



BoB – Best of Baltic

Funding programme: INTERREG Germany-Danmark 2021 - 2027

First possibility to apply: The first application deadline is expected to be in spring 2022.

Possible project start: Probably only after the summer holidays 2022

Possible project duration: 36 months (e.g. August 2022 - July 2025)

Potential project partners:

- Universität zu Lübeck (INB) – Leadpartner
- Dansk Kyst- og Naturturisme
- Consideo GmbH
- Institut für Vernetztes Denken Bredeneek (expert for carrying out projectweeks at schools)
- Local tourism organisations of Schleswig-Holstein
 - LTO **OstseeFerienLand** consisting of the municipalities of Grömitz, Dahme, Kellenhusen, Grube and Lensahn
 - LTO **Lübecker Bucht** consisting of the town Neustadt in Holstein and the municipalities of Scharbeutz and Sierksdorf
 - **Timmendorfer Strand Niendorf Tourismus** GmbH
 - LTO **Fehmarn**
 - LTO **Wagrien "Ostseespitze"** consisting of the towns/municipalities of Gremersdorf, Großenbrode, Heiligenhafen, Heringsdorf, Neukirchen, Oldenburg i.H. and Wangels
- Local tourism organisations / municipalities of Denmark
 - Visit Lolland Falster
 - Lolland Kommune
 - Guldborgsund Kommune
 - Destination SydkystDanmark

Potential network partners:

- Kreis Ostholstein (Office Fehmarnbelt Committee)
- Femernbelt Development (Office Fehmarnbelt Committee)
- Network partners from DK
 - Gate 21
 - Zealand Business Academy
 - Fonden for Entreprenørskab
 - Nationalt Center for Lokale Fødevarer (NCLF)
 - Erhvervshus Sjælland
 - CELF
 - Fonden Femern Belt Development
 - RUC Roskilde University Center
- Approx. 16 schools from DK and SH
 - Ostsee-Gymnasium Timmendorfer Strand
 - Warderschule Heiligenhafen
 - Inselschule Fehmarn
 - Freiherr-vom-Stein-Gymnasium Oldenburg
 - Friedrich-List-Schule Lübeck
 - Thomas-Mann-Schule Lübeck
 - Jacob-Lienau-Schule Neustadt in Holstein
 - Gemeinschaftsschule Grömitz
 - Roskilde Handelskole
 - Center for Erhvervsrettede uddannelser Lolland Falster (CELF)

- Naestved Gymnasium
- Køge Handelsskole
- Kulsbjergskole Stensved
- Køge Private Realskole
- Maribo (Partnerschool of Warderschule Heiligenhafen)
- Zealand Business Academy

1. Starting situation:

Within the framework of the INTERREG project "German-Danish Youth Shapes the Future", approx. 3,000 pupils* developed their own future concepts for a common, cross-border and sustainable INTERREG region. More were made possible through the Fehmarnbelt Committee. In this context, the BoB idea (short description: www.best-of-baltic.com) was developed, supported by the Fehmarnbelt Committee and INTERREG Office, among others. On the recommendation of the INTERREG office, an INTERREG network project was carried out to develop a strategy for the implementation of the BoB idea as a basis for a new INTERREG application.

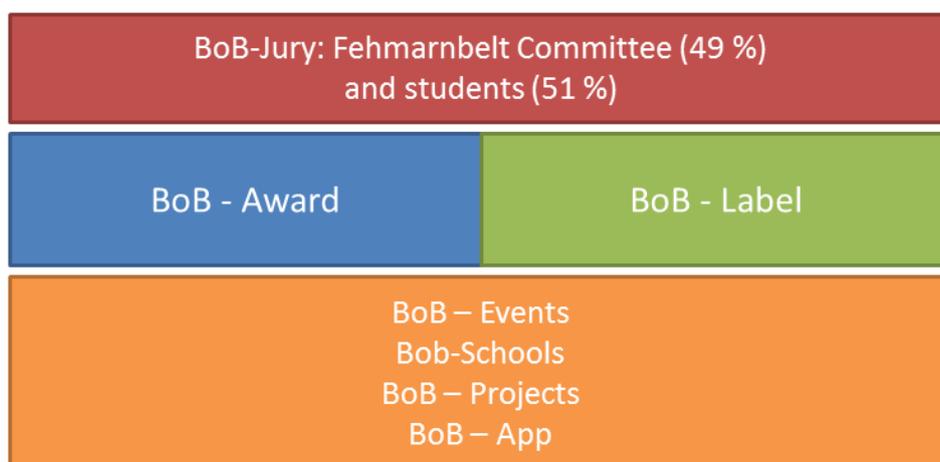
2. Project objective:

Within the framework of a new INTERREG project, the BoB concept is to be implemented for the time being only for the tourism sector in the Fehmarnbelt region. The focus on the Fehmarnbelt region shall lead to the formation of a common, cross-border identity of the locals. In addition, the Fehmarnbelt region is to be experienced externally as a sustainable, tourist region and, due to its clear unique selling points, to radiate far beyond its borders.

For the participation of the youth in the BoB jury, BoB schools are also planned. After a successful establishment, the concept can then be extended to other areas (companies, communities, associations, products, families, etc.). Should other areas already want to and be able to take up the concept in parallel to the project, this would of course cross-fertilize the project.

In addition, an exchange with tourism regions from the entire INTERREG region is planned in order to check whether the BoB concept can also be spatially extended to the entire INTERREG region or merely adapted concepts with other focal points can be considered for other cross-border regions.

Furthermore, the BoB concept proposed by the students will be implemented step by step in order to bundle resources effectively. According to this, for the time being only the following BoB components will be implemented within the framework of the new project:



BoB Jury: The BoB jury is the central element of the BoB concept. The jury awards the **BoB Award** and the **BoB Label** according to regularly adjusted (TopRunner Principle) sustainability criteria, among others, to the

local tourism service providers. The jury is made up of 51% students sent by alternating BoB schools, so-called BoB delegates. The other 49% are provided by the project partners and the Fehmarnbelt Committee.

Different, regional focal points (BoB-Award & BoB-Label): Interestingly, two different focal points have emerged during the strategy development. On the Danish side, the BoB label is seen rather skeptically, as many labels already exist and are used on the Danish side. Instead, a concept for a BoB Award was developed. On the German side, on the other hand, a greater potential is seen in the BoB Label. Currently, a lot of tourism organizations from Schleswig-Holstein are dealing with the topic of certification (sustainability seal) - the BoB label will flank any other labels here and enable a regional identity.

These different perspectives, which are certainly also due to cultural differences but also to the different conditions and circumstances in the regions, offer a great opportunity for the new INTERREG project. Which concept will finally prevail will be shown in practice. According to this, the focus on the Danish side will be on the implementation of the BoB Award. Independently of this, the tourism service providers in Denmark will also be given the opportunity to be certified, if this is desired. However, certification is not the focus of the Danish activities. The process is different on the German side. Here, the focus is on certification, and awards are also presented in Schleswig-Holstein. Since both concepts work synergistically with each other, this different approach can work very well. It is important that the BoB spirit forms the common bracket. The content can then be designed differently from region to region, e.g., to promote the identification of the regional actors with the BoB concept. Through a regular exchange of experience and knowledge, all actors learn from each other. Successful concepts are taken up and adapted to the respective region. This may result in one concept (award **or** label) gaining acceptance in the course of the new INTERREG project, or to both concepts (award **and** label) being successful and continuing to work synergistically with each other.

BoB-Award

The BoB Awards are based on publicity-boosting events and competitions. BoB awards are to be presented annually at festive award ceremonies. The award festivity should be like a real Award show with concerts, performances and with a well-known conferencier who support sustainability. It could e.g., be a "Pop up Award" – in different yearly locations a "Pop up BoB".

Awards can also be given to offers that are not BoB-certified. The BoB jury will decide on the awards and the criteria for nomination with sparring from a panel of companies and tourism organizations. The Project will investigate different nomination procedures and then decide on the specific nomination procedure, it could for example be a system such as Trip Advisor, where everyone can nominate and the then BoB jury present the final nominees. There could be an annual theme in addition to fixed categories. The Nominations could also be conducted by students and by citizens (via website) or BOB App.

BoB-Competitions

The BoB-Competitions should take place on different topics (cycling, waste, nutrition, etc.), for different target groups (schools, communities, companies), interregional, with a point system (e.g. BoB-Coins) and resulting in a BoB-Award.

As an example, it could be: competitions for solutions to sustainability challenges that tourism companies, organizations and municipalities could come up with. (Inspired by the CORO Lab model in Roskilde where students win money and businesses win their first costumers to test their products).

BoB-Label: The jury awards the BoB-Label according to regularly adjusted (TopRunner principle) sustainability criteria to local tourism service providers, among others. The sustainability criteria are about achieving a minimum number of points, whereby existing labels can often already directly mean the most far-reaching fulfillment of criteria. The BoB-Label leads to more awareness of the other labels and their contents, since the BoB criteria are carried and lived by the students and the regional representatives.

BoB-Events: In the regions, the project partners carry out BoB events. These can be related to the awards (award ceremonies, competitions, etc.) and/or to BoB-certified events. E.g. BoB Events competitions and pilgrimage routes - gamification on sustainability goals, eg how much you walk and cycle, measured with pedometer etc.

BoB-Schools: Of course, youth participation will continue to play a central role. Ideas for marketing the BoB concept will be developed through joint project days (1 school class from DK and 1 from SH will meet). Also ideas for BoB events and impulses for the BoB projects. In addition, the students research potential sustainability criteria and develop proposals for the BoB certification of their own school or for participation in the awards (competitions).

Activities ideas for BoB schools:

- Study trips: we suggest at least once a year Danish / German study trips, will strengthen language skills and the opportunity to form friendships.
- Internship: Opportunity for internship in sustainable / nominated companies/ activities / schools - annual visit of students / professions in nominated companies in all categories to find the right winners.
- Study trips are integrated to nominated companies financed by Interreg, preferably Germans who visit Danish and vice versa.
- The BoB project's tasks could become practical internship opportunities.
- You can integrate the work with some of the learning objectives in, for example, the Science subjects - sustainability, biodiversity etc.
- Field of study - a BoB sustainable innovation line / field of study where you execute ideas into life
- Let the students carry out most activities around the BoB award through their subject areas and possibly with a professional mentor, such as IT (website, apps, video), design (graphics and director), crafts, Danish (communication/marketing), mathematics (budgets), science (sustainability), etc.
- Student exchange and volunteer work in the project - internships could perhaps be carried out under the auspices of BoB, subject specialists could have practical assignments under the auspices of BoB

BoB-Projekte: In addition to the students, the locals are also involved in the project via BoB citizen participation projects in order to promote the formation of a common identity and a sense of "we". The topic to be worked on is determined by the respective tourism organization or municipality participating in the project as a project partner. Within the BoB initiative as a common bracket, different focal points can thus be set in the regions, e.g. on the following sustainability topics:

- Sustainable mobility (e-car sharing, bicycle promotion, public transport, rail, etc.).
- Design of a low plastic/waste region (abandonment of repackaging, enforcement of reusable systems, etc.)
- Sustainable food (regional & healthy food, organic products, etc.).
- Annual sustainable activity day - e.g., clean-up in nature, help with digging / planting / sowing etc. for greater biodiversity.

The strategy development will then take place in 2-3 workshops per region, conducted by strategy consultants from the two project partners (Consideo and Dansk Kyst- og Naturturisme).

The implemented concepts of the regions can then be certified with the BoB label or awarded via the BoB award.

To ensure that the regions benefit from each other, there is a regular exchange of experience and knowledge between the German-Danish regions. How does it work in the other regions? Which approaches could be considered best practice and adopted? These and similar questions are then addressed in joint meetings.

BoB-App: All BoB Places (certified service providers) can be found in the BoB app, e.g. BoB restaurants, stores, accommodations, etc. To make the app as attractive as possible, as many cycling, bus and hiking routes of the tourism organizations as possible should be integrated and supplemented with **BoB Places**. In addition, locals and tourists should be able to collect bonus points, so-called **BoB-Coins**, which they can then redeem (in the sense of their own BoB currency) for rewards (discounts & vouchers) at BoB-Places.

3. Tasks of the project partners (tourism organization and municipality)

The tourism organizations and municipalities participating in the project as project partners undertake the following activities:

- **BoB Awards & BoB Certification:** The tourism organizations and municipalities inform the local, tourist service providers about the BoB project and invite them to the semi-annual info events, which are organized, prepared and carried out by the lead partners.
- **BoB app:** The tourism organizations and municipalities make as many cycling, bus or hiking routes as possible available for the BoB app. They also work with the other project partners to develop a joint discount/reward concept for app users.
- **BoB events:** each tourism organization and municipality carries out 2 different BoB events or promotions per year. These could be e.g. cycling or e-mobility actions, a festival of regional delicacies or a plastic fasting week. BoB awards can also be presented as part of BoB events.
- **BoB projects:** At the beginning of the project, each tourism organization and municipality participating in the project as a project partner organizes a citizen participation process on a self-selected focus topic (e.g. sustainable mobility). The strategy consultants of the two project partners (Consideo as well as Dansk Kyst- og Naturturisme) are then responsible for conducting the 2-3 workshops. The implementation of the developed strategy will then take place outside the INTERREG project. It can be assumed that only (partial) concepts can be implemented directly within the INTERREG project, which only require minor investments.
- **BoB offers:** Each tourism organization and municipality has its own offers (e.g. e-bike rental, e-car sharing, etc.) certified and/or participates with them in the award competitions. In addition, new BoB offers are developed and implemented as far as possible on the basis of the above-mentioned participation processes.

4. Benefit for the project partners (tourism organization and municipality)

Marketing: Through youth participation (Fridays-for-Future, etc.), the project not only has an award & label but rather a charisma that can have an impact far beyond the INTEREREG region and thus also promote tourism. Similar to the initiative from Cornwall, which caused a worldwide sensation at the end of 2018. A surfing group there awarded a plastic-free label to protect beaches. More than 130 local authorities have already taken part in the initiative. The media response was overwhelming.

Sales promotion for local service providers: Via the award, the label, the BoB app and the BoB events, local tourist service providers are supported.

Sustainable mobility & waste prevention: Via the project, essential concerns of many tourism organizations and municipalities are promoted with publicity effect.

Strategy development & citizen participation: Through the project, strategies are developed on hot topics (such as mobility) that need to be dealt with in the region anyway, with the involvement of the population.

Co-financing of personnel costs: Through the project, one part-time position (half-time position) per tourism organization and municipality participating in the project as a project partner could be financed over 3 years (on a pro-rata basis). The part-time employees could then, as sustainability/mobility managers, increasingly address topics that will gain relevance in the respective tourism regions in the future..

5. Tasks of the network partners

Different network partners with different tasks & interests participate in the project:

- The approx. 16 schools from the Fehmarnbelt region will take part in the cross-border school project days as BoB schools with one school class each year. Travel and accommodation costs will be covered by the project. Three project partners (University of Lübeck, Consideo and Dansk Kyst- og Naturturisme) are responsible for the organization, preparation and implementation of the school project day events. The other project partners take part in the presentation of the results, which takes place in their respective regions. The schools also send students as so-called BoB delegates to the annual jury meetings.
- The two offices of the Fehmarnbelt Committee (Ostholstein district and Femernbelt Development) take part in the project partner meetings and the above-mentioned results presentations and also send regional representatives as so-called BoB delegates to the annual jury meetings.
- The Tourismus-Agentur Schleswig-Holstein GmbH (TA.SH) as well as other tourism regions / municipalities from DK participate in the annual project and network partner meeting for the purpose of exchanging experience and knowledge. Through this, synergies to other projects and initiatives are to be used meaningfully and also to learn from each other - in particular to the above-mentioned BoB project topics (sustainable mobility, waste avoidance, sustainable nutrition etc.). For this purpose, best practice approaches will be presented and discussed. Furthermore, it will be jointly discussed whether the BoB concept can be spatially extended after project completion and a successful establishment or merely adapted to other, cross-border regions with other focal points. The network partners do not have their own project budget and therefore bear their own expenses.

6. Sustainable continuation of the project

Within the framework of the INTEREG project, structures are to be established that will enable the sustainable continuation of project activities after project completion. For this purpose, an office is to be set up on both sides of the border, which will take on the function of a caretaker. Initially, the office can be affiliated with the lead partners. In the course of the project, however, independent units (e.g. non-profit associations) should be established, which can support themselves through donations, grants from foundations and sponsors such as the Fehmarnbelt Committee and through income from special-purpose operations (certification / award competitions). While the organization of jury meetings and the sending of labels and the like still requires direct staff resources, the students* have considered for a free check of the criteria with the respective label holders that they indicate via a self-disclosure which criteria they meet and that this information can be made publicly available in the BoB app, so that users can then report this to the BoB administration if they do not. So there is no need for auditors and verification processes.