



NORWEGIAN PRESIDENCY
2021-2022

Council of the Baltic Sea States
Expert Group on Sustainable Maritime Economy

CONFERENCE
22nd February 2022, online

BRANDING of the Baltic Sea Region as Single Maritime Destination
for sustainable coastal tourism
10.00 – 16.00 CET

22 February

Virtual room opens 09.45

Session 1

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|---------------|---|
| 10.00 | Welcome and introduction by the organisers |
| 10.15 – 10.45 | <p>Inspiration speech: The Value of the Brand – The Baltic Sea as a Single green tourist destination:
<i>Marcus Andersson, Future Place Leadership Co-Founder and CEO</i></p> |
| 10.45 – 11.15 | <p>Virtual tour to Åland:</p> <ul style="list-style-type: none">- Bärkraft – a network for the people of Åland building a flourishing and viable society on the Islands of Peace, <i>Rufus Panelius</i>, International affairs, barkraft.ax- Smart Marina, an Interreg Central Baltic Project, aiming to develop climate-smart solutions in 32 guest harbours around the Baltic Sea Area. The countries participating are Sweden, Finland, Åland Islands and Estonia, <i>Kairi Jõesalu</i>, Financial Manager for Smart Marina. |

Break



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12.00 – 12.10

Lithuania: *Lidija Bajarūnienė*, Ministry of Economy and Innovation

12.10 – 13.30

Presentation of Research on Maritime Tourism, the Project *SUSMARTOUR (Building Resilient and Inclusive Maritime Tourism in the Baltic Sea)* by *Motus Foundation and Baltic Port Organisation*

Followed by workshop/session: 'Covid-19 impact on BSR maritime tourism'

Break

14.00 – 16.00

Baltic Sustainable Boating Project: partner countries' panel
on situation with yachting/boating leisure tourism/ current developments: Denmark, Estonia, Finland, Germany, Latvia, NW Russia, Sweden

Presentation of the Prototype of the BSR Common Route Map, as an outcome of the Baltic Sustainable Boating Project by *Dick Netterlid, Secretary General, Swedish Union of Guestharbours*

DISCUSSION