

**Meeting of the Steering Committee "EUSBSR Policy Area Tourism"  
Workshop on the revision of the EUSBSR Action Plan  
June 25, 2019 Stockholm**

**Agenda (planned)**

- Item 1 Welcoming speech, introduction and sense making "Why is the EUSBSR important for us"
  - Item 2 Session 1: "Where are we now?" Evaluation of the present action plan and reflection on the work of the Steering Committee (SC)
  - Item 3 Session 2: "Where do we want to be?" Discussion of our perspective on PA Tourism, revelation of expectations, interests and goals regarding the PA and exploration of strategies for the future
  - Item 4 Session 3: "How can we make it happen" Identification of specific actions for achieving each goal, plus objectives, target and indicators
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Change of agenda due to spontaneous discussion flow and arrival of external consultant to the European Commission/DG Regio, which gave a short presentation on the ongoing revision of the EUSBSR Action Plan and the link to the Sustainable Development Goals (SDGs) during session 3. Therefore, the proposed questions of session 3 were not discussed. Specific actions, plus objectives, targets and indicators (session 3) were defined during session 2. The added value (session 2) was discussed during the introductory part.

**WELCOME AND INTRODUCTION (Andrea)**

Welcoming of the participants and introducing the setting of the day.

Participants:

- Dominik Dmochowski: Ministry of Sport and Tourism (Poland) -> substitute for Karol Biedrzycki
- Hanna-Mari Kuhmonen: Ministry of Employment and Economy (Finland)
- Lidija Bajarūnienė: Ministry of Economy and Innovation (Lithuania)
- Linda Nöremark: Ministry of Enterprise and Innovation (Sweden) -> new coordinator for Tourism Policy since March 2019
- Bo Lauridsen: German National Tourist Board (DZT)
- Daria Akhutina: Council of the Baltic Sea States (CBSS)
- Olga Zuin: Council of the Baltic Sea States (CBSS) -> ExG on Sustainable Development
- Anders Bergstöm: Horizontal Action Capacity (Sweden)
- Andrea Krabbe: PA Tourism (Germany)
- Friederike-Sophie Maasch: PA Tourism (Germany)

Excused

- Annika Anton: Ministry of Economic Affairs and Communications (Estonia)
- Ilona Kalnina: Ministry of Economics (Latvia) -> substitute for Madara Luka

## WELCOMING SPEECH – Presentation of the CBSS (Daria)

- BSTF operational Partner of CBSS
- CBSS functions as coordinator of a multitude of regional actors
- three long-term priorities: Regional Identity, Sustainable & Prosperous Region, Safe & Secure Region
- Co-ordination HA Neighbors, HA Climate, PA Secure
- ExG on Sustainable Maritime (Economy) Policy (EGSME)
- Project Support Facility (PSF) Project: very good report, which provides statistics and analytics
- Youth Perspective: engage young people in SDG implementation (ReGeneration 2030)
- Challenges: measurement of progress of ongoing initiatives, enhancing cooperation, transferring knowledge

## SENSE MAKING – Presentation “Why is the BSR important for us?” (Anders)

- Why, What, How?
- “WHAT does the EUSBSR mean to you?” “What are the perspectives?”
- Linda: national level is more interested in environmental questions/challenges
- Hanna-Mari: common region/framework, make the region stronger
- Lidija: there is a lot of potential, future of strategy is our future, we have to work on it
- Linda: commitment of regions
- Bo: look at political impact for decision making (at home)
- Friederike: developing the region through a culture of cooperation...in addition: there has to be a stronger focus on indicators -> indicators that are not relevant for PA Tourism should be updated
- “WHY macro-regional strategies”? “WHY are we members?”
- Major social challenges, Europe in crisis, much more cost-effective solutions
- We need a strategy because we have different structures
- Discuss with citizens: why do we need a strategy -> when people make sense, they start to contribute
- “HOW can we work closer together?”
- Flagships (FLS) are big and can be steered, need to gather stakeholders (SH)
- Focus lies on policy impact
- Macro-regional strategy concept -> a new way of working together in Europe
- Anders: Flagships: are a home to actors, do not end, home to projects and other formats, can align different forms and sources of funding, are inclusive, agile and built on voluntary commitment

- “What is the added value of PA Tourism?” (Andrea)
- Lidija: implementing PSF project -> shows concrete results, measurement of sustainability, create something concrete and creative, creating policy, being involved, better communication
- Daria: framework, two legs: political cooperation and operational level
- Anders: green field: there is nothing before, create new things; multilevel governance
- Dominik: cooperation forum, exchange information, impact on revision of AP of EUSBSR
- Hanna-Mari: sharing and exchange of experiences (BSTF) and knowledge, study report supplies very good information
- Olga: EUSBSR addresses territorial challenges, what we have in common, where are we impacting each other, economic impact, cross-sectoral cooperation (PAs work together more and more)
- All: We have to get out of the national box!
- Other comments: Friederike: need for more synergies, stronger dissemination of results, more transparency of achievements
- Start a workshop serial in Baltic Sea states: good opportunity to begin dialogue with local partners about what is happening in the projects on the ground -> **further discussion with SC required**

#### **Decisions:**

- ✓ We continue with the market report. -> **How?**
- ✓ PA Tourism wants to remain as an independent PA, build synergies with other PAs in the future (e.g. through creation of joint FLS, back-to-back meetings with other SCs)

#### **SESSION ONE – Current Action Plan (Friederike/Andrea)**

- Lidija: more cooperation, workshops, explaining strategy and sustainable development, make it more easy to communicate what we’re doing (financial sources, flagships, project exchange), put them on the agenda of national fora (invite speaker from BSTF to national tourism forum); all levels
- Hanna-Mari: BSTF is now regular; sharing of knowledge with national level/cooperation with national for a -> find more stakeholders, BSTC is a good instance to make it work
- Olga: young people (16-24 years): which actions have potential for negative influence/ impact -> find actions to prevent that impact
- Linda: Are there cross boarder regulations, which can be simplified? in future shared flagships (different PAs)
- Lidija: include regional activities, make it more visible what we’re doing
- Hanna-Mari: There has to be a need for FLS

#### **Decision:**

- ✓ It is better to have 1 or 2 good/concrete FLS instead of just having 10 (quality before quantity)

## SESSION TWO – Expectations, Interests, Visions, Goals (Friederike/Andrea)

- Friederike: Link the Action Plan (AP) closer to the SDGs, according to PSF paper and UNWTO, SDGs 8.9, 11.4 and 12b have highest impact on tourism, SDGs that have some impact are i. a.: 4, 13, 14, 15, 17; according to review of EUSBSR: PA Tourism addresses a discrepant performance across BSR on SDGs 8 and 11.
- Pre-Definition of actions that will be discussed in groups:
  - *Fostering rural tourism development* (-> joint FLS with PA Bio-Economy) -> (Hanna-Mari) *add archipelago tourism* (special feature!) *and transnational value!*
  - *Competence Supply* (-> joint FLS with PA Education)
  - *Prevention of cultural and (natural) heritage* (-> joint FLS with PA Culture) -> Lidija: *add usage of cultural heritage*
- Lidija: nature is important!
- Friederike: add preserving nature as 4<sup>th</sup> action or combine it with cultural heritage?
- Olga: Involvement of young people, encourage young people more horizontally
- Linda: SDGs are common challenges, find connecting questions with other PAs, there are regulations that need to be worked with (e. g. difficult to travel)
- Hanna: connect culture and have common FLS, find linkages with other PAs

### Group discussions:

- 1. Preservation und usage of cultural and natural heritage** (Andrea, Lidija, Dominik)
  - scope lies on nature, long-term indicator: identify cleanest beaches, how many “blue flagged beaches”, short-term indicators: # of cultural routes (transnational added value), natural guides, etc. -> regional attendance can be measured
  - Andrea: Separate culture and nature
  - Lidija: usage of cultural heritage (that way entrepreneurs can cooperate, accessibility of nature is important)
- 2. Competence Supply** (Anders, Bo, Linda)
  - 3 platforms: hospitality and restaurants (problems we have in hospitality, skilled labor, education, network of providers which could train group, increase in mobility -> use Erasmus (to promote mobility)
  - Regulation of labor market (gathering trade union + employer organizations), governments also participate
  - Integration and migrants
  - Steps: 1. survey (today) and forecast (coming years) -> collecting information from member states, 2. Seed money, 3. Connect FLS with platforms
- 3. Fostering the development of transnational rural tourism and archipelago tourism** (Hanna-Mari, Olga, Friederike)
  - Accessibility
    - Digitalization
    - Transportation
    - Develop other ways of travelling, facilitate travelling without flying

- Cooperation with PA Transport? (Roads between different countries), HA Climate, PA Ship?
- Networking between small SMEs and entrepreneurs
  - cooperation platform
- Common knowledgebase, facilitation of partnerships
  - BSTC facilitating network
  - Rural SMEs could be represented by center
  - Rural tourism could link to forum
- Promote attractiveness of areas-> communication
  - Engage young people as blogger -> sharing of information
- Local prosperity
- Seasonality: Important to develop year round tourism, in every season new people are coming
- Local Participation: increase capacity of locals to become more active (strategy can only point out direction)
- ➔ Acknowledgement of sustainable, responsible tourism
- ➔ development of rural and peripheral areas
- ➔ develop a sustainable tourist

Other comments: Anders: Short-term indicators are linked to an activity, long-term indicators: "we" as a part of it

**Decisions:**

- ✓ # of tourist is not a good long-term indicator: there are lots of other factors, that influence # of tourists (e. g. climate change)
- ✓ We need indicators, which say: this is what we have done (we measure our activities on this) -> **clear definition of indicators pending!**

**SESSION THREE – Review of the Action Plan (AP) (Bettina Rafaelsen)**

- Comments on information acquisition: via interviews with policy area coordinators (PACs), stakeholder workshops, participation in SC meetings, large Survey to all stakeholders in the BSR (Open Survey)
- Source: Let communicate mailing list
- Input paper (thematic draft)
- Input paper on governance
- Now updating both papers -> will be send out to SH soon
- Final paper until end of October (there will be a cluster of recommendations)
- Challenge: there will probably be no new strategic EU framework, everybody is without an overall strategy -> we don't know where we're going!
- Demography and ageing at moment not addressed in the strategy

- No merger of PAs!
- More usage of synergies, collaboration
- What we're working on needs to be clear for outside
- Stakeholder: Wish for more participation, but don't know how
- PA Tourism: clustered under: blue Economy/Growth (DG Mare), we can also build synergies with other clusters (What kind of synergies? **With whom do we want to work with?**)
- Comments on SDGs/indicators: PAs only fit to one or some sub-actions within SDGs
- Current indicators in PAs are useless – have to be revised
- Hardly any of the indicators are used for steering, either too high or low
- PAs should only contribute to 1 or 2 indicators (SDGs) in one goal (use as a tool to identify what we're doing)
- We can't measure ourselves on SDGs (indicators in SDGs are a higher level)
- Indicators need to say something about what we have achieved, measure what comes out of the action, what are the results? -> 1. Policy recommendation, 2. Methods, 3. Structures and 4. capacity
- We could have discussions with e. g. PA Cult, PA Edu, PA BioEcon, about indicators
- Monitoring for current indicators is important
- Other comments: Sweden: new national strategy on tourism, sustainability is overall objective
- Friederike: Future collaboration of the SC? Should we open SC for regional level?

#### **Decisions:**

- ✓ PA Tourism wants to open the SC for the regional level -> Group agrees on partner beforehand. The membership should be linked to active participation, e.g. concrete task as FLS leader; otherwise, bears risk: Why do we include one region and not the other? -> **revision of ToR**
- ✓ Friederike will further develop the AP and send drafts to SC, she will set deadlines for SC to respond to questions/to send input.
- ✓ SC members will discuss relevant points in their ministries.

#### **ANY OTHER BUSINESS and CLOSURE (Andrea)**

- BSTF will take place in Brussels in November 2019, a concept is currently being developed
- We are planning a FLS workshop with HA Capacity in September/October 2019 -> Lidija offered to host the workshop (10-15 people)

June 25, 2019  
PA Tourism Team