

MARKETING OF GREEN SMALL PORTS IN THE CENTRAL BALTIC AREA

**ACTIVITY D.T2.2.
MARKETING STRATEGY WITH MATERIALS OF JOINT MARKETING
OF CB AREA SMALL PORTS**

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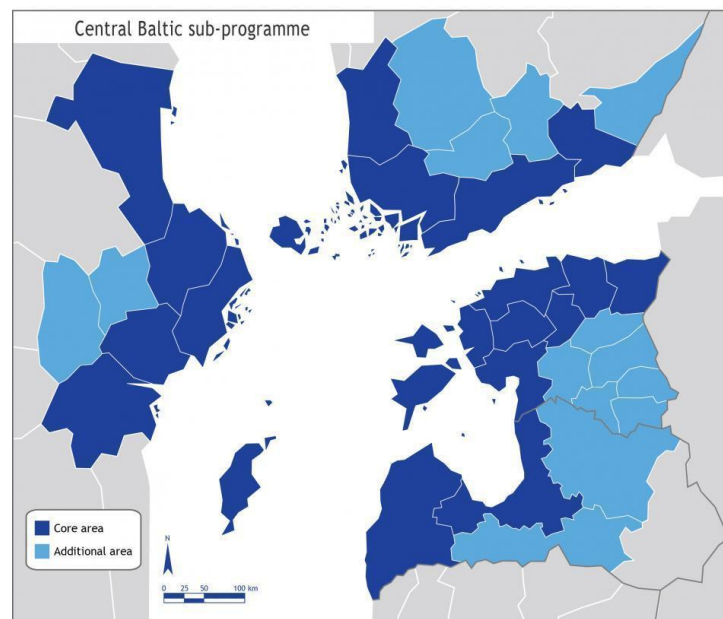
INTRODUCTION

The marketing strategy has been composed in the frame of the project “CBSmallPorts” with an aim to develop boating as a tourism activity, promoting and supporting the ports of Latvia, Estonia, Finland and Sweden. Based on the Central Baltic Small Ports project, the plan is to create and implement a range of marketing activities and development programs that increase the economic return from domestic and international visitation at small ports in the Central Baltic area (Latvia, Estonia, Sweden and Finland).

The aim of the strategy is sustainable development of the Central Baltic small ports’ network, contributing to increased competitiveness, return and popularity of tourism services in local, regional and foreign markets.

This destination marketing strategy provides a framework that will inform and support CB small ports’ integrated marketing approach. We will do this by: Raising awareness and knowledge of key destination experiences and events; Capturing and growing the number of people considering a boating to the Central Baltic region; Converting potential visitors; Growing the network of small ports in the destination.

The scope of the strategy is the research area, based on the Central Baltic programme area, which consists of parts of Finland, Sweden, Latvia and Estonia as shown in the area map below.



Picture 1. The map of the Central Baltic area - marked with dark blue (source: www.centralbaltic.eu)

The users of the document are the partners of the project “CBSmallPorts”, small port professionals, project professionals and educational institutions, and stakeholders in the CB area. The above mentioned user groups can implement the suggested activities directly in their field of competencies or take this as a sample for development of further short term or long term strategies in related fields and territories.

Due to the pandemic situation of COVID 19 all over the world, the recent marketing tools have to be reviewed, as they do not meet the constraints and limitations of meetings, communication and other marketing activities. That is why the Marketing strategy

focuses on the “new normal” marketing tools that are more related to web and digital solutions and contactless or distant marketing. At the same time, in the “new normal” situation the importance of face-to-face contacts and internal communications within smaller interest groups cannot be ignored, as it creates a special feeling of boating, unity of boaters’ community, experience and exchange of adventure stories. It is equally important to maintain the direct contact between the boaters and the project team in order to provide the main target group — boaters — with more accurate and detailed information about the importance of energy efficiency and environmentally friendly solutions in the small port infrastructure and how such solutions improve service quality.

The strategy names various marketing tools and activities that will help to increase recognition and attractiveness of the CB area as an environmentally friendly boating destination with high-level services in the ports. The marketing activities, e.g. workshops, digital and printed information materials and utilization of social media, are also integrated in the marketing strategy, although they are already put in the project activities plan. The main theme of the project and marketing strategy is climate friendly leisure time in small ports having a joint aspect: “We are stronger together”.

The joint marketing strategy is based on the project plan in eMS and on the web-based marketing query carried out between November and December 2020, organized by the project partners, collecting 59 responses in total— as well as on partners’ interviews, small ports’ information and desk search.

1. Description of the existing situation

The CBSmallPorts project develops energy efficiency and the level of small ports' services in the whole Central Baltic area. One of the project objectives is to improve efficient usage of energy by boaters and other small port users. Until now, various small ports have done a lot to invest both in safety and resource efficiency services. CBSmallPorts gathers the relevant information, investments done in the CB area, and all essential resources into one joint network in order to have all the services widely used and utilized for further marketing. The main focus in all activities is on supporting environmental approach, energy efficiency and green values.

1.1. Small ports in the CB area

The emerging network of small ports, located in the central part of the Baltic Sea, covers marinas and guest piers in all project partner countries (Sweden, Finland, Estonia, Latvia), , with most of the small ports located not more than within a comfortable one-day sailing distance from each other.

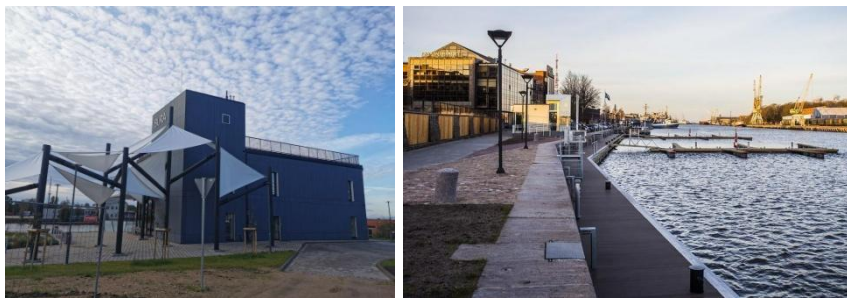


Photo 1-2, New reconstructed and built small ports in Latvia (Photo 1 Salacgriva service building, Photo 2 Liepaja Small Port)



Photo 3, Winter outdoor storage in Ventspils, Latvia; Photo 4-5 Pavilosta small port services.

Small ports in each country have their own characteristics.

The Central Baltic area is divided into 12 sailing regions within the project:

1. Southern Sea of Bothnia / West,
2. Southern Sea of Bothnia / East,
3. Åland Archipelago,
4. Stockholm Archipelago,
5. Sea of Archipelago,
6. Gulf of Finland / South coast of Finland,
7. Gulf of Finland / North coast of Estonia,
8. West coast of Estonia,
9. Northern Baltic Sea / West,
10. Gotland,
11. West coast of Latvia,
12. Gulf of Riga.



Picture 2. A map of Central Baltic small ports sailing regions

In the following, the regions and small ports of each project country are described.

1.1.1. Finland

In Finland, there are hundreds of small ports in the Central Baltic area. The areas of Gulf of Finland/South Coast of Finland include boating alongside the Finnish coastline as well as to the Estonian side of the Gulf. Turku archipelago has hundreds of islands, and it gathers boaters from the area itself, from the Gulf of Finland/South Coast of Finland, as well as from the Southern Sea of Bothnia, and from the East area during the sailing season. The Southern Sea of Bothnia, East has less islands than Sea of Archipelago, and the routes can be rocky and partly shallow, especially closer to the shore. The Southern Sea of Bothnia, East provides destinations on mainland and on islands, both cities and historical destinations.

The small ports can be grouped based on location and accessibility of the port: a guest port in a city or town center, a guest port on the coast and close to attractions or services, a guest port at a node in the archipelago, a guest port or pier in a natural archipelago and a natural port. There are also various online information sources on small ports. The data can be found in: https://drive.google.com/drive/u/1/folders/1zTO-o_xtfhcsqDRDGqKkAn2XWb9SEWxn

1.1.2. Åland

Åland has small ports on the main island, the two largest ones in Mariehamn, as well as on the smaller islands, especially on the east side of the main island. Åland has its own boating community, but it is also the meeting point for boaters from Finland. The small ports provide natural wonders as well access to historical sights. The public transportation system with ferries and busses is good, and provides boaters, as well other, non-sailing small port visitors, and additional opportunities to visit the islands. Visit Åland offers information for tourists on their website: <https://www.visitaland.com/en/>.

1.1.3. Sweden

In Sweden there are hundreds of small ports in the Central Baltic area. The territory of Sweden in the Central Baltic area consists of four regions: Southern Sea of Bothnia, Stockholm Archipelago, Northern Baltic Sea and Gotland.

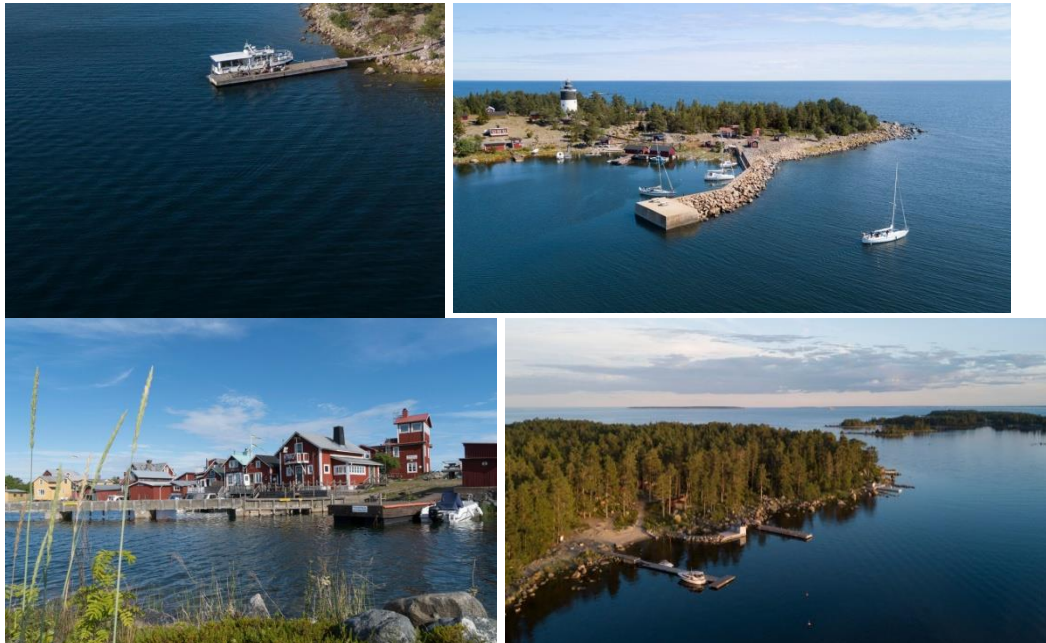
The Southern Sea of Bothnia, named also as Jungfrukusten or the Maiden Coast, is the coastal area of Gästrikland and Hälsingland . It stretches about 200 kilometres from its southernmost point Öregrund all the way up north to Höga Kusten or the High Coast. The name Jungfrukusten comes partly from the island of Storjungfrun outside Söderhamn, and partly from the area's maiden-like nature (jungfru means maiden or virgin in Swedish). In the archipelago, there are more than 4,500 islands, plenty of beautiful sandy beaches, and genuine, idyllic fishing hamlets. The coastline of the area is versatile — from open bays to smaller archipelagos. There are many natural harbours and anchorages in the region.

In addition, there is a well-developed service for you boaters. Along Jungfrukusten there are about 20 guest harbours and 60 guest piers to dock. Several small ports have a slipway, crane and other yacht lifting equipment. Official waterways are well-measured

and charted in digital navigation systems, and the nautical signs are correct. Swedish Sea Rescue Society has five well-placed stations in the area.

The Stockholm Archipelago is a huge area surrounding Stockholm, the capital, with hundreds if not thousands of small islands. Sailing within the archipelago is a tricky thing: with sudden drops in depths, navigation challenging without modern plotters and GPS, the archipelago is not a lazy man's sailing area.

Gotland, Sweden's largest island provides a bit of medieval Sweden.



Photos 6-9 represent the Jungfrukusten small ports.

1.1.4. Estonia

There are more than 70 small port cities on the Estonian coastline. Estonian small ports are divided into two sailing regions: Gulf of Finland/North Coast of Estonia and West Coast of Estonia. Estonia has small and big yacht marinas to choose from, located across the coastline and on the islands. In a matter of days, or in some cases hours, you can reach Estonian ports and marinas from neighbouring countries such as Finland and Sweden. The shortest route from the northern coast across the Gulf of Finland to Finland is just 25 nautical miles.

The West Coast of Estonia includes Parnu and the Estonian islands. Parnu is the summer capital of Estonia, famous for its sandy beaches, lovely atmosphere and numerous festivals. Islands in the western part of Estonia, also called the Estonian archipelago, are largely sandy beaches. The waters are shallow and rocky; following the fairways is usually necessary when sailing near the coast.

Hiiumaa and Saaremaa are the biggest islands of the West Estonian islands and popular destinations among domestic holiday makers. Both islands offer sights of scenic beauty with vast unpassable juniper forests, meadows and leaf forests and important old lighthouses. The history of these islands is interesting and the wood building style is worth seeing. Both islands are connected to the mainland with around the year service by small ferries and have various good guest marinas.

The islands of Vormsi and Manija have numerous small ports and many sightseeing attractions, and offer ethnic culture and lifestyle of the locals.

In the region, the water is shallow, so you mainly have to follow the fairways, and navigate accurately at entry from the sea. Official waterways are well-measured and charted in digital navigation systems, and the nautical signs are correct.

In several small ports of the islands, the depth is under 2 m. Some small ports have entries recommended only in daylight. Some ports, e.g. Haapsalu, might be harder to reach by West winds, because the bay is shallow and choppy.

Generally, Estonian marinas are well equipped for yacht parking, ports have cleaning and repairing services, and all yachts are provided with detailed maps of water routes. In addition, the cost of renting a yacht is lower than in other popular resorts.



Photos 10 Estonian small, private marina in the island and Photo 11 - Vergi small port, Photo 12 - Kaberneeme small port.

1.1.5. Latvia

There are 19 small ports in total in the Latvian coastline. Latvian small ports are divided into two regions: West coast of Latvia (Liepaja, Pavilosta, Ventspils) and Gulf of Riga (Roja, Mersrags, Engure, Jurmala, Riga, Skulte, Salacgriva, Kuivizi).

The Latvian coastline is straight, shallow and sandy, and there are no natural harbours and anchorages in the region. It is advisable to choose a port for stopover.

Official waterways are well-measured and charted in digital navigation systems, and the nautical signs are correct.

In the small ports, large investments have been done, developed and are still ongoing. In 2020 almost all (90%) of the Latvian small ports have services such as: port entrance and aquatic area with proper navigation signs; protection from waves; minimum depth alongside the quays and access way (fairway) 2.5m; at least 10 properly marked visiting mooring places for small crafts; reception of waste and wastewater; electricity and drinking water available on the quay; washing facilities and water toilets.

Nine ports have a slipway/ crane and other yacht lifting equipment, building up of yacht storage facilities (outdoor/indoor).

100% of Latvian small ports have safety posts (heaving line, boat hook, life buoy, and ladder) and fire safety equipment, ensuring emergency kit; the lighting in the small port area and quays are available; 10 small ports have 24h security (fencing, video surveillance systems etc). The information is available on the internet in at least two languages at: www.eastbaltic.eu.

From 2017 until 2020 the number of berths has increased more than 2,7 times (now there are more than 730 spaces available in Latvia). The ports vary greatly in size and in the number of guest places: from 13 places in Salacgriva yacht harbour up to 200 places in Riga City Yacht Club.

1.2. Weather conditions in the Central Baltic area

Description of the boating conditions refers to the central part of the Baltic Sea that matches with the territorial scope of the Marketing strategy, the CB area.

The Baltic Sea has a temperate continental climate. Spring and autumn are relatively long in the coastal regions of the Baltic Sea. Wind from the North and North-East brings cold arctic air to the area, resulting in severe frost in winter. West winds bring humid and East winds bring dry air masses to the Baltic Sea, determining the local precipitation pattern. Moderate to strong South-West and North winds dominate in the open parts of the Baltic Sea. The wind pattern in the Gulf of Finland is different — South-West and West winds dominate with strong and moderate winds; in spring and summer North-East winds also occur quite often. The average wind in Latvia and Estonia area in the open coastal area and archipelago is 6-7m/s. Good visibility is a common feature on the East Baltic coast.

There are two essential points — the first one is the sea breeze phenomenon that mostly prevails locally or regionally in the summertime. Another typical weather phenomenon that affects boating life is the occlusive fronts arriving from south-westerly direction. Low-pressure areas are developed on the Northern Atlantic and those travel to the Baltic Sea causing cloudy and rainy weather, and strong winds if the low pressure is deep.

Also the jet streams in the upper atmosphere affect the routes of low and high pressure areas. The average temperature in the East Baltic is about 21°C in July, in Finland (incl. Åland) and Sweden: about 17°C. On clear summer days, the temperature climbs over 30°C and is above 23°C on most days during the summer. The highest average water temperatures occur in July and August (15,6...16,7°C). The number of hot days (temperature above +24 degrees) is about 20 days in summer time (July, August).

1.3. SWOT analysis of the small ports in the CB area

To get an overall picture of the existing situation of the small ports in the CB area and to evaluate potential development directions, a SWOT analysis was made. The main conclusions are:

1. Despite being located in different areas, the CB small ports all face the same issues: short season, competition of people's time and limited financial and skills resources for the port development.
2. Essential tasks for developing the area within the project include composing a manual for small port investments, communication strategy, and open online CBSmallPorts platform to combine the data found in different sources and applications. In addition, the project will execute investments supporting environmental approach, energy efficiency and green values in marketing.
3. The small ports in the CB area are well developed: they offer a wide range of services beside the basic services (electricity, water, WC, shower), but also sauna, fuel, crane, technical services, winter storage etc.
4. The small ports' society is missing one common, effective network to work together with limited financial resources.
5. Very good navigation aids and high-quality charts make navigation interesting to boaters who are looking for something unknown, undiscovered yet.
6. The weather conditions and the fragile ecosystem affects the number of the boaters.

For full text of the SWOT analysis, see attachment No 1.

2. Current marketing activities in the CB area

To form the network of the CB area, countries and ports have done a lot to improve and equalize the services in the area. Several projects have contributed to small ports' marketing activities in the local and international market. For a list of the ongoing and finalized projects and their results, see attachment No 2.

2.1 CBSmallPorts online survey on current marketing actions

To see the current situation in the port services and as the first step to see the situation, a marketing survey of small ports was organized within the CBSmallPorts project in November-December 2020. The main conclusions from the marketing survey are:

1. Collaboration with the sailing community should be improved. Boaters are the main and the best way of spreading the information.
2. For the development of the network of ports, it is crucial to improve collaboration between the ports and the boaters.
3. The Internet and social media services are the main source of information.
4. It is important to develop a better online coverage on available ports, preferably in one webpage. Information on navigation, services and facilities should be easily accessible across different sites as well.
5. It is necessary to develop the tourism aspect in the ports. There must be information about things to do in the destination, rental services, and general travel advices.
6. Digitalisation of small ports could provide better and comparable data (including statistics of visiting boats). In addition, digitalisation could support spreading information on the network and growing online presence.

7. Ports have clearly stated the need for easily found, updated, practical information about the ports. Depth, maximum boat length overall (LOA) and width form the most important information that boaters wish to find easily.
8. In marketing materials and communication should always be included the advice on navigation and information about practical needs of the boaters.
9. Although online communication is very important, ports still consider that printed materials (brochures, maps, harbour guides) are of a great value and ports would like to have those available on site.

Full text of the marketing survey report available at: [T2.1. MarketingActionsAndPlan](#)

2.2. The main marketing activities implemented within previous projects

2.2.1. Development of informative materials

There are prepared different informative materials in almost each project. Small ports have developed and are using the following printed marketing materials or digital versions of the materials that are published on the project's web pages:

- Harbour guides, maps and brochures: within the project EstLat Harbours a map of the East Baltic port network was printed (about 10 000 copies) and three editions of East Baltic Coast (Estonia and Latvia) Harbours Guide were published (in total about 20 000 copies). The brochure was handed out in boat shows and partner yacht clubs free of charge. Free PDF for downloading is available on the web page www.eastbaltic.eu. Both materials received high appreciation from the sailors and full editions were spread out during the boat shows. A price list for separate services in Latvian ports (wintering and winter storage) was prepared, but it did not arouse much interest among boat show visitors. In project 30 Miles suggestions for sailing routes were elaborated and published on the web page <http://30miles.info/routes/>. In total 60 route examples are presented and offered for boaters to use.
- Handbooks, manuals and practical guides: in the project PortMate practical guides for boaters and port professionals were elaborated and published on the web (www.portmate.eu). Although these materials are more dedicated to safety, resource efficiency and integration of new technologies in the small ports, they show the existing infrastructure, high-level services and modern technologies; the materials are addressed to boaters and other port visitors and thus can serve as effective marketing materials, promoting small ports in the project territory. In the project Batseco Boat (<https://batseco-boat.eu/>) very specific publications were prepared about technical solutions of the sewage collection (catalogue of pump-out stations) in small ports. The project FamilyPorts published Joint architectural vision. The project Sustainable Gateways produced a publication on the issues related to the ecological, social, and financial sustainability of small boat harbours. The project Safe Sea published training materials of safety on the water in the sea for further use.

- Leaflets and newsletters: in the project PortMate regular newsletters were prepared to inform port and project professionals, stakeholders and authorities about project progress and achieved results.

All printed materials were handed out during local and international regattas, visits to yacht clubs and other face-to-face meetings with direct target groups, thus strengthening cooperation between the sailing communities in different countries.

2.2.2. Videos

Videos have been prepared in several projects and on different themes.

- Promotional videos are prepared in following projects: EstLat Harbours, Smart Marina and PortMate. They are published on the project web pages and the main goal is to show the specific values, local traditions and available services in the small ports.
- Educational videos are prepared in project PortMate, and they are dedicated to safety, resource efficiency and integration of new technologies in the small ports. In 30 Miles project Safe Harbor video course was filmed, where safety issues in marinas and boating are discussed. The series includes 29 training videos, as well as a legal training package implemented in cooperation with a law firm.
- Informative videos are prepared in project EstLat Harbours - to show the entrance way into the small ports in Estonia and Latvia. In PortMate - safe approach videos to small ports in Finland, Åland and Sweden. In 30 Miles the Safe Approach video series shows a safe approach route by boat to 30 Miles ports. The goal of these approach videos is to support and facilitate navigation to 30 Miles ports.

2.2.3. Web solutions and development of web pages

- In the project Portmate (www.portmate.eu) a web app was developed as an information source for boaters and small port managers who wish to know more about boating safety and resource efficiency and green values of the small ports. It offers practical guidance on how to sail safely. For small port managers there is information on how to develop their port to be safer and more resource efficient. In the project Masapo an app for viewing marinas virtually in beautiful 360° panoramas was developed. The project Seastop had a new mobile play for the visitors in the boat fairs launched.
- In the project “SmartPorts” the booking system www.marinamia.eu was developed by the Estonian project team. The booking system serves for pre-booking of the stay in the port not only in EU countries, but also in Norway and the United Kingdom (18 countries in total).
- Mainly all projects created new web pages. Within the EstLat Harbours project the web page www.eastbaltic.eu was developed, where all small ports in Latvia and Estonia are presented. The Batseco Boat project has a web page www.batseco-boat.eu, where detailed information about sewage collection systems is provided,

and in project 30 Miles also web page <http://30miles.info/> where information about safety, route planning and different practical issues is available. The PortMate project's web page <https://www.portmate.eu/> provides guidance videos on resource efficiency solutions and installations — the site was expanded to users by an open access ICT solution. The SmartPorts project used www.helloports.com, SeaStop project had <https://seastop.se/>, Sustainable Gateways <https://www.metsa.fi/projekti/sustainable-gateways/>

2.2.4. Activities in social networks and work with mass media

In most of the projects, part of the activities are devoted to publications on social media. Facebook accounts, Instagram, Twitter accounts are created, also Youtube channels. The project teams have worked with journalists and prepared articles on different boating topics, which are published in printed and digital media. More information about activities in social networks and work with mass media can be found on the above mentioned projects' web pages.

2.2.5. Participation in boat shows

Starting from 2016, Latvian and Estonian small ports were represented in the largest boat show in Europe, "Boot" in Düsseldorf (by projects EstLat Harbours, Smart Ports). Starting from 2017, many of the projects were represented in boat shows in Finland in Vene / Båt, in Sweden in Allt för Sjön (by e.g. projects 30miles, EstLat Harbours, EASTBALTIC Harbours, Smart Ports, Smart Marina, Seastop). In addition, the small ports of Latvia and Estonia were represented in Poland in Wind and Water event since 2017 (within the project EstLat Harbours).

The reached number of boaters in the boat shows in total is about 15 000 (stand visitors, during four years, participating in four boat shows per year).

Due to COVID 19 in 2021, all boat shows were cancelled, so projects are facing a challenge to find new tools to reach the target audience. That is a reason for making a new marketing strategy to promote the CB small ports in a new and effective way.

3. Target groups and marketing tools to promote the CB area

This chapter is dedicated to describing the target groups of the marketing strategy and the necessary activities to be done to reach the stated goals.

3.1 The planned marketing tools of the project

- Web-based CBsmallPorts platform, that will be used as an example in studies of both environmental, business and tourism students by university partners and beyond.

- Image map of the CB sailing area that will give the first impression of the sailing region and work as an extended business card of the region.
- Brochure “Sailing routes in the CB area” (printed and digital, with links to video materials) and a book of small ports, that gives detailed information of the offered sailing route samples.
- Individual marketing materials (printed, digital, specific format) for particular small ports or/and groups of ports.
- F2F meetings with boaters and port professionals (regattas, site visits and other events).
- Participation in boat shows inside and outside of the CB area.
- Work with social media (Facebook, Instagram, YouTube, Snapchat, WhatsApp) to share project activities, promote results and market events. Media articles (newspaper, radio, TV) is a tool to share the project progress and results to a wider audience. General audience will have an open access to the communication and dissemination through chosen interactive social media channels and websites with information, media articles and other relevant material shared.

3.2 Marketing tools selected for target groups of the project

Different target groups are defined with the aim to promote the CB sailing area in the most effective way, and marketing activities are carefully planned to find the most effective channel for each target group. Target groups cover the geographical location inside CB area (Sweden, Finland, Estonia, Latvia) and outside CB area (Germany, Poland, Denmark, Lithuania, Russia).

BOATERS AND OTHER SMALL PORT USERS is the main target group, and they are the main users of the established ports’ infrastructure, information channels and materials. In order to reach the boaters, the following **marketing tools** will be used:

- **web based CBSmallPorts platform** — to give specific information about the CB sailing area and improvements in the infrastructure of the small ports and to book the stay in the ports using the integrated booking system.
- **Image map** — to give an inspiration for sailing holidays, and represent the CB sailing area.
- **Brochure “Sailing routes in the CB area”, small ports book** — to provide more detailed information for planning the sailing holidays in the CB area.
- **F2F meetings** — to give presentation of the CB sailing area and to provide information about certain ports and services during boat shows, regattas and meetings in yacht clubs.
- **Participation in boat shows** — for direct contact with boaters to answer the actual questions, give suggestions, and to give a live presentation of the small ports network.
- **Social media** — to ensure regular reminders about the CB area as a well-developed sailing region and to give a visual representation of small ports (technical information (YouTube videos about entering the port territory, sailing adventures and regattas, FB posts about tourism offers in the surrounding and events in the small ports, photos of the small ports and sailing in Instagram account etc.).

- **Individual marketing materials** for certain small ports or regions — to give specific information about the region, the network or the port, its services and additional values; to convince boaters to choose a particular port for their stay.

During high season, i.e. in summertime, the marketing has to be done in the small ports by presenting the ports' infrastructure and services, by F2F meetings to reach the boaters and other port users in the regattas, sailors' events and yacht clubs. The key in marketing effort is the everyday use of social media, such as Facebook, Twitter and YouTube, combined with social media campaigns. In addition, social media accounts (Facebook, Instagram, YouTube, WhatsApp) will be utilized in sharing the project activities, in promoting results and in marketing events.

During low season, the marketing is mostly done through F2F meetings in yacht clubs and other events, boat fairs, as well as with dissemination of the printed material such as leaflets, image maps, and brochures. Social media is used for promoting the network platform and for sharing marketing photos and videos.

SMALL PORT PROFESSIONALS are the service providers in the small ports as well as small ports owners. This target group is important as a key player in boating in its widest meaning. Small port professionals are the main link to the boaters, developing tourism products offered for boaters.

In order to reach small port professionals, the following marketing tools will be used:

- **web-based CBSmallPorts platform** — to give specific information about the CB sailing area and small ports network, to share knowledge about the most effective energy efficiency solutions, safety, green services and experiences in the field; to give information about different workshops and other educational events; to provide possibility for promotion of the port in the integrated booking system.
- **Image map** — to represent the CB sailing area and show the port's location in the network.
- **Brochure "Sailing routes in the CB area", small ports book** — to show the belonging to the particular sailing route and to help plan the improvement of the offered services (e.g. neighbouring ports don't have a petrol station, no repair services or winter storage in the surrounding), inspire other small ports to join the network.
- **F2F meetings** — to give a presentation of the CB sailing area and improve the cooperation among small ports;
- **Participation in boat shows** — for direct contact with small port professionals thus strengthening of the network and a live presentation of the small ports network.
- **Social media** — to give the latest information about events in the small ports, improvements in the ports of the network and to provide facilities for promotion of particular ports in wider media networks.

Most of the marketing activities dedicated to small port professionals have to be done during low or off season, as summertime is full with activities in the port management and providing of the services. Social media activities can be done all year round.

GENERAL PUBLIC is the widest target group that covers local inhabitants, visitors, tourists. It is important to work with this target group as it forms a potential sailors' community, ambassadors of the improvements in infrastructure and attractive environment and energy efficiency solutions.

In order to reach general public, the following marketing tools will be used:

- **Image map** — to give a presentation of the CB sailing area and the coastal area with ports as a tourist attraction; the map will work as an extended business card of the project.
- **Individual printed materials** for certain small ports — to give information about the port and tourism values in the surrounding areas.
- **Social media** — to give visual information about small ports, sailing adventures and regattas, tourism attractions in the surrounding areas and events in the small ports, photos of the small ports and sailing in Instagram accounts etc.

Work with the general public target group has to be done mostly in the sailing season as visual materials can be distributed in sailing events and and published in social media.

PROJECT PROFESSIONALS & EDUCATIONAL INSTITUTIONS is an important target group. The demonstrated actions on energy efficiency and environmentally sustainable solutions will lead to actions and co-operation in and between different instances: municipalities, companies (especially SME's) and the general public, non-governmental organizations and ministries as legislators/regulators. Local, regional and national authorities will have a joint network of small ports to support blue growth in the Central Baltic area. Companies (enterprises, SMEs and infrastructure providers) do find opportunities in small ports to develop technology for better services and climate friendly solutions.

In order to reach this target group, the following marketing tools will be used:

- **Image map** — to represent the CB sailing area, to show the port's location in the network; the map will work as an extended business card of the project.
- **Web-based CBSmallPorts platform** — to give ideas about the CB sailing area and small ports network, to give information about already tested energy efficiency solutions, environmentally sustainable solutions and experiences in the field; to give information about project experiences and possible partnership for next projects.

Work with this target group should be organized in low or off season (autumn, winter, spring), when most official meetings and seminars are organized.

STAKEHOLDERS are different interest groups. The target group entity covers local sailing clubs, regional boating clubs, scouts, NGO's working with rescue services, organizations and projects working for saving the Baltic Sea, and enterprises promoting archipelago areas. Enterprises that provide infrastructure and services to small ports recognize new business opportunities in small ports. Media writing about small ports and boating. SME's

providing technology and services related to energy efficiency and environmentally friendliness in small ports. SME's providing services in small ports either as a port operator or SME related to activities in small ports.

In order to reach this target group, the following marketing tools will be used:

- **Image map** — to represent the CB sailing area, to show the port's location in the network; the map will work as an extended business card of the project.
- **Web-based CBSmallPorts platform** — to give an insight into the CB sailing area and small ports network, to give information about already tested energy efficiency solutions, safety, ecology and experiences in the field; to give information about project experiences and possible partnership for next projects.

Work with this target group should be organized all year round, depending on the information that should be delivered to this target group.

Table 1 Summary of the target groups and activities

Target group	Sub groups	Marketing tool	Channel	Expected result
Boaters and other users of small ports	Local people and visitors to small ports as boaters	Image map Brochure “Sailing routes in CB area” small ports book Individual marketing materials web-based CBSmallPorts platform F2F meetings Participation in boat shows Social media	Printed materials: in boat shows, regattas, yacht clubs, sailing clubs etc. Digital versions: on webpages of the partners, social media accounts	Increased number of visitors in the ports, boaters are more informed about energy efficient solutions and safety; raised awareness among boaters about solutions
Small port professionals	Infrastructure and public service providers, port owners	Image map Brochure “Sailing routes in CB area” small ports book web-based CBSmallPorts platform F2F meetings Participation in boat shows Social media	Printed materials: provided by project partners, in meetings, workshops, site visits; Digital version: by e-mails, on webpages, files’ sharing platforms	Improved green infrastructure in the ports, well-educated port management team, strengthened port network.
General public	Tourists, visitors (arriving by land)	Image map Individual printed materials Social media	Printed materials: provided by Tourist information centres and in boat shows and tourism events. Digital version: on webpages Social media	Everybody is informed about the CB area as a well-developed sailing region with tourist friendly infrastructure. Increased number of tourists in the surrounding.

<p>Project professionals & educational institutions</p>	<p>Authorities, Higher education and research, education / training centres and schools</p>	<p>Image map web-based CBSmallPorts Platform</p>	<p>Printed material: provided by project partners, in meetings and workshops. Digital version: on webpages, platforms for file sharing</p>	<p>Increased recognition of the CB Small Port Project and sailing region. Colleagues and cooperation partners are informed about energy efficiency solutions and best practice samples in the field.</p>
<p>Stakeholders</p>	<p>Interest groups including NGOs, Enterprises, especially SME</p>	<p>Image map web based CBSmallPorts Platform</p>	<p>Printed material: provided by project partners, in meetings and workshops. Digital version: on webpages, files' sharing platforms</p>	<p>Increased recognition of CB Small Port Project and sailing region. Colleagues and cooperation partners are informed about energy efficiency solutions and best practice samples in the field.</p>

4. Work plan and budget

A network of small ports in the context of a marketing strategy is an effective and interactive cross-border information system. The strength of the CB area is in cooperation among ports with improved services and unified marketing. In general, guiding into the market (advertisement, indirect influence advertisement, direct sale and promotion) and use of communication channels are the key issues of this marketing strategy.

The marketing materials will be provided both in digital and in printed versions to reach the audience more effectively. The printed version will be provided in the boat shows, regattas, workshops, conferences etc. events, also spread by partners in the CB network of the small ports. The digital versions of the maps, leaflets and brochures will be available for viewing or downloading on the webpages of the project partners and small ports, in the CB Platform and social networks.

The address of the project's web-based CBSmallPorts platform must be shown on all printed materials; the guests of the small ports of the CB area will spread information as the ambassadors of the network.

Table 2 Budget overview to be invested for marketing tools in the CB area

N o	Marketing tool	Date	Detailed budget line	Target groups	Responsibility
1.	Image map (pdf, printed version, in English)	1.3.2021-30.8.2021	External Expertise: 5000 EUR (KPR budget)	Boaters	KPR
				General Public	
				Small Port Professionals	
				Project professionals & educational institutions	
				Stakeholders	
2.	Sailing route brochure and small port books with links to video materials on Youtube channel	1.9.2021-28.2.2022	External expertise 15 000 EUR (KPR budget)	Boaters	KPR, RPR
				Small Port Professionals	

	(pdf, printed version, in English)		10 000 (RPR budget)		
3.	web-based CBSmallPorts platform	1.5.2020.-31.8.2022	Staff costs: (SAMK) ePlatform External expertise:8000 EUR (EVAK) web design 6000 EUR (RPR) content	Boaters	SAMK, EVAK, RPR
				Small Port Professionals	
				Project professionals & educational institutions	
				Stakeholders (interest groups, incl. NGOs)	
4.	F2F meetings	1.5.2020-31.8.2022	3900 EUR (SAMK), 2200 EUR (XAMK), 2100 EUR (RPR), 1000 (KPR), 1700 (Soderhamn), 2800 EUR (BKG/SE), 3000 EUR (EVAK)	Boaters	SAMK, XAMK, RPR, KPR, Söderhamn, BKG/SE, EVAK
				Small Port Professionals	
5.	Participation in the boat shows	1.1.2021-31.8.2021	External expertise: 37600 EUR RPR, 6000 EUR Söderhamn, 3000 EUR SAMK	Boaters	SAMK, RPR, Söderhamn
				Small Port Professionals	
				Project professionals & educational institutions	
				Stakeholders (interest	

				groups, incl.NGOs)	
6	Social media (incl. Facebook, Youtube)	1.6.2020-30.11.2022	5000 EUR (XAMK)	Boaters	SAMK, XAMK
				General Public	
				Small Port Professionals	
				Project professionals & educational institutions	
				Stakeholders (interest groups, incl. NGOs)	
7	Individual printed materials	1.6.2020-30.11.2022	3000 EUR (XAMK), 1500 EUR (BKG/SE), 8000 EUR (FHH)	Boaters	XAMK, BKG/SE, FHH

The costs of the marketing activities are included in the whole project budget of 2.363.776,43 EUR, with the WP T2 Implementation “Energetic small ports for boaters and other port users” for 485 745,85 EUR. The marketing costs consist of: staff costs for marketing activities in all partner organizations, travel and accommodation costs for participation in boating fairs, F2F meetings, etc events, and external expertise and services. The marketing budget is divided by partners as follows:

1. Satakunta University of Applied Sciences, SAMK/FI: € 83.523,90
2. University of Turku, UTU/FI: € 16.766,40
3. Airiston Matkailukeskus Ltd., AM/FI: € 0
4. South-Eastern Finland University of Applied Sciences, XAMK/FI: € 59.696,00
5. Riga Planning Region, RPR/LV: € 104.231,15
6. Kurzeme Planning Region, KPR/LV: € 61.508,75
7. Municipality of Söderhamn, Söderhamn/SE: € 49.100,00
8. Bläse Kalkbruk, BKG/SE: € 11.545,00
9. Estonian Small Harbour Development Center, EVAK/EE: € 70.726,40
10. Foundation Hiiumaa Harbours, FHH/EE: € 28.648,25

The more detailed budget description is available in the eMS system.

5. Results to be achieved

A common network of the small ports in the CB area will be created.
Instead of various separate web apps, the project creates a common online platform “SmallPorts” combining the information for boaters, other service users and small ports.
Positive visibility in target markets of the CB area as the sailing destination.
Increased knowledge and changed behaviour about the energy efficiency in the Central Baltic small ports as a uniform region with various opportunities for climate friendly holidays.

Attachment No 1.

SWOT analysis

STRENGTHS	WEAKNESSES
<p>The largest range of services are usually available: the small ports all provide the services that meet the basic needs of boaters for safe stopping, meeting physiological needs as well as water and electricity supply – necessary for their onward journey, but there are also extra services usually available.</p> <p>Basic services are provided in all small ports of the network, but more than 50% of the ports offer extra services (sauna, fuel, crane, technical services, winter storage etc.). This is a key issue fulfilled for the visitors of the small ports, which emphasise issues related to arriving the small ports, such as the shelter the harbour provides from the winds and waves, safe berthing, clear guideposts, including guest berth signs, and the availability of current information on depths, available berths and opening hours online. The visitors are looking for basic services, such as the general tidiness of the small port and especially the tidiness of toilets, showers and saunas, proper waste management, including both household wastes and boat-originated sewage, availability of electricity and tap water, laundry and dish facilities and a restaurant. In additional, bike rental is important as an extra service [1].</p> <p>The mooring spaces during the season are usually available up to 20% as extra spaces.</p>	<p>The lack of visitors' knowledge about the ports: the technical services provided are not widely known, especially for e.g. German, Danish, Polish, and Dutch sailors. The advertisement should be more active within the CB area itself and outside the area</p> <p>For small ports society there are three main weaknesses: 1) missing one common, effective network; 2) gaps in strategic planning; 3) limited financial resources.</p> <p>Separate marketing activities done in each of the small ports/ separate areas until now. One major online application offering information on small ports is missing (currently, the information on the small ports and their services is provided scattered in various sources).</p>

OPPORTUNITIES	THREATS
<p>The CB area is popular among boaters looking for a quiet and green destinations.</p> <p>Different small ports: Some of the small ports are modern, full service ports. But some are located, e.g. on islands, that have been inhabited for centuries. Customer needs can vary greatly, some of them resulting from the individual characteristics of the persons concerned. However, there are guests whose appearance is conditioned by various external factors, including the location of a given small port. The wide range of services offered by the port makes it possible to meet a greater number of needs. It can be a factor influencing the attractiveness of a given port and help build a competitive advantage.</p> <p>The visitors for the small ports travel in multiple ways: travelling by camper van or trailer is significant.</p> <p>Very good navigational aids and high quality charts makes navigation an interesting but full time task when out at sea.</p> <p><u>The unique things what to offer to boaters (<i>unique selling points</i>):</u> Saunas, long, sandy beaches, stunning nature and many cultural attractions in the area (lighthouses (e.g. in archipelagos), jazz festival (e.g. in Saaremaa), historical buildings and places are main highlights of the small ports offered in the CB area. The ports can offer nature trails nearby rich in flora, several historical values that are of great importance for outdoor life and recreation.</p> <p>Also good food is a key issue for the stay (good restaurants, fishing and smoked fish offer etc.) and shops in the area of the port.</p>	<p>Kaliningrad and St. Petersburg (Russia) area are the restricted territory, visa issues for EU citizens are essential.</p> <p>The Baltic Sea is a busy sea (and gets busier): boaters will want to avoid the main shipping routes and fairways.</p> <p>Natural hazards such as small ports pollution, incl. pollution from ships influences the sensitive ecosystem of the Baltic Sea.</p> <p>High vulnerability to technological hazards (e.g. oil spills) due to fragile ecosystem.</p> <p>Covid-19 pandemic affects the number of the visitors and foreign boaters coming to the CB area.</p>

The CB area is as the **hidden treasure**: a feeling of the exclusive, qualitative and unique experience for the visitors from Central Europe.

To increase the year-round use of service small ports, the cafes and restaurants, saunas, winter **events** and caravanners might be used, as well as organising different events and maritime education and supporting ice sailing, events for various age groups.

Attachment No 2.

Projects implemented in small ports in the CB area

In the Central Baltic area, several small ports have had a lot of activities and investments to promote and improve the qualitative services. To evaluate the impact of previous small port projects, the added value of the project results and investments were analyzed. As a result, the help that the achievements can offer for developing the network of small ports was discovered.

The most markable added value is seen in the projects which improved the quality of the services in small ports around the coastline of Sweden, Finland, Estonia and Latvia. In addition, those projects enhanced common networking and marketing activities. The result: CB small ports are well-developed, with good service small ports, which have to be combined into one network: The achievements of the previous projects can be elaborated as follows:

1) The project “**30MILES**” - Small port every 30 miles apart - Development of services for lively water tourism in the Eastern Gulf of Finland. The project 30MILES aimed at improving the overall service level and safety in small ports and waterfront in Southern Finland - Estonia (project duration 01.09.2015-30.11.2018) (<http://database.centralbaltic.eu/project/17>). As a result of the project, service level increased in 12 small ports in the Eastern Gulf of Finland. The new ring of ports creates an attractive entity which is in the interest of boaters. 60 Example routes were produced. A boating risk analysis for the Eastern Gulf of Finland was composed (<http://30miles.info/> <https://helda.helsinki.fi/handle/10138/238979>) incl. a survey describing the needs, interests of services etc. of the visitors.

2) **EstLat Harbours** (the first pre-defined project) - Improvement of sailing infrastructure and yacht harbours network building in Estonia and Latvia: The project objective was to improve sailing infrastructure and build a network of harbours in Estonia and Latvia to promote East Baltic as a sailing destination. The activities included building improved services of harbours in Estonia and Latvia; network building, promotion and marketing of Latvia and Estonia as a sailing destinations. The project combines more than 72 small ports of this area in the network (project duration 01.06.2017-30.11.2020) (<https://estlat.eu/en/estlat-results/estlat-harbours.html>)

3) **EastBaltic Harbours** (The second pre-defined project) - An improved network of small harbours with good levels of service - cooperating under the common East Baltic Coast network project has started on 15.06.2020): The project complements the CB Small Ports project activities for the part of the network. (<https://estlat.eu/en/estlat-results/eastbaltic-harbours.html>)

4) **PortMate** - Safely connected and sustainable small ports in Central Baltic region (project duration 01.11.2016 - 31.12.2019): The PortMate project enhanced safe access,

suitable "green services" and joint marketing in small ports. The challenges of 1) limitations in safe access arrival, 2) lack of sustainable resource efficient services in ports and 3) insufficient marketing activities separately in each port are solved by mating the pilot small ports with the sailing triangle from Rauma, Finland through Sottunga and Kökar, Åland to Gävle-Söderhamn region, Sweden. (<https://www.portmate.eu/> and <http://database.centralbaltic.eu/project/66>)

5) **SmartPorts** - Modern and attractive small ports network through cross-border interactive information system, joint marketing and improved port services (project duration 01.10.2015-30.09.2017): The project aimed at improving and integrating the network of small ports via modern information and communication technology. The project increased the service quality of small ports in the Central Baltic region and helped to create better awareness about the marina network to double the number of visitors by the sea. In practice, the project implements systems that facilitate cross-border information exchange, as well as creates new port services by investing in modern marina technology. (<http://database.centralbaltic.eu/project/32> and <https://hello-port.com/>)

6) **Smart Marina** - Contemporary harbours with soft energy technology (project duration 01.02.2018-30.04.2021): Smart Marina helped harbours transform into attractive and modern ports by connecting harbours and other relevant actors across the CB borders to jointly enhance the level of services. The motto of the entire project is: "Opening the door to a destination". As a result of the project, a visitor-friendly harbour was opened not only for (boat)tourists but also for hikers, cyclists, families from the village nearby/beyond. Dockside pedestals should provide 2-or 3-phase electricity along with drinking and non-potable water. Laundry, modern mooring, ship logs, BerthMaster online etc. will be a definite part of available services in harbours (<http://database.centralbaltic.eu/project/84> and <https://www.smartmarina.eu/>, Facebook, Instagram)

7) **BATSECO-BOAT** - Best Available Technologies of Sewage Collecting for Boat Tourism To provide tourists with better sewage services for boats (project duration 01.12.2017-31.05.2021): BATSECO-BOAT aims to improve the capacity and service level of latrine sewage collection in small boat ports in Estonia, Finland, Sweden and Åland with digital tools and guidelines. (<http://database.centralbaltic.eu/project/87> and www.batseco-boat.eu)

8) **FamilyPorts** - Green and Family-friendly Archipelago Ports (project duration 01.07.2016-31.03.2020): The project made a joint architectural vision for small ports in Nagu, Dalsbruk, Lickershamn and Ronehamn, to address the need for high-quality, green, functional and accessible services. (<http://database.centralbaltic.eu/project/50> and <https://www.familyports.fi/en>)

9) **MASAPO** - Development of Maritime Safety in the Small Ports in the Baltic Sea Region (project duration 01.10.2015-31.03.2018): The project aimed at developing maritime safety in small ports in the Baltic Sea Region. The project develops cooperation between small ports in Estonia and Åland islands to provide better information about the ports and their safety services. The project involved pilot voluntary maritime rescue organisations to use their international experience in developing and implementing higher safety standards in the ports for tourists and local habitants. (<http://database.centralbaltic.eu/project/41> and <http://www.masapo.ax/>)

10) **SEASTOP** - Modern ports in historic waters (project duration 01.12.2017-28.02.2021): The project enabled infrastructure investment in 18 small ports in the Stockholm/Åland/Turunmaa archipelago. The main common challenge was to develop and broaden tourism and overnight stays by upgrading the service levels in the ports. (<http://database.centralbaltic.eu/project/77>)

11) **Sustainable Gateways Small ports** - Sustainable gateways to coastal national parks (01.02.2018-31.10.2020): The project develops small boat harbours located in national parks and nature reserves in the Finnish (four harbors) and Swedish (three harbors) outer archipelagos. With the project's support, these harbours became sustainable and attractive gateway destinations for boaters. The project focused on environmental sustainability, customer satisfaction, harbour operator's business knowledge and increased regional nature-tourism. The project showcased sustainable and customer-oriented harbour management. (<http://database.centralbaltic.eu/project/94>)

12) **SAFE Sea** (Safe coast and sea in Latvia and Estonia, Interreg Estonia-Latvia programme): The main goal of the project was to improve environmental security in marine and coastal waters in the Gulf of Riga and Irbe Strait by strengthening coordination between Latvian and Estonian rescue services and infrastructure managers (ports, small harbours, local governments). Project implemented the following activities: Elaborated common Standard Operational Procedure (SOP) and training materials, Acquired equipment for rescue services, Two cross-border training activities, Theoretical training on the clean-up of the oil spill, The building of four access roads (driveways) to the beach in Latvia. (<https://estlat.eu/en/estlat-results/safe-sea.html>)

Attachment No 3.

The network of small ports

The target group “small ports” in the CBSmallPorts project is divided into three groups:

Group 1: Port is investing in energy efficiency in the CBSmallPorts project.

Group 2: Port has been involved in earlier Central Baltic area projects or other projects AND the energy efficiency status is investigated to list the possible preceding energy efficiency investments.

Group 3: Other than group 1 or 2 port that locates in the CB area and has been involved in earlier Central Baltic programme projects or other projects.

The small ports will have a joint cross-border platform for sharing information on better services they can offer. Small ports recognize themselves as a part of a network: "we are stronger together" instead of competing with limited resources on limited numbers of potential visitors during high season. The focus on target groups is in ports and their services, not on general tourism information. It is noticed that boaters and small port users are not a uniform group. Their expectations and habits depend on cultural differences, mode of transport (sailboat vs. motor boat and personal life situation – boaters with family, retired, group of friends etc.). The different user groups are taken into account in all actions of the projects, both related to energy efficiency and from the professional side of authorities.

Group 1: Port is investing in energy efficiency in the CBSmallPorts project

No.	Small port name	Country	Sailing region
1.	Dirhami	Estonia	West coast of Estonia
2.	Lennusadam	Estonia	Gulf of Finland / North coast of Estonia
3.	Lõunaranna	Estonia	West coast of Estonia
4.	Roograhu	Estonia	West coast of Estonia
5.	Kalev YC	Estonia	Gulf of Finland / North coast of Estonia
6.	Kardla	Estonia	West coast of Estonia
7.	Orjaku	Estonia	West coast of Estonia
8.	Soru	Estonia	West coast of Estonia
9.	Seili	Finland	Archipelago Sea
10.	Airisto Strand	Finland	Archipelago Sea
11.	Sapokka	Finland	Eastern Gulf of Finland
12.	Tervasaari	Finland	Eastern Gulf of Finland
13.	Keihässalmi	Finland	Eastern Gulf of Finland
14.	Blåse Kalkbruk	Sweden	Gotland
15.	Klacksörarna	Sweden	Southern Sea of Bothnia, West

Group 2: The port has been involved in earlier Central Baltic area projects or other projects AND the energy efficiency status is investigated whether there are preceding energy efficiency investments done or not.

No.	Small port name	Country	Sailing region
1.	Kylmäpihlaja	Finland	Southern Sea of Bothnia
2.	Kuuskajaskari	Finland	Southern Sea of Bothnia
3.	Syväraumanlahti	Finland	Archipelago Sea
4.	Nauvo	Finland	Archipelago Sea
5.	Taalintehdas	Finland	Archipelago Sea
6.	Lootholma	Finland	Archipelago Sea
7.	Gävle City	Sweden	Southern Sea of Bothnia, West
8.	Furuvik	Sweden	Southern Sea of Bothnia, West
9.	Axmar	Sweden	Southern Sea of Bothnia, West
10.	Söderhamn city	Sweden	Southern Sea of Bothnia, West
11.	Storjungfrun (Fyrhamn)	Sweden	Southern Sea of Bothnia, West
12.	Fyrudden (to be confirmed)	Sweden	Northern Baltic Sea, West
13.	Uvmarö (to be confirmed)	Sweden	Northern Baltic Sea, West
14.	Fejan (to be confirmed)	Sweden	Stockholm Archipelago
15.	Burgsvik (to be confirmed)	Sweden	Gotland
16.	Rindö (to be confirmed)	Sweden	Stockholm Archipelago
17.	Pavilosta port	Latvia	West coast of Latvia
18.	Ventspils Marina	Latvia	West coast of Latvia
19.	Roja port	Latvia	Gulf of Riga
20.	Engure Marina	Latvia	Gulf of Riga
21.	Jūrmala Yachtclub	Latvia	Gulf of Riga
22.	Free port of Rīga	Latvia	Gulf of Riga
23.	Salacgrīva port	Latvia	Gulf of Riga
24.	Sottunga port	Åland	Sea of Archipelago
25.	Kökar Havspaviljongen	Åland	Sea of Archipelago
26.	ÅSS Rödhamn (to be confirmed)	Åland	Sea of Archipelago
27.	Käringsund (to be confirmed)	Åland	Åland Archipelago
28.	Mariehamns Seglarförening (MSF) (to be confirmed)	Åland	Åland Archipelago
29.	Lappo (to be confirmed)	Åland	Sea of Archipelago
30.	ÅSS Marina (to be confirmed)	Åland	Åland Archipelago

Group 3: Other than group 1 or 2 port that locates in the CB area and has been involved in earlier Central Baltic programme projects or other projects.

No.	Small port name	Country
1.	Eisma port	Estonia
2.	Haapsalu port	Estonia
3.	Juminda port	Estonia
4.	Kaberneeme port	Estonia
5.	Kihnu Suaru Harbour	Estonia
6.	Kõiguste sadam	Estonia
7.	Kõrgessaare port	Estonia
8.	Kuressaare port	Estonia
9.	Narva port	Estonia
10.	Narva-Jõesuu harbour	Estonia
11.	Pärnu port	Estonia
12.	Port of Kelnase	Estonia
13.	Port of Leppneeme	Estonia
14.	Port of Purtse	Estonia
15.	Soela Marina	Estonia
16.	Vergi port, Lääne-Viru County	Estonia
17.	Võsu port	Estonia
18.	Airisto Segelsällskap	Finland
19.	Baggö Marina	Finland
20.	Bodö Saaristomeri (Bodö harbour)	Finland
21.	Brännskär	Finland
22.	Bromarv Skärgårdshamn	Finland
23.	Centre Korpoström Guest Harbour	Finland
24.	Ekenäs guest harbour	Finland
25.	Galtby harbour	Finland
26.	Heponiemi, Kustavi	Finland
27.	HSF Marine (Hanko Eastern harbour?)	Finland
28.	Itämeren portti	Finland
29.	Jussarö harbour	Finland
30.	Kasnäs guest harbour	Finland
31.	Katanpää harbour	Finland
32.	Kirjais marina	Finland
33.	Klamila (Virojoki Klamila?)	Finland
34.	Lillbacka marina (Högsåra)	Finland
35.	Loviisa guest harbour	Finland
36.	Naantali port (Guest harbour?)	Finland
37.	Örö marina	Finland

38.	Pargas city harbour	Finland
39.	Pärnäs vierasvenesatama (Pärnäinen harbor in Nauvo)	Finland
40.	Petäjäs	Finland
41.	Peterzéns guest harbor	Finland
42.	Poroholma	Finland
43.	Port of Barösund	Finland
44.	Porvoo guest marina	Finland
45.	Sommaröstrand marina	Finland
46.	Stenskärs Stugor och Fisk	Finland
47.	Arholma	Sweden
48.	Årsta Brygga	Sweden
49.	Branthäll Södra, Söderhamn	Sweden
50.	Branthäll Västra, Söderhamn	Sweden
51.	Bromskärs Hamn	Sweden
52.	Djurönäset eastern guest harbor	Sweden
53.	Enskär port in Söderhamn	Sweden
54.	Gräddö Marina	Sweden
55.	Grinda marina	Sweden
56.	Grisslehamns Marina	Sweden
57.	Harö jetty	Sweden
58.	Husarö	Sweden
59.	Ingmarsö gästhamn	Sweden
60.	Korsmäss, Söderhamns kommun (?)	Sweden
61.	Kyrkviken/berg	Sweden
62.	Långvik inner port	Sweden
63.	Långvik outer port	Sweden
64.	Lickershamn harbour	Sweden
65.	Lidö	Sweden
66.	Lilljungfrun, Söderhamn	Sweden
67.	Löka Gästhamn	Sweden
68.	Lökholmen	Sweden
69.	Möja - Löka harbour	Sweden
70.	Näslinge port	Sweden
71.	Nättarö guest harbour	Sweden
72.	Norrtälje Gästhamn (guest harbour)	Sweden
73.	Norrtälje Segelsällskap (sailing association)	Sweden
74.	Öregrund harbour	Sweden
75.	Ronehamn port	Sweden
76.	Rönnskär, Söderhamn	Sweden
77.	Skärså Gästhamn	Sweden
78.	Sollenkroka Marina	Sweden

79.	Stavsudda (Seastop Norra Stavsudda)	Sweden
80.	Stenö havsbad	Sweden
81.	Svartsö	Sweden
82.	Svartsundet, Söderhamn	Sweden
83.	Svinninge Marina	Sweden
84.	Toppatall (Storjungfrun), Söderhamn	Sweden
85.	Trollharen, Söderhamn	Sweden
86.	Utö guest harbour	Sweden
87.	Vaxholms Gästhamn (guest harbour)	Sweden
88.	Liepāja	Latvia
89.	Mērsrags	Latvia
90.	Skulte	Latvia
91.	Bomarsund port	Åland
92.	Degerby Gästhamn	Åland
93.	Enklinge	Åland
94.	Glada Laxen	Åland
95.	Gullvivan	Åland
96.	Hamnsundet Gästhamn	Åland
97.	Havsvidden	Åland
98.	Jurmo	Åland
99.	Karlby harbour	Åland
100.	Kastelholm Gästhamn Marina	Åland
101.	Kumlinge	Åland
102.	Seglinge gästhamn (Seglinge Yacht harbour)	Åland
103.	Sjökvarteret	Åland
104.	Vargata Bathusviken (Vargata harbour)	Åland