

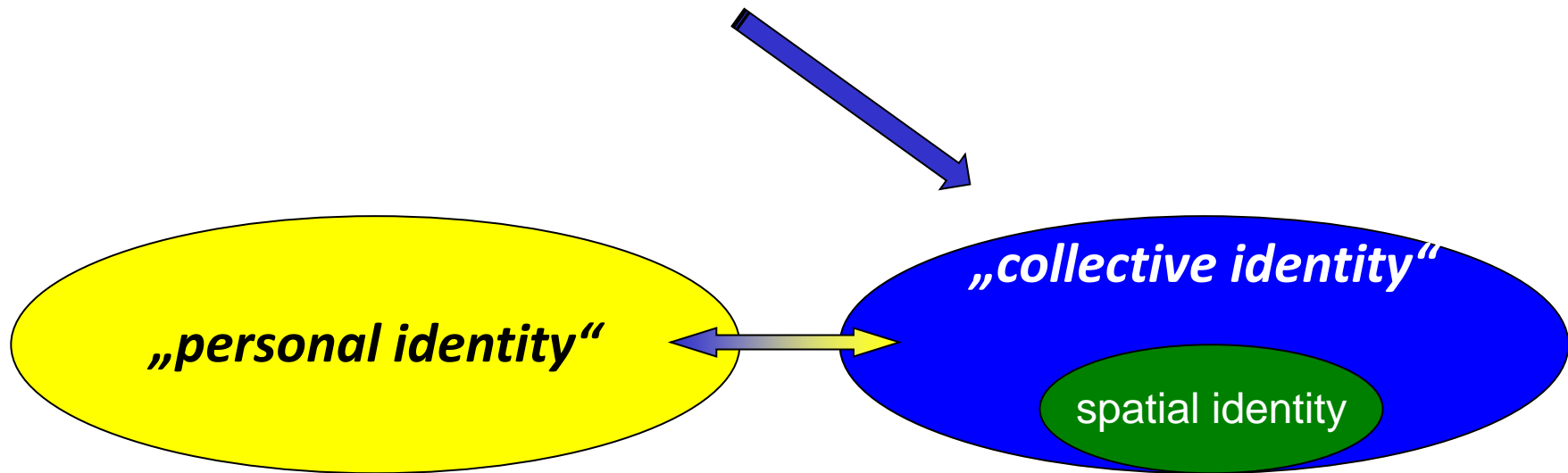
What do we have in common in the whole Baltic Sea Region ?

- **Identity = a difficult term**
 - **Top-down-wish**
 - **The Solution (need)**
 - **First Results**

Identity: a buzzword

a) math: x and y are „identical“; \rightarrow identity = „sameness“

b) psych: identity of people



Who whises resp. needs a Baltic Sea identity?



COMMISSION OF THE EUROPEAN COMMUNITIES

Brussels,
COM(2009) 248/3

**COMMUNICATION FROM THE COMMISSION
TO THE EUROPEAN PARLIAMENT, THE COUNCIL, THE EUROPEAN
ECONOMIC AND SOCIAL COMMITTEE AND THE COMMITTEE OF THE
REGIONS**

concerning the

European Union Strategy for the Baltic Sea Region

Programme news [RSS](#)

28.10.2010 Vacancy: Programme Assistant at the Rostock office
25.10.2010 Mid-term self-evaluation for projects
[More news ...](#)

Project news

28.10.2010 BaltCICA - Groundwater workshop in Hanko 21.-22.9.2010
22.10.2010 PURE - Riga Water Ltd improves its phosphorus removal from waste waters to HELCOM recommendation level
[More news ...](#)

Attractive & competitive cities and regions

Priority 4

The priority targets the policy making for sustainable urban and regional development. It concentrates on making the Baltic Sea region cities and regions more competitive on a European scale.

What can be financed?

- Strengthening metropolitan regions, cities and urban areas as engines of economic development
- Strategic support for integrated Baltic Sea Region development and socio-economic and territorial cohesion
- Strengthening social conditions and impacts of regional and city development (co-funded by ENPI only, benefiting especially Russia and Belarus)

Expected project results:

- Pooled resources of metropolitan regions, cities and rural areas to enhance the Baltic Sea Region's competitiveness and cohesion
- Improved preconditions for Baltic Sea Region's competitiveness in Europe and worldwide
- Increased region's identity and its recognition **and attractiveness**

Events

- Conference "The power of the Baltic Sea macro-region", 30 Nov-1 Dec, Jyväskylä, FI
- Lead Applicant semin., 19-20 Jan, Riga, LV
- MC Task Force Programme Strategy, 14-15 Apr
- Monitoring Committee meeting, 7-8 Jun

More events: [Calendar](#)

Country specific information

PRIORITY SPECIFIC RESULTS

Pooled resources of metropolitan regions, cities and rural areas to enhance the BSR competitiveness and cohesion

- Increased sustainability of co-operative networks aiming at enhancement of the BSR identity and attractiveness
- Unlocking public /private investments aiming at enhancement of the BSR identity and attractiveness

- Improved preconditions for increase of BSR competitiveness in Europe and worldwide
- Increased BSR identity and/or its recognition outside the formal borders
- Strengthened social conditions and impacts of regional and city development

Reasons for (developing) a BSR Identity

- raises the awareness of the region's
natural and cultural peculiarities
- makes the region more visible and competitive
- brings the countries around the sea closer together
- macro-region with an identity
raises the attractiveness for international tourism

Who whises resp. needs a Baltic Sea identity?

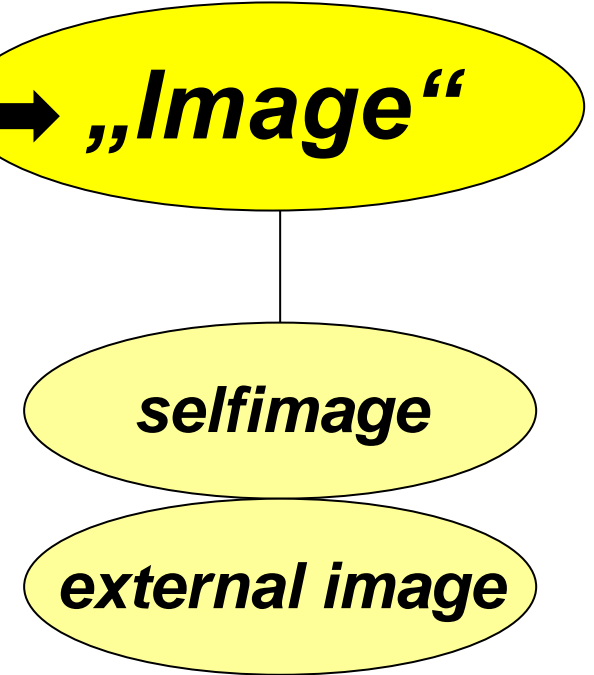
- the „EU“ --> Europe of Regions
- (some) politicians (stakeholder) in BSR



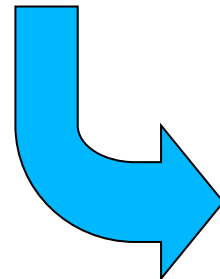
„top-down-identity“

„Top-down-Identity“

... for the marketing of the region → ***„Image“***



A successful marketing has to be backed by the population !



Needed are features, which the (entire) population identifies with.

Procedure to Find the Common Features: Methodological Triangulation

- ▶ systematically

checking common features

at „all“ dimensions:

natural settings

- Landscape
- Fauna
- Flora
- Weather
- ..

cultural settings

- Language
- History
- Buildings, Architecture
- Eating & Drinking habits
- Clothes
- Behaviour
- Theater
- Events
- ..

Procedure to Find the Common Features: Methodological Triangulation

▶ systematically

▶ „heuristic“

„Heuristic means the competence,
with limited knowledge and time
to have nevertheless good solutions.“

a) „heritage scouting“

b) pilots

▶ Experts and surveys

Questionnaire:

Possible common characteristics of the BSR

CULTURE, HISTORY, TRADITIONS

Please, evaluate with a view to the whole Baltic Sea Region!

Typical of the Baltic Sea Region is/are... ☐	(1) I don't agree at all ←				→ I totally agree (6)	
	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐	6 ☐
Red-Brick Gothic ☐	☐	☐	☐	☐	☐	☐
Castles, Fortresses and Manor Houses ☐	☐	☐	☐	☐	☐	☐
Lighthouses ☐	☐	☐	☐	☐	☐	☐
Pre-historic Sites ☐	☐	☐	☐	☐	☐	☐
Vikings ☐	☐	☐	☐	☐	☐	☐
Hanseatic League ☐	☐	☐	☐	☐	☐	☐
Arts and Crafts ☐	☐	☐	☐	☐	☐	☐
Folklore and Traditions ☐	☐	☐	☐	☐	☐	☐
Bathing Culture (sauna) ☐	☐	☐	☐	☐	☐	☐

Questionnaire:

Possible common characteristics of the BSR

NATURE

Please, evaluate with a view to the whole Baltic Sea Region!

Typical of the Baltic Sea Region is/are... ☐	(1) I don't agree at all ←				→ I totally agree (6) ☐	
	1 ☐	2 ☐	3 ☐	4 ☐	5 ☐	6 ☐
Large Forests and Countless Lakes ☐	☐	☐	☐	☐	☐	☐
Wide Sandy Beaches and Dunes ☐	☐	☐	☐	☐	☐	☐
Unique Geological Surface: Stones, Rocks and Boulders ☐	☐	☐	☐	☐	☐	☐
Fascinating Northern Lights ☐	☐	☐	☐	☐	☐	☐
Beautiful White Nights ☐	☐	☐	☐	☐	☐	☐
Elks – Huge, Dangerous and Tasty ☐	☐	☐	☐	☐	☐	☐
Birches – Typical Trees of the Region ☐	☐	☐	☐	☐	☐	☐
Herring – Silver of the Baltic Sea ☐	☐	☐	☐	☐	☐	☐
Amber – Gold of the Baltic Sea ☐	☐	☐	☐	☐	☐	☐
Sea Buckthorn – Lemon of the North ☐	☐	☐	☐	☐	☐	☐

Questionnaire:

Possible common characteristics of the BSR

SOCIETY & ECONOMY

Please, evaluate with a view to the whole Baltic Sea Region!

Typical of the Baltic Sea Region is/are... □	(1) I don't agree at all ←				→ I totally agree (6)	
	1 □	2 □	3 □	4 □	5 □	6 □
High Level of Education □	□	□	□	□	□	□
Competitive Economy □	□	□	□	□	□	□
High Living Standard □	□	□	□	□	□	□
High Developed Infrastructure □	□	□	□	□	□	□
High Level of Public Safety □	□	□	□	□	□	□
High Standards Concerning Environmental Protection □	□	□	□	□	□	□

There will be also
an online-questionnaire:

→ www.bsr-identity.net



WHAT DO WE HAVE IN COMMON IN THE WHOLE BALTIC SEA REGION?

Questionnaire Survey

Ladies and Gentlemen,
The EU-project AGORA 2.0 aims at developing features of a common identity profile.
Please support us to find out identity forming characteristics of the Baltic Sea Region. Thank you!

We assure that this survey is anonymous and does not allow drawing inferences from your answers to your person.



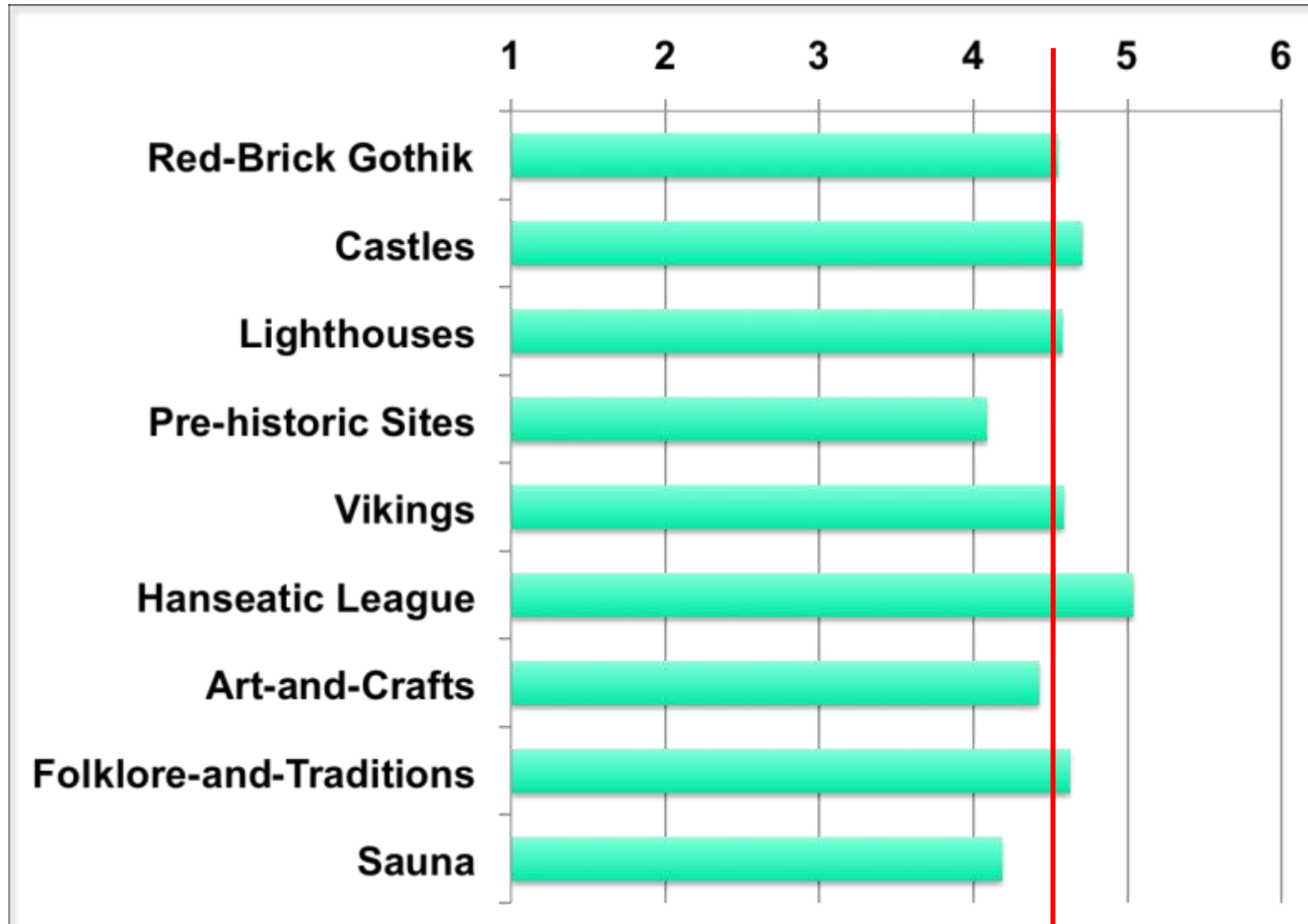
WHAT IS YOUR PLACE OF RESIDENCE?

Please choose one of the following answers!

- | | | |
|-------------------------------|---|--|
| <input type="radio"/> Denmark | <input type="radio"/> Lithuania | <input type="radio"/> Sweden |
| <input type="radio"/> Estonia | <input type="radio"/> Norway | <input type="radio"/> Other <input type="text"/> |
| <input type="radio"/> Finland | <input type="radio"/> Poland | |
| <input type="radio"/> Germany | <input type="radio"/> Russia, Kaliningrad Region | |
| <input type="radio"/> Latvia | <input type="radio"/> Russia, St. Petersburg Region | |

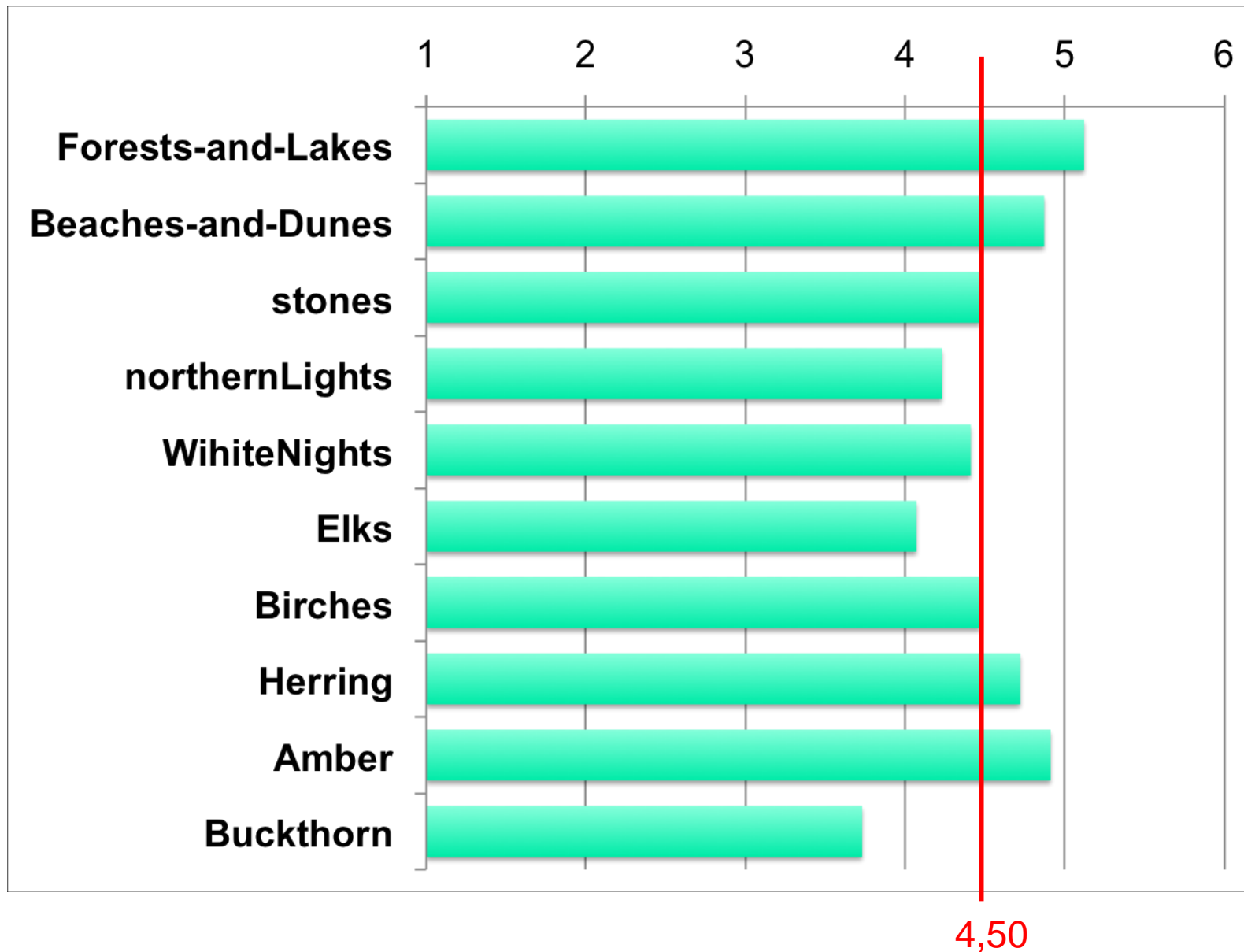
„first results“

Culture, History, Traditions

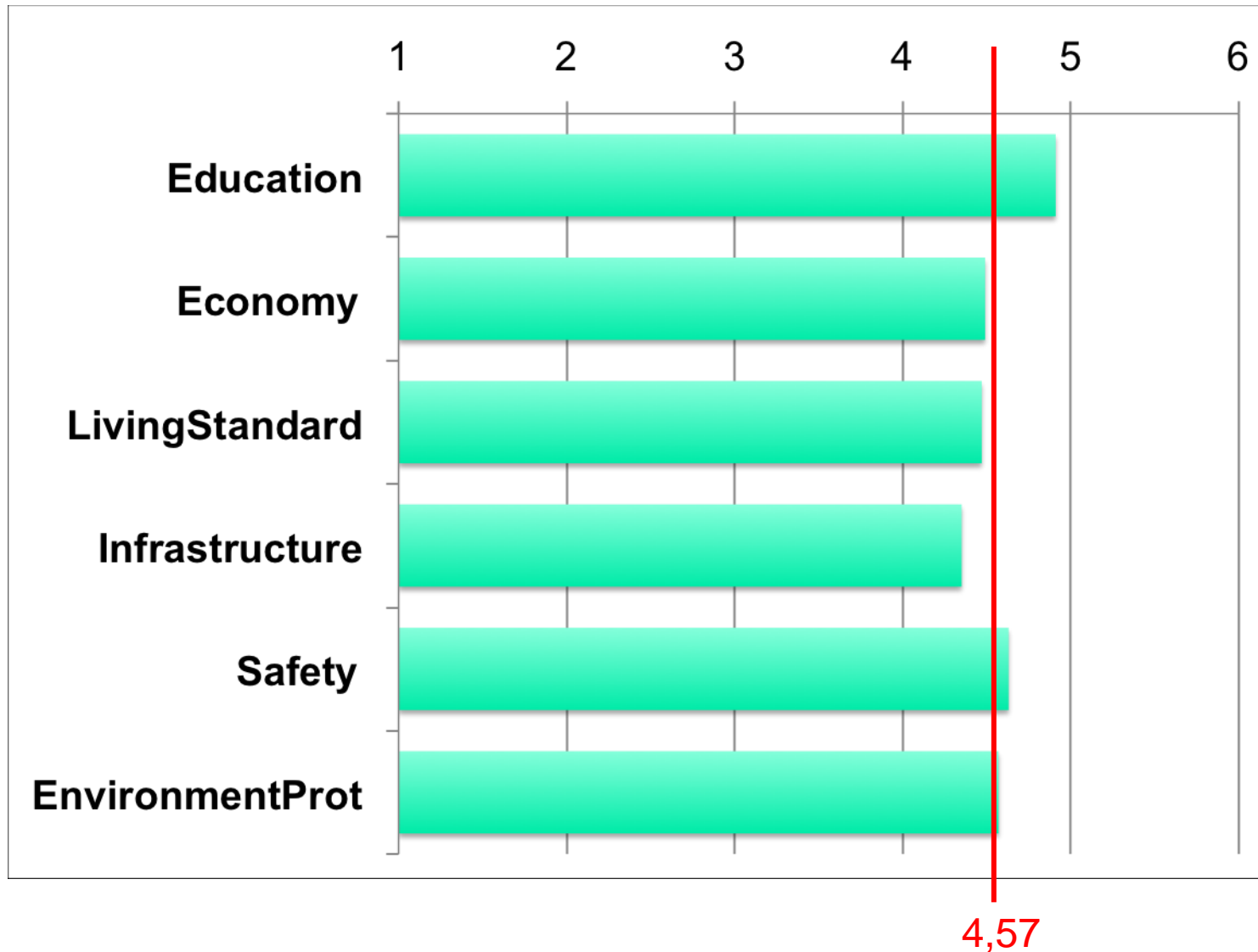


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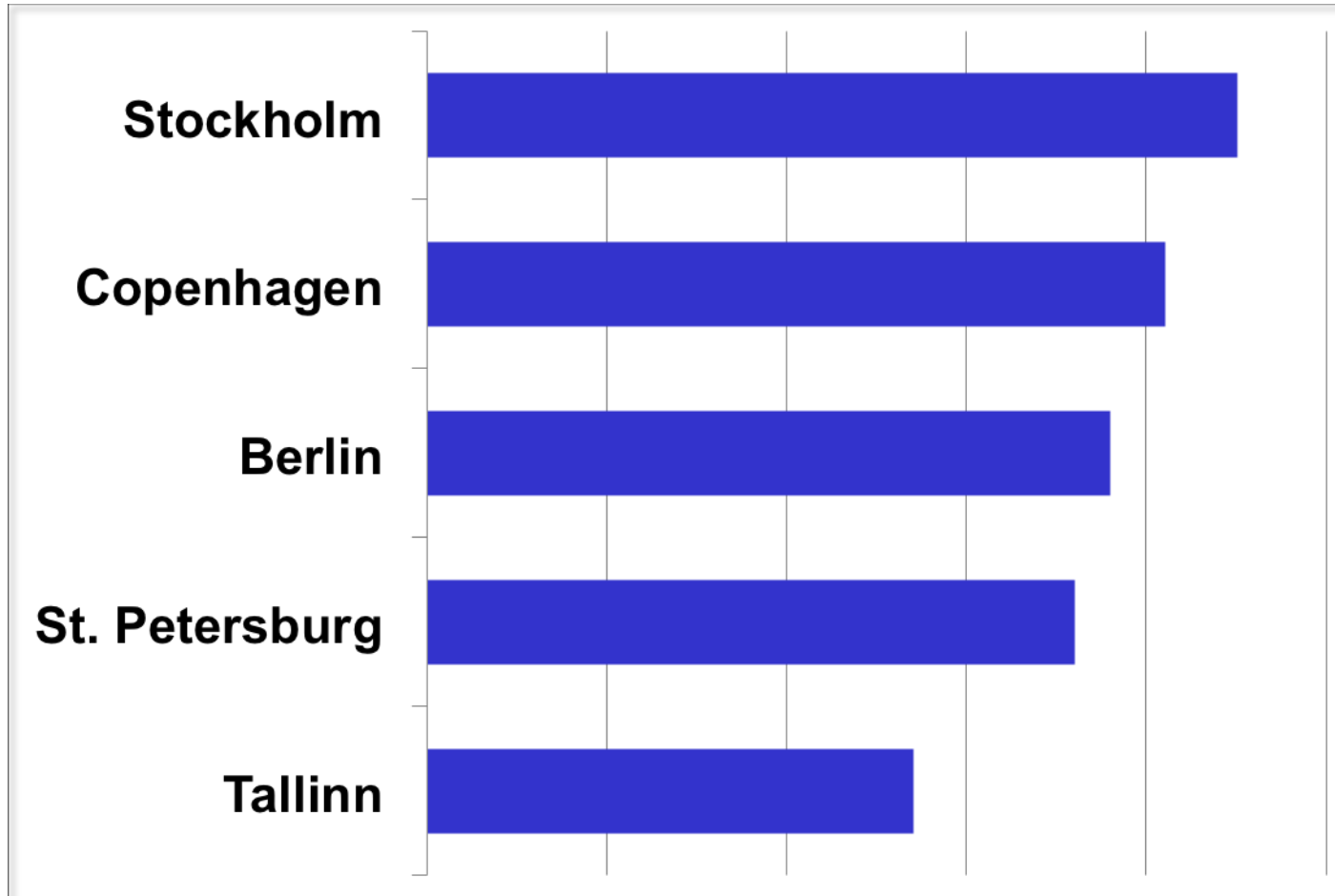
Nature:



Society & Economy:



The „Top 5“ Cities:

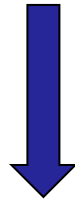


The „Top 5“ Regions:



Conclusion:

There are no „big winner“ features.



~~Means: We have no
common BSR characteristics ?~~



Means:

We have a (big) set of common BSR characteristics !

... fits to the need of marketing: Due to
several target groups we need different attracting features !

*Thanks a lot
for your kind attention.*

*... and now
please fill in our questionnaire.*

Thanks for your support.