

Join us on our mission for a healthy Baltic Sea!

Emma Gabrielsson

Euroregion Baltic
Executive Board Meeting
Klaipeda, Lithuania
13-14th February 2019

**RACE
FOR
THE
BALTIC**



Agenda



About Race For The Baltic

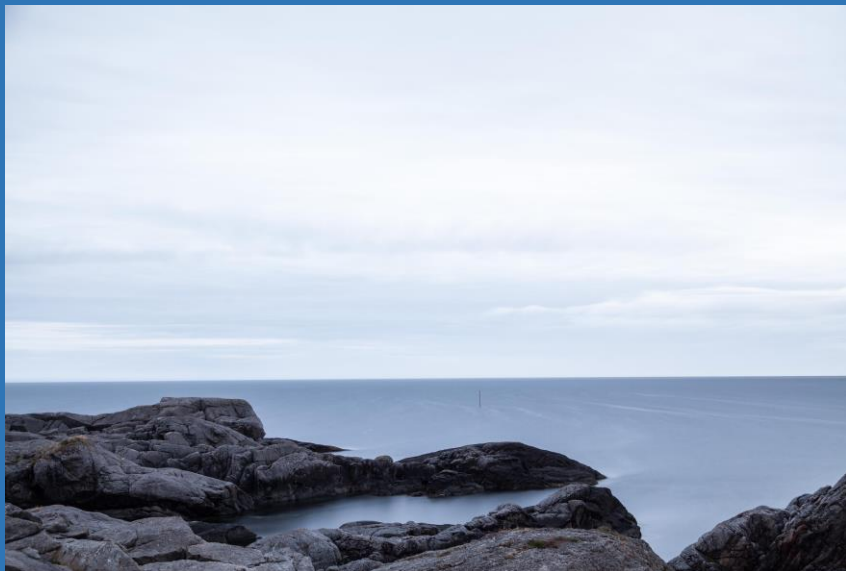
Baltic Sea City Accelerator 2019

FROM PROBLEM TO OPPORTUNITY

There are many ideas, innovations and solutions that could help improve the Baltic Sea and local communities. However, these efforts vary in scale, maturity and ability to execute. Race For The Baltic acts as an agent to pool resources and knowledge – and move from ‘Baltic Sea problem’ to ‘Baltic Sea opportunity.’

Niklas Zennström,
Founder





**RACE
FOR
THE
BALTIC**



BALTIC SEA



*City
Accelerator*

01

TOOLS & PLANS

Municipalities will have a concrete project plan on how to execute the project, budget framework and insight on available funding sources.

Ideally, the municipalities should use the programme to develop a project plan which can be used to apply for funding and/or partnerships.

02

EXPERT SUPPORT

Municipalities will receive expert support in creating and developing a business driven project plan, creating a pitch and presentation for potential investors, and coaching on how to apply for funding.

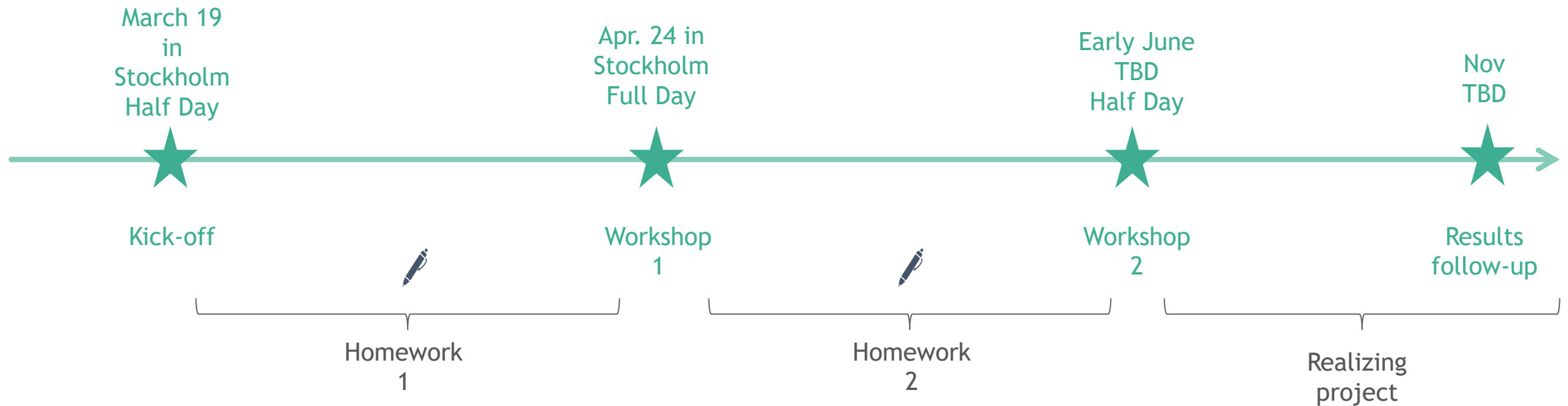
03

PEER LEARNING

Municipalities will have the opportunity to be inspired, learn from and share knowledge with peer municipalities around the Baltic Sea region.

- Our process
- We convene **motivated** and **enthusiastic** municipalities together for workshops where they will learn and share from each other.
- Participants will complete **homework** that will give them insight into business tools and how to calculate socio-economic benefits for investing in their local waters
- This process was used in our pilot and we know it has great results.

Timeline: March 2019-June 2019



Overview of Baltic Sea City Accelerator 2019



Kick-off

Introduce BSCA program
Set expectations on end results
Introduce Homework 1



Homework 1

Define current relation to nearby water and water quality
Summarize current water improvement strategy
Define main areas of current project portfolio
Identify economic impact of the state of nearby waters



Workshop 1

Present current relation to nearby water
Discuss economic impact of water restoration
Review available sources and processes for funding
Case studies, inspiration, solutions etc
Introduce HW 2



Homework 2

Identify potential project & create project plan
Put together slide package



Workshop 2

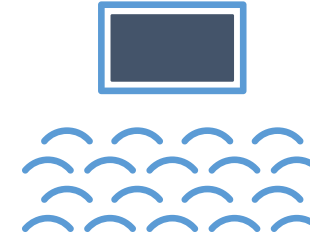
Present full package incl. project plans

Expectations of program and on participating municipalities



Municipalities will learn a lot from program content and networking...

- Learn how to perform a water improvement project
 - Business case for water improvement project
 - Communication and project selling-points to stakeholders
 - Project planning
 - Finding project funding
 - Project execution
- Network of municipalities working for the same goals



... And are expected to contribute to program & devote resources to get full value

- Openness towards sharing of experiences and best practices
- One kick-off and two workshops during 1 day each
- 30-70 h to complete 'homeworks'
- Letter of intent from leadership
- One dedicated point of contact

Performing a water project can have different meanings depending on the municipality's previous experiences & work

New to water projects,
no resources or strategy

Experienced with strategy
and resources in place

Develop a knowledge base

- Do research
- Attend fairs/events etc.
- Establish contacts that can support in the 'water quality journey'

Dedicate resources/team

- Team can develop an agenda to move the work forward
- Spread awareness amongst stakeholders

Develop strategy

- Determine overarching water strategy and focus area
- Set strategic goals

Establish initiatives

- Develop concrete solutions
- Prioritize amongst the projects

Execute concrete solutions

- Develop and execute on project plan
- Find funding

All of these can be seen as 'projects' within the BSCA program

Join us!

Our **goal** is to have at least **ONE** municipality from each country surrounding the Baltic Sea.

We would love if municipalities in your region want to join the Baltic Sea City Accelerator Programme!

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Thank you!
