

INTERCONNECT

IDENTIFIES SUCCESSFUL TRANSNATIONAL FRAMEWORKS AND COLLABORATIONS WITH POTENTIAL FOR PROMOTING PUBLIC TRANSPORT INSIDE AND OUTSIDE THE SOUTH BALTIC AREA AND FOR PROVIDING TRANSNATIONAL ECONOMIC AND SOCIAL DEVELOPMENT



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GULDBORGSUND



**INTER
CONNECT**



European
Regional
Development
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1. Résumé and recommendations

Within the context of the EU project, „Interconnect”, and on behalf of Guldborgsund Municipality, Realise has analysed a number of links for the purposes of identifying successful transnational frameworks and collaborations with potential for promoting public transport inside and outside the South Baltic area and for providing transnational economic and social development.

Following a statistical analysis of the passenger and freight bases for a number of links, it was decided to subject the following links to a closer analysis of successful collaborations that can be compared with and used as inspiration for the Gedser-Rostock link:

- Helsinki – Tallinn
- Frederikshavn – Gothenburg
- Elsinore – Helsingborg

The Helsinki-Tallinn link was assessed to be the most interesting link from which to draw inspiration. This is owing to the fact that, on the one hand, the distance in travel time between Helsinki and Tallin is only 0.5 hour longer than the Gedser-Rostock line and, on the other hand, the collaboration between Helsinki and Tallin is partly politically driven by the municipal governments of Tallinn and Helsinki, and partly market driven by the shipping lines together with public and private collaborations within the fields of tourism, labour market and commerce.

The objectives of the 2.6 million Finns visiting Tallin in 2017 were tourism for 81% of the cases, 9% were visiting family, and 6% of the travels were work-related. For the 0.9% Estonians visiting Helsinki in 2017, the objective was work in 30% of the cases, 25% were visiting family, whereas 17% of the Estonians were in transit on their way to other Finnish destinations.

Helsinki and Tallin have a long tradition of concrete collaboration – not least in matters of optimising mobility across the Gulf of Finland. In this respect, there is good inspiration to be drawn from such products as are developed for the purpose of facilitating commuter traffic between Tallinn and Helsinki. Thus, for instance the FinEstSmartMobility project represents new solutions, developed for the purposes of enhancing services for commuter passengers and freight.

A highly significant motive power in the collaboration between Tallinn and Helsinki is, without a doubt, the desire for a fixed link by way of a Helsinki-Tallinn Tunnel. However, the mayors of Tallinn and Helsinki also collaborate in other areas. Most recently, the mayors have agreed on an interregional political plan of action (May 2018) comprising the collective marketing and branding of e.g. major sports and cultural events, tourism events, etc.

The Elsinore-Helsingborg link similarly provides inspiration for political collaboration, for instance comprising the development of a shared tourist destination across the Øresund and, within the educational area, facilitating the possibility of living in e.g. Elsinore and taking one's education in Helsingborg. The development of a shared tourist destination involves a combination of experiences within the areas of Elsinore and Helsingborg. We must stress, however, that – to a great extent – the political collaboration is driven by a shared wish for a permanent Elsinore-Helsingborg (the HH (EH)) link. At the same time, it should be underlined that the crossing time for the Elsinore-Helsingborg ferries is just 25 minutes and, further, the presence of a significant Danish-Swedish labour market entails about 1,300 daily commuters between the towns of Elsinore and Helsingborg.

Contrary to the Tallinn-Helsinki and Elsinore-Helsingborg links, the Frederikshavn-Gothenburg link is not politically driven as, to a very high extent, it is a line driven by the markets of especially the line, Stena Line, and the tourist organisations both sides of the Kattegat. This link represents inspiration for work targeted at the creation of a meeting, conference and event destination aboard the ferries and in the cities of Frederikshavn and Gothenburg.

The Gedser-Rostock link is, to a very high extent, a transit link, as the Scandlines ferry travellers do not have business in either Hansestadt Rostock or Guldborgsund Municipality. This is, in particular, a commercial link transporting goods between Eastern and Central Europe and Scandinavia – in transit through Hansestadt Rostock and Guldborgsund Kommune.

Today, the political collaboration that exists between Hansestadt Rostock and Guldborgsund Municipality is based on a twin-city agreement targeted at collaboration within an array of areas, such as e.g. commerce, labour market, tourism, sports, maritime events, etc.

Taking the inspiration identified in the investigated links as our point of departure, we recommend the development of a concrete transnational political strategy between Hansestadt Rostock, Guldborgsund Municipality and the shipping line, Scandlines, with potential for increasing the number of travellers with business in Rostock and Guldborgsund Municipality, respectively. A political strategy with inspiration from the HH (EH) group, which is the connection that is considered most strategically developed.

Such a strategy should have intensified focus on the creation of a transnational international tourist destination between Hansestadt Rostock and Guldborgsund Municipality that is based on the shared complementary strengths within the Gedser-Rostock geography. It is our assessment that the largest potential lies within the development of an international transnational tourist destination focused on the following location-specific strengths:

- The city of Rostock
- The Marielyst holiday-cottage and holiday areas
- The bathing beaches by the seaside of the Baltic Sea in Rostock and Marielyst

We consider a transnational Danish-German tourist destination that will combine the city of Rostock with the integration of the holiday-cottage area of Marielyst and the fine bathing beaches by the Danish and German sea-sides of the Baltic Sea to be an excellent point of departure for the creation of unique content which will attract guests to the geographic area and stimulate demands; and, hence, boost public transport within the Gedser-Rostock corridor.

We envision the potential for the organisation of several major events that will attract local as well as national and international guests. This could be yachting and water sports, nature tourism at Denmark's most southern location – the spit of Gedser Odde, live concerts with participation of Danish and German musicians, or it could be cultural events, etc. The shark cutter regatta would be a fine example of an existing shared event.

Inspired by Stena Line and the Frederikshavn-Gothenburg link, it should be investigated whether there is potential for meeting tourism aboard the ferries and/or within the corridor and, if relevant, what it would take to realise meeting tourism within the Gedser-Rostock corridor.

It seems unlikely that home-work commuting can be established for the Gedser-Rostock link, such as is the case for the Helsinki-Tallin and Elsinore-Helsingborg links. To a high extent, this is owing to the fact that the Gedser-Rostock link does not link two major cities but rather a larger German town with a Danish land area. The home-work commuting, currently managed via the Gedser-Rostock link, very much involves Poles employed in the Danish building and construction sector who will spend time in Denmark for shorter periods.

2. Introduction

As an element in the EU project, "INTERCONNECT", Guldborgsund Municipality has expressed a desire to identify *"successful transnational frameworks and collaborations with potential for promoting public transport inside and outside the South Baltic area and for providing transnational economic and social development"*.

The assignment comprises the collection of satisfying experiences and knowledge from other border regions that, with a view to the future, can be applied in the work targeted at developing the Danish-German Nykøbing-Gedser-Rostock corridor.

The primary objective of the work is to apply this knowledge as a point of departure for establishing an initiative that will enhance public regional and transnational transport facilities in the Nykøbing-Gedser-Rostock corridor.

There may be more and diverse examples of successful transnational collaborations, which is why an important element in the assignment is the identification of such examples as will have the largest potential for realisation within the investigated border region .

3. Method

The identification of successful frameworks and collaborations has been made by way of the following procedure:

1. The definition of the relevant transnational links
2. The identification of respondents and the preparation of an interview guide
3. The performance of an interview survey
4. The submission of a final report with recommendations

In addition to interviews with respondents, the report applies accessible knowledge on collaborations applicable to the selected links.

4. The development in passenger and freight bases for selected transnational links

A not insignificant indication as to whether a transnational link is successful is the development in the passenger-volume and freight bases of a given link.

For this reason, we have collected statistical information from Statistics Denmark and EUROSTAT spanning a 10-year period from 2007 to 2017 for the following links:

- Elsinore-Helsingborg
- Frederikshavn- Gothenburg
- Frederikshavn-Oslo

- Rödby-Puttgarden
- Grenaa-Varberg
- Helsinki-Tallinn
- Gedser-Rostock

As regards the Grenaa-Varberg ferry link, it should be noted that the ferry port, Varberg Hamn, has terminated its agreement with the ferry line, Stena Line, effective as of the third quarter of 2019. In this connection, Stena Lina has announced their intention of transferring this Swedish ferry service destination to Halmstad.

Focusing on a 10-year period, we were able to identify the links displaying continuous annual growths in passenger and freight bases. At the same time, we were able to identify fluctuations, if any, during the period.

The ferry services mentioned above will be discussed in the following.

Frederikshavn - Oslo

Crossing time: 9 hours and 15 minutes.

Operator: Stena Line

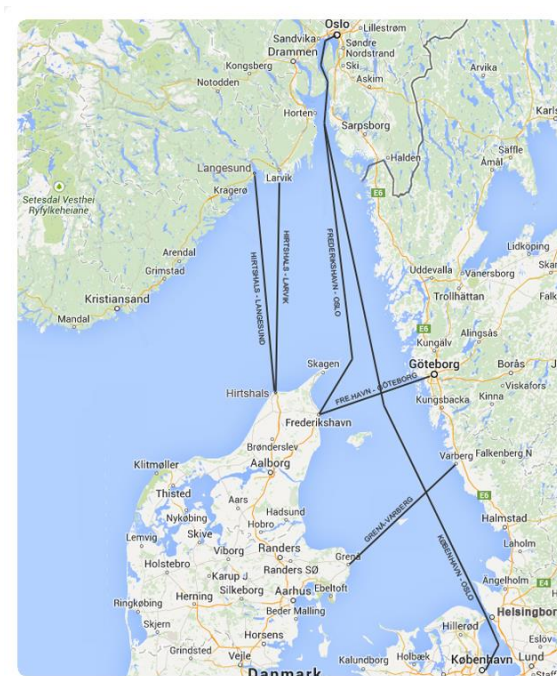


Figure 4.1 Ferry services with departure from Frederikshavn, Hirtshals, Grenaa and Copenhagen.
Source: Dansk Bilferie

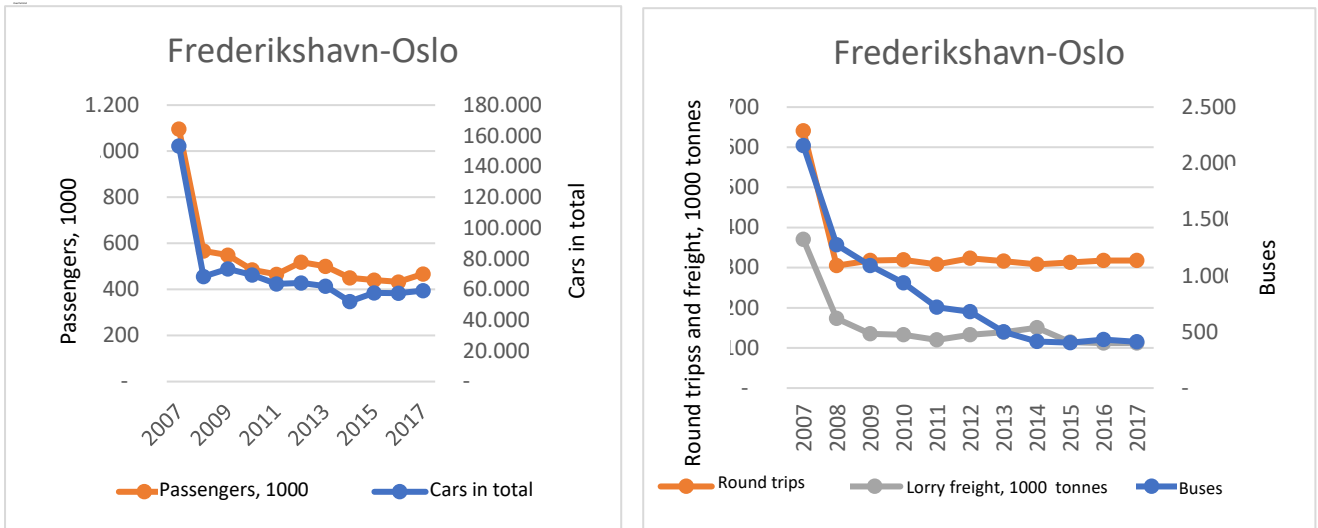


Figure 4.2 Frederikshavn - Oslo. Source: Statistics Denmark

Color Line sailed between Frederikshavn and Oslo up until 2007, whereupon the service was transferred to Hirtshals with the destination being re-routed to Larvik and Langesund, respectively. The service seems to have been stable since 2009, yet the number of buses using the service have been declining through most of the period.

Owing to the very long travel time, we advise against the inclusion of this route in the analysis. The route should be characterised as a cruise, rather than an actual ferry service.

Frederikshavn - Gothenburg

Crossing time: 3 hours 20 min.

Operator: Stena Line

The route is illustrated on the map, cf. Figure 4.1.

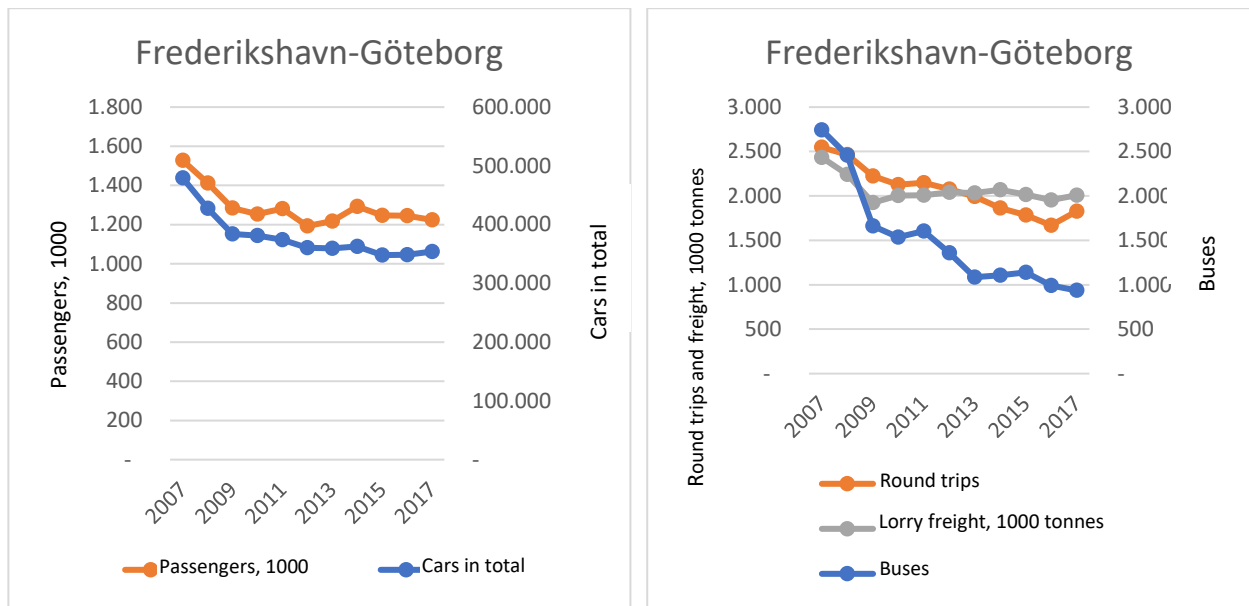


Figure 4.3 Frederikshavn - Gothenburg. Source: Statistics Denmark

It should be noted that the number of buses has been subject to annual decline – from 2,700 to just below 1,000 buses. Likewise, the number of departures has declined. The decline in freight is not experienced as equally significant, however. Passenger numbers were likewise declining, though having remained relatively stable since 2009. This means that the exploitation of ferry capacities has been increasing, as the number of round trips has been declining throughout the period. We recommend the inclusion of this service in the survey as it links a medium-sized Danish town located in a sparsely populated area with the second-largest city in Sweden.

Grenaa - Varberg

Crossing time: 4 hours 25 min

Operator: Stena Line

The route is illustrated on the map, cf. Figure 4.1.

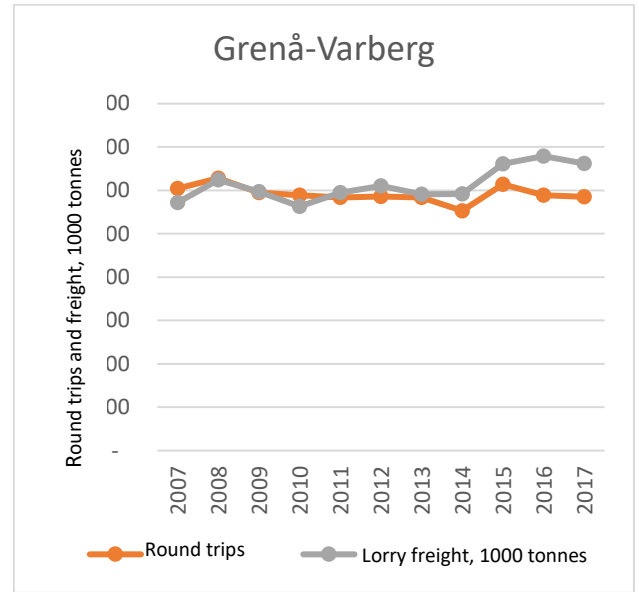
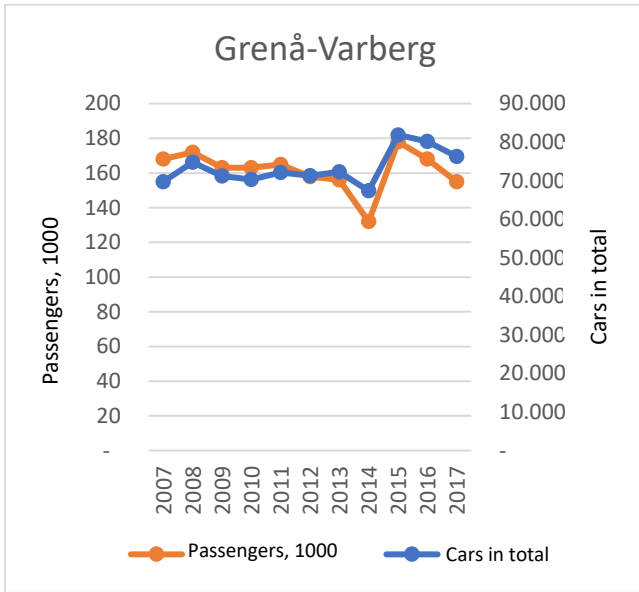


Figure 4.4 Grenaa - Varberg. Source: Statistics Denmark

With about 160-180,000 annual passengers, this service has only a limited number of passengers. The service experienced general stability during the period, comprising the years of the economic and financial crisis. This is interesting, as all the other services experienced a decline. We advise against the inclusion of this service in the analysis, since – as previously mentioned – the service will be re-routed to Halmstad in 2019.

Rødby Færgehavn - Puttgarden

Crossing time: 45 min

Operator: Scandlines



Figure 4.5 Rødby Færgehavn - Puttgarden. Source: Google Maps.

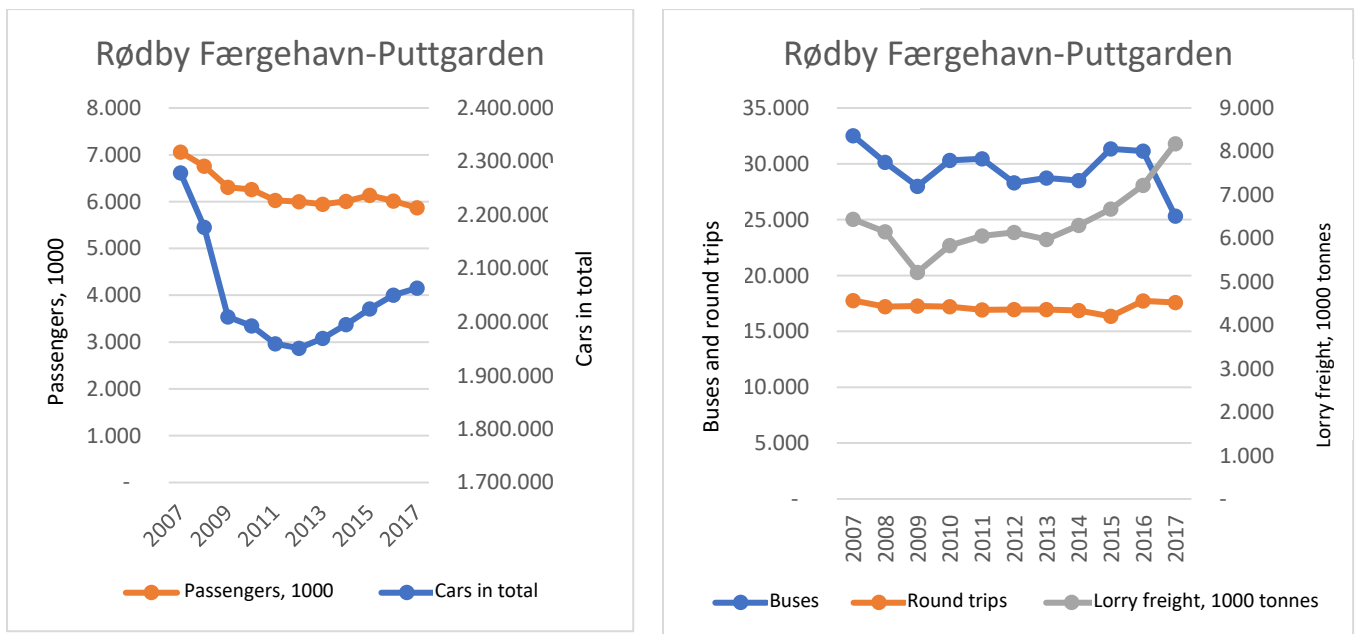


Figure 4.6 Rødby Færgehavn - Puttgarden. Source: Statistics Denmark

During the period, this service experienced a decline in the number of annual passengers – from about 7 million to about 6 million. Yet, there was an increase in lorry freight. In general, there was stability in the number of round trips throughout the period – comprising the years of the financial crisis.

We advise against the inclusion of this service in the analysis as, to a very high extent, it is a service that is characterised by transit traffic between Sweden and Germany; and, moreover, the service is expected to be discontinued by 2028, with the introduction of the Fehmarnbelt tunnel.

Elsinore-Helsingborg
 Crossing time: 25 min
 Operator: ForSea and Sundbusserne

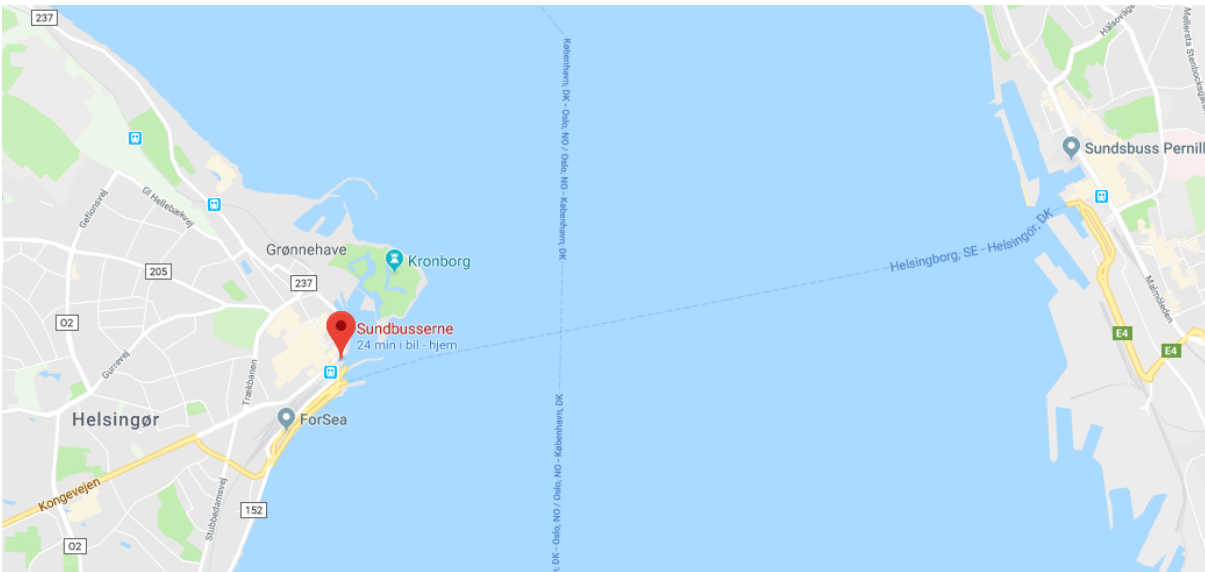


Figure 4.7 Elsinore - Helsingborg. Source: Google Maps

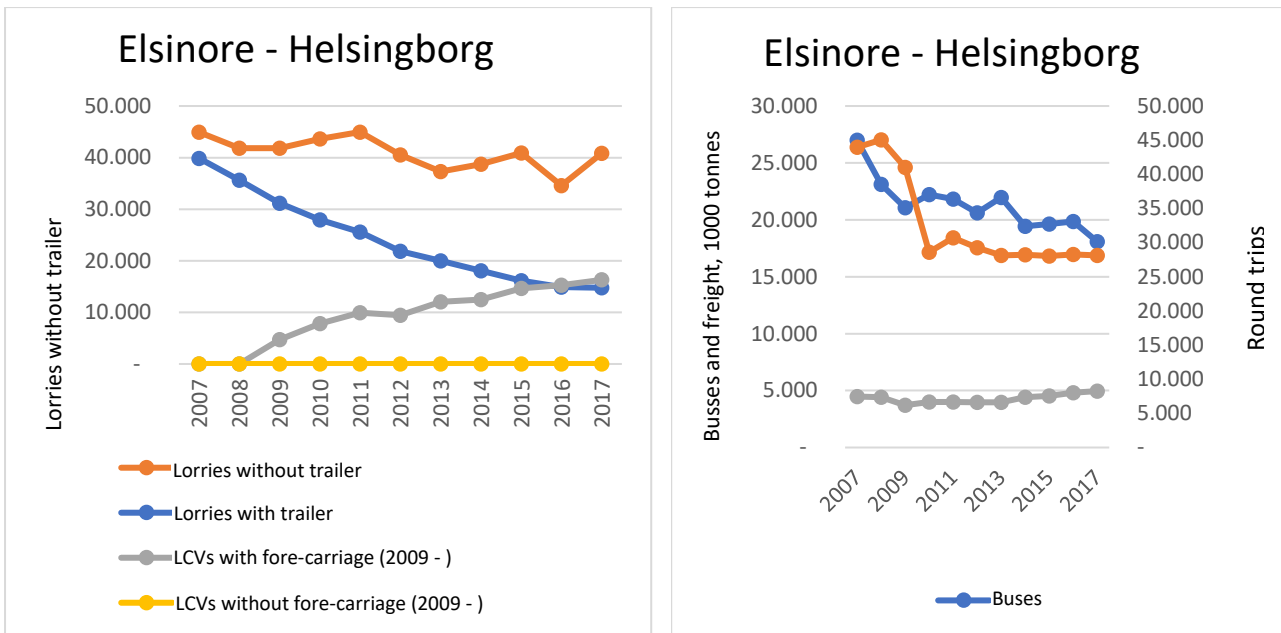


Figure 4.8 Elsinore - Helsingborg. Source: Statistics Denmark

With between approximately 7 and 11 million annual passengers, this service ranges among the most popular of the surveyed links, albeit a significant decline in passenger volumes was registered over the period. It shall be noted, however, that lorry freight volumes have been increasing. Also, there was a marked decline in the number of round trips during the period between 2009 and 2010, which may also explain the decline in passenger numbers. Owing to the high number of passengers and the increase in lorry freight, we recommend the inclusion of this service in the survey.

Helsinki - Tallinn

Crossing time: 2 hours 15 min

Operator: Tallink and Viking Line

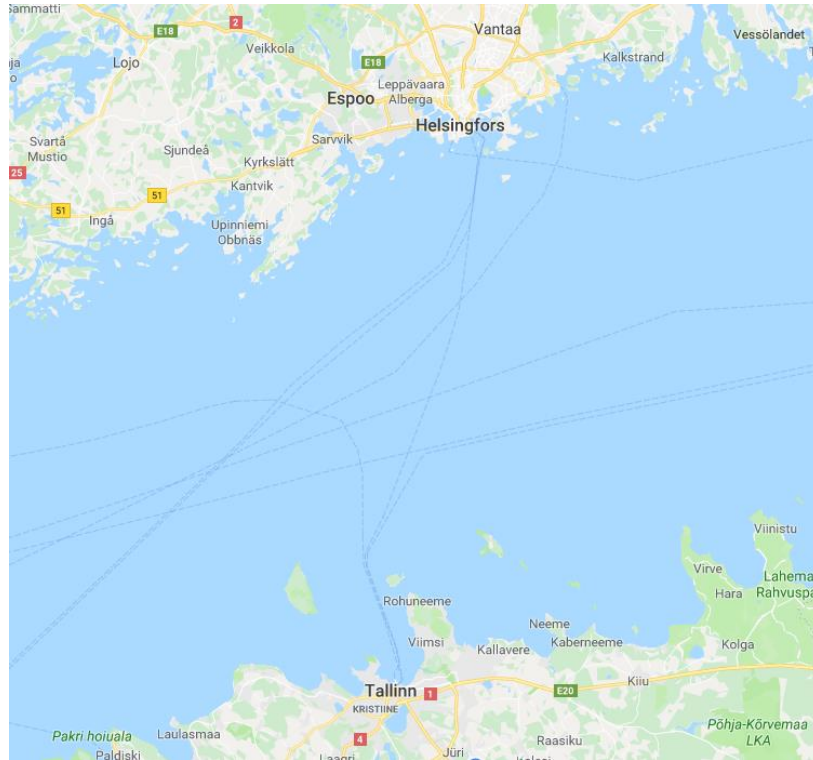
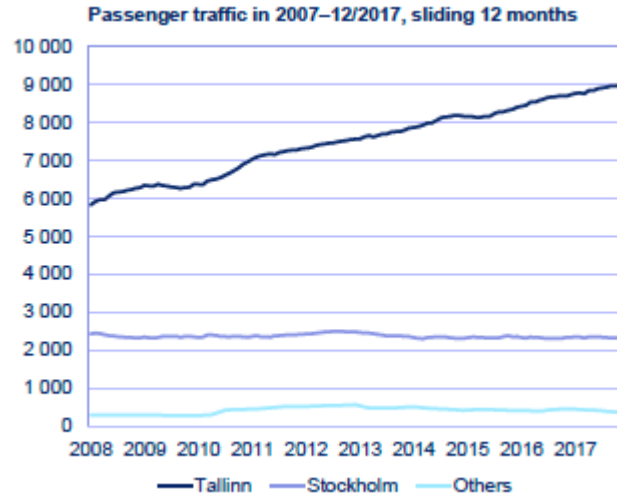


Figure 4.9 Helsinki - Tallinn. Source: Google Maps



With about 6-9 million annual passengers, this service ranges among the most popular. Similarly, the service is comparable with the Gedser Rostock route as regards crossing time. We recommend the inclusion of this service – partly owing to the number of passengers crossing the waters, and partly owing to the crossing time. Further, it is assessed whether it will strengthen the survey to include an international service that is not based in Denmark.

Gedser – Rostock

Crossing time: 1 hour 45 minutes

Operator: Scandlines

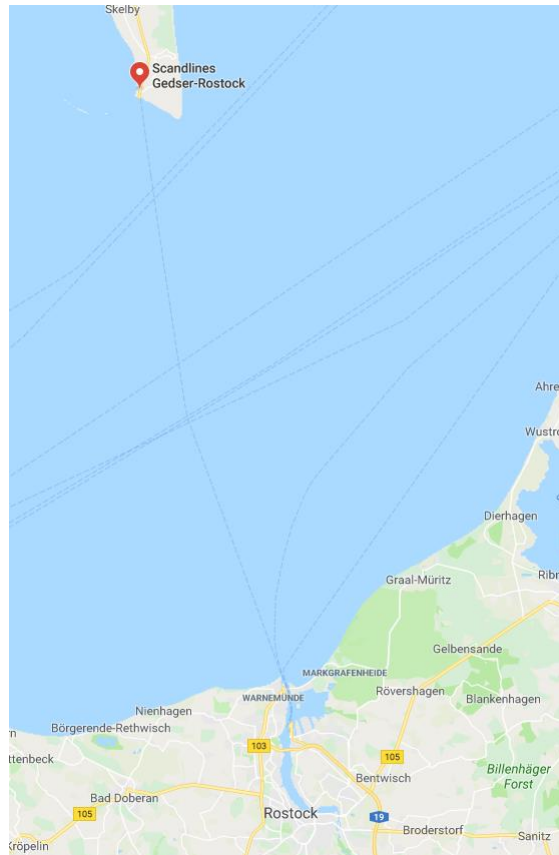


Figure 4.10 Gedser - Rostock. Source: Google Maps

Historically, the ferry link between Gedser and Germany has been subject to changes. This is because ferry services during the cold-war period primarily took place between Denmark and West Germany. There were, however, routes from Gedser to, for instance, Travemünde and Grossenbrode. The fall of the wall and the ensuing reunion of the German nation opened up the potential for the direct route between Gedser and Rostock.

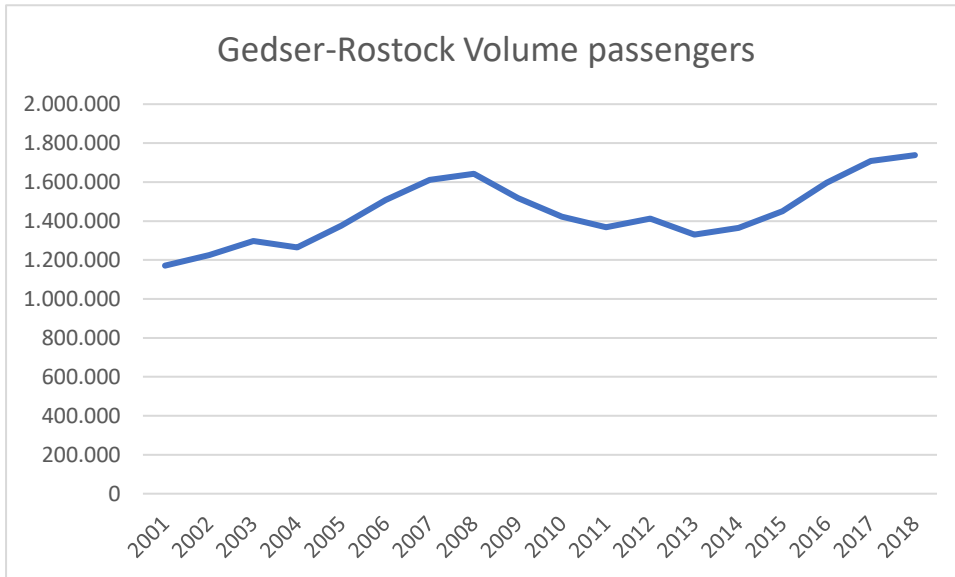


Figure 4.11 Passenger development for Gedser - Rostock. Source: Statistics Denmark and Scandlines

Considering the development of passenger volumes for the service between Gedser and Rostock, there was an increase from about 1.2 million passengers in 2001 to a little under 1.8 million passengers in 2018. It should be noted that a passenger decline followed in the wake of the global financial crisis during the period between 2008 and 2013.

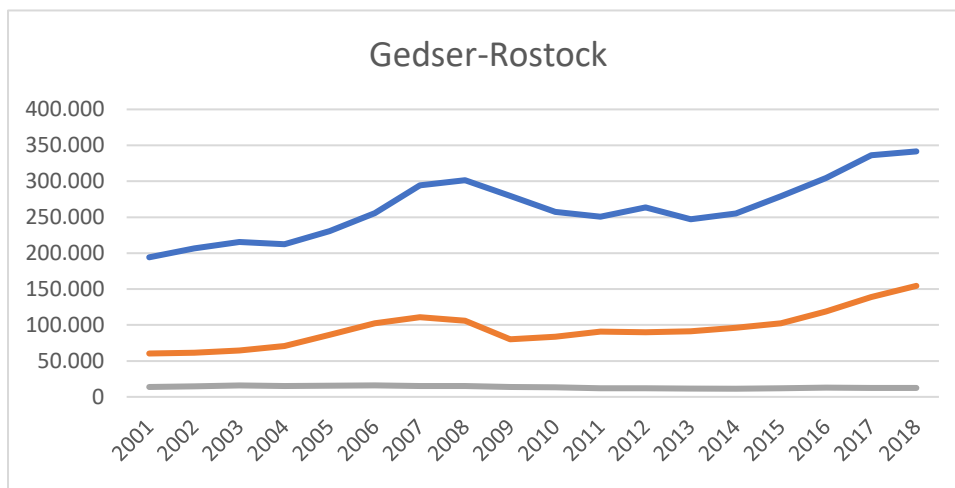


Figure 4.12 Vehicle development for Gedser - Rostock. Source: Statistics Denmark and Scandlines

Please note that the number of passenger cars and the number of passengers is variable as positively correlated. Lorry traffic for the link has almost tripled over the period – from approx. 50,000 lorries in 2001 to 150,000 in 2018.

Subconclusion

Following the presentation of the services prepared, it is recommended to continue with the following 3 links for the purposes of identifying inspirational elements for the Gedser-Rostock corridor.

- Elsinore-Helsingborg
 - This service represents a crucial artery. A high passenger basis and considerable volumes of lorry freight.
- Frederikshavn - Gothenburg
 - A relevant link as to travel time, representing a relation between a Swedish big-city area and a sparsely populated area in Denmark.
- Helsinki - Tallinn
 - This service is international and has undergone a significant increase in the passenger basis.

The 3 above-mentioned links are subjected to a comparison with the Gedser-Rostock link.

5. Elsinore–Helsingborg

For many years, the Elsinore-Helsingborg link has been a central arterial link between Denmark and Sweden. Dating back to the 1429 introduction of the Øresund Dues, this strait has constituted the gateway to the Baltic Sea. During the period between then and now, this lucrative area has constituted the focal point of several wars. Today the strait marks a border between Denmark and Sweden and, since 1995, the municipalities of Elsinore-Helsingborg have collaborated on the development of their area. By 2017, there were 143,304 citizens within the Helsingborg municipality, whereas the number citizens in the municipality of Elsinore equalled 62,686.

Since 1995, the collaboration between the two municipalities has undergone considerable development, resulting in the formation of the HH (HE) group, which is an organisation between the two municipalities, DTL (the Danish Transport and Logistics Association), the Danish Chamber of Commerce, the Danish Construction Association, Sydsvenska Handelskammaren (the South Swedish Chamber of Commerce), Region Skåne and the Capital Region of Denmark.

The objective of the collaboration between Elsinore and Helsingborg has been set out as follows: „The objective of the HH group is that of working towards a shared Danish-Swedish decision on the establishment of a fixed link between Elsinore and Helsingborg for the purposes of securing future mobility, growth and employment within the Baltic Sea area.”

The HH collaboration states that:

The HH group is an element in the HH collaboration (<https://www.helsingor.dk/om-kommunen/fakta-om-helsingor-kommune/internationalt-samarbejde/hh-samarbejde/>), which is a collaboration between Helsingør Kommune and Helsingborg Stad that has now been active for a number of years. The HH collaboration's focus areas for the next 4 years are:

- *The destination work, targeted at enhancing the power of attraction as one collective destination.*
- *Labour market, exploiting the potential for the increased provision of manpower and jobs.*
- *Urban development, targeted at developing the physical space of our two towns.*
- *Further education, targeted at enhanced educational levels for retaining and attracting students within and to the area*
- *Infrastructure, with primary focus on the work targeted at the establishment of a fixed link.*

On an ongoing basis, the ITD (the Danish trade association for road haulage) performs border counts as to the number of lorries crossing the Danish borders. The borders constituted by the

Baltic Strait represent 20% of all border crossings in Denmark. It should, however, be stressed that this also includes the Øresund Bridge.

Figures for the HH link show that, on a daily basis, an average of 200 lorries pass the strait between Elsinore and Helsingborg. Following the introduction of longer combination vehicles (LCVs) in Denmark in 2008, the number of crossings has increased – from 4,750 LCVs in 2008 to 16,302 in 2017.

Today [2018], the HH link is used by approximately 1,300 commuters between Sweden and North Zealand. 1200 of these passengers travel from Sweden into Denmark, and only 100 go the other way. By comparison, the number of daily commuters across the Great Belt in 2015 equalled about 1,000.

To a very large extent, the Elsinore-Helsingborg link is also a link used by passengers on foot, traveling from Sweden to Denmark for the purposes of the purchase of beer, wine and alcoholic beverages. This is owing to the lower dues in Denmark, as compared with Sweden. It should be noted that the foundation of the use of the ferry links is very much based on economic conditions. As regards to the labour market, the fiscal advantages for work across the borders, i.e. working in Denmark and being domiciled in Sweden, is mentioned as an explanatory element as to why so many Swedes (and Danes domiciled in Sweden) commute to Elsinore and the remainder of North Zealand for work purposes.

Helsingør Kommune and the HH group state (quote):

„The work of the HH group has, for instance, contributed with influencing the decision to initiate a shared governmental strategic analysis of a fixed link between Elsinore and Helsingborg – an analysis that is currently in progress, and expected to be completed by the summer of 2020.”

6. Frederikshavn–Gothenburg

For a longer period now, the ferry route, Frederikshavn-Gothenburg has experienced a decline in the number of cars and passengers. This route links the municipality of Frederikshavn, having 61,576 citizens with the municipality of Gothenburg, having 572,779 citizens. In other words, this is a medium-sized Danish town being linked with Sweden's second-largest city.

As to lorry freight, this has remained relatively stable over the period. The players have, however, made attempts to encourage more passengers to cross the Kattegat. Thus, Stena Line has, for instance, invested in a hotel located in Frederikshavn.

As the duration of the crossing is 3 hours and 20 minutes, this cannot be compared with the Elsinore-Helsingborg link where a round trip can be made on the same day. It is rather a trip that requires overnight stays. Stena Line is working towards attracting more meetings, events and conferences, either to be held aboard the ferries or in Gothenburg or Frederikshavn and thus turn the negative development in passenger numbers.

Interviews and research have disclosed that, contrary to the case of the Elsinore-Helsingborg link, the municipalities of Frederikshavn and Gothenburg do not collaborate towards such a development. The Gothenburg tourist organisation, Göteborg & Co (Gothenburg & Co), is a part of VisitSweden and primarily works independently with respect to the increased dissemination of knowledge about Gothenburg in Denmark. According to the tourist organisation, they have had guests from Norway for a considerable number of years and are now focusing on increasing the number of Danish visitors to Gothenburg.

The Göteborg & Co strategy comprises the writing of articles about Gothenburg for publication in Danish media – against payment. Göteborg & Co is, to a very high extent, targeting their work on a marketing of the city – by way of video clips on the social media and the publishing of articles in Danish dailies. In addition, Stena Line has invested in adds for town and city each side of the link, a strategy that is naturally targeted at attracting more travellers to the Frederikshavn-Gothenburg line.

There is no politically driven collaboration between the municipalities of Gothenburg and Frederikshavn. This is a commercially driven collaboration between Stena Line and the tourist organisations both sides of the Kattegat. The work of Turisthus Nord ((Tourist House North) – comprising the tourist offices of Skagen, Frederikshavn and Sæby) and Göteborg & Co is uncoordinated, as these organisations work independently towards increasing tourism and, hence, the number of visitors to both sides of the Kattegat.

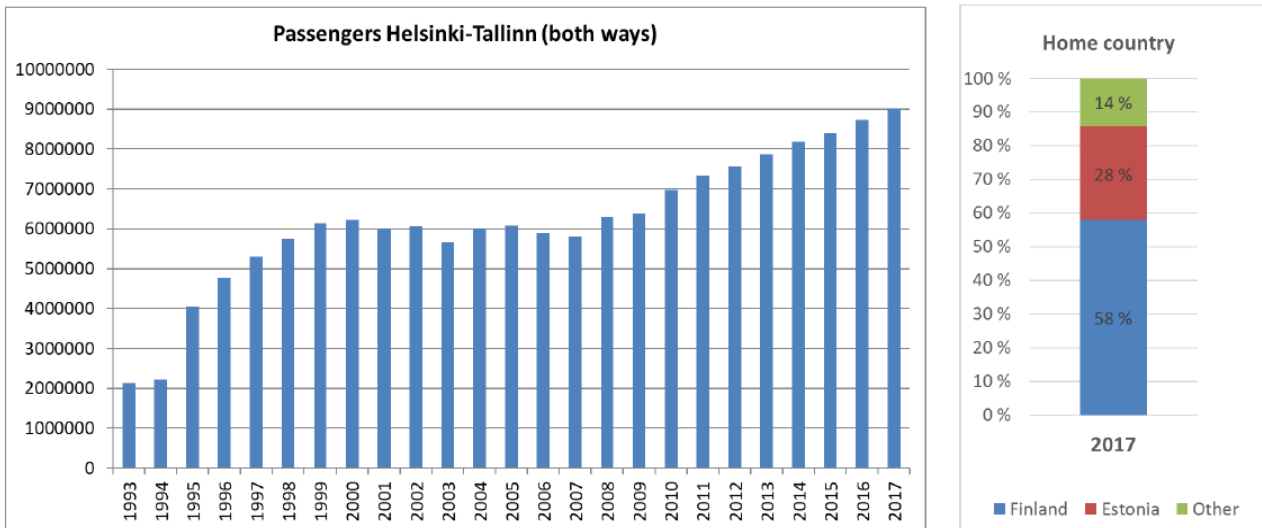
In 2016, the ports of Gothenburg and Frederikshavn entered into a strategic collaboration with Stena Line on the improvement and identification of development feasibilities and potentials for future investments in the link. This collaboration is an element in the EU-aided project, „Nordic Maritime Hub” which, among other things, comprises the development of facilities for LNG (Liquid Natural Gas), the implementation of which the EU is striving to introduce for ships sailing the Kattegat. This is intended to contribute to cleaner water-borne traffic.

7. Helsinki–Tallinn

Helsinki and Tallinn are located each side of the Finnish Gulf with a distance between them of only 80 km. Only few other capitals in the world are within such a close distance from each other. Another example within the EU region would be Vienna and Bratislava.

Logistically, the cities of Helsinki and Tallinn relate to ferries, regularly crossing the Gulf with several daily departures and a crossing time of 1 hour and 40 minutes as a minimum (during the summer).

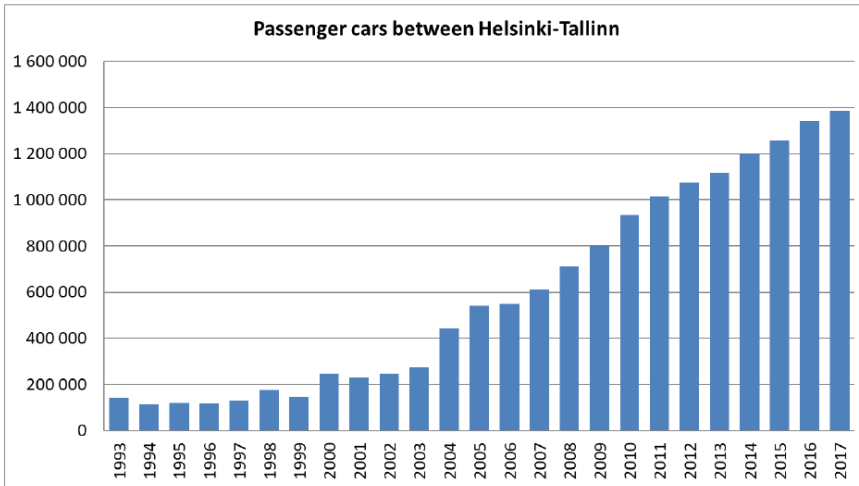
The statistics on the number of passengers between Helsinki and Tallinn demonstrate a significant increase in the number of passengers travelling by this ferry link over the past few years. With almost 9m annual passengers, these figures make the port of Helsinki the world's busiest passenger port.



Source: Finnish traffic agency, 2018 ja TAK, 2018

Statistics further show an increase in the number of passenger cars:

Private cars

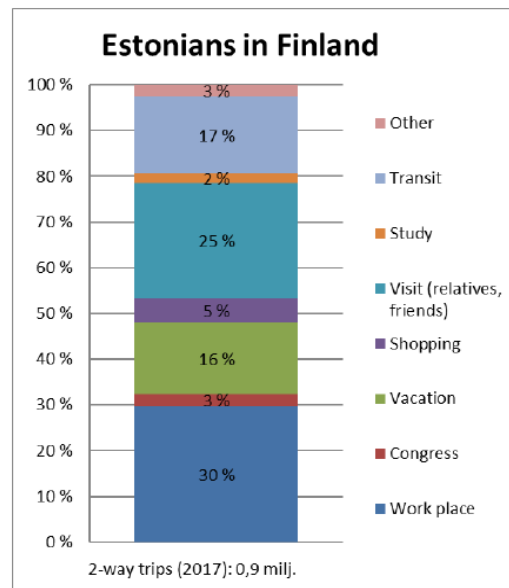
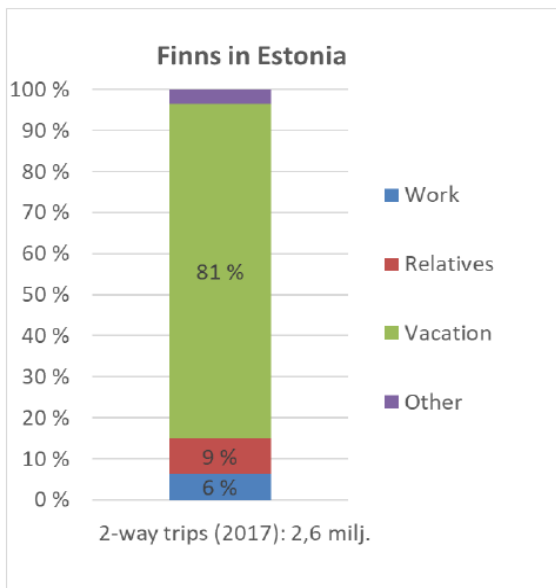


Source: Finnish traffic agency, 2018

The majority of the passengers are Finnish tourists traveling to Tallinn for recreational purposes (shopping, dining, holidaying), whereas to Estonians, the purposes of travelling are considerably

more heterogeneous. The reasons to travel are well illustrated in the statistics below:

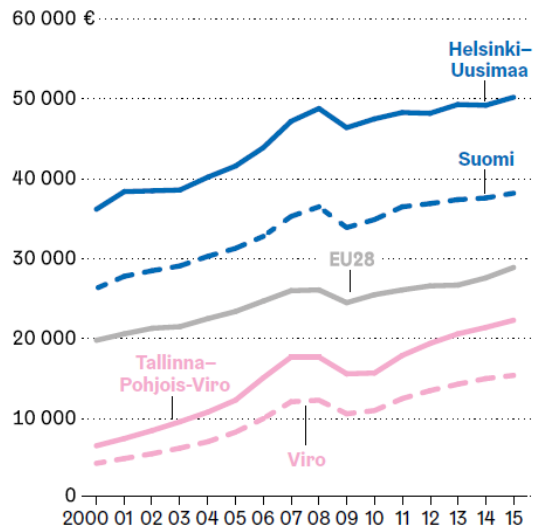
Reasons to travel



Source: Finnish Statistic, 2018

The reasons why Finns travel to Estonia for recreational purposes are obvious: The GDP per capita in (North) Estonia in 2015 was 22,300 euro whereas for the Helsinki-Uusimaa region the GDP is approx. 50,200 euros. This socio-economical difference makes Estonia an affordable place for Finns to holiday. In addition, Tallin has put in significant work towards the enhancement of tourism.

GDP per capita in the region for 2015:



Source: Eurostat

One of the most significant reasons for Estonians to travel to Finland is work (30%). A better economic situation, labour shortage as well as considerably higher wages in Finland have constituted the reason for many Estonians to move (or commute) to Finland. Commuting from Tallinn to Helsinki is regular, and many Estonians live in Helsinki during the working week and travel back to Tallinn for weekends and holidays. Some of the commuters work part-time in both Finland and Estonia (e.g. doctors). There are no exact statistics available on workers commuting across the gulf, estimations vary from 20,000 to 40,000.

There is, however, detailed information on Estonians living and working full time in Finland – the majority are employed in the construction and service trades. Between 2006 and 2012, the number of these workers increased significantly, whereas from 2013 and onwards, this increase gradually came to a standstill. At the same time, the demand for manpower in Tallinn underwent a swift increase.

Owing to their geographical proximity and tight connections, Helsinki and Tallinn constitute a metropolitan area that will be developed towards a twin city. The world's longest railway tunnel, planned to be built between Helsinki and Tallin, would mean significantly shorter commuting times between the two cities (a total of 30 minutes' travel time). Via Rail Baltica, the tunnel would connect Helsinki with the Baltic countries and, further, with Central Europe.

In addition to the tunnel debate (currently very active due to the private entrepreneur Peter Vesterbacka's own project, FinEstBayArea), the cities of Helsinki and Tallinn have been collaborating for years within a framework of various mobility projects (mostly Interreg and CEF for the ports) focused on the development of smoother commuting across the Finnish Gulf. Currently, new solutions for enhanced services for commuting passengers and freight have been developed within the framework of the FinEstSmartMobility project.

However, the twin city development includes other aspects than transport and mobility. In a MoU and action plan (signed 05/2018), the mayors of Helsinki and Tallinn have agreed on other priorities, for instance the development of services for non-residents (e.g. in their native language), enhancing recreational aspects relating to the Baltic sea area as well as general marketing and branding in certain respects (e.g. major sports and cultural events, tourism, etc.).

As concrete tools for the development of the twin city collaboration and projects, the mayors meet regularly (once or twice annually) to keep updated on the implementation of their action plan. The coordination and monitoring of the plan have been delegated to designated persons in both cities, who exchange information and facilitate collaboration.

Both public and private stakeholders act together through several interfaces of the international collaboration as well as the cities' collaboration projects. As a good example from the Helsinki-Tallinn collaboration, the municipality of Helsinki can name the FinEstSmartMobility project, which is coordinated by the city of Helsinki, with the City of Tallinn as a partner. The pilot projects for new solutions in the ports are carried out in collaboration with start-ups, larger companies and the shipping lines. Also, the ports of Helsinki and Tallinn work very closely together, involving both public and private stakeholders in their projects.

Concrete actions to strengthen cross-border and regional public transport:

For some years, Helsinki has been trying to develop a shared ticketing for regional transport as well as a shared system for parking fees applicable to both Helsinki and Tallinn. There are both technical and operational challenges, which Helsinki is still trying to solve. Also, the cities exchange information on SUMP processes and city planning.

Naturally, all cases are unique, and the primary objective is to find common ground as to what you want to achieve, and then act accordingly. To Helsinki, the most productive elements are:

- catching the low-hanging fruit: e.g. to tackle such parking and ticketing issues as are feasible to solve,

- augmentation of information retrieval: knowledge-based decision making is much easier justified. In Helsinki, we made a publication on statistics of both cities, we collaborate with further education institutions,
- make data for new innovations accessible: We offer data concerning e.g. mobility and transport for companies to utilize and establish new business around.

8. Gedser–Rostock

The collaboration between Rostock and what is now Guldborgsund Municipality was initiated concurrently with the German reunion in 1990. The link connects the 61,219 Guldborgsund citizens with Rostock's 208,409 citizens.

In recent years, the link has constituted an element in several EU projects, comprising:

- Interface
- Interface+
- TransGovernance
- Interconnect
- Cities.multimodal
- TenTacle

These projects, for instance, entailed the introduction of a real-time system, facilitating the possibility of getting actual departure and arrival times for the ferries and for when buses or trains will depart from the port area. According to Guldborgsund Municipality, this is the first time that such a system has been introduced across borders and transport types.

Pursuant to projects within the Interconnect framework for Helsinki-Tallin, the infrastructure to and from the ports should be prioritised. In this connection, Movia – on the Danish side – is responsible for the coordination of the bus connections to and from the Port of Gedser. According to Scandlines, the ferry line collaborates with the operators responsible for the bus routes to and from Gedser and Rostock for the purpose of ensuring that Scandlines' arrival and departure times will complement arrival and departure times for buses. According to Scandlines, commuters on the passage are Poles and other Eastern Europeans who work in Denmark on workdays and then go home for the weekend. Thus, the load factor is particularly high on Thursdays and Sundays.

According to Guldborgsund, Scandlines are positive towards participating in events taking place aboard the ferries and in Gedser and Rostock area. The ferry line is rather considered to be a transit link, primarily for passenger cars and lorries, which – according to Guldborgsund Municipality – is expressed in the ferry line's route planning.

The process on the Danish side is for Movia to be responsible for the annual preparation of a bus schedule. In case of any changes of the schedule, the operators of the bus lines shall be notified thereof at least 3 months in advance. This is a process which, according to Guldborgsund Municipality, Scandlines does not allow for in their planning of ferry schedules. When, in December 2018, Scandlines lowered the speed in connection with their outer departures, this entailed crossing times being changed from 1 hour and 45 minutes to 2 hours. This further entailed that passengers on the 9 p.m and 11 p.m. departures from Rostock would arrive too late in Gedser to reach the connecting bus Gedser – Nykøbing. There is no public transport from the port of Gedser for departures from Rostock 21 p.m and later. It will, however, be possible to call the area's Flextrafik, which will be a costlier solution for the users, as this is a transport solution which to some extent can be compared to transport with a cheap taxicab.

Guldborgsund Municipality is in continuous dialogue with Movia about strengthening this connection. In 2010, the connection between Gedser and Nykøbing F. changed from being a municipal to a regionally operated connection. This has entailed one more layer in the planning and decision-making process.

Over the years, the collaboration between Hansestadt Rostock and Guldborgsund Municipality has been expanded. Currently, there is a political collaboration which in practice has meant the establishment of Hansestadt Rostock and Guldborgsund Municipality as twin-cities. Rostock is a large harbour, industri and trade city. Whereas, Guldborgsund is a tourist area with a lot of beaches and high-level service. The two cities have developed comparative advantages to one another.

On 12 November 2014, the two cities' mayors met and signed a twin-city agreement. This means that, today, the mayors will meet 3-6 times annually. Other than the political collaboration, there is also collaboration on the administrative level and between civil society organisations and institutions. The civil society level cooperation comprises:

- Associations
 - Nykøbing Shooting Club
 - Winter swimmers
- Cultural institutions
 - Marinestationen i Gedser (the Gedser Naval Station)
 - Music bands

- Tourism sector
 - Tourist organisations in Nykøbing F and Marielyst
 - Shark Cutter Regatta
- The commercial sector
 - Lieferantentag in Mecklenburg – Vorpommern
 - Business Lolland Falster – Rostock Business
- Education
 - Schools
 - Youth education institutions

The twin-city collaboration has agreed on the following:

- to contribute to the development of a mutual understanding, respect and friendship between the citizens of Hansestadt Rostock and Guldborgsund Municipality, and
- to contribute to the efforts for exchange and collaboration within commerce, tourism and marketing; major maritime events, sports, leisure life and culture; children, education and labour market; traffic and transport; physical planning and urban planning; environmental protection, sustainable development and renewable energy within the welfare sector such as public health, care for the elderly and for the disabled, as within other areas that may be of mutual interest to the two partners.

Recently a collaborative agreement was entered between Danish and German organisations for bicycle tourism by means of the Interconnect project. The publication of a shared Danish-German cycling tour brochure is expected together with the mutual exchange of information about various cycling events in the Rostock and Guldborgsund area, respectively.

The annual „Shark Cutter Regatta” is held between Nysted and Rostock. This is about collaboration within the framework of the HanseSail Rostock organisation. It is an event that attracts old wooden fishing vessels (shark cutters) as well as other ship types to the participation in the regatta from Nysted to Rostock. This is an event that attracts audiences by land and by sea, alike.

As to the educational area, the schools of music – Guldborgsund Musikskole and the Die Welt MusikSchule Carl Orff in Rostock – collaborate on the education of musical talents.

Business LF for instance participated in a conference/fair held in Rostock (Suppliers' Day). Here production businesses could meet potential collaborative partners and subcontractors.

Likewise, Scandlines, the owner of the Port of Gedser, has development plans for the area. With the introduction of Scandlines' two new hybrid ferries with larger capacity in December 2016, Scandlines was once again enabled to satisfy demands; and, the following year, Scandlines experienced double-digit growth rates with respect to passenger cars as well as lorries.

Owing to the East and Central European growth, Scandlines has particularly experienced growth within the freight area. Scandlines is the owner of the Port of Gedser that, in connection with the introduction of the two new ferries, invested about DKK 300m, whereas – in Rostock – Scandlines has a long-time lease agreement with Rostock Port. New ferry terminals for the new hybrid ferries were established in both Rostock and Gedser. By far the majority of Scandlines' customers arrive in passenger cars and lorries.

When it comes to the future of cooperation between the two cities – Hansestadt Rostock and Guldborgsund Municipality - the following issues are highlighted:

- The municipalities must engage younger employees in order to continue the development of the future cooperation.
- The cooperation must incorporate people who are living cross-border – E.g. a Dane in Germany and vice versa.
- The school program with exchange visits contributes to a greater understanding and knowledge of the potential of cross-border opportunities.
- The cooperation can be strengthened with a legal strategy including a vision and target for the two cities alone and as an entire region.
- Establishing a joint Rostock - Guldborgsund development forum.

9. Appendix 1: A list of respondents

Name	Enterprise	Type	Route
Anders Söderberg, CEO	Gothenburg & Co	Tourism	Frederikshavn - Gothenburg
Søren Poulsgaard Jensen, CEO	Scandlines	Line	Gedser-Rostock
Frede Danborg	Guldborgsund Kommune	Municipality	Gedser-Rostock
Jane Errebo	Guldborgsund Kommune	Municipality	Gedser-Rostock
Andreas Schubert	Hansestadt Rostock	Municipality	Gedser-Rostock
Hanne Hansen Wisberg	The HH collaboration Helsingør Kommune	Municipality	Elsinore-Helsingborg
Laura Aalto, CEO, Helsinki Marketing	City of Helsinki	Municipality	Helsinki-Tallin
Helena Tšistova-Pohlak, Head of Marketing Bureau	Visit Tallin	Tourism	Helsinki-Tallin

10. Literature

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