



EUSBSR
EU STRATEGY
FOR THE BALTIC
SEA REGION

**Flagship of the EU Strategy for the
Baltic Sea Region**

DD MM YYYY | City, Country



A flagship:

- actions of the EUSBSR are implemented by means of flagships;
- demonstrates the process and progress of the EUSBSR, and may serve as pilot example for desired change;
- is frequently the result of a policy discussion within a policy area/horizontal action of the EUSBSR;
- fleshes out the ambition of a policy area/horizontal action in a specified field;
- needs to satisfy certain criteria;
- once approved, a flagship is listed in the Annex to the Action Plan.

In terms of structure, a flagship is:

- a single project;
- a set of projects (a group) contributing to same action; *the set of projects may compile single projects; flagships and linked projects even if those are implemented under different fields (topics or themes);*
- a process (e.g. network, new cooperation platform).

A flagship must:

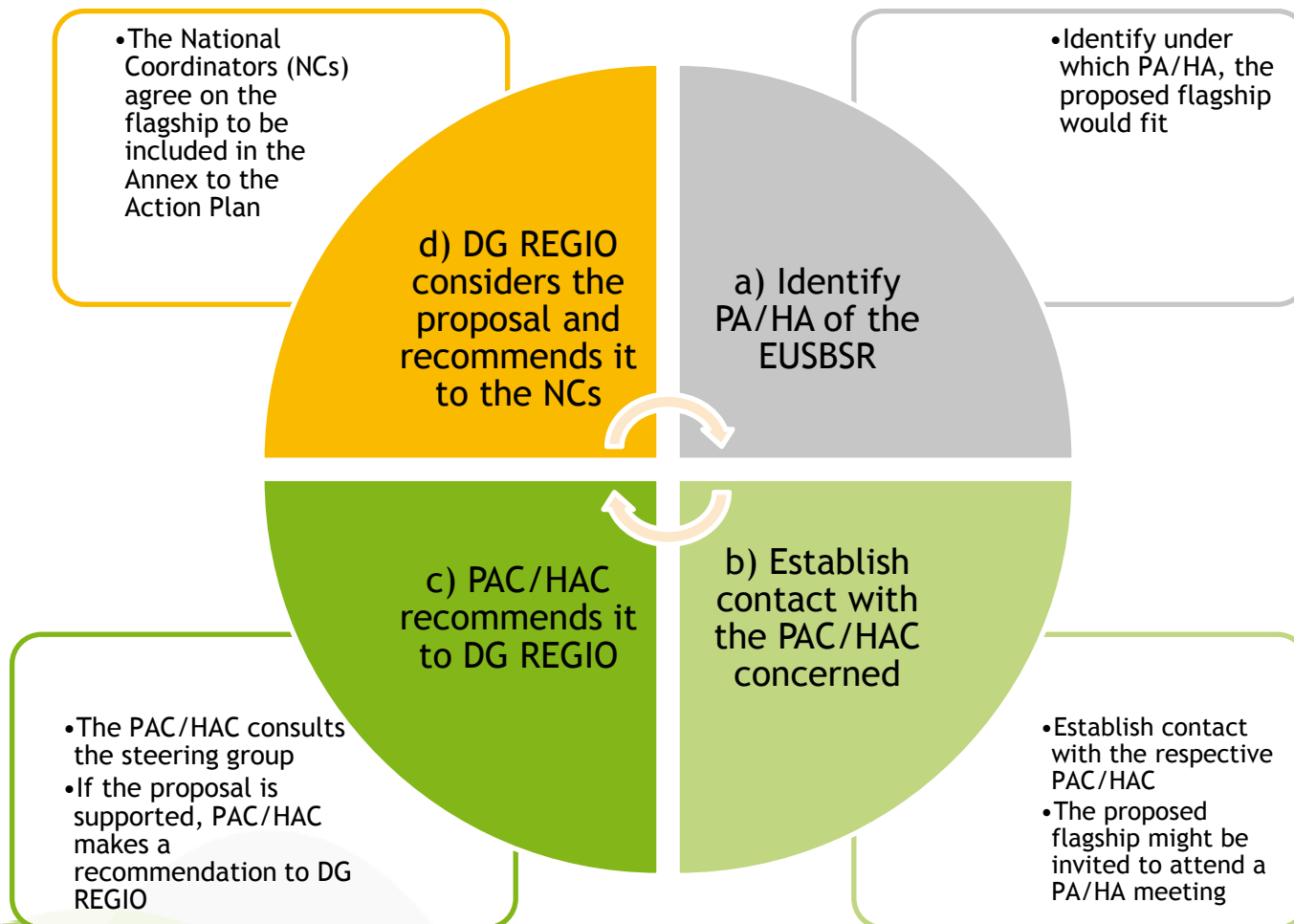
- have a high macro-regional impact;
- contribute to fulfilling the objectives, indicators and targets of the EUSBSR;
- relate to the implementation of one or more actions of the policy area/horizontal action of the EUSBSR concerned.

A flagship is also expected to:

- **have a clear macro-regional dimension:** cooperation between and/or impact on at least three Baltic Sea region states or at least two EU Baltic Sea region states if another Baltic Sea region state (Russia, Norway, Iceland, Belarus) is involved*;
- **be mature for implementation:**
 - ✓ can be implemented within a realistic timeframe;
 - ✓ has a clear financial and activity plan;
 - ✓ a partnership is established and a flagship leader is identified;
- **be monitored and evaluated** towards the objectives, indicators and targets of the EUSBSR and particular policy area/horizontal action.

** under exceptional circumstances flagships with less than three countries involved could be considered.*

Procedure to become a flagship:



A flagship...

- ...can be listed under one policy area/horizontal action only.
 - ✓ *In case a flagship contributes to several policy areas/horizontal actions, it is recommended to liaise with the other relevant policy areas/horizontal actions.*
- ...does not have the exclusive right to undertake action in the policy area/horizontal action under which it is listed.
 - ✓ *The policy area coordinator(s)/horizontal action coordinator(s) may at any time accept more flagships in the same field.*
- ...throughout the implementation of the flagship its leader shall fulfil the tasks of the flagship leader specified in the Action Plan.
- ...as soon as the flagship status is granted, the flagship leader should follow the visual identity requirements of the EUSBSR and attach flagship label to it.

Why to become a flagship...

- visibility to the project;
- macro-regional recognition;
- increased effectiveness of resources used (financial, human);
- new networks, new partners;
- new knowledge about initiatives taken within the macro-region;
- contribution to policy developments;
- opportunity to contribute to agreed actions within the Region;
- could help to mobilise funding;
- ...



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Thank you for your attention!