kaliningrad region draws attention to that cultural development should be a matter of developing the culture of each region, in their case Russian culture, as well as an All-European culture whereby “culture” should be understood in a general sense. A subject for a common discussion could be: How will we be able to maintain a regional culture and at the same time participate in a process of developing both a national and an All-European culture?

5. Development of Business and Trade

Development and/or support to SME, innovations, innovation systems and entrepreneurship are common objectives in the regional strategies reported. The Kaliningrad Region also mentions reconstruction of the regional economy in accordance with the change of external economic conditions.

Not mentioned is competition within the ERB, how to handle the present competition and an escalating competition. Or should it be handled at all?

6. Tourism and Marketing

Klaipeda County regards tourism as an important part of the economy and has adopted programs for its development. In Warmia – Mazuria is tourism one strategic priority and both Klaipeda County and Blekinge Region mention world heritages, Curonian Spit respectively The Naval Port of Karlskrona, as resources to use. There is also The Castle of the Teutonic Order in Malbork and The Agricultural Landscape of Southern Öland in ERB. In Kronoberg County is Glasriket, the famous area of art glass. Tourism and marketing ERB might be an area to investigate of mutual interest for the regions.

3.4. Expanding regional trans-national co operation

The presentations above give a concentrated picture of the nature of the respective regional development programs and the visions of the work – and of program priorities. In addition to this there can be reason to relate a few observations:

It should be noted that all regions to one extent or another are engaged in trans-national co operation on a more concrete and practical level – within the EIB in a few cases like

Bornholm, Warta –Mazurka and the Kalmar county in the life–style sector and Klaipeda-Kaliningrad in EU-related projects. In addition several ERB regions are involved in other Interreg III B like SEB Trans Link, Baltic Gateway and Baltic plus. Klaipeda (and also the Kurzeme Region?) is co operating with Vlaanderen on the issue of regional planning strategies, Bornholm is focussing on the Öresund region as strategic for its development – and co operates also with Warmia Mazuria.

As to the three Swedish ERB regions one observation deserves attention in this context: While they participate on a political level in ERB, are engaged in several trans- national projects also outside ERB and have a common structure for political dialogue in the south East of Sweden – concrete co operation is of rare occurrence. It seems obvious that expanded co operation on a national level between ERB regions can give important value added also in the process towards an JTDP for the ERB region as a whole.

In short – trans-national and cross-border co operation within and outside the ERB is growing and can be expected to grow rapidly as a result of the Baltic States and Poland becoming EU-members. To focus on ERB in this context seems to be a challenging task for the partner regions to make not only a success of the Seagull project but of the future ERB-co operation.