

**Priority 4: Promoting attractive and competitive cities and regions**

**The objective:** *to ensure co-operation of metropolitan regions, cities and rural areas to share and make use of common potentials that will enhance the BSR identity and attractiveness for citizens and investors.*

The priority concentrates on making the BSR cities and regions more competitive at the European scale both by hard (e.g. investments) and soft measures (e.g. marketing, enhancement of environmental quality, synergy between activities of public and private actors). It also gives room for preparation of pan-Baltic strategies, action programmes, policies and subsequent investments in order to enhance BSR competitiveness and territorial cohesion.

**Areas of support:**

1. Strengthening metropolitan regions, cities and urban areas as engines of economic development
2. Strategic support for integrated BSR development and socio-economic and territorial cohesion
3. Strengthening social conditions and impacts of regional and city development

**Expected results of Priority 4 are:**

COMMON RESULTS	PRIORITY SPECIFIC RESULTS
<ul style="list-style-type: none"> <li>▪ Increased political recognition for transnational solutions aiming at enhancement of the BSR identity and attractiveness</li> <li>▪ Increased sustainability of co-operative networks aiming at enhancement of the BSR identity and attractiveness</li> <li>▪ Unlocking public /private investments aiming at enhancement of the BSR identity and attractiveness</li> </ul>	<ul style="list-style-type: none"> <li>▪ Pooled resources of metropolitan regions, cities and rural areas to enhance the BSR competitiveness and cohesion</li> <li>▪ Improved preconditions for increase of BSR competitiveness in Europe and worldwide</li> <li>▪ Increased BSR identity and/or its recognition outside the formal borders</li> <li>▪ Strengthened social conditions and impacts of regional and city development</li> </ul>

## **AREAS OF SUPPORT**

### **1. Strengthening metropolitan regions, cities and urban areas as engines of economic development**

- Joint actions of cities and regions to improve and implement relevant action programmes and policies at the BSR level, which deal with economic development
- Preparation of investments and joint practical solutions to improve the supply of high quality socio-economic services at the BSR level (in e.g. sectors of health, public transportation, education, employment etc.)
- Implementation of action plans guiding the economic transformation of BSR areas with smaller and less dense settlements - in partnerships composed of regional and national authorities as well as private and social actors
- Preparation of practical solutions at the BSR level to improve economic relations among and between metropolises and small and medium-sized cities
- Creation of urban-rural partnerships tackling common development problems (e.g. suburbanisation, increased commuting, joint energy savings, alternative and renewable energy management, solutions to link urban and rural tourism etc.)

### **2. Strategic support for integrated BSR development and socio-economic and territorial cohesion**

- Development and implementation of common adaptation strategies for rural areas in need of conversion to maintain and increase employment opportunities
- Preparation and implementation of cross-sectoral and territorial development strategies at pan-Baltic level to guide socio-economic transformation of the Region
- Preparation and implementation of joint strategies for energy saving and cleaner production; promotion and transfer of knowledge in alternative and renewable energy management patterns, environmentally sound and eco-efficient technology
- Preparation and implementation of marketing strategies and efforts on BSR strongholds in business and business environment (infrastructure, culture, nature) including conclusions on necessary improvements
- Preparation and implementation of transnational adaptation strategies, actions and models addressing demographic change and migratory processes
- Preparation and implementation of joint strategies for social, economic and environmental rehabilitation of industrially degraded areas
- Development of of BSR tourist products based on the area's cultural heritage and natural assets

### **3. Strengthening social conditions and impacts of regional and city development**

The areas of support given below are dedicated to extension of co-operation networks between actors representing the EU Member States, Norway and the eligible areas in Russia and Belarus. Project proposals addressing these areas of support should always include Russian and/or Belarusian partners.

- Joint actions in the field of public health to counteract major communicable diseases and to address social and environmental factors of health problems
- Joint actions to increase security and promote rescue assistance in case of natural disasters
- Joint actions securing good governance practice in the public domain and better involvement of public actors in transnational territorial development and implementation of cross-sectoral strategies
- Joint actions counteracting social exclusion of immigrants, disabled persons and other groups vulnerable to segregation or social problems