

## Priority Axis 1

### Strengthening international activeness and innovation capacity of the South Baltic blue & green economy

The lists of exemplary actions, outputs and result indicators are non-exhaustive and other types of actions and activities can be proposed by the project.

The ERDF co-financing allocated to the priority axis 1 is EUR 9 972 000.00.

<b>Programme level</b>		<b>Project level</b>			
<p><b>Specific objective 1.1</b>  <b>Increase the presence of blue and green sector SMEs from the South Baltic area in international markets through joint cross-border actions</b></p>		<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>			
<p><b>Main challenges in the programme area</b></p>	<p>Low internationalisation capacity of SMEs from the South Baltic area, in particular representing the Programme regions in Poland and Lithuania as well the rural areas in each region</p>		Example no 1	Example no 2	Example no 3
	<p>In some Programme regions there is insufficient organisational support by intermediary structures and low availability of international business advisory services and matchmaking actions for expansion of the SMEs to international markets within and beyond the South Baltic area</p>	<p>Project's main challenge</p>	<p>There are many similar SMEs acting in South Baltic country x, y and z which offer complementary products but spend a lot of money for purchasing components from suppliers coming from other countries. These high costs make the SMEs unable to get any further.</p>	<p>There are SMEs from specific blue economy sector in South Baltic countries x, y however there is a lack of multilateral contacts in South Baltic area to cooperate and create joint products for foreign markets.</p>	<p>The green economy SMEs from South Baltic area cannot access foreign markets due to the non-compliance with specific standards.</p>
<p><b>Specific objective 1.1</b>  <b>Increase the presence of blue and green sector SMEs from the South Baltic area in international markets through joint cross-border actions</b></p>		<p><b>Project's specific objective</b></p>	<p><b>Initializing the close cooperation among SMEs from countries x,y,z which will let them purchase complementary goods from each other and save money for investments.</b></p>	<p><b>Establish specific blue economy SME cluster for countries x,y,z in order to promote their products in foreign markets</b></p>	<p><b>To promote the compliance of green economy SMEs with international standard allowing them to compete in international markets</b></p>
<p><b>Expected programme result</b></p>	<p>Increased presence of blue and green sector SMEs from the South Baltic area in international markets</p>	<p>Exemplary project results (to be decided by the partnership)</p>	<p>New cross-border relations between SMEs in the South Baltic area</p> <p>New support structures fostering relations between SMEs in the South Baltic area</p>	<p>Blue sector SME products sold in foreign markets</p>	<p>Products complying with specific standards (allowing green economy SMEs to compete in foreign markets).</p>

<b>Programme output indicators</b>	<p>Number of cross-border support services/programmes delivered to blue and green sector SMEs to foster their internationalisation</p> <p>Number of enterprises receiving support</p>	<p>Exemplary project outputs (to be decided by the partnership)</p>	<p>New investment proposals/concepts prepared in the project lifetime</p> <p>Intermediary support structures for SME internationalisation created or extended in the project lifetime</p> <p>SMEs involved in intermediary support structures</p>	<p>Established blue economy SME clusters</p> <p>Blue economy SMEs involved in cluster</p>	<p>Services provided for SMEs in order to make their products compliant with international standards</p> <p>Green economy SMEs which adopted international standards</p>
<b>Exemplary project actions</b>	<p>Joint development and pilot implementation of innovative business models for the internationalisation of blue and green sector SMEs</p> <p>Market research for blue and green sector SMEs, their clusters and business support institutions in relation to the introduction of new services and products in international markets</p> <p>Organisation of activities (e.g. fairs, exhibitions, marketing and joint branding campaigns etc.) promoting products and services of blue and green sector SMEs from the South Baltic area in international markets</p> <p>Provision of products and services (e.g. cross-border training programmes, counselling, language courses, investment strategies, legal advice, business partner search, business cooperation forums, business missions etc.) to improve the capacity of blue and green sector SMEs from the South Baltic area to operate in international markets</p> <p>Development of internet-based tools to provide targeted information (e.g. through databases and information directories) and to facilitate regulatory procedures for the activities of blue and green sector SMEs in international markets (e.g. in public procurement, employment law, social security, taxation and standardisation)</p> <p>Awareness raising campaigns and general promotion actions encouraging international trade and business activities of blue and green sector SMEs from the South Baltic area – as an alternative/addition to national operations</p>				
<b>Exemplary types of project activities</b>	<p>Transfer of knowledge and exchange of good practices</p> <p>Information and promotion activities</p> <p>Educational and training activities</p> <p>Business partner search activities</p>				
<b>Other exemplary project outputs (to be decided by the partnership)</b>	<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 and other ICT tools etc.)</p> <p>Number of project workshops/seminars/conferences/exhibitions</p> <p>Number of participants in events organised by the project, including politicians and decision-makers</p>				

<p>Exemplary project results (to be decided by the partnership)</p>	<p>Number of cross-border relations between SMEs in the South Baltic area</p> <p>Number of new support services fostering relations between SMEs in the South Baltic area</p> <p>Number of new support structures fostering relations between SMEs in the South Baltic area</p> <p>Number of cross-border co-operation networks based on formal agreements created or extended in the project lifetime</p> <p>Number of SMEs/entrepreneurs taking part in the cross-border networks based on formal agreements</p> <p>Number of intermediary support structures for SME internationalisation created or extended in the project lifetime</p> <p>Number of investment declarations submitted by companies outside the Programme area</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>Formal associations, clusters and networks of SMEs (having legal personality)</p> <p>Chambers of commerce, business support organisations and development agencies</p> <p>NGOs and R&amp;D organisations providing international promotion and marketing, research and services (e.g. training)</p>
<p>Main target groups</p>	<p>SMEs representing blue and green sectors of economy and interested in expanding their business operations to international markets (including other South Baltic Regions, other European countries and third markets, e.g. the Far East)</p>