

## Priority Axis 3

### Improving cross-border connectivity for a functional blue and green transport area

The ERDF co-financing allocated to the priority axis 3 is EUR 15 789 000.00.

<b>Programme level</b>		<b>Project level</b>			
<b>Specific objective 3: Improve the quality and environmental sustainability of transport services in the South Baltic area</b>		<p>The following sections present examples of project actions, activities and outputs that projects could develop to achieve their objectives and results. In addition to the contribution to the programme output indicators, the projects are free to define their own activities and outputs, as long as the project follows the strategic orientation of the South Baltic Programme and addresses the relevant specific objective according to the Programme requirements.</p> <p><b>Please note that provided examples are of general nature (and not necessarily related to the exact problems in the South Baltic area) to illustrate the link between the programme and project objectives. You should identify your project challenges according to your thematic field and they should not directly derive from these examples provided!</b></p>			
<b>Main challenges in the programme area</b>	Predominant car-based mobility pattern, with high reliance on cars and trucks in inter-regional travel, due to insufficient intermodal services in freight and passenger transport		Example no 1	Example no 2	Example no 3
	<p>Unsatisfactory direct connectivity of the Programme regions due to drawbacks in maritime, railway and air passenger services</p> <p>North-south freight traffic and quickly growing east-west freight flows across the South Baltic area in need of greening measures and service efficiency solutions</p>	<b>Project's main challenge</b>	Number several cities in the South Baltic Programme area face a challenge of poor municipal transport planning, thus people are choosing private cars, instead of municipal transport. However, they have identified that in the Programme area good experience exists in few comparable cities.	There is a big exchange of passengers between X, Y, Z South Baltic regions, however transport planning of different transport nodes lack behind to facilitate the passenger flow.	Several coastal municipalities have identified in their plan that lack of modern ferry connection hinders their development potential.
<b>Specific objective 3: Improve the quality and environmental sustainability of transport services in the South Baltic area</b>		<b>Project's specific objective</b>	<b>To improve municipal transport planning in South Baltic cities via adapting good cross-border practice examples</b>	<b>To improve cross-border transport planning of several transport nodes</b>	<b>To improve existing connection between X, Y, Z South Baltic coastal municipalities</b>
<b>Expected programme result</b>	Improved and more environmentally sustainable passenger and intermodal cargo services in the South Baltic area	Exemplary project results (to be decided by the partnership)	Additional passengers using public transportation, instead of private means transport	Decrease in travel time between X, Y, Z South Baltic regions when using several transport nodes	Improved frequency and passenger amount of the ferry connections between X, Y, Z coastal municipalities

<p>Programme output indicators</p>	<p>Size of pilot investments in transport services co-financed by the Programme</p> <p>Number of delivered strategies, measures and tools aimed at improving the standard, efficiency, interoperability and/or environmental performance of transport services</p>	<p>Exemplary project outputs (to be decided by the partnership)</p>	<p>Municipalities implemented improved municipal plans</p> <p>Improved municipal transport plans</p>	<p>Harmonised transportation schedules</p> <p>Pilot investments in the transport planning infrastructure</p> <p>Transport operators involved in improving transport planning</p>	<p>Cooperation agreements signed between ferry operators and municipalities</p> <p>Joint strategy on maintaining sustainable ferry connection</p>
<p>Exemplary project actions</p>	<p>Preparation and deployment of cross-border transport greening measures, including small-scale (pilot) investments, to lower the environmental impact (footprint) of transport services and to increase their quality and interoperability</p> <p>Joint development of smart mobility concepts decreasing the reliance on cars and trucks and better utilisation of public transport services (e.g. through mobility management schemes for less accessible areas and for areas suffering from negative demographic changes etc.)</p> <p>Joint development of solutions aimed at using more environmentally friendly means of transport</p> <p>Provision of solutions to improve the sustainability, density and quality of air and sea transport services (ferries) in the South Baltic area, including facilitation of new links between the Programme regions</p> <p>Preparation of studies addressing deficiencies in intermodal passenger and cargo services across the borders of the Programme regions</p>				
<p>Types of project activities</p>	<p>Preparation and implementation of infrastructure investments</p> <p>Small-scale investments (e.g. hardware and software installations)</p> <p>Transfer of knowledge and exchange of good practice</p> <p>Information and promotion activities</p>				
<p>Other exemplary project output indicators (to be decided by the partnership)</p>	<p>Number of conceptual documents prepared by the project (e.g. feasibility studies, thematic expertise reports, local/regional concepts and action plans, business plans, branding and marketing concepts/strategies, good practice brochures/handbooks/examples, educational/training curricula, planning/decision support tools, databases, GIS systems and ICT tools etc.)</p> <p>Number of relevant stakeholders involved in the development of strategies, measures and tools aimed at improving the standard, efficiency, interoperability and/or environmental performance of transport services</p> <p>Number of project communication instruments (information portals, project homepages, brochures and leaflets)</p> <p>Number of project workshops/seminars/conferences/exhibitions</p> <p>Number of participants in events organised and attended by the project, including politicians and decision-makers</p>				
<p>Exemplary project result indicators (to be decided by the partnership)</p>	<p>Number of air and sea transport services (ferries) with improved sustainability, density and quality in the South Baltic area</p> <p>Number of facilitated new transport links between the Programme regions</p>				

	<p>Number of additional passengers travelled at facilitated connections</p> <p>Number of additional passengers using more environmentally friendly means of transport</p> <p>Number of prepared and agreed solutions focusing on cross-border transport greening measures</p> <p>Number of developed and/or implemented solutions aimed at using more environmentally friendly means of transport</p> <p>Number of political declarations and long-term co-operation agreements signed within the project lifetime in effect of project activities</p> <p>Number of co-operation networks based on formal agreements created or extended in the project lifetime</p> <p>Number of business organisations taking part in the cross-border networks based on formal agreements</p> <p>Number of durable transport education and training programmes/courses created in the project lifetime</p> <p>Number of technical solutions applied in practice in the project lifetime</p> <p>Number of investment proposals/concepts prepared in the project lifetime</p> <p>Number and value of pilot investments carried out in the project lifetime</p>
<p>Exemplary types of partners</p>	<p>Local and regional authorities and their associations</p> <p>Public transport companies</p> <p>Transport infrastructure administration</p> <p>Formal associations, clusters and networks of SMEs (having legal personality) working with transport greening solutions</p> <p>Chambers of commerce, business development agencies and other business support and finance organisations</p> <p>Higher education and R&amp;D institutions</p>
<p>Main target groups</p>	<p>Transport infrastructure managers and users</p> <p>Public transport users (passengers)</p>