

# Public hearing

ESTONIA-RUSSIA CROSS  
BORDER COOPERATION  
PROGRAMME 2021-2027

WEBINAR

16 DECEMBER 2021



# Agenda

Welcome words

Introduction of the programming process

Introduction of the content of the draft EE-RU  
CBC programme 2021-2027

Questions and answers

**\*Practicalities of webinar:**

- Interpretation to Estonian (Korean) and Russian
- Questions – into Q&A or after presentation by raising the hand

## Programming process

Preparation period: 2019-2021

8 JPC meetings

Task Force meetings on content

Task Force meetings on management structure

Stakeholders events

Online questionnaire

Preliminary Strategic Environmental Estimate  
(in progress)

# Programme territory



## In Estonia:

Southern Estonia  
North-eastern Estonia  
Central Estonia  
Northern Estonia

## In Russia:

City of St.Petersburg  
Leningrad region  
Pskov region



Policy objective 1: A more competitive and smarter Europe by promoting innovative and smart economic transformation and regional ICT connectivity

## Smarter Europe

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### Priority 1

## Increased cross-border business cooperation and innovation in the programme area

Specific objective (SO (iii)):

Enhancing sustainable growth and competitiveness of SMEs and job creation in SMEs, including by productive investments

## Priority 1

# Increased cross-border business cooperation and innovation in the programme area

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### Challenges

1. Low capacity of the small and micro enterprises to access/use the opportunities and research infrastructure for knowledge transfer and innovation.
2. Insufficient R&D organizations and business collaboration within the programme area, including across the border.
3. Innovation and growth lagging in border areas.
4. Retaining talent and specialized labour force within the programme area by supporting projects and SMEs where these people would want to work in.
5. Under-developed cross-border business communities involving Estonian and Russian SMEs and business support organisations.
6. Insufficient cooperation and joint service development of Estonian and Russian business support organisations.

## Priority 1

# Increased cross-border business cooperation and innovation in the programme area

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### Activities

1. Training and competence building activities for businesses and business support organisations.
2. Joint development of services offered to SMEs and entrepreneurship society to improve their innovativeness
3. Promotion of cross-border regions and businesses to reach new markets and attract new customers, including market research, attending trade fairs etc.
4. Creating new and strengthening existing clusters and networks, including cross-border and cross-sectoral cooperation frameworks, by organising events aimed at networking, experience exchange, partner search, idea generation, brainstorming, etc.
5. Activities to support the uptake of new technologies in SMEs and entrepreneurship society commercialisation of innovation and research



## Priority 1

# Increased cross-border business cooperation and innovation in the programme area

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### Main target groups

- business and science parks
- industrial areas
- accelerators and incubators
- technology development centres
- regional development centres
- competence centres
- enterprises of the programme area
- business support organisations
- professional associations and clusters of enterprises
- chambers of commerce and industry
- research and development organisations
- universities and vocational education institutions
- hubs and centres of cultural and creative industry





## Priority 1

# Increased cross-border business cooperation and innovation in the programme area

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### Output indicators

- Organisations cooperating across borders
- Jointly developed solutions

### Result indicators

- Organisations cooperating across borders after project completion
- Solutions taken up or up-scaled by organisations





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**PO 2: A greener, low-carbon transitioning towards a net zero carbon economy and resilient Europe by promoting clean and fair energy transition, green and blue investment, the circular economy, climate change mitigation and adaptation, risk prevention and management, and sustainable urban mobility**

**Greener Europe**



## PO<sub>2</sub> Greener Europe

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### Challenges

1. High pollution of shared waterways in the programme area;
2. Aging or insufficient wastewater treatment facilities in the border area;
3. Low levels of recycling and high levels of waste production;
4. There is a need for additional research and data sharing between Russian and Estonian institutions monitoring shared land and water-based ecosystems;
5. There is a need to develop and promote green-infrastructure solutions in the programme area to support biodiversity and to make border regions more attractive places to live;
6. Reliance on GHG emitting and non-renewable energy sources, to improve energy efficiency



## PO2 **Greener Europe**

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### **Priority 2**

# **Improved wastewater management in the Narva River basin**

**Specific objective (SO (v)):**

**Promoting sustainable water management**

## Priority 2

# Improved wastewater management in the Narva River basin

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### Activities

1. Development of cross-border methodologies, solutions and (re)construction of infrastructure;
2. Develop, pilot, or test actions or innovative tools to address the ecological health, monitor pollution/fishing stock in the water basins of the programme area, with the focus on Narva River basin;
3. Sharing best practices and promoting sustainable practices amongst relevant stakeholders.

## Priority 2

# Improved wastewater management in the Narva River basin

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### Main target groups

- Science networks;
- Educational institutions;
- Citizens;
- Fishing clusters/networks;
- Regional and public sectors;
- Enterprises.

## Priority 2

# Improved wastewater management in the Narva River basin

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### Output Indicators

- Organisations cooperating across borders
- New or upgraded capacity for waste water treatment

### Result indicators

- Solutions taken up or up-scaled by organisations
- Organisations cooperating across borders after project completion
- Population connected to improved public water supply



## PO 2: **Greener Europe**

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### **Priority 3**

## **Increased sorting and recycling of municipal waste**

**Specific objective (SO (vi)):**

**Promoting the transition to a circular economy**



## Priority 3

# Increased sorting and recycling of municipal waste

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### Activities



1. Developing and sharing best practices and solutions to support the transition to the circular economy.
2. Develop cross border networks and advisory services for the circular economy stakeholders. Activities could include: clustering activities, networking, develop capacity building activities for public and private stakeholders to increase circular habits within their spheres of influence, information points.
3. Promote new and up-scaled business models. Activities include: Piloting new business ideas and technologies, funding acceleration programmes, hackathons, or similar scaling programmes to foster new, innovative business models in the circular economy.
4. Awareness raising and empowering citizens to take actions towards the circular economy. Activities should foster behaviour changes in individuals and communities towards waste and recycling habits
5. Developing and integrating smart city, smart village and smart region solutions in the programme area by: Increasing access to best practices and knowledge through learning exchanges, study visits, networking activities, testing pilot projects and new technologies.
6. Supporting business development activities in the bio-economy and “green-tech” sectors. Activities could include: Piloting new business ideas and technologies, clustering activities, hackathons, acceleration programmes, and other relevant business support programmes



## Priority 3

# Increased sorting and recycling of municipal waste

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### Main target groups

- Regional and local public sector;
- Regional development companies;
- Private companies;
- Chambers of industry and commerce;
- Nongovernmental organisations;
- Voluntary organizations;
- Education and R&D institutions.

## Priority 3

# Increased sorting and recycling of municipal waste

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### Output Indicators

- Organisations cooperating across borders
- Jointly developed solutions

### Result indicators

- Organisations cooperating across borders after project completion
- Solutions taken up or up-scaled by organisations



## PO 2: **Greener Europe**

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### **Priority 4**

## **Improved ecological status of the programme area**

### **Specific objective (SO (vii)):**

**Enhancing nature protection and biodiversity, green infrastructure in particular in the urban environment, and reducing pollution**

## Priority 4

# Improved ecological status of the programme area

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### Activities

1. Sharing and developing practices that support natural biodiversity and minimize negative impacts of the endangering factors;
2. Implementing joint cross-border actions to enhance green infrastructure and nature protection at the local level. Activities could include: developing cross-border piloting and testing of joint actions and investments in nature, biodiversity conservation; supporting cross-border research and activities that harmonize management of joint environmental resources.

## Priority 4

# Improved ecological status of the programme area

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### Main target groups

- Regional or local public sector;
- Regional development companies;
- Private companies;
- Business support organizations, associations, chambers of commerce and industry;
- Non-governmental organisations;
- Voluntary groups;
- Education and R&D institutions.

## Priority 4

# Improved ecological status of the programme area

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### Output Indicators

- Organisations cooperating across borders
- Jointly developed solutions

### Result indicators

- Organisations cooperating across borders after project completion
- Solutions taken up or up-scaled by organisations



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Policy objective 4:

**A more social and inclusive Europe implementing the European Pillar of Social Right**

**More social Europe**



## PO4: More social Europe

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### Challenges

1. Insufficient vision and need for joint and complementary marketing strategies
2. Insufficient use of tourism infrastructure for tourism development, including water tourism and railway tourism potential
3. Lack of smart promotion and common cross-border tourism opportunities
4. Lack of regular cross-border contacts between regional and thematic tourism developers
5. Insufficient infrastructure for the development of water tourism around the Lake Peipsi/Chudskoe area
6. Need for better preservation and sustainable use of cultural heritage across the programme area
7. Creating sustainable tourism products and services, as well as cultural solutions, in changing environment



Policy objective 4:

**A more social and inclusive Europe implementing the European Pillar of Social Right**

## **More social Europe**

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### **Priority 5**

## **Increased cross-border tourism cooperation in the programme area**

### **Specific objective SO (vi):**

**Enhancing the role of culture and tourism in economic development, social inclusion and social innovation**

## Priority 5

# Increased cross-border tourism cooperation in the programme area

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### Activities

1. Marketing of created products and services, different types of marketing events and activities especially in order to promote areas outside major cities
2. Enhancing the cross-border element of cooperation in tourism sector
3. Development of joint tourism products and services, such as cross-border tourist routes that would pay more attention to areas outside major cities and accessibility to the routes
4. Developing common technological solutions to improve the quality of tourism services and products
5. Preservation and/or conservation of tangible cultural heritage with tourism potential
6. Improving the accessibility of sustainable tourism
7. Improvement of the condition of railway and water connections, including small harbours and their functioning in the region for water tourism, working on the joint water tourism routes in the programme area



## Priority 5

# Increased cross-border tourism cooperation in the programme area



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### Main target groups

- Public organisations
- Professional organisations
- Members of the regional and thematic tourism clusters
- Local communities
- Regional and local public authorities
- SMEs
- Regional development organisations
- Non-governmental organisations

## Priority 5

# Increased cross-border tourism cooperation in the programme area

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### Output Indicators

- Organisations cooperating across borders
- Jointly developed solutions

### Result indicators

- Organisations cooperating across borders after project completion
- Solutions taken up or up-scaled by organisations



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Interreg-specific objective (ISO):

## **A better cooperation governance**

## Interreg-specific objective (ISO): **A better cooperation governance**

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### Challenges

1. Need to improve cross-border cooperation and experience exchange between the public authorities about public services in different policy areas.
2. Need to strengthen the cross-border people-to-people cooperation ties in different areas.
3. Need to raise awareness and build capacity in different policy areas, including integration of sustainable development goals, cultural contacts etc.
4. Need to enhance efficient public administration and cooperation, as regards improvement of the border-crossing points.



Interreg-specific objective (ISO): **A better cooperation governance**

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## Priority 6

# Improved public services in the border area

## Specific objective (SO (i)):

**Enhance the institutional capacity of public authorities, in particular those mandated to manage a specific territory, and of stakeholders**



## Priority 6

# Improved public services in the border area

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### Activities

1. Organisation of events aimed at networking, experience exchange, contact making, idea generation, brainstorming, to improve cultural, professional ties etc.
2. Training and competence building activities for public authorities and providers of public services.
3. Development of services offered by public authorities and other organizations.
4. Enhancement of efficient cross-border cooperation and administration of the border-crossing points, including improvement of services and accessibility



## Priority 6

# Improved public services in the border area

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### Main target groups

- Local and regional authorities;
- state authorities;
- non-governmental organisations;
- enterprises;

## Priority 6

# Improved public services in the border area

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### Output Indicators

- Organisations cooperating across borders
- Projects supporting cooperation across borders to develop urban-rural linkages
- Strategies and action plans jointly developed
- Pilot actions developed and implemented jointly

### Result indicators

- Organisations cooperating across borders after project completion
- Joint strategies and action plans taken up by organisations
- Completion of joint training schemes



## ISO: **A better cooperation governance**

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### **Priority 7**

## **Increased cross-border cooperation in the border areas**

**Specific objective (SO (iii)):**

**Build up mutual trust, in particular by encouraging people-to-people actions**

## Priority 7

# Increased cross-border cooperation in the border areas

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### Activities

1. Promoting the awareness of the peoples and communities living in the programme area.
2. Organisation of events bringing together people from both sides of the border.
3. Attracting new knowledge and adapting good practices from other programmes and areas. Exchange of knowledge, training and competence building activities in different areas, including health, social care, culture, sports



## Priority 7

# Increased cross-border cooperation in the border areas

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### Main target groups

- Local population;
- non-governmental organisations;
- private enterprises and public equivalent bodies;
- local governments

## Priority 7

# Increased cross-border cooperation in the border areas

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### Output Indicators

- Participations in joint actions across borders
- Public events across borders jointly organised
- Participations in joint actions promoting gender equality, equal opportunities and social inclusion
- Jointly developed solutions

### Result indicators

- Participations in joint actions across borders after project completion

## Communication and visibility

### Objectives (CO)

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CO1: Awareness about the programme is raised to attract wide range of applicants

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CO2: Sufficient information to applicants and beneficiaries is ensured for qualitative project applications

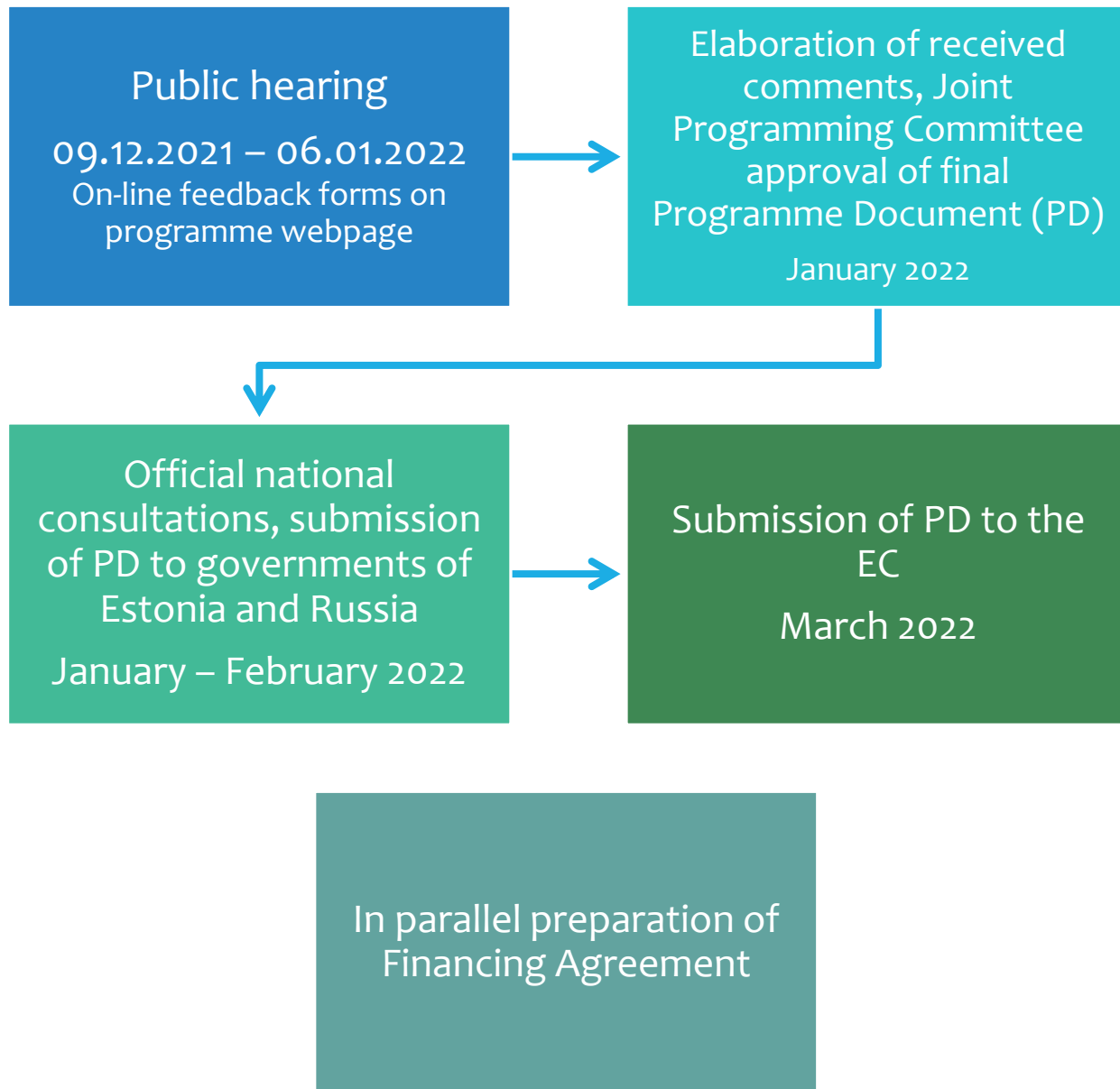
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CO3: Knowledge about CBC, programme, projects achievements is increased

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CO4: Internal communication is effective for the successful implementation of the Programme and projects





## Next steps

Plan for launching  
the 1st Call for Proposals –  
2023

# Estonia-Russia CBC Programme Area



**Thank you!**

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# Time for Questions

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