



KURZEMES
PLĀNOŠANAS
REĢIONS



Interreg
Latvija-Lietuva
European Regional Development Fund



Project Nr. LLI-431 Inter-regional Cooperation for Sustainable, Integrated and Smart Planning

SMART PLANNING

**CROSS-BORDER MEETING ON COOPERATION POTENTIAL IN KURZEME AND KLAIPEDA
REGIONS**

April 27, 2021

The aim of the meeting is to discuss integration and cross-border cooperation in the functional areas of Kurzeme and Klaipeda regions, based on the analysis of cross-border functional areas.

The aim of the discussion of the breakout rooms is to get to know people working in the same field on the other side of the border and to come up with ideas on cooperation initiatives according to identified specialisations of Kurzeme and Klaipeda regions.

Participants: representatives of Kurzeme and Klaipeda regional and municipal institutions, NGOs and businesses.

Agenda:

10.00 - 10.05 Introduction – about the project

10.05 – 10.45 Results from the cross-border study and cross-border functional area analysis

10.45 – 10.50 Break

10.50 – 11.00 Introduction of the breakout room topics

11.00 – 12.30 Work in breakout rooms

12.30 – 12.45 Break

12.45 – 14.00 Breakout room group presentations and discussion

Breakout rooms topics:

1. Natural and cultural heritage and tourism
2. Connectivity and joint public services



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Breakout room Nr.1 “NATURAL AND CULTURAL HERITAGE AND TOURISM”

Proposed questions for the group discussion:

1. What are successful examples of cross-border cooperation in the field of tourism development in the regions?
2. How can tourism offerings of the two regions be better harmonised and integrated?
3. What joint activities are needed to decrease seasonality of the tourism in the region?
4. How can cultural heritage resources of ethnographic regions of Samogitia, Lithuania Minor and ethnographic regions of Rucava, Nīca and Bārta be better integrated?
5. Can joint events planning (e.g. festivals) be an additional attractor of tourists into the regions?
6. What infrastructure is needed to integrate offering of the nature parks and reserves across border and with other tourism resources?
7. How to develop and protect maritime and coastal resources and position both regions as a direction of maritime and coastal tourism?
8. How to promote use of agricultural and forest resources for tourism: rural, hunting and fishing tourism, etc.?
9. How could cognitive tourism in the old rural fishermen villages be developed?
10. How can small ports /marinas cooperate to enhance and attract yacht tourism?

Latvian-Lithuanian Cross-border Cooperation Programme 2021-2027 orientations/hints for new projects:

- Develop integrated and sustainable cross-border strategy for tourism based on historical, natural and cultural heritage products and services, with strong focus on tying together existing assets, involving the whole range of stakeholders from national authorities to small companies and family businesses. Where relevant take into consideration linkages with the Strategy for Baltic Sea Region;
- Establish cross-border public services for joint management of the cultural and natural heritage;
- Explore possibilities for joint approaches to manage the recycling streams for recycling materials;
- Identify potentials for Green Infrastructures and organize planning for common actions with the relevant stakeholders from each side of the border.

GROUP Nr. 2 – CONNECTIVITY AND JOINT PUBLIC SERVICES

Proposed questions for the group discussion:

1. What new or improved between Kurzeme and Klaipėda region could bring most value?
2. How could Klaipėda region accessibility be taken into account while optimising Kurzeme road network and vice versa?
3. How could national public transport connections in the border area be expanded to the other country or improved (e.g. Klaipėda – Liepāja, Skuodas — Priekule)?
4. How could municipalities foster development of private sustainable transport modes?



5. How can healthcare and social services system of the two regions be integrated?
6. How to activate NGOs and private social service providers for the provision of services on both sides of the border?
7. How can emergency and disaster services be integrated?
8. How could municipalities and the regions contribute to improvement of the mobile networks cooperation and resources-sharing in the border region?
9. How could regions cooperate in revitalisation of Soviet-era living neighbourhoods (methodologies, pilot projects in complex renovation, public space, green infrastructure and sustainable mobility improvements)?
10. How can the best practice in participatory budgeting be shared?

Latvian-Lithuanian Cross-border Cooperation Programme 2021-2027 orientations/hints for new projects

- Consider improving local transport services across the border;
- Explore and address the legal and administrative obstacles in the area of disaster management services. Further examine ways to have joint emergency services (i.e. how to reduce the obstacles which have been identified);
- Promote cross-border prevention measures, such as common actions to improve the knowledge base, preparation and implementation of disaster risk management strategies, awareness-raising campaigns, flood and forest fires protection and prevention infrastructure, networks, management of land, forests and rivers, etc.;
- Establish common services / introduce shared services in healthcare sector to improve accessibility on both sides of the border;
- Improve information on services available on the other side of the border. The policy fields of particular interest are i.a.: higher education, emergency services, health services, child-care provision, management of natural resources.

Latvian-Lithuanian Cross-border Cooperation Programme 2021-2027 GENERAL/GOVERNANCE ORIENTATIONS FOR ALL AREAS/TOPICS

- Identify key obstacles to, and potential for a cross-border labour market, health care, transport connections, use of languages, etc. (the Cross-Border Review may be used as a starting point);
- Bring the relevant actors together (e.g. authorities at national/ regional/ local levels, enterprises, users, etc.) to facilitate the process of finding ways to reduce identified obstacles and exploit the potential (e.g. by organizing experts' meetings, pilot projects, etc.);
- Establish working groups with all the parties concerned with obstacles identified in order to define the bottlenecks;
- Design more strategic approach of the monitoring committee to handle the programme in the view of the best possible benefit for the whole border region / prevent “mirror projects”;



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- Establish / participate to a cooperation mechanism with authorities responsible for implementation of the Latvian and Lithuanian mainstream ESIF programmes. This coordination implies exchange of information and cooperation and should happen at all stages: planning (e.g. designing complementarities), implementation (e.g. building on synergies) and communication (showing the benefits for the citizens and the region);
- Support capacity building measures for beneficiaries to realise projects effectively through consultations and mentoring throughout the whole duration of the project / reinforce project assistants / introduce training for mentors - “coaching a coach”;
- Establish mechanisms to finance smaller projects or people-to-people projects that make a strong contribution to the social and civil cohesion of the cross-border region;
- Liaise with existing cross-border organisations to profit from their potential in establishing contacts between partners and the communication about the programme;
- Identify the areas where important cross-border data is missing and support projects that would fill the gap at the latest by 2027 (e.g. in cooperation with national statistical offices, by supporting regional data portals etc.).