



DIRECION OF ACTIONS OF THE ASSOCIATION 2023-2024

AREA 1: THE BROADER PROMOTION AND COMMUNICATION OF REGIONS AND LOCAL RESOURCES IS:

A. MEASURES TO DEVELOP SUSTAINABLE TOURISM AND CULTURE

- Innovation in Culture and Tourism;
- Enhancing the role of culture and tourism for economic development and area integration;
- Sustainable maritime and coastal tourism;
- Preservation and enhancement of cultural and historical heritage (including culinary);
- Building a coherent image and promotion of the tourism, culture and heritage brand.

B. TRANSPORT AND LOGISTICS

- TEN-T infrastructure development;
- Development zones along transport corridors;
- Development of sustainable transport, infrastructure and mobility;
- Transport connectivity/mobility;
- Development of inland and maritime transport.

OBSZAR 2 – ENVIRONMENT AND ECOLOGICAL ISSUES - PROBLEM SOLVING

A. CIRCULAR ECONOMY

- Climate resilient economies;
- Manufacturing and industry and technological innovation;
- Bioeconomy;
- Food economy and food industry;
- Growing economy for sustainable development.

B. ADAPTATION TO CLIMATE CHANGE

- Environmental protection and environmental education;
- Investment in Nature and renewable energy sources;
- Rational management of natural resources, environmental improvement and environmental safety;
- Green transition;
- Protection and enhancement of natural heritage;
- Green, sustainable management of wastewater and municipal waste;
- Achieving a greener and emission-free environment;
- Blue and green growth of urban and rural areas through pilot investments;
- Energy and use of RES.

C. WATER AND MARITIME ISSUES

- Improvement of water quality in the Baltic Sea and the Vistula Lagoon;
- Regional/national water management - status and quality of inland waters, wider use of waterways;
- Blue Growth;
- Protection and management of water resources (retention, wetlands, rainwater and its management);
- Water education (restoration of maritime and nautical traditions).



AREA 3 – ACTIVITIES FOR/ON BEHALF OF YOUNG AND OLD PEOPLE

A. YOUTH

- Cooperation within international networks and educational programmes for young people;
- Youth participation activities and support for local youth activities in relation to demographics and brain drain;
- A good environment for children and young people;
- Safety, scholarships, learning and health, influence and responsibility, knowledge and global outlook;
- Youth cooperation as a cross-sectoral priority.

B. SENIORS

- Cooperation for seniors as a cross-sectoral priority.

AREA 4 – MEASURES TO IMPROVE THE INNOVATION CAPACITY OF LOCAL AUTHORITIES AND THE DEVELOPMENT OF LOCAL ACTORS AND INITIATIVES

A. TECHNICAL INNOVATIONS

- Digitalisation and innovative digital solutions in CUs;
- Competences of the future, smart productivity, optimal development structure;
- Tech - digitalisation and smart societies, smart specialisation;
- IT - software and advanced business services;
- Digitisation of society and increased digital interaction - cross-sectoral cooperation;
- Science and innovation sector development;
- Industry 4.0;
- Information and communication technologies;
- Automation.

B. SOCIAL INNOVATION

- Friendly infrastructure and creative use of public spaces;
- Improving social services;
- Social Capital and Social Economy;
- Labour market development;
- Sustainable infrastructure for social and spatial planning;
- Civic Sector Development;
- Strengthening of Third Sector organisations of the Member Municipalities;
- Support for Interaction and Cooperation between the Local Government and the Civic Sector.