



ERB ACTION PLAN

2011 – 2012

Introduction

ERB Action Plan 2011 – 2012 has been designed with the primary aim of meeting the first challenges of the ERB 2020 Agenda, which in turn reflects the review process of our cooperation. This process was initiated by the ERB Board in October 2009 and successfully concluded with the ERB Council decisions in October 2010.

ERB 2020 Agenda defines three focus areas of our cooperation: lobbying, strategic actions, and exchange activities. These three focus areas are supported by specific activities to be executed until the end of 2011. ERB Executive Board will perform the monitoring and evaluation of the implementation of the ERB Action Plan 2010 – 2011, the results of which will be included in the annual activity reports for 2010 and 2011.

Focus area 1: Lobbying

Strategic objective:

Enhancing the role of ERB as a lobbying platform towards the European Union.

Rationale:

We will take an active role in shaping of EU policies which are in scope of our common interest. The scope includes, but is not limited to the following issues: EU Cohesion Policy, EU Strategy for the Baltic Sea Region, Europe 2020 Strategy, TEN-T Policy, Rural Development Policy, EU – Russia Cooperation Strategy and EU Eastern Partnership. Cooperation with the European Commission, European Parliament, Committee of Regions, other Baltic organisations and regional offices operating in Brussels will be an important part of the lobbying effort.

	Specific objectives	Planned activities	Main outputs
EU Cohesion Policy	Monitoring the preparation of future EU Cohesion Policy and actively promoting a greater role of its Objective 3 – European Territorial Cooperation.	Continuing work by the ERB Task Force on EU Cohesion Policy, with special focus on the Objective 3 – European Territorial Cooperation. <i>For more details, please refer to the Cohesion Policy Lobby Strategy attached to this Action Plan.</i>	<ol style="list-style-type: none"> 1. Adopting the ERB position on the future EU Cohesion Policy; 2. Adopting and implementing the ERB Cohesion Policy Lobby Strategy; 3. Reporting to the ERB Board on the implementation of the Lobby Strategy, and recommendation on further initiatives to be taken.

	Specific objectives	Planned activities	Main outputs
EU Strategy for the Baltic Sea Region (EUSBSR)	Acting as a stakeholder of the EU Strategy for the Baltic Sea Region, monitoring its implementation process and attending its annual fora.	Continuing work by the ERB Task Force on the EUSBSR, with special focus on the Strategy review process during the Polish EU Presidency in 2 nd half of 2011. <i>For more details, please refer to the Terms of Reference for the ERB Task Force on the EUSBSR attached to this Action Plan.</i>	<ol style="list-style-type: none"> 1. Preparing a document describing the ERB contribution to the EUSBSR profiling ERB as a model region for cross-border cooperation, incl. cooperation with Kaliningrad region; 2. Preparing an ERB non-paper in order to impact the EUSBSR Action Plan report executed by the European Commission; 3. Adopting the ERB position on the EUSBSR, including proposals on new flagships and lobby plan.

	Specific objectives	Planned activities	Main outputs
Annual Forum of ERB Stakeholders	Organising the Annual Forum of ERB Stakeholders as a meeting platform for relevant stakeholders from the member regions and outside, thus strengthening the political cooperation in ERB.	Establishing a task force responsible for organising the Annual Forum of ERB Stakeholders in 2011. <i>For more details, please refer to the Terms of Reference for the ERB task force on the ERB Annual Stakeholder Forum attached to this Action Plan.</i>	<ol style="list-style-type: none"> 1. General outline describing the organisation of the Forum; 2. Detailed proposal of the organisation of the Forum; 3. Organisation of the Forum.

Focus area 2: Strategic actions

Strategic objective:

Enhancing the added value of ERB cooperation

Rationale:

Strategic initiatives within ERB serve a multi-fold function. By enabling networking among a variety of partners and providing complementarity with the regional development strategies, such actions upgrade added value of cooperation. By inviting high political representatives of the regions and involving other important stakeholders, such actions strengthen the vitality of the cooperation.

	Specific objectives	Planned activities	Main outputs
ERB Joint Development Programme	Implementation of the ERB Joint Development Programme.	<ol style="list-style-type: none"> 1. Providing support to the ERB Water Forum; 2. Assisting the Pomorskie Region in its efforts to re-submit the BaltNet project. 	<ol style="list-style-type: none"> 1. Debate on integrating water related cooperation in ERB work; 2. Model enabling continued participation of regional politicians and experts in ERB Water Forum; 3. BaltNet application submitted to the South Baltic CBC Programme.

	Specific objectives	Planned activities	Main outputs
Prioritised institutional activities	Accomplishment of prioritised institutional activities.	<ol style="list-style-type: none"> 1. Providing support to the work of the ERB Youth Board; 2. Establishing a task force to draft and submit a joint ERB strategic project application. <p><i>For more details, please refer to the Terms of Reference for the ERB joint project attached to this Action Plan.</i></p>	<ol style="list-style-type: none"> 1. A process initiated to develop a flagship project proposal to the EU Strategy for the Baltic Sea Region; 2. An EU Strategy for the Baltic Sea Region flagship project proposal developed and anchored; 3. Joint project potential investigated; 4. Report specifying the potential ideas for the Project presented; 5. Decision on further work on the selected project.

Focus area 3: Exchange activities

Strategic objective:

Deepening mutual relations and strengthening cooperation between the ERB member regions

Rationale:

The stakeholders of ERB cooperation are strongly convinced that significant progress in innovation and in operational efficiency can be successfully generated when knowledge is exchanged. Therefore, they commit themselves to exchange activities in belief that that collaborative approach to common challenges by local and regional politicians, decision-makers, experts, practitioners and youth will lead to deepened relations and strengthened cooperation between the ERB member regions.

	Specific objectives	Planned activities	Main outputs
Information and knowledge exchange	Meeting common challenges through collaborative approach based on the exchange of knowledge and information.	<ol style="list-style-type: none"> 1. maintaining continuous exchange of information for the benefit of ERB members; 2. gathering and disseminating information about existing Baltic initiatives; 3. taking actions aiming at deepening relations between ERB communities; 4. collecting information on the needs of communes and local communities regarding cross-border cooperation and the existing resources of this cooperation 	<ol style="list-style-type: none"> 1. Information flow maintained primarily by emails and during on-line meetings. 2. Information collected, ERB website updated and newsflashes to target recipients delivered by the International ERB Secretariat. 3. Questionnaire on cross-border cooperation needs prepared and distributed. 4. Report with questionnaire results and information about possibilities of establishing cross-border cooperation in the future presented by the International ERB Secretariat.