
EU Strategy for the Baltic Sea Region Steering Group for Policy Area Tourism

Rules of Procedure

Adopted on 30.09.2025

Article 1 Scope

These Rules of Procedure apply to all meetings of the Steering Group (SG) for Policy Area (PA) Tourism of the EU Strategy for the Baltic Sea Region (EUSBSR). These Rules of Procedure (RoP) also apply when the SG makes decisions through a written procedure.

Article 2 Composition of the Steering Group

The SG consists of representatives of the national or regional governments of EUSBSR Member States. SG members should come from key ministries or authorities in the field of tourism and/or sectors directly related to tourism. They should have sufficient capability, mandate and resources to fulfil their tasks as required by the EUSBSR.

A EUSBSR Member State can choose not to participate in the SG by informing the lead PAC in written form. A Member State can also appoint more than one representative to the SG if this is necessary due to the structure of the Member State or due to other reasons. In this case, one of the representatives has to be nominated as the main representative and main contact person.

The SG may also invite representatives of non-EU neighbouring countries to join the group as members or observers upon the decision taken by consensus by the EUSBSR Member States. Furthermore, an SG may also invite representatives of regional, national or other organisations to join the group as members or observers upon the decision taken by consensus by the EUSBSR Member States. However, before such decisions are implemented, they have to be endorsed by the NCG.



Representatives of the European Commission are welcome to join SG meetings in the capacity of strategic advisors.

The lead PAC has to keep the SG Presidency, the Baltic Strategy Point (BSP) and the NC Presidency representatives updated as soon as changes in the composition of SG membership or observers occur.

The current composition of the SG is published on the PA Tourism website and shall be sent to the BSP.

Article 3 Roles and responsibilities

The SG provides strategic guidance to PA Tourism, initiates the policy discussions, identifies key ways to achieve the EUSBSR Objectives through different means of action, and determines how to best implement the required solutions. Its main tasks are set out in Article 4.

Article 4 Tasks of the Steering Group

The main tasks of the SG are:

- Supporting the PAC/PACs in fulfilling their tasks, notably by:
 - Guiding the development of the PA in general through policy discussions and by endorsing new objectives, developments and operation formats, including flagships;
 - Endorsing proposals to update targets, references etc. that do not change the Action Plan substantially, in close dialogue with the EC¹;
 - Ensuring linkages to relevant national and regional policy-making;
- Monitoring and evaluating the PA, notably by
 - Endorsing the Work Plans and substantial annual reports on achievements for the PA, drafted by the PAC/PACs, and submitting these documents to the NCG for information.

In addition to their responsibilities within their group, SG members representing national or regional governments serve as focal points in their respective administrations, where their functions notably include:

- Acting as a liaison between the PA and the respective administration, ensuring linkages between macro-regional and national or regional policy processes;

¹ Decisions on substantial changes to the Action Plan remain the sole competence of the National Coordinators Group.



POLICY AREA 'TOURISM'

- Raising awareness and ownership of the Objectives, means and achievements of the EUSBSR within their respective administrations and by other relevant stakeholders;
- Cooperating with relevant Managing Authorities in their respective home countries regarding the operational level;
- Supporting their respective National Coordinator in promoting political commitment to the Strategy, raising national awareness, and promoting the visibility of the EUSBSR.

Article 5 The rotating SG Presidency

The SG Presidency is linked to the EUSBSR NC Group presidency and starts on the 1st of July each year, ending on 30th June the following year.

The SG Presidency supports and works in close cooperation with the PACs.

SG meetings are prepared and organised by the SG Presidency, in close cooperation with the PACs.

Article 6 The Policy Area Coordinators

The PACs are the key operational stakeholders of PA Tourism, ensuring the implementation of the Strategy with the support and guidance of the SGs. Their tasks include:

- Ensuring a general overview of the PA;
- Managing, coordinating and developing the PA;
- Monitoring and reporting on progress within the PA;
- Ensuring communication and visibility of the PA.

As the PA has two organisations acting as PAC (Pomorskie Tourist Board and Council of Oulu Region), the NCG decides which one of them is the leading PAC, following a proposal by the SG. Pomorskie Tourist Board, chosen as the lead PAC is responsible for coordination among the PACs and the PA administration.

The PACs have to keep the SG Presidency and the Baltic Strategy Point updated as soon as changes in the composition of the SG membership occur.

The PACs are appointed and recalled by the NCG following a proposal by the SG.

The PACs participate in all meetings of the SG, except for those that directly concern decisions regarding their performance and proposals for appointment or recall of PACs or lead PACs.

Article 7 Decision-making

The SG makes decisions by consensus. However, representatives of non-EU neighbouring countries or pan-Baltic organisations cannot block decisions of the EUSBSR Member States, but may choose to opt-out of specific decisions taken by the SG.

The SG Presidency, or the Lead PAC, after approval by the SG Presidency, can initiate a written decision-making process (written procedure) by sending a draft decision and related documents to all SG members, which shall have at least five working days to respond in writing to the Presidency. In the absence of any reaction, it will be deemed a silent agreement. The use of written procedures should consider international and national holiday periods.

Article 8 Agenda

The SG shall address topics at the request of its members and respond to the needs of key stakeholders with regard to the implementation of the objectives of the Policy Area.

The PAC/Lead PAC, after approval by the SG Presidency, shall submit the draft agenda for the SG meeting to all SG members at least 10 working days before the meeting for consultation.

Documents for discussion shall be submitted to all SG members at least ten working days before the SG meeting unless duly justified circumstances require circulating documents later.

The final agenda is adopted as the first agenda item at the SG meeting

Article 9 Meeting participants

The SG may decide to invite one or several guests, including the representative of the BSP, to participate in SG meetings.

Article 10 Frequency and format of meetings

The SG should convene at least twice a year. Both physical and online meetings are suggested as the meeting format, and the possibility of online participation should always be an option.

Article 11 Reporting



The PACs are responsible for ensuring timely reporting from all SG meetings. Such non-attributable reports should be sent to the BSP representatives and uploaded to the EUSBSR website.

Article 12

Revision

The Rules of Procedure of the SG are adopted and shall be revised, as appropriate, by the decision of the SG.