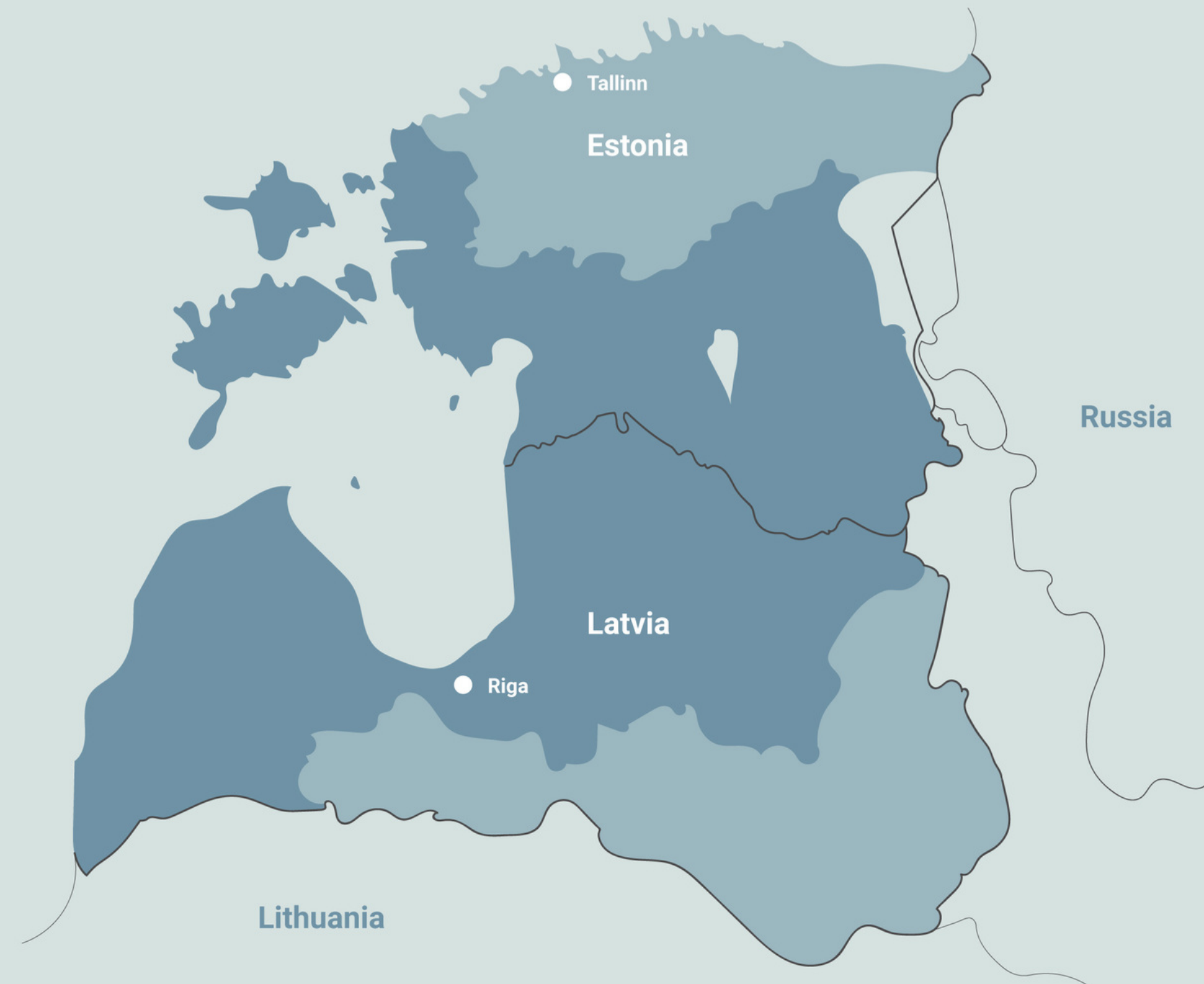


Public hearing

Interreg Estonia-Latvia
programme 2021-2027

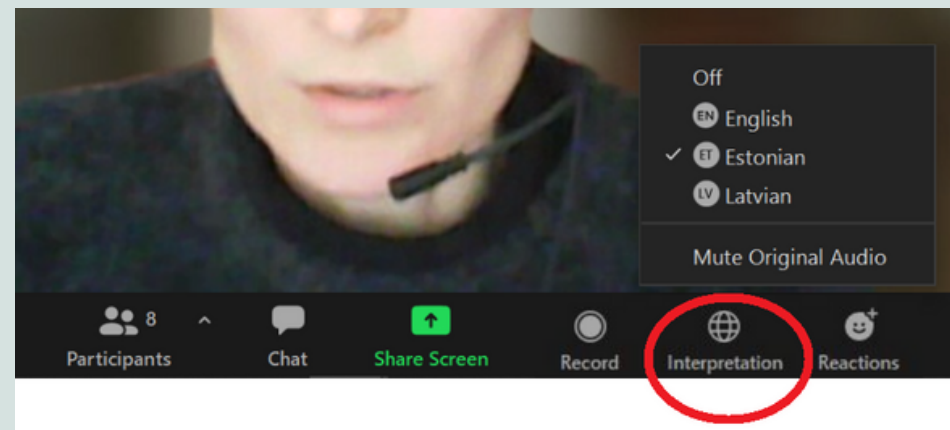
Seminar 22 November 2021



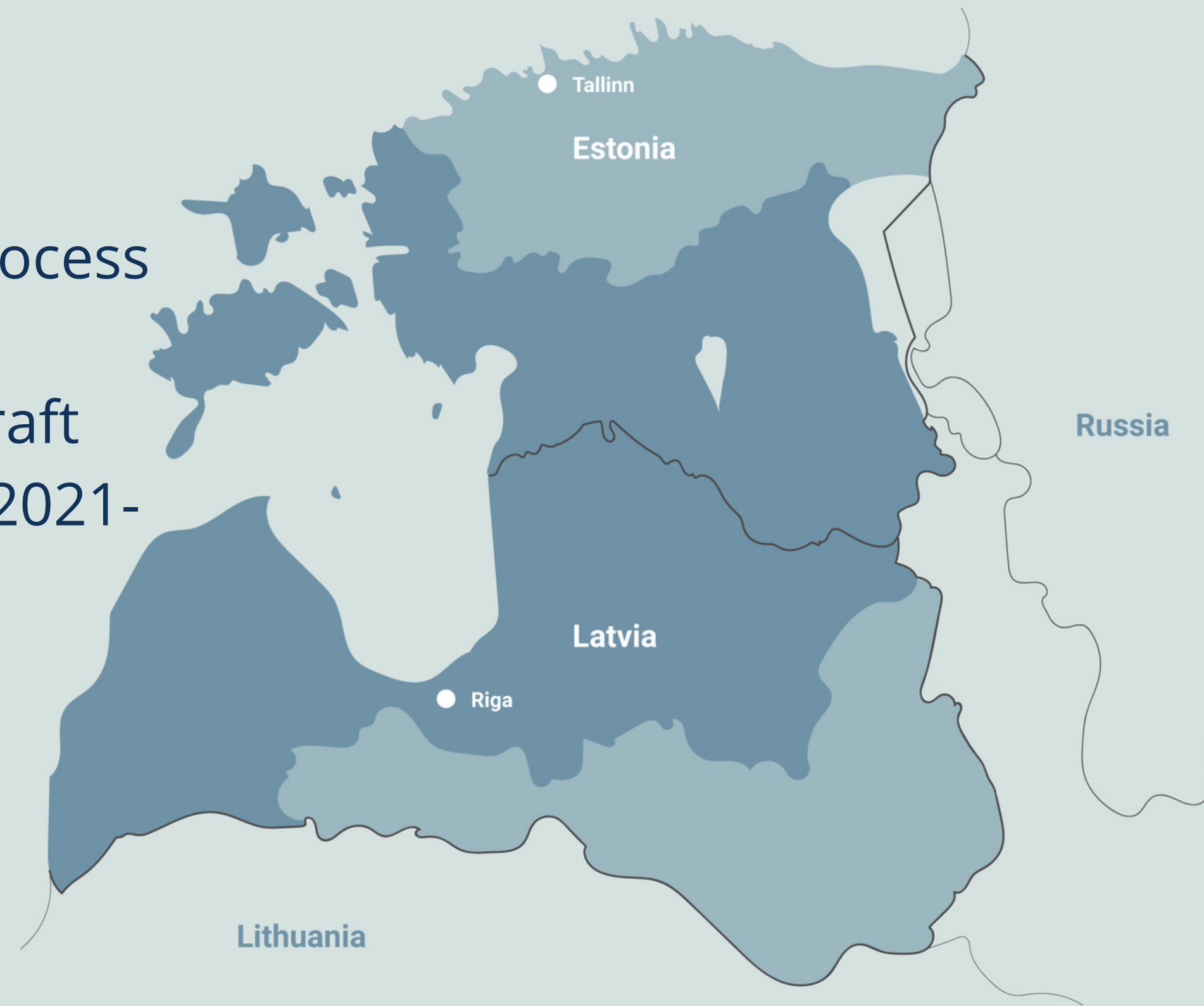
Agenda

1. Welcome words.
2. Introduction of the programming process 2019-2021.
3. Introduction of the content of the draft Interreg Estonia-Latvia programme 2021-2027.
4. Questions and answers.

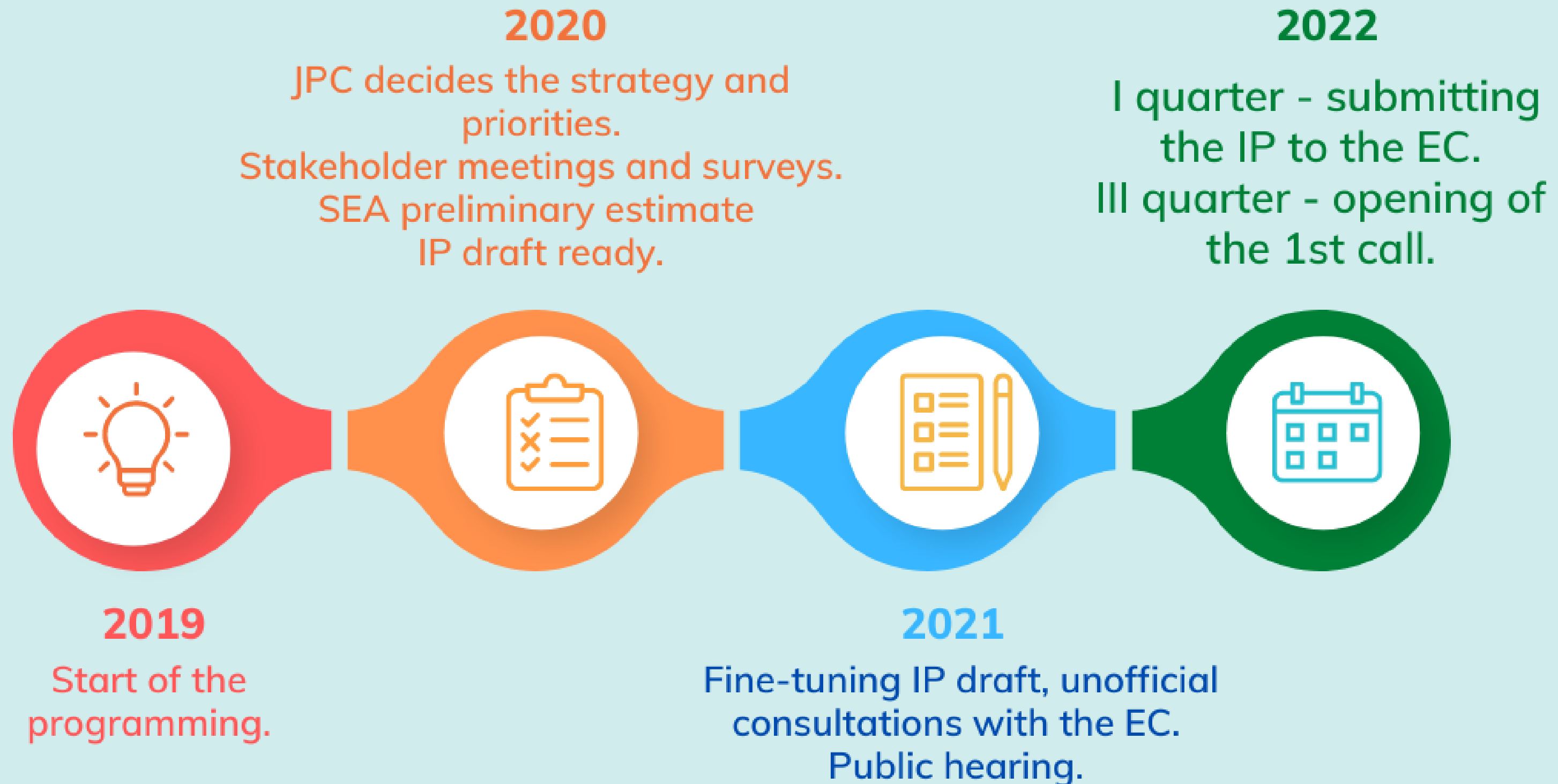
★ Interpreters:



- ## ★ Questions:
- into chat, or after presentation by raising the hand



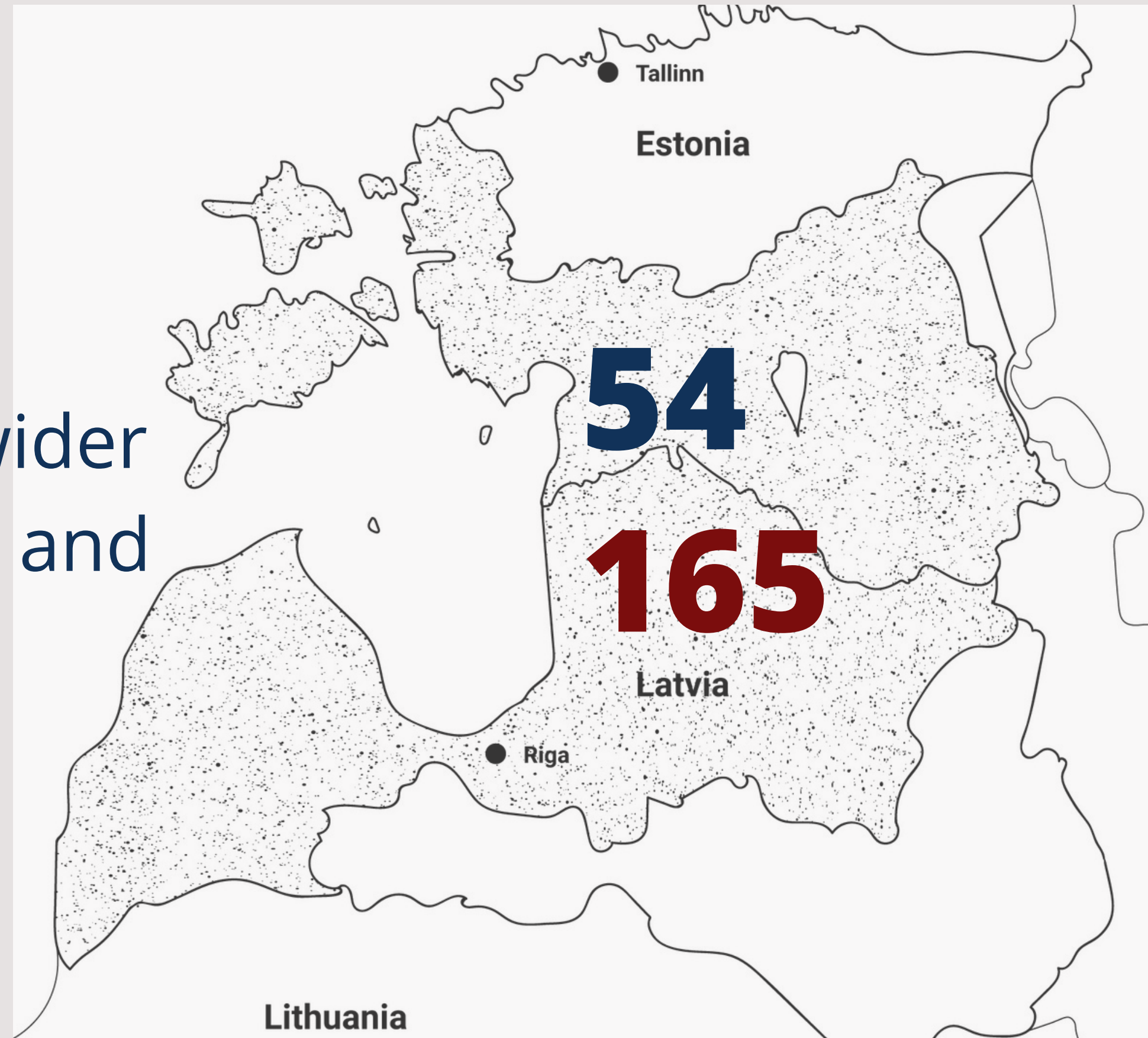
The process





Stakeholders

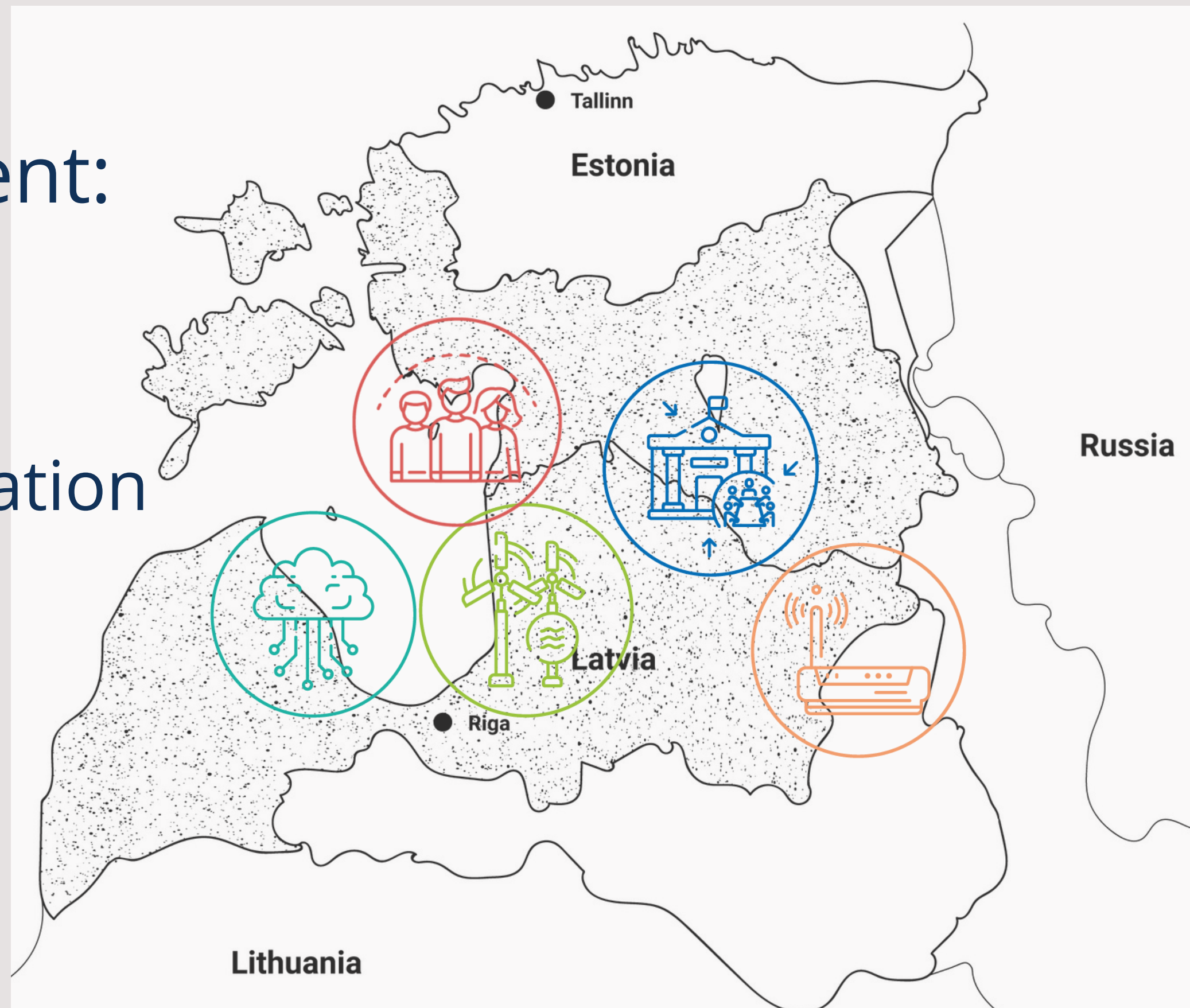
Two **web surveys** to involve wider public in prioritizing the topics and identifying the challenges



Experts

Focused expert involvement:

- Tourism
- Accessibility and social innovation
- Transport and mobility
- Greener Europe
- Cooperation in border area
- SME cooperation



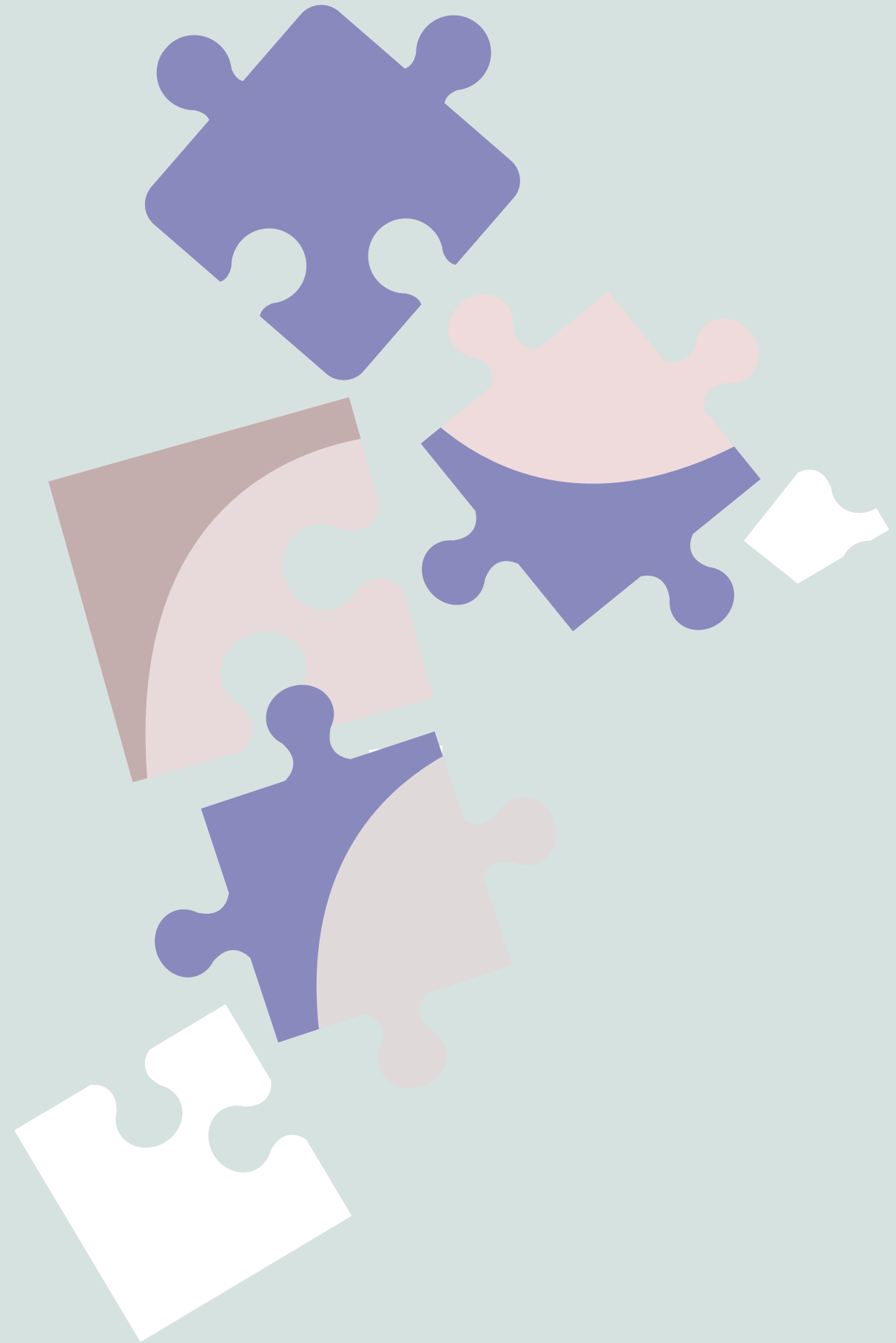
What remains

- The programme area
- The language of the programme is English
- The Managing Authority in Estonia, SSSC (RTK)
- The JS in Tartu, Estonian and Latvian speaking consultants
- Direct support (state aid) for SME-s

**Principles and need for cooperation,
partners from Estonia and Latvia**

What's new

- Smaller programme budget
- ERDF for the projects up to 80%
- More simplified cost options
- New electronic monitoring system - Jems



All details about the grant sizes, submission of projects, eligibility, assessment, implementation etc. will be set forth in the programme manual.

The first call is expected to be opened in second half of 2022

Mission

We support sustainable and innovative ideas that help border regions in Estonia and Latvia to grow through neighbourly cooperation.



Vision

Estonia and Latvia are places with excellent opportunities for people to lead successful and fulfilling lives, among the happiest in Europe.

**Total budget for
the projects
24 051 002.85 €
(ERDF)**

Priority 1



**MORE COOPERATING
CROSS-BORDER REGIONS
AND DEVELOPMENT OF
JOINT SERVICES.**

2.36 MEUR

**BETTER COOPERATION
GOVERNANCE**

Priority 2



**JOINTLY AND SMARTLY
GROWING BUSINESSES.**

4.78 MEUR

SMARTER EUROPE

Priority 3



**SUSTAINABLE AND
RESILIENT PROGRAMME
AREA**

6.9 MEUR

GREENER EUROPE

★ Priority 4



**BETTER CONNECTED
PROGRAMME AREA**

5.81 MEUR

**BETTER CONNECTED
EUROPE**

Priority 5



**MORE ACCESSIBLE AND
SUSTAINABLE CROSS-
BORDER TOURISM
EXPERIENCE.**

4.17 MEUR

MORE SOCIAL EUROPE

★ Discussions in progress, the outcome may change



More cooperating cross-border regions and development of joint services

(ii) Legal and administrative cooperation

Joint challenges

- The capacity of municipalities in rural and remote border areas to adapt and provide (joint) public services, jobs and a good living environment.
- There is a lack of regional data, local cross-border networks, joint strategies and active local municipality level cooperation patterns/habits .
- A lack of municipality-level initiative and capacity for solving local challenges in cross-border cooperation in the border area.

Activities

- Enhancing the adaption and provision of **joint public services** through pilot actions that tackle border area obstacles;
- Encouraging the collection and transformation of **regional data** into (joint) new services;
- Encouraging the local municipality level cross-border cooperation actions through **cross-border networks, strategies and pilot actions**;
- Pilot activities and implemented **solutions** for setting up public services;
- Implementing **solutions for development needs** other than services;
- Compiling cross-border **strategies and/or actions plans** followed by joint implementation **actions**.

Partners

Municipalities, planning regions, development centres, NGOs, regional and national state institutions.



More cooperating cross-border regions and development of joint services

(ii) Legal and administrative cooperation

Indicators

OI: 10 strategies and action plans jointly developed

RI: 5 Joint strategies and action plans taken up by organisations

OI: 5 jointly developed solutions

RI: 3 solutions taken up or up-scaled by organisations





More cooperating cross-border regions and development of joint services (iii) people-to-people

Joint challenges

- Lack of continuous and strong cross-border contacts between the communities
- The citizens, communities and organisations are distanced from interpersonal contacts and partnerships, essential for developing integrated border/programme area.

Activities

- Joint **education, training and exchange activities**, incl. for municipal and NGO staff;
- Improvement of **services in border regions, and capacity building** for organisations;
- **Skills transfer** between communities to promote employment;
- Activities aiming at conservation, preservation and **adaptation or development of cultural traditions, heritage, cultural events**, meetings etc;
- Joint sports games; training camps.

Partners

Municipalities, planning regions, other public bodies (e.g. schools), SMEs, foundations, NGOs.

Organisations and institutions from capital regions are eligible; however, **the benefits and results should be targeted outside the capital area of the programme territory.**



More cooperating cross-border regions and development of joint services (iii) people-to-people

Indicators

OI: 1658 Participations in joint actions across borders.

RI: 330 Participations in joint actions across borders after project completion.





Jointly and smartly growing businesses.

Joint challenges

- Innovation and growth lagging behind in rural areas;
- Low capacity of the small and micro enterprises to access/use the opportunities and infrastructure for knowledge transfer and innovation;
- There is significantly low level of added value for products and services demonstrated by entrepreneurs in rural areas.

Activities

- Clustering, networking, mentoring and practical (joint) trainings for **raising the capacity of SMEs**. Implementing the gained knowledge;
- Joint **innovation and development in product/service development/improvement**.
- Joint marketing to reach new export markets.
- **Technology and/or green transfer** and introducing innovation in SMEs;
- **Collaboration and experience exchange** in science-industry technology transfer and joint R&D;
- Finding and implementing joint **digitalisation solutions**, e.g. taking up new software, data digitization, digital technologies, AI, automation, robotics etc.

Partners

- SMEs capable of product development;
- Experienced SMEs, and ones that are new to the cross-border cooperation with other companies and support institutions;
- Business support and R&D organisations, planning regions, universities, clusters, development and competence centres ready to support, mentor and train the companies to innovate and develop products.

Jointly and smartly growing businesses.



Indicators

OI: 29 organisations cooperating across borders

RI: 14 organisations cooperating across borders after project completion





Sustainable and resilient programme area

Joint challenges

- Unsatisfactory condition of the water bodies and coastal waters due to nutrient overload;
- Loss of biodiversity due to the pollution, poorly coordinated (joint) resource management;
- Lack of common approach for managing and ensuring the sustainability of the green networks;
- Decline in the quality of the ecosystem services, especially in terms of habitat provision and supporting cultural services, such as recreational benefits.

Activities

- Data-driven **biodiversity monitoring**, analyzing methods of collecting data, designing, adapting methods;
- **Restoration of species habitats**, re-introduction of species; tackling invasive alien species
- Small-scale pilot activities in urban areas for **preserving biodiversity**;
- Innovative and **best practice measures to increase pollinator and other native animal species richness** in urban areas;
- **Joint actions for tackling pollution** in shared water bodies, managing cross-border green networks, developing nature objects for recreational purposes, consideration of **biodiversity** at different levels of planning, etc.

Partners

Municipalities, NGOs, state institutions, planning regions and other public bodies, universities, R&D institutions, SMEs.



Sustainable and resilient programme area

Indicators

OI: 5 pilot actions developed jointly and implemented in projects

OI: 5 jointly developed solutions

RI: 5 Solutions taken up or up-scaled by organisations

OI: 40 organisations cooperating across borders

RI: 20 organisations cooperating across borders after project completion





Better connected programme area.

Joint challenges

- Poor quality of the state roads in land border area connecting the towns and villages across the border that has diverse negative effects on local people, businesses and services.

- Missing links in road infrastructure hamper the cross-border mobility and connections between the rural and urban areas.

Activities

Building dust-free pavement to the cross-border gravel road sections.

Partners

The Estonian Transport Administration and State Limited Liability Company "Latvian State Roads".



Better connected programme area.

Indicators

OI: 35 km of the roads reconstructed or modernised non TEN-T

RI: Traffic intensity, 1225 cars per day





More accessible and sustainable cross-border tourism experience.

Joint challenges

- Tourism services and experiences are not equally accessible for all groups of society;
- Tourism product and service design process lacks social inclusion aspect;
- Low competitiveness and added value of tourism products and services.

Activities

- Jointly developing **sustainable and accessible tourism products** and services **based on diverse natural and cultural heritage** of the programme area, e.g. tourism routes, joint offers, joint brands, etc;
- The physical improvement of existing sites that are of natural or cultural heritage, which are integral components of joint tourism products or services;
- The improvement of the tourism offer, sites, products and services **in terms of accessibility to all groups of society**, e.g. the elderly, children, families with children and disabled people;
- Marketing of the created products and services, different types of marketing events and activities: media advertising, participation in fairs, visits, etc.

Partners

Municipalities, planning regions, state institutions, SMEs, NGOs, development centres, national, regional and local tourism development organisations/umbrellas, relevant umbrellas for people with disabilities.



**More accessible and sustainable
cross-border tourism experience.**

Indicators

OI: 7 pilot actions developed jointly and implemented in projects

OI: 7 jointly developed solutions

OI: 54 organisations cooperating across borders

RI: 4 solutions taken up or up-scaled by organisations

RI: 32 organisations cooperating across borders after project completion



Next up:

- Public hearing until 8 December

<https://estlat.eu/en/2021-2027/public-hearing>

- Approval of the programme by the EE and LV governments

- Submitting the programme to the European Commission, I quarter 2022

- Opening the programme and first call, III quarter 2022



Time for questions!

