



**BALTIC
SEA
REGION**

Communication and dissemination plan

ONE BSR - Baltic Metropolises Accelerating the Branding and Identity Building of the Baltic Sea Region

March 2013

CITY OF HELSINKI
Pohjoisesplanadi 15-17 • PL 99 CITY OF HELSINKI
Phone: +358 9 310 36 044 • Fax: +358 9 310 250 29
www.onebsr.eu • onebsr@hel.fi



Baltic Sea Region
Programme 2007-2013



Part-financed by the European Union
(European Regional Development Fund)

BERLIN

GDANSK

COPENHAGEN

HAMBURG

HELSINKI

OSLO

MALMO

RIGA

STOCKHOLM

TALLINN

ST PETERSBURG

WARSAW

VILNIUS



1. Aim of the project..... 4

2. Target groups, tools, indicators and results..... 5

2.1 Overall project communications 7

2.2 WP specific communications 9

3. Responsibilities and division of work..... 12

3.1 Lead Partner 13

3.2 WP Co-ordinators 13

3.2.1 WP 0 Project preparation 13

3.2.2 WP 1 Administration 13

3.2.3 WP 2 Communications 14

3.2.4 WP 3 Investment promotion 14

3.2.5 WP 4 Talent retention 14

3.2.6 WP 5 Tourism promotion 15

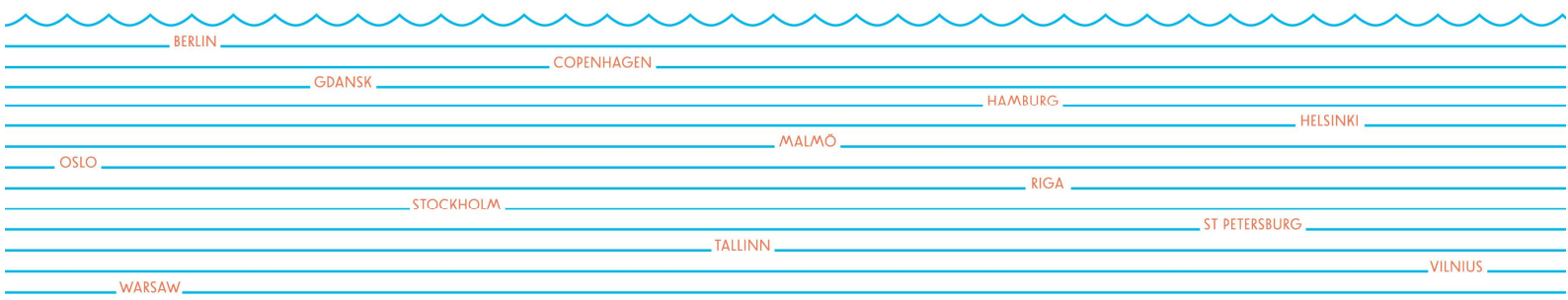
3.2.7 WP 6 Branding and Identity Building 15

3.3. Partners 16

4. Technical requirements..... 16

4.1. Logos 16

4.2. Electronic publications 19





4.3. Information events	20
5. Evaluation criteria	20
6. Intellectual property rights	21
7. Annexes	21
Annex 1 Budget for WP2	22
Annex 2 Breakdown of budget lines and spending plan	25



1. Aim of the project

The main aim of the “ONE BSR - Baltic Metropolises Accelerating the Branding and Identity Building of the Baltic Sea Region” Project is to increase the competitiveness of the Baltic Sea Region (BSR) by marketing it as one unity.

One BSR project is implemented by 17 partners from around the entire BSR. The project aims to identify key elements for the image and identity building of the region. It brings up the best that the region has to offer for international investors, talents and tourists. Come and enjoy the region as the locals do!

ONE BSR functions as an umbrella project and calls together actors, who market themselves as part of the Baltic Sea Region. In the absence of a strong common brand, the project aims to search for common commercial and cultural characteristics with a concrete “hands-on” approach, pointing out these characteristics as the “elements of the Baltic Sea Region brand”. Thus, the project will work on the marketing of the Baltic Sea region both outside and inside the region.

ONE BSR Project continues the bottom-up promotional work, first piloted in BaltMet Promo Project (2010–2011). ONE BSR markets the whole region and its different parts by developing joint, tailor-made promotional services for tourists, talents and investors in co-operation with private partners and local people. In addition, the project makes positive publicity of the Baltic Sea Region lifestyles and encourages the “we-feeling” among the people of the region.

There are four main components, Work Packages (WPs) in the project. The WP specific aims are:

- 1) Investment promotion: Investment co-operation is expected to generate concrete collaboration projects among the competing national and regional investment promotion agencies.
- 2) Talent retention: BSR talent retention challenges are tackled in co-operation with triple-helix partners, which represent private and public employers and universities.
- 3) Tourism promotion: In the field of tourism, BSR tourism products are being designed or even commercialized for the US and Japanese markets.



4) Branding dialogue: Experts and people of the region are activated in social media to talk about the region and to share news and experiences of the everyday life.

SUMMARY

Vision: To increase the BSR competitiveness by branding it as one unity

Mission: To pool resources and tools in attracting investors, tourists and talents to the region, to create co-operation, and to awake people's interest in the common good of the Baltic Sea Region

Objectives: To collect branding elements of the region and produce common Baltic Sea Region images and identities; to market the whole region and its different parts by developing joint promotional services and to test them in practice; to make positive publicity of the BSR lifestyles and to encourage the "we-feeling" of the Baltic Sea Region.

Project communications shall

- 1) promote Baltic Sea Region as one attractive and competitive place for investors, tourists, talents and locals alike;
- 2) facilitate and encourage the branding and regional identity building dialogue of the Baltic Sea Region by providing platforms and tools for co-operation and discussions;
- 3) make the project known as an umbrella project for BSR marketing activities and engage current and new stakeholders into future collaborations.

2. Target groups, tools, indicators and results

The project communications are divided into two: overall project communications and WP specific communications.

The overall project communications include the following actions:

1. Share feedback received from marketing BSR abroad (=WP 3-5 activities)

Responsible organizations: WP coordinators Greater Helsinki Promotion and BDF (WP3), Swedish Institute (WP4), Hamburg Tourism (WP5)





Target groups:

- 1) professionals: investment promotion agencies and private partners, tourism agencies and tourism industry, triple-helix stakeholders involved in the talent retention business
- 2) general public interested in the BSR profile abroad

Means: Perceptions of the BSR image abroad captured, published in NewsWave and social media

2. Spread news and stories from the BSR (=WP6 activities)

Responsible organizations: BDF for news, ARS BALTICA for blogs, Forum Virium Helsinki for social media campaigns, WP6 partners for producing capturing stories (eg. by arranging Experience BSR trip, BSR IdeaMarket etc.)

Target groups: general public interested in the various BSR profiles across the region, people ranging from policy makers and business people to the locals of the region

Means: Daily news and opinions from the BSR region on issues of general interest, lifestyle blogs, creative features and viral marketing in social media

3. Fuel branding talks: mix-up external and internal marketing messages(=WP2 with WP6)

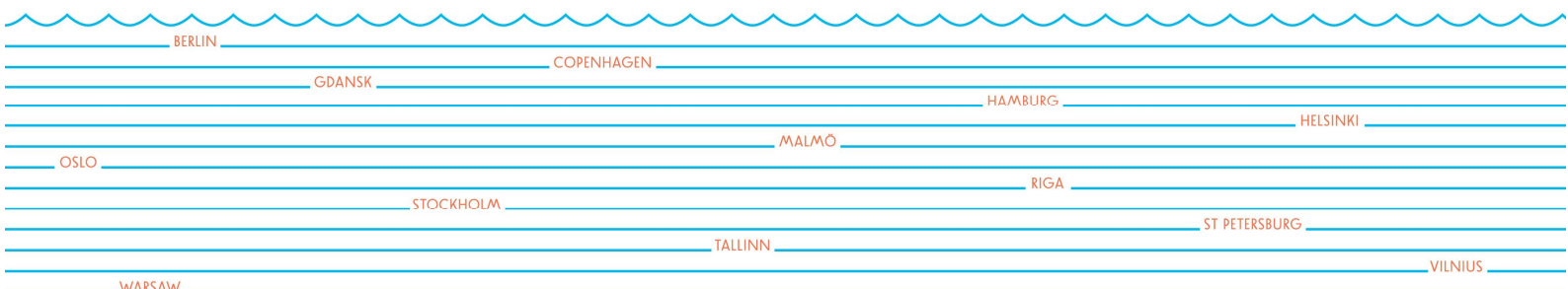
Responsible organizations: "The Policy Round Tables" events are organized in different formats, depicting the different themes of the ONE BSR (=tourism, investment, talent and culture promotion). WP6 team organizes and films the discussion events, to which different WPs plan the content for. WP6 team spreads the short films in social media and fuels further discussion on the topics.

Target groups: targeted professionals and general public interested in the BSR profile both at home and abroad

Means: Well prepared discussion events captured in film and in creative ways, and shared in social media

4. Create future collaborations (=WP2)

Responsible organizations: LP markets the ONE BSR Project as an open platform for future collaborations on joint BSR promotion. In the EU Strategy for the Baltic Sea Region, Helsinki/BaltMet Network and BDF co-ordinate horizontal actions related to



branding and regional identity building (HA Promo). In this role, they shall look for pooled resources and encourage actors for future collaborations.

Target groups: Stakeholders of the EU Strategy for the Baltic Sea Region (EUSBSR), national ministries, priority area and horizontal area co-ordinators, flagship projects with a potential for pooled marketing efforts, businesses, universities, NGOs, local people etc.

Means: Events, NewsWave, public campaigns, targeted consultations

2.1 Overall project communications

	Target groups	Communication tools	Indicators	Results
Internal	Project Partners	<p>Emails</p> <p>Website and extranet;</p> <p>Project pages in Social Media (Facebook, Twitter, Vimeo);</p> <p>Newswave-website;</p> <p>Project meetings;</p> <p>Skype-meetings</p>	<p>N:o of posts and discussions on the website and extranet;</p> <p>N:o of Facebook comments or Tweets in Twitter</p>	<p>Project partners are well informed about the project, its aims, status and next steps;</p> <p>Project partners communicate and share information with each other;</p> <p>Project partners take part in spreading the word about ONE BSR and its results</p>
External	<p>BSR stakeholders (governmental agencies, businesses, universities, networks, NGOs)</p> <p>Professionals working in the fields of travel,</p>	<p>Emails;</p> <p>Website;</p> <p>Project pages in Social Media (Facebook, Twitter, Vimeo.);</p> <p>Newswave-website;</p>	<p>N:o of news and posts in projects' website and social media channels;</p> <p>N:o of visits on the websites and social media channels;</p>	<p>People working in the fields of ONE BSR are well informed about the project and its aims;</p> <p>The project creates</p>

BERLIN

COPENHAGEN

GDANSK

HAMBURG

HELSINKI

MALMO

OSLO

RIGA

STOCKHOLM

ST PETERSBURG

TALLINN

VILNIUS

WARSAW



	Target groups	Communication tools	Indicators	Results
	talent recruitment and investment promotion; Policy-makers; People living in the BSR countries and beyond; Media	Press releases, newsletters; Publications; brochures; videos Partners' own web sites, newsletters and social media channels; Project events; Features / Articles; Project deliverables (e.g. BSR interactive map, reports, studies, Talent retention toolkit, etc)	N:o of likes, shares and comments on the websites and social media channels; N:o of articles in media N:o of subscribers of the newsletter;	interest in BSR in general and in ONE BSR specific aims particularly; Communication platforms are lively: they are visited, create discussions and create good drive for the region; Elements for the BSR images and identities are collected, shared and debated about



2.2 WP specific communications

	Target groups	Communication tools	Indicators	Results
WP3 Investment promotion	<p>Investment promotion agencies in the Baltic Sea Region and experts promoting the BSR at international trade fairs;</p> <p>Potential foreign direct investment investors in specific identified regions and in specific identified sectors;</p> <p>Governmental actors, embassies, foreign chambers of commerce;</p> <p>International media (press, social media);</p>	<p>IPAs meetings and other regional events; BDF's Summits</p> <p>Direct contacts and briefings;</p> <p>Press release and e-news Publications,</p> <p>Partner's own websites; newsletters</p> <p>Project deliverables: BSR interactive map, BSR Investment Promotion Agencies' Directory, Final BSR IPAs report, Final international conference</p>	<p>Number of people invited to and participating in the IPAs meetings;</p> <p>Number of BDF's Summits participants;</p> <p>Number and origin of visits to the website;</p> <p>Number of newsletters opened;</p> <p>Evaluation forms and questionnaires</p>	<p>Improve IPAs regional cooperation;</p> <p>Concrete joint activities;</p> <p>Plan for future actions;</p> <p>Market the region as a business opportunity for foreign direct investments.</p>
WP4 Talent retention	<p>Triple-helix actors and policy makers involved in the talent retention business;</p> <p>cities, regional councils, industry confederations, chambers of commerce, development</p>	<p>Meetings, events, seminars and workshops;</p> <p>Direct contacts and briefings;</p> <p>BSR Talent Retention toolkit –manual;</p> <p>Press releases;</p> <p>Web sites (One Bsr, Newswave);</p>	<p>Number of people invited to and participating in the meetings and events;</p> <p>Number of people participating in cooperation / using the cooperation tools</p>	<p>Increase cooperation in talent retention; providing tools for better policymaking and cooperation;</p> <p>Better image of the region as an open, international and</p>

BERLIN

COPENHAGEN

GDANSK

HAMBURG

HELSINKI

MALMO

OSLO

RIGA

STOCKHOLM

ST PETERSBURG

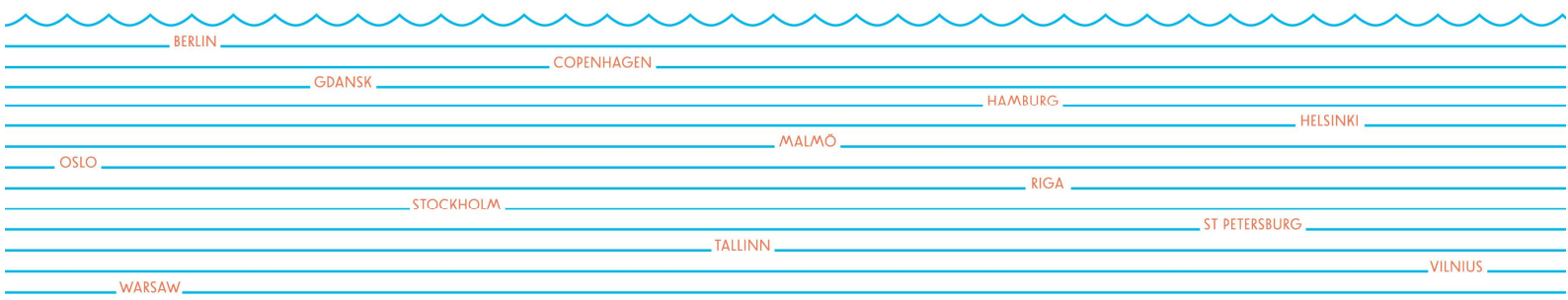
TALLINN

VILNIUS

WARSAW



	Target groups	Communication tools	Indicators	Results
	agencies, ministries, pan-regional organizations, non-profit associations, universities; public and private employers; international and national talents, students, professionals; Related media	Social media (esp. LinkedIn)	created; Press coverage in media	skilled higher education area
WP5 Tourism promotion	Tourism offices and tourism industry in the Baltic Sea Region; US tour operators; US travel agents; US tourists; Japanese tour operators, travel agents and wholesalers; Japanese consumers; Local Japanese speaking guides; Related tourism media	Meetings and events: press trip, fam trips (USA, Japan), trade/press event, visiting fairs; Workshops Japan / USA; Direct contacts and briefings; e-brochure for US travel trade; media supplement US trade magazine; Inquiries; Press release; Product development; workshop; Fam trip; e-product catalogue;	Clicks on internet platform which provides the e-brochure; N:o of articles in media (after press trip) ; N:o of participants at fam trips and press trip; N:o of participants at trade/press event; workshops; N:o of personal contacts/meetings, e.g., at fairs; Media coverage;	US travel trade gets to know BSR region well (enhanced knowledge of the region leads to more sells) ; Raised awareness of BSR; Enhanced interest in BSR; Enhanced collaboration between the project partners and the participating countries; Recognize common



	Target groups	Communication tools	Indicators	Results
		Press trip; Facebook; Promotion office; Process description	N:o of Business partners reactivated and participating; Number of Likes in Facebook; Delivered material from promotion office	strenghts ; Local business network; New customized products; New social media channel (Facebook) ; Adaptable guidelines for transnational tourism product development process
WP6 Branding and identity building dialogue	BSR citizens BSR stakeholders of different fields such as politicians, professionals, policy-makers, business partners, university partners, EU stakeholders, national and local press agencies, similar EU projects	NewsWave (via newsspotter and bloggers); ONE BSR as well as partners websites; Social media channels; Videos; Events; Brochure, Portfolio; Press releases; Interviews	No of visits on newsWave; No of bloggers applications; No of active bloggers and newsspotter; No of comments/likes on newsWave; No of visits/comments/likes on Facebook; No of links to newsWave; No of events organized and/or visited by a WP6 partner;	newsWave; Events; Videos; Social media channels; Creative performance of WP6 results; Brochure, Portfolio

BERLIN

COPENHAGEN

GDANSK

HAMBURG

HELSINKI

MALMO

OSLO

RIGA

STOCKHOLM

ST PETERSBURG

TALLINN

VILNIUS

WARSAW

	Target groups	Communication tools	Indicators	Results
			No of participants at the events; No of clicks to the films; Press coverage in the media	

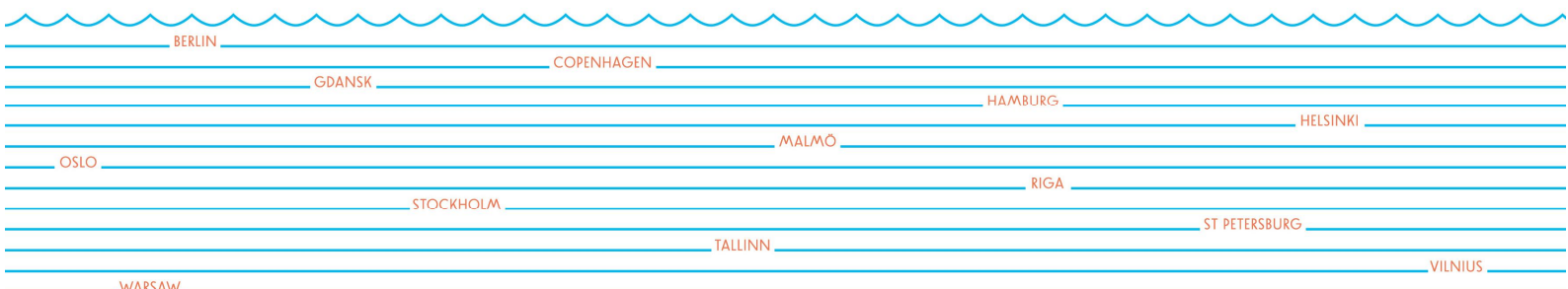
3. Responsibilities and division of work

The Lead Partner (LP), Work package Co-ordinators and all Project partners are responsible for communicating about the Project. Overall communications about the project itself and its results are the duty of WP2 co-ordinated by LP, while WP specific marketing and communications duties will be carried out by those in charge of WPs, with the support by WP2. All ONE BSR Project partners shall use actively social media in order to reach out for the people living in the region.

Project team uses actively the project website, Newswave, ONE BSR Facebook site, Twitter and Vimeo –sites:

- <http://onebsr.eu> (launched in the end of March 2013)
- <http://newswave.eu/wordpress/>
- www.facebook.com/pages/One-Baltic-Sea-Region/396238183791125
- www.twitter.com/#onebsr
- www.vimeo.com/onebsr

The ONE BSR website functions as the main communications platform both for internal and external communication of the project. Project’s general and WP-specific news and results are distributed through the external pages. The website is interactive as visitors can comment and share the news online. Links to ONE BSR social media tools (Facebook, Twitter and Vimeo) are available from the website as well as link to the newsWave and its blogs.



The ONE BSR extranet is an internal communication and information exchange platform for the project partners.

newsWave is a primarily news website which distributes monitored news from the Baltic Sea Region and relevant regional EU-information. newsWave participates also in regional debates and gives space for comments and opinions.

Besides, ten ONE BSR bloggers from each participating country publishes their blog posts on newsWave. Both newsWave and the bloggers aim to fuel the branding and identity building discussion of the characteristics and identity of the Baltic Sea Region.

3.1 Lead Partner

Lead Partner is responsible for the dissemination of the project activities and results among the relevant decision-makers, public authorities at various levels and general public. Lead Partner is informed about all dissemination activities in the Project.

3.2 WP Co-ordinators

All WP co-ordinators are responsible for dissemination of the results of the WPs among the project partners. The stakeholder communication is done in co-operation with the LP.

Specific responsibilities designated for the WP co-ordinators are described below. Other topical and relevant responsibilities are also indicated.

3.2.1 WP 0 Project preparation

City of Helsinki led the project preparations.

3.2.2 WP 1 Administration

Lead Partner (City of Helsinki) and WP 1 Co-ordinator (Culminatum Innovation Oy Ltd) and are responsible for overall administration and its communications to the project members.



3.2.3 WP 2 Communications

WP 2 co-ordinator (City of Helsinki) is responsible for the overall communication of the ONE BSR project preparing the communication and dissemination plan for the ONE BSR project. In this context, WPs 3-6 are responsible for producing elements for that plan from their part.

Communication manager prepares all the dissemination material (newsletters, press releases, other dissemination products) based on the reports and information received by the WP co-ordinators as well as on independent interviews.

Communication manager runs project's website and extranet (<http://onebsr.eu>), produces a project brochure and four newsletters, and participates actively in the promotion and development of ONE BSR's social media channels. Besides, Communication Manager supports the WPs, especially the WP6, in their communication tasks.

3.2.4 WP 3 Investment promotion

WP3 Co-ordinator (Baltic Development Forum) is responsible for organising the BSR IPAs meetings, communicating WP 3's milestones and outcomes as well as sending all relevant project information to the BSR IPAs and other actors relevant to the IPA process. Relevant information will be put on the ONE BSR website and BDF's website.

WP3 Partner (Greater Helsinki Promotion) is responsible for producing BSR interactive map and BSR Investment Promotion Agencies' Directory.

3.2.5 WP 4 Talent retention

WP4 co-ordinator (Swedish Institute) is responsible for the initial study (situation analysis) on the existing policy recommendations on talent retention in the region. Together with the partners (City of Stockholm, University of Helsinki and Praxis) three pilot cases are developed and studied:

Case 1: Challenges in retaining Health/Life Science talent in Stockholm region (Responsible: City of Stockholm)

Case 2: Language instruction as a tool for talent retention (Responsible: University of Helsinki)

Case 3: National policies for talent retention in Estonia (Responsible: Praxis)



Together with the communication manager, the WP co-ordinator and the partners alike will disseminate the results of the case studies as well as other outputs, study analysis and the ONE BSR talent retention tool kit. The partners will use local events (e.g. ScanBalt Forum in Gdansk, Swedisch Politicians Week on Gotland) for this. Also a policy round table is organized together with WP6.

Besides the communications platforms provided by the ONE BSR project (website, Facebook, etc), the WP4 uses a separate digital discussion platform (LinkedIn) to create contact and share information with interested parties (key actors in Baltic Metropolises' administration, city officials in economic development or migration departments, universities, chambers of commerce and ministries).

3.2.6 WP 5 Tourism promotion

WP5 co-ordinator (Hamburg Tourist Board) is responsible for the implementation of the project including all the marketing activities (planned together with the project partners) with regard to the aimed results. WP5 co-ordinator reports to Lead Partner and is aware of the whole WP5 budget. Inputs are taken from and in discussion with partners Warsaw, Riga, Helsinki, Vidzeme University Latvia, and St. Petersburg.

Two markets will be developed: USA and Japan. Communication and results will be collected and packaged by Hamburg Tourist Board.

Japan: Helsinki leads the topic and is responsible for the implementation and reports to Project-Co-ordinator Hamburg Tourist Board.

USA: Hamburg Tourist Board leads the topic.

3.2.7 WP 6 Branding and Identity Building

The whole WP6 team is together with the Communication Manager responsible for dissemination of the results of the four Policy Round Tables, newsWave, the IdeaMarket, the Experience BSR trip, the creative performance and the Portfolio of BSR images and identities. The coordinator of this dissemination is Forum Virium.



The Policy Round Tables are organized back-to-back with already existing professional BSR summits. They address the issue on branding and identity building of the Baltic Sea Region with external perceptions from ONE BSR’s promotional actions in investment tourism and talent business, BSR researchers’ interventions on culture and history, young people’s talk on everyday lives, and EU policy dialogue. The dialogue in the Policy Round Tables is documented and shared to broader public (e.g. in videos).

The whole WP6 team, as well as the Communication Manager and the other ONE BSR partners have to participate actively in the ONE BSR social media channels.

3.3. Partners

Partners are responsible for dissemination of the project results locally. In addition, each Partner is responsible for informing the Communication Manager about the relevant contacts, who shall be included in the list of delivery of the ONE BSR newsletters.

All partners are responsible for delivering information on indicators specified in the communication plan, and statistics about articles written about the project to the Communication manager.

All project partners are committed to use the project website, newsWave and social media sites.

4. *Technical requirements*

This section provides basic information about the use of Programme & EU logos, reference and disclaimer in all your project communication.

4.1. Logos

On all project materials produced following three logos should be visible: Baltic Sea Programme, European Union & project logo.

In addition to the logos, projects always have to use the following reference:



Part-financed by the European Union

This reference must be reproduced and well visible on all media produced by the project e.g. websites, documents (reports, invitations etc.), publications, promotion materials (T-shirts, bags, cups, umbrellas etc.), press releases, newsletters, billboards, signs, commemorative plaques etc.

For very small promotional objects (e.g. pens, memory sticks) use of the EU logo alone is sufficient. If appropriate the reference can also be published in the applicable nation language.

All outputs and results must have clear reference to the programme & EU contribution. No reference: no reimbursement of costs!

Project logo

The ONE BSR project logo can be used either in horizontal or vertical form. The project logo should be used in colours. The project logo can be downloaded from the ONE BSR extranet.



Programme logo

The Programme logo consists of three elements: the wind, the name "Baltic Sea Region" and the subtitle "Programme 2007-2013". The logo symbolizes dynamics, attractiveness and innovations in the Baltic Sea region.





The logos should be used in colour. In special cases logo can be used in two-coloured or one-coloured positive or negative forms.

EU logo

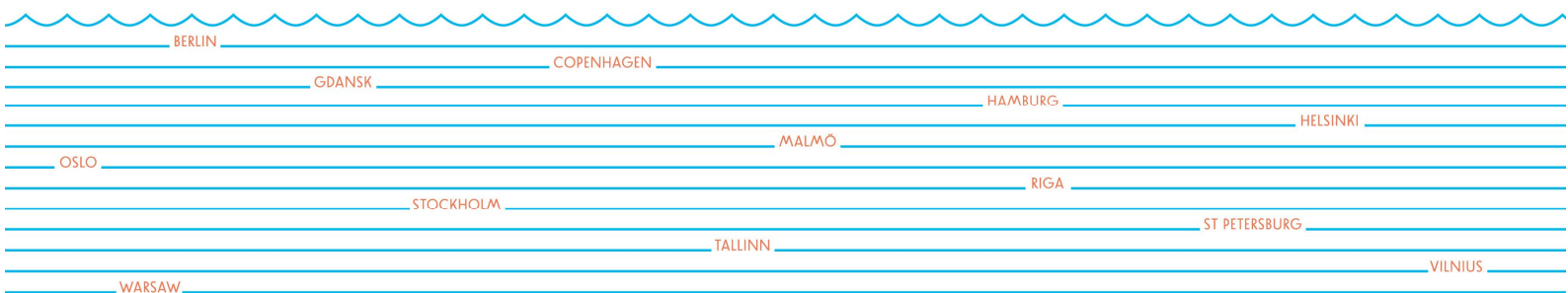
The EU flag constitutes the main element of the European visual identity. Therefore only the original EU flag must be used and no other variations.



The EU-logo and Baltic Sea Programme logo can be downloaded from the address:
<http://eu.baltic.net/Communication.3114.html>

Reference

In addition to the logos, projects always have to use the following reference:





Part-financed by the European Union
(European Regional Development Fund)

This reference must be reproduced and well visible on all media produced by the project e.g. websites, documents (reports, invitations etc.), publications, promotion materials (T-shirts, bags, cups, umbrellas etc.), press releases, newsletters, billboards, signs, commemorative plaques etc.

For very small promotional objects (e.g. pens, memory sticks) use of the EU logo alone is sufficient.

If appropriate the reference can also be published in the applicable nation language.

For a more detailed description of logo colours and the reference text in several languages, please refer to Addendum 1: **FACTSHEET on use of logos, reference and disclaimer**.

<http://eu.baltic.net/Communication.3114.html>

4.2. Electronic publications

In electronic publication e.g. websites, databases or audio-visual materials (presentations, CD-ROMs, etc.), the principles of print publication will be applied. New communication and information technologies will be favoured for rapid and efficient distribution of information and facilitation of a dialogue with the general public.

BERLIN

GDANSK

COPENHAGEN

HAMBURG

HELSINKI

OSLO

MALMO

RIGA

STOCKHOLM

TALLINN

ST PETERSBURG

VILNIUS

WARSAW

4.3. Information events

The organizers of information events such as conferences, seminars, fairs and exhibitions in connection with the implementation of operations part-financed by the Structural Funds must display the European flag in meeting rooms and use the Community emblem on documents.

5. Evaluation criteria

Indicators set below will help evaluate information and publicity measures in terms of visibility and awareness of the project.

- Number of websites maintained by the project
- Number of news published on the websites
- Number of visitors and visits on the websites
- Number of comments sent on the websites
- Number of social media platforms maintained by the project
- Number of posts in the social media platforms maintained by the project
- Number of followers of the social media platforms maintained by the project
- Number of shares, likes, comments etc on the social media platforms maintained by the project
- Number of websites where the information about the project is available
- Number of project e-publications downloaded online
- Number of press releases
- Number of newsletter issues
- Number of newsletters downloaded online
- Number of active bloggers and newsspotters
- Number of applications for bloggers and newsspotters

- Number of public events advertising the project organized by the project
- Number of public events advertising the project attended by project representatives (exclude the ones organized by project)
- Number of invitations sent to the events
- Number of participants in the events

BERLIN

GDANSK

COPENHAGEN

HAMBURG

HELSINKI

OSLO

MALMO

RIGA

STOCKHOLM

TALLINN

ST PETERSBURG

VILNIUS

WARSAW

Number of printed publications distributed
Number of brochures produced
Number of flyers produced

Number of articles in international press (newsletters, magazines etc.)
Number of articles in national newspapers
Number of articles in regional newspapers
Number of articles in local newspapers
Number of TV broadcasts
Number of radio broadcasts

Number of valid addresses e-mailed to

The publicity and communication indicators are monitored by the JTS starting from the second progress report. This means that starting from the second progress report the project informs how many of the above publicity measures and means have been delivered in the given period.

6. Intellectual property rights

Ownership, title and industrial and intellectual property rights (IPRs) in the outputs of the projects and the reports and other documents relating to it will remain with the Lead Partner and Project Partners.

7. Annexes

Annex 1 Budget for WP2

Annex 2 Breakdown of budget lines and spending plan



Annex 1 Budget for WP2

BL1: Personnel	WP2
PP1 CITY OF HELSINKI	96 000,00
PP2 CULMINATUM INNOVATION	1 000,00
PP3 BALTIC DEVELOPMENT FORUM	
PP4 GREATER HELSINKI PROMOTION	7 600,00
PP5 SWEDISH INSTITUTE	7 800,00
PP6 HAMBURG TOURISM	7 000,00
PP7 ARS BALTICA	7 000,00
PP8 CITY OF WARSAW	11 000,00
PP9 RIGA CITY COUNCIL	2 800,00
PP10 GDANSK ECONOMIC DEVELOPMENT AGENCY	
PP11 CITY OF STOCKHOLM	
PP12 UNIVERSITY OF HELSINKI	7 500,00
PP13 PRAXIS	3 500,00
PP14 SCANBALT	9 000,00
PP15 VIDZEME UNIVERSITY OF APPLIED SCIENCES	820,00
PP16 BUSINESS SUPPORT AND CREDIT MANAGEMENT FOUNDATION	
PP17 FORUM VIRIUM HELSINKI	7 000,00
BL1 total	168 020,00
BL2: External Services	WP2
PP1 CITY OF HELSINKI	120 000,00
PP2 CULMINATUM INNOVATION	
PP3 BALTIC DEVELOPMENT FORUM	

CITY OF HELSINKI
 Pohjoisesplanadi 15-17 • PL 99 CITY OF HELSINKI
 Phone: +358 9 310 36 044 • Fax: +358 9 310 250 29
 www.onebsr.eu • onebsr@hel.fi



Baltic Sea Region
 Programme 2007-2013



Part-financed by the European Union
 (European Regional Development Fund)

BERLIN

GDANSK

COPENHAGEN

HAMBURG

HELSINKI

OSLO

MALMO

STOCKHOLM

RIGA

ST PETERSBURG

TALLINN

VILNIUS

WARSAW

PP4 GREATER HELSINKI PROMOTION	
PP5 SWEDISH INSTITUTE	
PP6 HAMBURG TOURISM	
PP7 ARS BALTICA	
PP8 CITY OF WARSAW	4 000,00
PP9 RIGA CITY COUNCIL	
PP10 GDANSK ECONOMIC DEVELOPMENT AGENCY	
PP11 CITY OF STOCKHOLM	
PP12 UNIVERSITY OF HELSINKI	
PP13 PRAXIS	
PP14 SCANBALT	
PP15 VIDZEME UNIVERSITY OF APPLIED SCIENCES	
PP16 BUSINESS SUPPORT AND CREDIT MANAGEMENT FOUNDATION	
PP17 FORUM VIRIUM HELSINKI	
BL2 total	124 000,00
BL3: Travel and Accommodation	WP2
PP1 CITY OF HELSINKI	22 000,00
PP2 CULMINATUM INNOVATION	2 000,00
PP3 BALTIC DEVELOPMENT FORUM	
PP4 GREATER HELSINKI PROMOTION	
PP5 SWEDISH INSTITUTE	2 000,00
PP6 HAMBURG TOURISM	
PP7 ARS BALTICA	2 000,00
PP8 CITY OF WARSAW	2 000,00
PP9 RIGA CITY COUNCIL	2 000,00
PP10 GDANSK ECONOMIC DEVELOPMENT AGENCY	2 000,00
PP11 CITY OF STOCKHOLM	2 000,00
PP12 UNIVERSITY OF HELSINKI	2 000,00
PP13 PRAXIS	2 000,00
PP14 SCANBALT	
PP15 VIDZEME UNIVERSITY OF APPLIED SCIENCES	2 000,00
PP16 BUSINESS SUPPORT AND CREDIT MANAGEMENT FOUNDATION	
PP17 FORUM VIRIUM HELSINKI	2 000,00
BL3 total	44 000,00

BERLIN

GDANSK

COPENHAGEN

HAMBURG

HELSINKI

MALMO

OSLO

RIGA

STOCKHOLM

TALLINN

ST PETERSBURG

VILNIUS

WARSAW



BL4: Equipment and Investment	WP2
	0,00
BL5: Other Direct Costs	WP2
	0,00
WP2 TOTAL	336 020,00

BERLIN

GDANSK

COPENHAGEN

HAMBURG

HELSINKI

OSLO

MALMO

RIGA

STOCKHOLM

TALLINN

ST PETERSBURG

WARSAW

VILNIUS

Annex 2 Breakdown of budget lines and spending plan

Budget line 1: Personnel

	Reporting period 1 month 1-6	Reporting period 2 month 7-12	Reporting period 3 month 13-18	Reporting period 4 month 19-24
Planned spending in EUR	47 905	36 505	36 505	47 105
TOTAL				168 020,00

Budget line 2: External services

	Reporting period 1 month 1-6	Reporting period 2 month 7-12	Reporting period 3 month 13-18	Reporting period 4 month 19-24
Planned spending in EUR	20 000	5 000	5 000	20 000
	20 000	5 000	5 000	10 000
	15 000			15 000
	4 000			
TOTAL	59 000	10 000	10 000	45 000
				124 000,00

Explanations of WP2 spending plan (BL2):

- PP1 City of Helsinki: Kick-off 20 000€ (M1)
- PP1 City of Helsinki: Final Event 20 000€ (M4)



- PP1 City of Helsinki: Communication platforms and consulting 40 000€ (20 000€ M1, 5 000€ M2, 5 000€ M3, 10 000€ M4)
- PP1 City of Helsinki: Communication products: design and printing 40 000€ (15 000€ M1, 5 000€ M2, 5 000€ M3, 15 000€ M4)
- PP8 City of Warsaw: coordinators' cost 4 000€ (M1)

Other external services related to communications and their spending plan:

WP3:

- PP3 Baltic Development Forum: International IPA conference 20 000€ (M4)

WP4:

- PP5 Swedish Institute: Communication and dissemination 19 000€ (8 500€ M2, 8 500€ M4)
- PP13 Praxis: Dissemination 12 000€ (M3)
- PP5 Swedish Institute: meeting organization 6 000€ (M4)
- PP14 ScanBalt: Dissemination 5 000€ (1 250€ M1, 1 250€ M2, 1 250€ M3, 1 250€ M4)

WP5:

- PP6 Hamburg Tourism: Meeting organization 6 000€ (M1)
- PP9 Riga City Council: Project meeting organization 6 000€ (M3)

WP6:

- PP7 ARS Baltica: Communication and dissemination inc. Social media broadcasting of policy round tables 30 000€ (7 500€ M1, 7 500€ M2, 7 500€ M3, 7 500€ M4)
- PP7 ARS Baltica: Project meeting 6 000€ (M2)
- PP3 Baltic Development Forum: NewsWave communication platform 10000€ (3 000€ M1, 2 000€ M2, 3 000€ M3, 2 000€ M4)
- PP17 Forum Virium: Media concept developed 15 000€ (7 500€ M1, 7 500€ M2)

Budget line 3: Travel and Accommodation

	Reporting period 1 month 1-6	Reporting period 2 month 7-12	Reporting period 3 month 13-18	Reporting period 4 month 19-24
Planned spending in EUR	17 000	5 000	5 000	17 000
TOTAL				

BERLIN

GDANSK

COPENHAGEN

HAMBURG

HELSINKI

MALMO

OSLO

RIGA

STOCKHOLM

ST PETERSBURG

TALLINN

VILNIUS

WARSAW



	44 000,00
--	-----------

Budget line 4: Equipment and Investment

No costs for WP2

Budget line 5: Other direct costs

No costs for WP2

BERLIN

GDANSK

COPENHAGEN

HAMBURG

HELSINKI

OSLO

MALMO

RIGA

STOCKHOLM

TALLINN

ST PETERSBURG

WARSAW

VILNIUS