

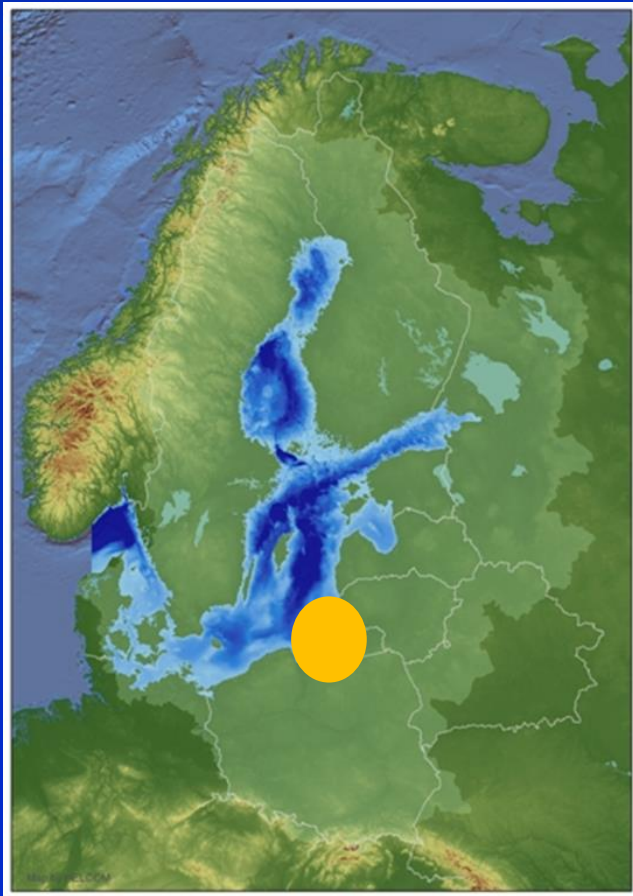


*The role of the European Neighbourhood Policy Instrument
in the development of the Lithuanian - Polish - Russian Borderland*

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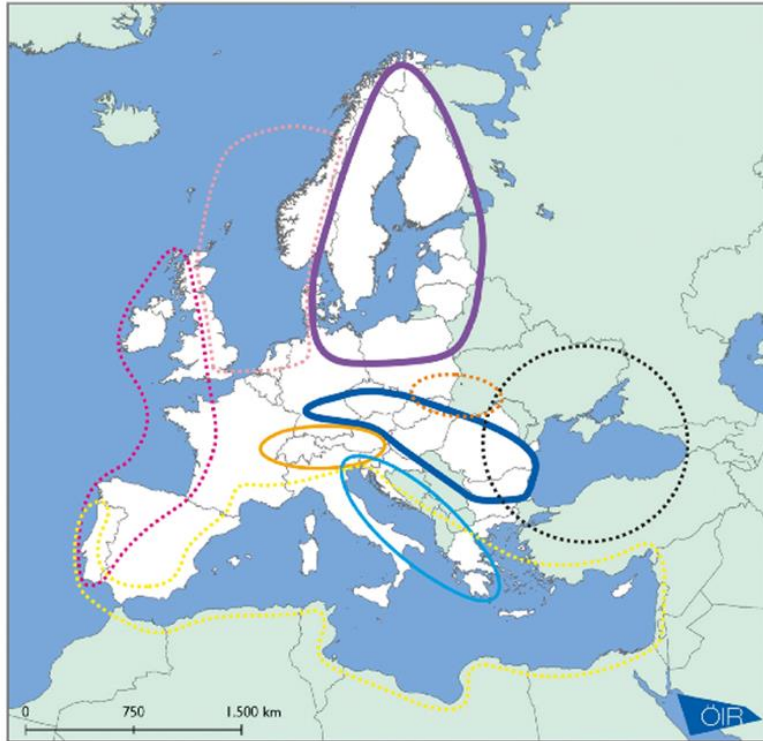


How does the European Union support tourism development in cross-border areas at its outside borders.



Baltic Sea Region

Figure 3: Macro-regional strategy areas of the European Union



Macro-regional strategy areas

Existing

- EU Strategy for the Danube Region
- EU Strategy for the Baltic Sea Region

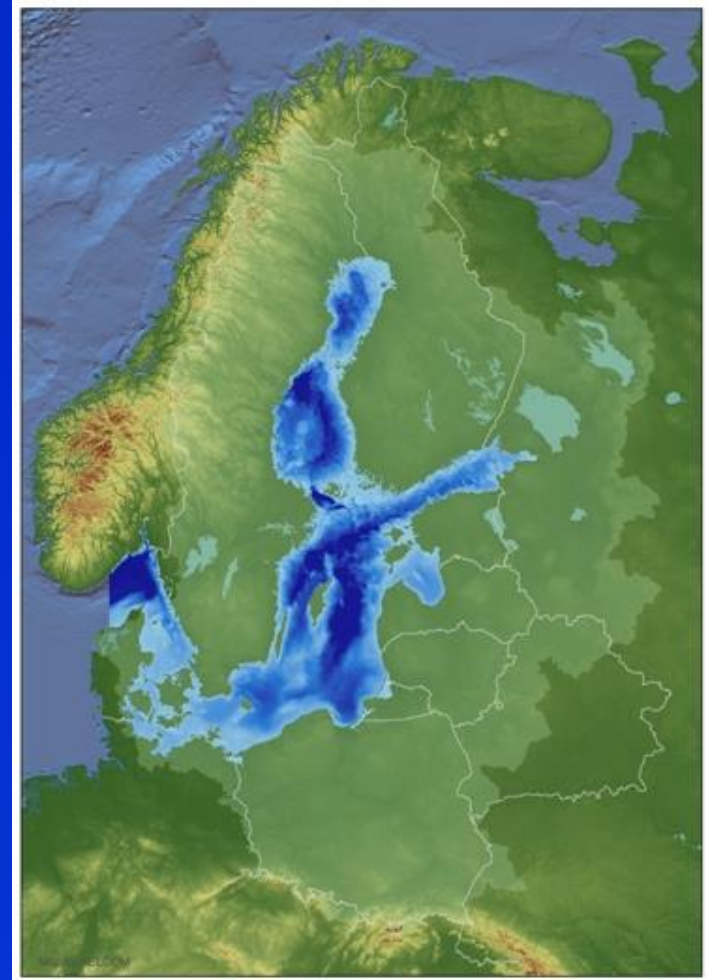
In preparation

- EU Strategy for the Adriatic-Ionian Region
- EU Strategy for the Alpine Region

Under consideration

- Carpathian Region
- North Sea (European North Sea Strategy)
- Black Sea (Black Sea Synergy)
- Atlantic Arc (Atlantic Strategy)
- Western and Eastern parts of the Mediterranean Sea

Source: ÖIR 2014



Destination - Baltic Sea Region



Destination

Destination Partnership



LIETUVA
POLSKA
РОССИЯ



LT-PL-RU
2007-2013



EUROPEAN UNION

Financed by the European Union



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2007-2013



LT-PL-RU
2007-2013



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Social and economic cohesion



Internal UE borders



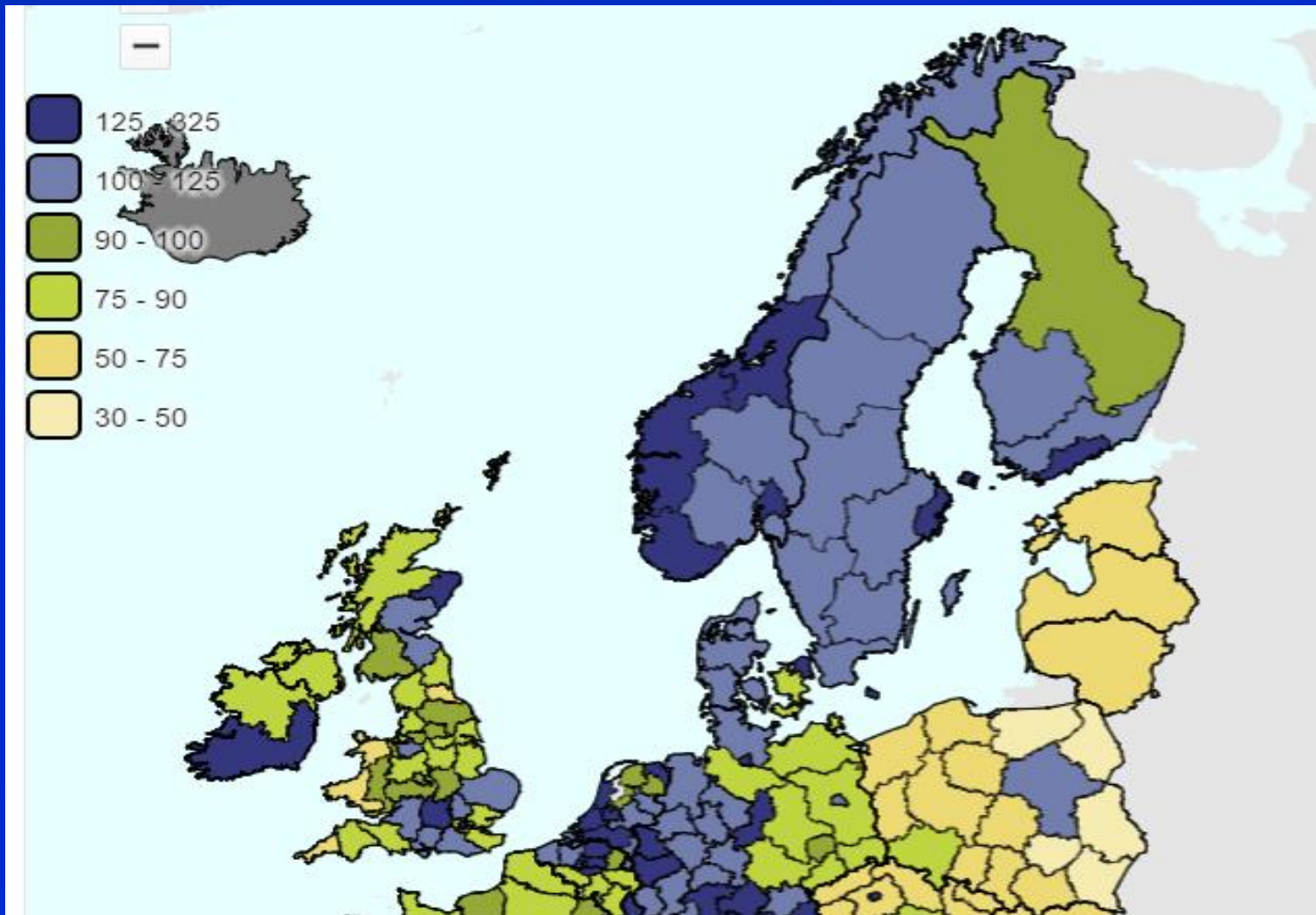
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External UE borders



Economic diversity of the BSR regions

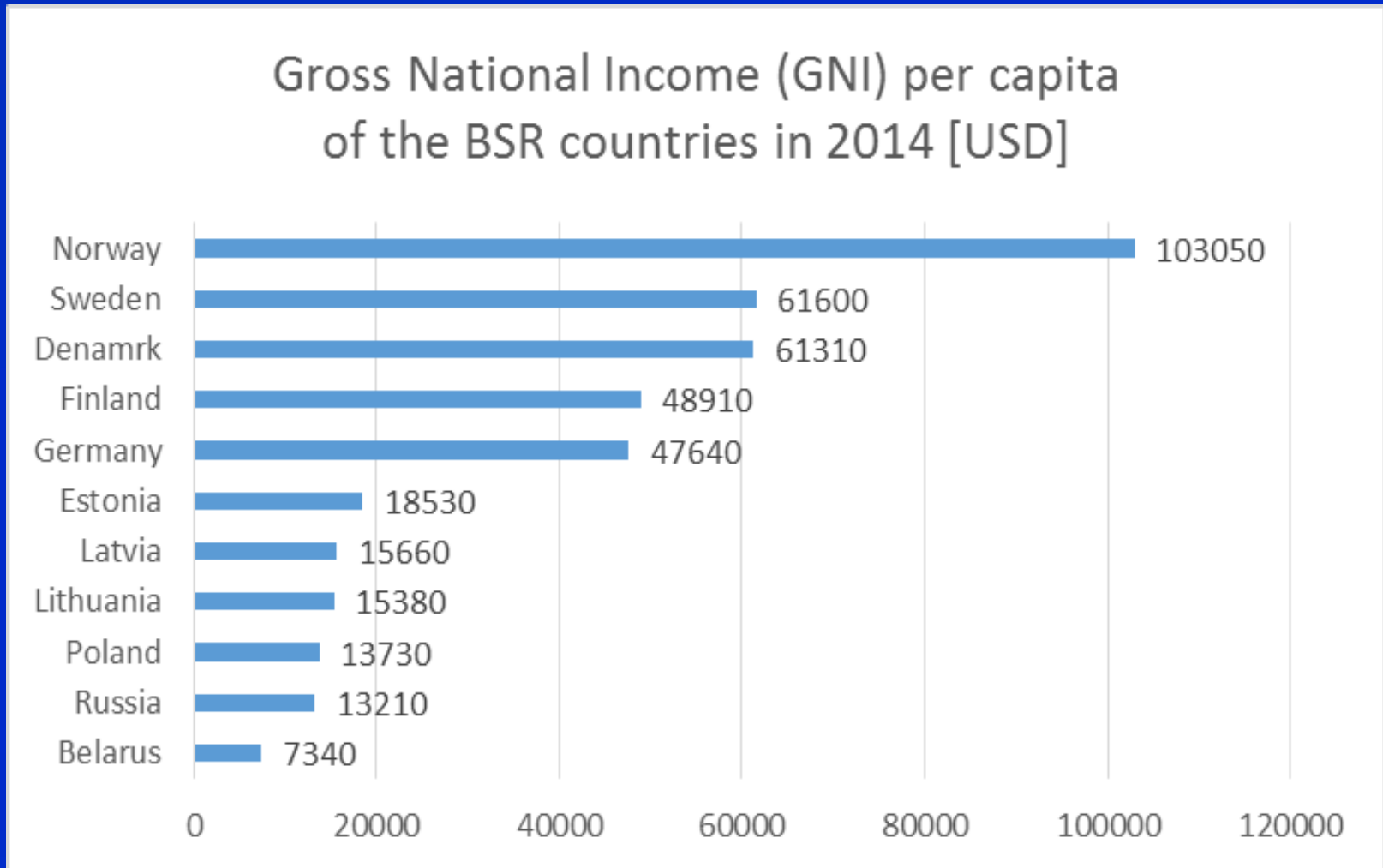


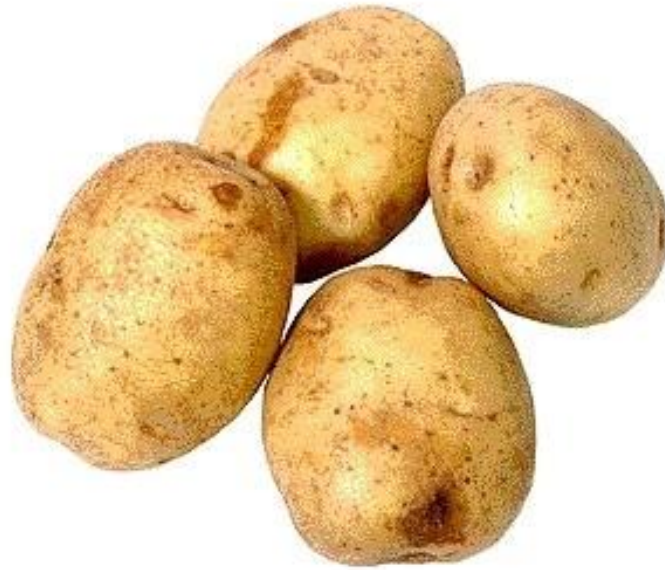
Gross domestic product (GDP) per inhabitant (PPS), by NUTS 2 regions, 2013

Source: Eurostat 2015



Economic diversity of the BSR countries





The borderland and euroregion



Countries	Eligible area
Lithuania	Klaipėda, Marijampolė and Tauragė counties and as adjacent: Alytus, Kaunas, Telšiai and Šiauliai counties
Poland	Gdańsk-Gdynia-Sopot, Gdański, Elbląski, Olsztyński, Ełcki, Białostocko-Suwalski sub-regions and as adjacent Słupski, Bydgoski, Toruńsko-Włocławski, Łomżyński, Ciechanowsko-Płocki, Ostrołęcko-Siedlecki. Those sub regions (NUTSIII) belong to five Polish provinces (NUTSII): Pomorskie, Podlaskie, Warmińsko-Mazurskie, Kujawsko-Pomorskie and Mazowieckie Voivodships (regions)
Russia	Kaliningrad Oblast (region)

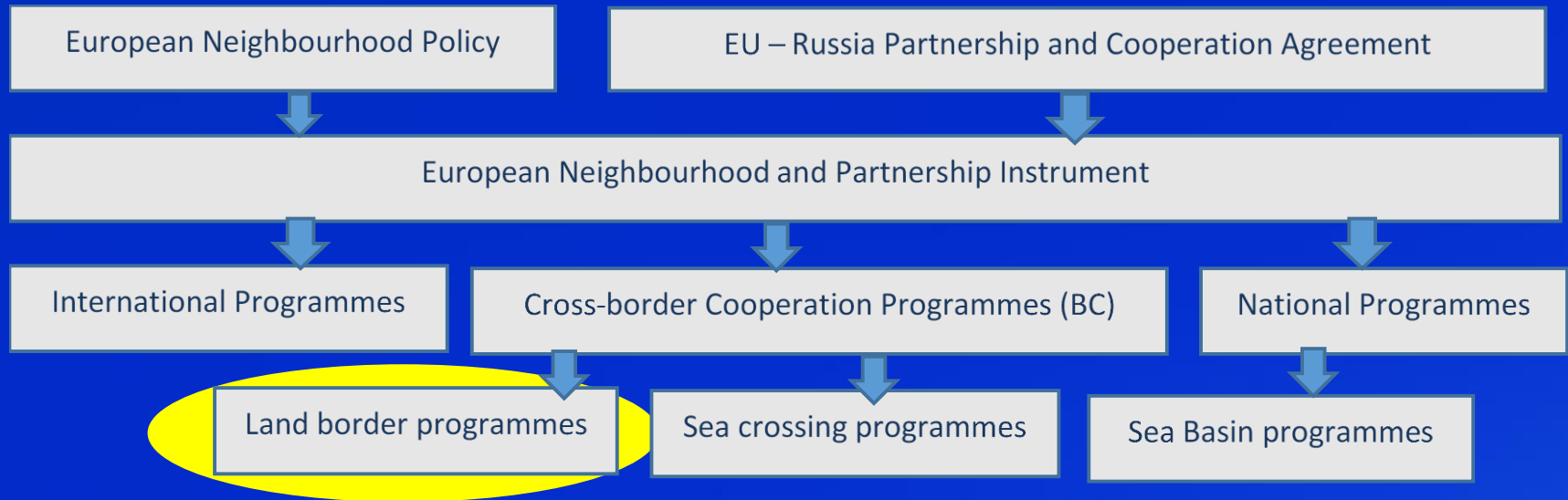
Local border traffic



Border crossing



Origin of the Lithuania - Poland - Russia Cross-border Cooperation Programme



The planned expenditure on cross-border cooperation programmes under ENPI at land borders in 2007 - 2013

	Programme	Amount [EUR mill.]
	Poland, Belarus, and Ukraine	186.2
	Lithuania, Poland, and Russia	132.13
	Romania, Moldova, and Ukraine	126.71
	Slovakia, Hungary, Romania, and Ukraine	68.63
	Estonia, Latvia, Russia	47.77
	Lithuania, Latvia, Belarus	41.74
	Finland - Russia	36.19
	the Arctic - Russia	28.24
	Karelia - Russia	23.2
Total		690.81



Priorities and measures of the Programme

Priority	Measure
1. Contributing to solving common problems and challenges	1.1. Sustainable use of environment
	1.2. Accessibility improvement
2. Pursuing social, economic and spatial development	2.1. Tourism development
	2.2. Development of human potential by improvement of social conditions, governance and educational opportunities
	2.3. Increasing competitiveness of SMEs and development of the labour market
	2.4. Joint spatial and socio-economic planning



Results

- Under the Programme 86 projects have been conducted, including 16 under Action 2.1
- The total amount of funds for tourist projects was EUR 23,690,917.4.
- The funds varied from EUR 0.1152 million to EUR 3.5 million.
- The project partners usually came from Poland, and rarely from Lithuania.
- The number of partners conducting a project varied from 2 to 13.
- The partners were divided into 4 categories: administrative units (A), cultural institutions (C), education (E), and tourism (T).
- Administrative units participated in most projects (tab. 5).
- Statistically, 4 partners participated in every project, but most frequently 2 partners were involved. The majority of entities from Poland were coordinators.





Categories of results and the number of projects carried out in a category

Result categories	Project no.																
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
Investments	+	+	+	+		+	+		+	+	+		+	+	+		12
Products	+	+	+		+		+		+			+	+	+		+	10
Promotion	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	16
Events	+	+	+		+	+	+			+			+	+			9
Education					+			+		+			+	+			5
Documents	+			+		+			+		+		+	+			7



Investment categories and activities completed

Investment category	Activities completed
Sports-tourist investments	Modernisation of a marina or waterside areas in the following seaside towns: Sztutowo (PL), Krynica Morska (PL), Yantarny (RUS)
	Construction of a sports hall in Palanga (LT)
	Construction of a pedestrian - cyclist bridge in Taurage (LT)
	Construction of rope parks in Elk (PL) and Ozersk (RUS)
	Adjusting buildings for tourists: Kalvarija (LT), Dowspuda (PL), Ozersk (RUS)
	Reconstruction of tourist information centres in Pagegiai (LT) and Sovetsk (RUS)
Cultural heritage investments	Restoration of ruins of walls in Malbork (PL)
	Restoration of a monument in Sovets (RUS)
	Construction of an open air museum in Kalinigrad and restoration of a museum in Neringa
	Reconstruction of a square in Suwałki
Natural heritage investments	Refinement of a park in Svetly (RUS)
	Restoration of parks in Jurbarkas (LT) and Kalningrad (RUS)
	Reconstruction of a park in Chernyakhovsk (RUS)



Strenghts

- The establishment of an activity only for tourism in the operational programme proves that tourism is important in this area.
- Within this activity 16 projects have been made, most were of investment character
- For a relatively small amount of money many undertakings increasing tourist attractiveness in the area have been made.
- The cooperation among stakeholders in the cross-border region have been intensified.
- Soft results in the form of technical documents and strategies may serve as a basis for future hard projects



Weaknesses

- The Instrument eligible area does not cover the administrative cross-border region.
- The structures of euroregional cooperation that operate in that area have been marginalised (Baltic Sea, Łyna - Ława, Niemen)..
- The Lithuanian-Polish-Russian borderland lacks both a joint vision and governing structures that could make this vision real.
- Joint brand, which would be one of the most important elements facilitating cross-border tourism promotion, has not been created yet



Thank you for your attention

