



smart transport development in

South Baltic



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Foreword

Dear Readers and Friends,

After nearly 7 years of exciting and intensive collaboration, the first generation of South Baltic cross-border cooperation projects is coming to an end. Since 2008, more than 400 partners from Poland, Sweden, Mecklenburg-Vorpommern, Denmark and Lithuania have joined their forces in 69 projects, committed to boost regional development through cooperation. Altogether EUR 57 m of co-financing by the European Regional Development Fund (ERDF) have been invested by the Programme, enabling the supported partnerships to share their knowledge and experience, to transfer good practices and to jointly develop innovative solutions for the challenges of the South Baltic area. Even beyond, projects like MarTech LNG were honoured with the flagship label under the EU Strategy for the Baltic Sea Region (EUSBSR), hence allowing the Programme to contribute to the bigger picture. Today, we are thus proud to share the results of our projects with you.

Reaching from multimodal cross-border tickets and new air and ferry connections to cross-border oversize logistics and LNG bunkering supply chains, the publication you are holding in your hands presents 13 smart solutions, designed to optimise mobility patterns across the shores of the South Baltic. Developed and tested by the project partners across borders, the methods, instruments, products, recommendations and guidelines presented on the following pages are now ready to also serve your community. Hence, think twice before storing this publication in your archive. Regardless of whether you work in the public, private or non-governmental sector, whether your job is to promote sustainable mobility, to improve cross-border connectivity or to support the implementation of the Baltic Sea Strategy, this toolbox may help you to find answers to the development challenges at

your doorstep. Each of the instruments has been concisely described on one single page. Comments from end-users give you a first impression about the usefulness of the presented solution in practice. If you would like to learn more about a certain tool, simply access its full version by using the direct access link. At the same time, in case you prefer to directly get in touch with the expert behind the developed solution, do not hesitate to use the contact details provided for the “Knowledge Agent” of the tool.

Hence, we hope that the following pages will not only showcase the valuable results achieved by our projects but will serve as a source of inspiration for all practitioners and decision-makers committed to work for sustainable transport development, within and perhaps even beyond the South Baltic area.

We therefore would like to thank all projects for their valuable contributions to this compendium. In this spirit, the team of the Joint Technical Secretariat wish you an enjoyable and inspiring reading!

Thorsten Kohlisch



Thorsten Kohlisch

Head of the Joint Technical Secretariat
of the South Baltic Cross-border Co-operation
Programme 2007 – 2013



Cross-border air transport



Background: within the project SB Global Access, regional authorities, business and tourism development agencies and regional airports from Bornholm, Klaipeda, Palanga, Rostock, Växjö and Szczecin exchange and jointly elaborate tools to develop sustainable and competitive levels of air accessibility.

Access the smart solution at:
www.southbaltic.eu/smart/035

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Toolbox for the development of new air transport routes

New air transport routes support the local business climate, notably the tourism industry. The toolbox offers a number of instruments such as a tested methodology for the analysis of the passenger market potential, a guideline for public service obligations in air transport, a concept for destination development, etc. Referring to two European best practice cases – Billund (DK) and Bilbao (ES), the concept generalises how to strategically pursue the development of a certain route. The passenger market potential analysis identifies new air transport routes for the airports Bornholm, Palanga, Rostock, Växjö Småland and Szczecin. The route forecasts are based on an econometric methodology which can be applied to other airports as well. If regular market analysis and data are not sufficiently encouraging for an airline to launch a new flight connection at a regional airport, Public Service Obligations (PSO) can be a supporting instrument. PSO agreements include public co-funding and must be awarded by a tendering procedure. The PSO application guideline provides assistance to the PSO responsible institutions/authorities as to how to implement a PSO route in the context of EU legislation, what the regular steps of the application process are and which aspects have to be considered in a PSO tendering procedure and, later on, in a contractual agreement.

Ulf Axelsson
CEO Växjö Småland
Airport



“ The toolbox of SB Global Access offers a great deal of support, helping us to establish new air transport routes for the Växjö Småland Airport. We have come to realise that there is sufficient demand, particularly for connections to hub airports. The figures of the passenger market potential analysis helped us to convince airlines to embark on new connections. In March 2014, we opened a route from Växjö Småland Airport to Oslo. This route is operated five times per week each direction. The newest one is to Amsterdam, which was opened at the beginning of May 2014. Ten flights per week are offered each direction. For the development of the marketing campaign to promote the new routes, we used a lot of knowledge and experience gained at our partner airports on Bornholm, in Palanga, Rostock and Szczecin. These developments triggered huge marketing investments from the airport shareholders. ”



Cross-border maritime transport



Background: Marine Competence, Technology and Knowledge Transfer for LNG in the South Baltic Sea Region (MarTech LNG) is a project designed to establish a liquified natural gas cross-border supply chain. This project has proved to be an efficient instrument for streamlining LNG tendering activities in the area: it has been an indispensable partner for the LNG public tenders of the Municipality of Samsøe (DK) and the Lithuanian oil terminal Klaipėdos nafta.

Access the smart solution at:
www.southbaltic.eu/smart/011

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LNG business cooperation platform

The sulphur limit in the designated Emission Control Areas in Europe – the Baltic Sea, the North Sea and the English Channel – is today 1.00%, falling to 0.10% in 2015. This implies a paradigm shift in bunker fuel practice affecting the Baltic shipping industry. One of the alternatives is the use of liquefied natural gas (LNG) as bunker fuel. Natural gas is the cleanest form of fossil fuels available, and LNG bunkering doesn't entail additional abatement measures to meet the requirements in North European Emission Control Area. To streamline the establishment of a functional LNG supply chain in the South Baltic area, the project MarTech LNG developed the business cooperation network golng.eu. This platform gathers businesses, consultancies, research facilities and regulative authorities relevant for the establishment of business partnerships and research projects as well as for the development of support schemes streamlining LNG-based business models, products and services. In particular, the platform provides the following services:

- B2B: with more than 300 registered LNG businesses, research and regulative institutions, the platform facilitates business alliances that shape a strong South Baltic LNG supply chain.
- Supply chain: this component helps monitoring the competence and capacity building of the regional LNG industry.
- Knowledge and partnership platform: this tool is designed to streamline partnerships for R&D projects. Businesses can also gain access to state-of-the-art LNG services and products.
- Competence building: this is a training and workshop service archiving training materials.

Frank van Dijk
Regional Marketing Director
of General Electrics Gas and
Oil Europe



“The South Baltic region has little experience with LNG and therefore it makes total sense to collaborate with players who do have extensive experience in this specialised industry. The collaboration with MarTech LNG has allowed us to connect with other companies in the value chain, and as a result this has created commercial opportunities as well as partnership discussions. MarTech LNG has done a great job in being the connective tissue between the different companies in the cross-border value chain.”



Study for the development of passenger traffic between Bornholm and Poland

Market studies reveal a significant demand for one-day cross-border tourism packages linking the Polish coastline with Bornholm. Such cross-border offers are particularly popular among ca. 1.1 million tourists visiting the Polish seaside resorts of Kołobrzeg, Darłowo and Ustka every year. The suspension of the ferry services from Darłowo and Ustka to Nexø in 2011 was a significant setback for the local tourism sector.

A study conducted within the INTERFACE project explores potentials, and devises viable concepts. The paper examines the market, introduces a ferry connection concept, offers public support scenarios, considers the legal aspects of support schemes, and outlines profit and loss calculations. With its methodology and customisable solutions, the paper can support local and regional administrations as well as port authorities in their decision-making process with regard to the re-opening or upgrade of passenger ferry lines.

“ Our summer guests appreciate the passenger ferry line from Darłowo to Bornholm using its services for day trips during their vacations. Its unexpected suspension in 2011 was quite a drawback for Darłowo. We felt the need to resume this service, however, as a local authority, we lack the expertise in the shipping business. It was particularly helpful to join forces with Nexø Seaport and the Town of Ustka within the INTERFACE PLUS project. Together, we hired proficient ferry experts from Denmark and Poland to help us with market analysis and realistic solutions. On this basis, we could assume negotiations with ferry operators on equal terms, and eventually succeeded to attract Kołobrzaska Żegluga Pasażerska, which re-opened the line from Darłowo to Nexø in 2013. After a promising test season, we signed a cooperation agreement that ensures regular services for the next 5 years. This is a great success, and adds a lot to Darłowo’s attractiveness as a seaside resort. ”

Background: the project INTERFACE and its spin-off INTERFACE PLUS brought together local authorities, ports, ferry operators and tourist organisations with the ambition to attain new levels of cross-border connectivity by linking different transport modes into a convenient single-product solution.

Access the smart solution at:
www.southbaltic.eu/smart/038

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Arkadiusz Klimowicz
Mayor of Darłowo



Background: Marine Competence, Technology and Knowledge Transfer for LNG in the South Baltic Sea Region (MarTech LNG) is a project designed to establish a liquified natural gas cross-border supply chain. This project has proved to be an efficient instrument for streamlining LNG tendering activities in the area: it has been an indispensable partner for the LNG public tenders of the Municipality of Samsøe (DK) and the Lithuanian oil terminal Klaipėdos nafta.

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Artūras Razbadauskas
Head of the Strategic
Planning committee,
Klaipėda municipality



LNG knowledge and competence portfolio

The use of liquefied natural gas (LNG) as bunker fuel for the South Baltic shipping industry respecting the sulphur limits of the EU/IMO requires a multi-level stakeholder involvement. This paper identifies the South Baltic institutional portfolio with regard to LNG research, education, training and consulting, and examines the levels of institutional and scientific specification as well as the institutional co-operation patterns. It furthermore outlines the current technological capacities, and catalogues the existing regional LNG stakeholders in the sectors bunkering, shipbuilding & repair, ports, shipping and end-user technologies. The paper outlines the infrastructure deficits in the cross-border region, and highlights the potential for new developments taking into account the initiatives to set up LNG terminals in Hirtshals (DK), Klaipėda (LT) and Swinoujscie (PL).

The scarce LNG infrastructure entails a scarce products and services portfolio, predominantly related to tank and bunkering system products, building LNG-fuelled vessels, unloading LNG from carriers and tankers, processing LNG storage and regasification, etc. These gaps, however, open market perspectives for new business models. These observations shall serve as a basis for increasing the business involvement in the LNG sector. The goal is to encourage both policy makers and businesses to embark on LNG activities in regions with currently moderate business involvement.

“ Since the Lithuanian government has decided to build a liquefied natural gas terminal in Klaipėda, we did face a challenge to understand the scope of the project in terms of safety, environmental impact and the effect on life quality of our citizens. The project MarTech LNG has been a big help for us providing all necessary information and explaining to local politicians and the media what the ramifications will be for our social life and economic performance. They made us realise that this terminal is no threat for our fellow-citizens. On the contrary, this opens perspectives for new business models. Thanks to MarTech LNG, we know now what we are lacking, how we can channel our businesses towards a new opportunity, and how they can gain access to knowledge from other South Baltic regions. Now it is all about gaining new competencies.”



Cross-border logistics



Background: the primary goal of the project Oversize Baltic was to design cross-border transport corridors for oversize cargo, and streamline the transport management including all legal and administrative aspects.

Access the smart solution at:
www.southbaltic.eu/smart/026

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OTIN – web-based tool for planning cross-border oversized cargo transport

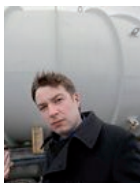
Every year, more than 60,000 permits to transport oversize cargo are issued in the South Baltic area. Logistics experts call for a common strategy ensuring smooth oversize cargo transportation across borders. Every country applies different regulations, which entails severe administrative burden. OTIN is a virtual information system designed to help oversize carriers to easily access information about oversized cargo transportation, and obtain necessary permits. OTIN assimilates existing systems in Sweden, Germany, Poland and Lithuania, and significantly improves the accessibility of permits-issuing services in the South Baltic area. How does OTIN work?

STEP1: carriers need to register at
http://www.transportoversize.eu/en/company_register
in order to receive login data and gain access to OTIN.

STEP2: login at
<http://otin.transportoversize.eu>

STEP3: accessing OTIN and exploiting its tools. Freight carriers can access possible oversize routes, and generate permit applications. With OTIN, oversize cargo carriers are more likely to speed up their planning processes.

Edvinas Ivanauskas
General manager of
Mammoet Baltics



“ I started cooperation with Oversize Baltic in my previous work position as logistic manager at the Visagino nuclear power plant. Since we have been implementing a study on transportation of nuclear reactors via Lithuania, I found this project to be just on time. During the cooperation process, we got the valuable information on the cross-border oversize transportation corridors. Mammoet as the world's biggest supplier of oversize transport services welcomes the expected increase of energy infrastructure projects in the region. For us, OTIN is a very favourable tool to manage the supply chain across borders. We are constantly looking for supply partners in the Baltic Sea region. It makes it easier since the number of OTIN users is high and you can find the company for your transport in every country of the region. I hope that this tool will expand the current integration area.”



Cross-border multimodal transport



Background: the project INTERFACE and its spin-off INTERFACE PLUS brought together local authorities, ports, ferry operators and tourist organisations with the ambition to attain new levels of cross-border connectivity by linking different transport modes into a convenient single-product solution.

Access the smart solution at:
www.southbaltic.eu/smart/036

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Cross-border combination ticket (shuttle bus & ferry) for foot passengers

Within the project INTERFACE and its spin-off INTERFACE PLUS, a multimodal cross-border ticket, aka “InterCombi ticket”, was designed to conveniently connect ferry and bus services, operated by different carriers across the border. With more than 7,000 InterCombi tickets sold during the project’s trial phase, this multimodal product is now available on the market to enable convenient cross-border journeys of South Baltic passengers travelling from Nykøbing Falster (south-eastern Denmark) via Gedser to Rostock and vice versa. A bus service with well-synchronized schedule ensures the full connectivity between the railway station of Nykøbing and the main railway station of Rostock.

In addition, a dynamic passenger information system has been set up, and screened in buses, terminals and at bus stations. The goal is to provide real-time information on schedules, delays or transfer times. It is the first cross-border multimodal information facility in the Baltic Sea area.

Tilman Schubert
Cross-border
passenger from
Rostock



“I like to travel. Denmark and Sweden are among my favourite destinations. I am quite familiar with deficits of ferry traffic in former times, and I’m very pleased that foot passenger services and facilities have changed a lot to make travelling easier and more comfortable. Modernised terminals, improved accessibility of ports by public transport, better travel information and attractive travel offers are important aspects which used to be neglected. The InterCombi ticket is one of these new market ideas which really make sense. My journeys are now much more convenient.”



Information portal for foot passengers

South Baltic ferry services increasingly align themselves with the demands of car passengers and cargo carriers. Passengers travelling without a car have to contend with the lack of adequate information about available connections between inner cities and ports. The project INTERFACE and its successor INTERFACE PLUS have developed, tested and rolled out a web portal streamlining multimodal connectivity for commuters and tourists.

portlink.eu is an information service about public transport supply between ferry terminals and inner cities. After selecting a specific port, the user gains access to all relevant information in three steps. An interactive map shows details about the foot path and distance between a ferry terminal and public transport stations. The service computes all relevant itinerary planning information such as available public transport operator, timetable, currency used, ticket price (if applicable), distance, duration, number of stops, accessibility for persons with reduced mobility, etc. Currently, this service covers 15 destinations in the South Baltic area.

“ I am a frequent traveller between Gdynia and Karlskrona. Respecting our environmental consciousness, my partners and I prefer to use the services of a ferry operator as foot passengers. It used to be difficult to find your way to Gdynia and Gdansk from the ferry terminal with public transport. But I am very pleased to observe a big difference over the last few years. PORTLINK is a very convenient tool filling the information gaps within a cross-border journey with different transport means making the travelling by foot much easier. In addition, ferry terminals have now the capacity to enrich our itineraries with valuable information.”

Background: the project INTERFACE and its spin-off INTERFACE PLUS brought together local authorities, ports, ferry operators and tourist organisations with the ambition to attain new levels of cross-border connectivity by linking different transport modes into a convenient single-product solution.

Access the smart solution at:
www.southbaltic.eu/smart/037

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Torun Ekstrand
Cross-border passenger from
Blekinge



Cross-border sustainable mobility



Background: the abc.multimodal project brought together local authorities and NGOs from Germany, Sweden and Poland with the goal to raise the significance of cycling as a transport mode in cities through the integration into a multimodal transport system and mobility culture.

Access the smart solution at:
www.southbaltic.eu/smart/019

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Manual for a cycling master plan

The manual for a cycling master plan outlines a cross-border vision of a cycling-friendly city and helps to attract public, political and administrative support for the integration of cycling into a multimodal transport system.

The manual defines 5 modules for the development of a master plan:

- systematic approach (planning for a bicycle friendly city should be seen as part of the city's mobility planning processes)
- priority (what needs to be done in order to give priority to cyclists and pedestrians as well as to stimulate multi-modality?)
- safety (working on solutions to increased safety for cyclists)
- comfort (how to make cycling a realistic alternative to the private car?)
- attractivity (how to increase the number of cyclists, and encourage participation?)

The manual includes a comparative analysis between the three abc.multimodal pilot cities Rostock, Gdansk and Kalmar, and lists 10 common visions for a bicycle friendly city.

Jakub Opoczyński

Civil engineering student
from Gdansk



“ When thinking of cycling in Gdansk, we have to give credit to international partnership projects such as abc.multimodal. The traffic reorganisation here made the bicycle commuting much easier, faster and safer. Before these changes, it was very inconvenient, and I felt very unsafe sharing the lane with cars. Thanks to the innovative and inspiring ideas, Gdansk has now the first cycling-friendly street in Poland which grows in popularity by leaps and bounds. I have seen before similar solutions in Scandinavian and German cities, and I am glad that abc.multimodal makes us follow in their footsteps. ”



Carpooling best practice report

Accessibility demands exceed the public transportation supply in many South Baltic rural areas. As a result, commuters and occasional travellers adapt themselves to forge ahead towards boundless mobility. This entails individualised self-supply and rather unsustainable patterns. The pursuit of independent mobility leads to car dependency, evitable environmental stress caused by an increasing number of poorly exploited cars and difficulties to be mobile for youngsters and people without own vehicles.

This paper analyses existing carpooling systems and provides guidance to individuals, local communities and transport operators in finding ways to reconcile their needs and resources. Despite the existence of a number of systems, the utilisation rate in the South Baltic area is rather low. One of the common problems recognised so far is the low level of registered car-sharing scheme members making the concept not viable. Other attempts have failed because of insufficient systems or too short trial periods. The paper outlines the success factors for popular carpooling models in Germany, Sweden and Norway. The applicability of a concept which is well-known in the inter-city travelling contexts is trialled in rural areas. Based on the carpooling best practice report, three rural South Baltic communities trial ridesharing models, designed to serve specific local needs. Kröpelin, Bützow (Mecklenburg-Vorpommern, Germany) and Tingsryd (Kronoberg County, Sweden) operate three different ridesharing platforms which attract a growing number of new users. The platforms have been developed in a close cross-border intercommunal co-operation, and seek a vast rollout for other rural communities after trial.

“ As a user of our new ride-sharing system in Urshult, I have the benefit of both saving money and doing something good for the environment. Ride-sharing gives me also the opportunity to meet new people which occurs to me more meaningful than sitting alone in my car. ”

Background: the project Mobile together converges expertise from Sweden and Germany to jointly design, trial and introduce alternative, durable and sustainable mobility models in South Baltic rural areas.

Access the smart solution at:
www.southbaltic.eu/smart/020

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Tim Lux
Sustainability manager,
Tingsryds municipality



Background: with expertise from Sweden, Germany and Poland, the project ELMOS seeks to introduce new patterns of electric mobility in small and medium-sized South Baltic communities, particularly assimilating e-mobility models into the existing urban transport networks.

Access the smart solution at:
www.southbaltic.eu/smart/033

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Lars-Åke Hultman
Citizen of Växjö



Compilation of best practices for e-mobility in cities

This compilation consists of two parts, and has been elaborated by and in exchange with experienced and independent electric mobility experts. It is designed to facilitate the process of finding appropriate solutions for local circumstances.

By screening existing pedelec renting systems, the first part is dedicated to general recommendations and specific advice from ELMOS partners referring to suitable pedelec models, booking and ticketing systems, location and design of charging and renting systems as well as operating and maintenance models. The second part of the compilation provides further input for the development of local electric mobility strategies addressing general aspects like “potential target groups for electric mobility” or “the state-of-the art of municipal electric mobility strategies in Europe” as well as more specific fields such as “electric cars”, “bicycle highways” or “city centre cargo logistics”.

“ ELMOS opened our eyes for an excellent commuting alternative. Pedelects are ideal for medium distances, around 5 – 10 km. That is a distance where I otherwise would have used my car. I am very grateful that Växjö has installed a pedelec garage accessible with a public transport travel card, where I can leave my bike for loading while I am at work. ”



“Thank you for cycling”: marketing concept and communication plan

“Thank you for cycling” is a promotional campaign designed to popularise cycling in urban areas. Under this slogan, the municipality of Kalmar has expanded a campaign originating in Malmö, consolidating it strategically with a marketing concept and communication plan which rippled out to other South Baltic communities such as Gdańsk and Rostock.

The Kalmar County pursues the ambition to be fossil fuel free in 2030, which requires a strong increase of alternative mobility. However, the message of Kalmar’s cycling promotion efforts has been incomplete and fragmented, and it has therefore become necessary to introduce a strategic plan that integrates and governs various communication means.

The communication plan links together conventional media and guerrilla campaigning, and is part of a cross-border repository for cycling promotion measures, which after a successful trial can be applied or emulated in other South Baltic communities. The good practices repository is available at: www.abcmultimodal.eu.

“ Since several years, our municipality has developed the ambition to promote cycling as a sustainable and healthy mode of transport. We are convinced that it is a core element for an ambitious urban mobility plan which serves public well-being in the long term. Drawing public attention on these issues requires creative communication concepts and we are continuously looking for new ideas. The cooperation within abc.multimodal has stimulated the exchange of good practices across the South Baltic area and the experience from our Swedish partners especially in the guerilla marketing has given us new inspirations to improve our campaign *Rostock is getting on (bicycle)* and to raise the status of cycling in Rostock. ”

Background: the abc.multimodal project brought together local authorities and NGOs from Germany, Sweden and Poland with the goal to raise the significance of cycling as a transport mode in cities through the integration into a multimodal transport system and mobility culture.

Access the smart solution at:
www.southbaltic.eu/smart/027

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Holger Matthäus
Senator for Construction
and Environment, Hanseatic
City of Rostock



Background: partners from Szczecinek (PL), Greifswald (DE) and Klaipeda (LT) have jointly devised and tested a model for youth participation in policy making in the field of urban transport.

Access the smart solution at:
www.southbaltic.eu/smart/030

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Model for youth involvement in transport policy

Three South Baltic communities – Szczecinek (PL), Greifswald (DE), and Klaipėda (LT) – have embarked on efforts to devise a systemized participatory model enhancing the access of young people to transport policy making. Youth transport planning camps took place in the summer of 2014 in all three participating communities. Reinforced with fresh impetus and ideas from their foreign counterparts, the youngsters scrutinized the local transport frameworks, and eventually negotiated with Mayors, Councillors and transport officials as to how their visions and demands can be assimilated into the transport policy and planning. The implications for the local transport demand management can be manifold – from changes of zoning plans, location of public transport stops to a more systemized youth transport governance model.

Michał Jankowski
BAYinTRAP summer
camp participant



“ I care about my town and its future. I'd like to keep it clean. Many of my friends and I would like to have a say in what happens here. We would like our public transport to be on the same wavelength with us. We have our own ideas and simple solutions. But so far I have felt silly voicing them. It felt as if our thoughts are nothing but adolescent pretensions. BAYinTRAP changed that. I really enjoy that our suggestions are taken seriously. Recently, the public transport company in Szczecinek ordered a mobile app which will show when the bus will really arrive. In addition, 40 bus stops are to be equipped with city maps. The information centre right next to a bicycle rental station is now open also on Mondays. These were our ideas. ”

Jerzy Hardie-Douglas
Mayor of Szczecinek



“ Sustainable mobility is not only a matter of policy making but a collective philosophy. This is why we seek to involve our citizen when shaping the mobility of tomorrow. BAYinTRAP is of our special interest. I advocate the principle of speaking with the youth instead of speaking about the youth. We all know that our transport decisions today will have inevitable repercussions on our children tomorrow. BAYinTRAP is a very fresh idea to examine the public transport of South Baltic communities with the eyes of youngsters from abroad. Undoubtedly, it is a valuable exercise in participatory policy-making which we need to comprehend and value. ”



Compendium of cycling promotion policies

This online tool is designed to support decision-makers willing to promote cycling and/or improve cycling conditions urban areas. It examines various aspects which need to be taken into consideration when designing, introducing, evaluating or expanding cycling development policies such as strategy and promotion, cycling infrastructure, health aspects, the Baltic climate conditions, school and work commuting incentives, public transport compatibility, data collection and evaluation, etc.

Each of these aspects is accompanied by recommendations for concrete actions and good practice examples. Seeking to popularise cycling in the whole South Baltic area, the compendium points out the importance of cooperation and study trips. Since 2009, a number of South Baltic initiatives have been supporting the migration of good practice through cross-border exchange and study visits. Inspired by study trips to Sweden and Denmark as part of the project abc.multimodal, for example, the Gdańsk city administration introduced a series of soft measures designed to promote cycling, and relieve congestion. Gdańsk is now a proud cycling trailblazer with the first cycling-friendly street in Poland.

“ The European Cyclists’ Federation pursues the goal to double the levels of cycling in Europe, reaching 15% for the share of cycling in the modal split of trips by 2020. For such ambitious plans to become reality, we need to galvanise both European leaders and ordinary citizens, and maintain a constant ripple effect towards new communities. The regions surrounding the Southern Baltic Sea currently exhibit very different levels of cycling maturity, so we very much welcome the mission of abc.multimodal and their cycling inspiration book. The proliferation of cycling in these and other parts of Europe requires role models and inspirations but also a systemised concept for triggering and navigating the migration of good practices. This is where cross-border co-operation becomes indispensable. We hope that European funds can continue to be used successfully to co-finance cycling-related measures in a systematic and effective way and can raise the profile of cycling as a transport mode in cities. Particularly as they utilise European knowledge and experience, in a field where the continent is leading the world. ”

Background: the abc.multimodal project brought together local authorities and NGOs from Germany, Sweden and Poland with the goal to raise the significance of cycling as a transport mode in cities through the integration into a multimodal transport system and mobility culture.

Access the smart solution at:
www.southbaltic.eu/smart/021

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Manfred Neun
President of the European
Cyclists’ Federation



From present to future

Getting ready for the South Baltic Programme 2014 – 2020

Dear South Baltic Friends,

In the light of our Programme motto “Going local – Meeting your needs – Connecting people and ideas”, I hope that the preceding pages have allowed you to catch a glimpse of the cooperation spirit burning in the South Baltic. Maybe you got some new ideas how to tackle your development challenges through cooperation. The feedback given by end-users and the “Knowledge Agents” may have allowed you to get an impression about the usefulness of the presented solutions in practice. Maybe this publication has even created an appetite to get active in cross-border cooperation yourself. We can indeed be proud of the results achieved by the presented projects and thus would like to thank all partnerships for their commitment and dedication!

Despite the achievements made, however, further work needs to be done to fully exploit the potential of cross-border cooperation between the regions surrounding the South Baltic. Being committed to cooperation in the Baltic Sea Region, Poland thus feels honoured to lead the preparatory works for the second edition of the South Baltic Programme, designed for the EU’s financial perspective 2014-2020. As decided by our Programme partners, the strategic objective of blue and green growth shall guide future cooperation across the shores of the South Baltic. Under the umbrella of the area’s blue and green economy, collaborative approaches to SME internationalisation and innovation transfer, sustainable tourism development, the uptake of green technologies as well as improved connectivity and skills development will be at the heart of the future Programme. By giving emphasis to the joint development, testing and transfer of innovative solutions, the Programme thus aims at unlocking untapped development potentials for the benefit of sectors which are key for the future of the

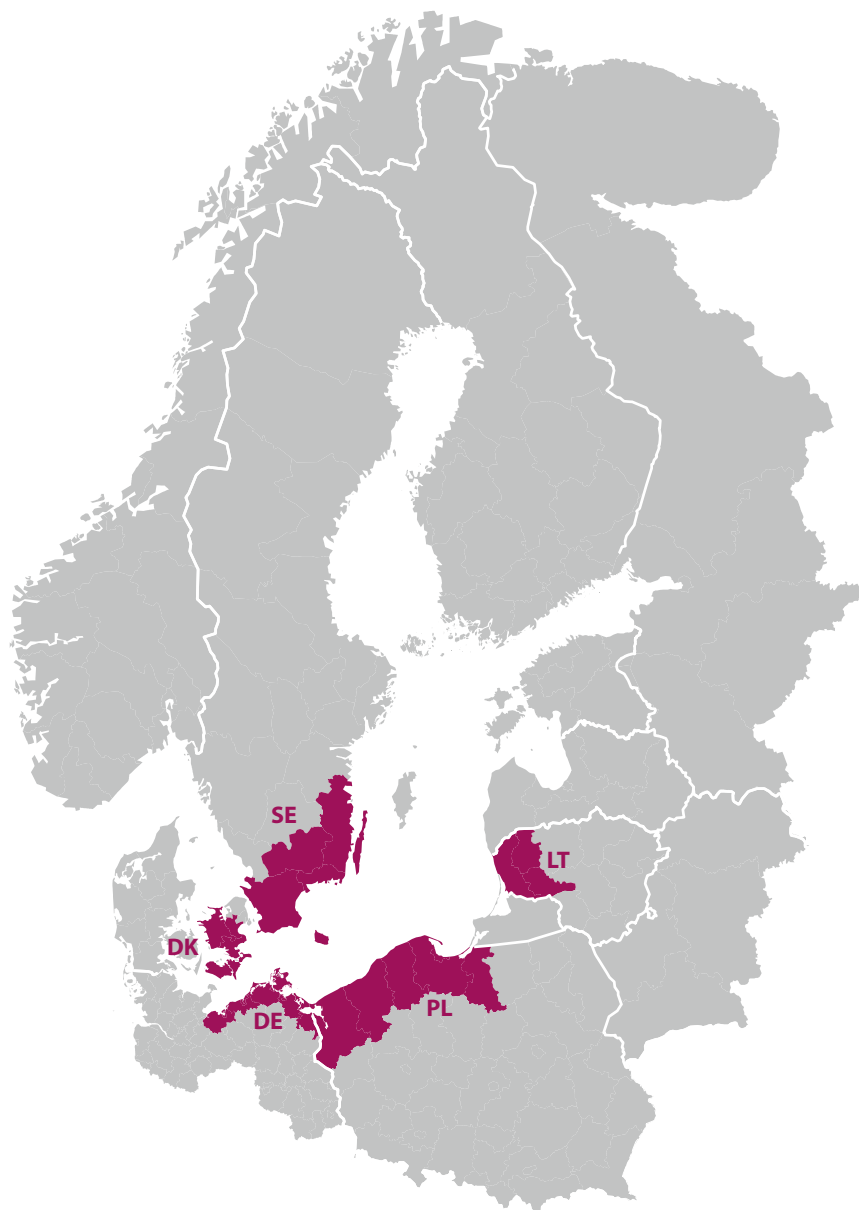
South Baltic, e.g. renewable energies, sustainable tourism and the maritime industries. At the same time, measures strengthening the cooperation capacity of institutions shall make it easier for newcomers and local actors to benefit from the opportunity to work across borders.

Representing the Managing Authority of the Programme, Poland is thus pleased to announce that the financial allocation for the South Baltic Programme 2014-2020 will be one third higher than under the current financial framework. Altogether, approximately EUR 80 m will be made available for the next generation of South Baltic cross-border cooperation initiatives. Building on the success of our current projects, friendship, mutual trust, commitment and the readiness to compromise shall remain the guiding principles for all of us. Indeed, using our different backgrounds, experiences and strengths as an opportunity, I am convinced that we share the same goal and thought – to build a cross-border community which will enable development and prosperity of all regions around the South Baltic.



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Development



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