EUSBSR
EU STRATEGY
FOR THE BALTIC
SEA REGION

# The Baltic Sea Region as an interconnected system

4 April 2018 | PA Safe/PA Ship - capacity building workshop | Copenhagen

# What will be the learning outcome of this workshop?

Macro-regional strategies are interconnected systems – how can we make use of our Baltic Sea Region one?

The role as Policy Area Coordinator as “architect” in this interconnected system – integrating different perspectives, mixing funding sources.

Managing flagship processes in real time / Policy dialogues on MRSs - to stimulate interactions and creativity; create space for trial and error.

Macro-regional strategies without allocated funding – how can the processes be funded and what funds are available for PA Ship/PA Safe?

EUSBSR
EU STRATEGY
FOR THE BALTIC
SEA REGION

# Macro-regional strategies

laboratories for a new Europe

# Guiding principles

Macro-regional strategies **focus on** **societal challenges** that can't be solved solely on local, regional or national levels but **requires transnational cooperation** involving stakeholders **cross-sectorial and cross-borders.**

In Macro-regional strategies **transnational cooperation is integrated in joint development processes**

**Macro-regional strategies** are complex initiatives, with multiple stakeholders, **bringing different perspectives together**, with **multilevel governances as guiding principle.**

# EU MACRO-REGIONAL STRATEGIES

# Policy Areas and Horizontal Actions

# 5 groups of implementing stakeholders (formal and informal)

- National Coordinators (NC) / Policy Area Coordinators (PAC) / Horizontal Action Coordinators (HAC)
- Policy Area Focal Points (PAFP), national agencies and members of steering groups
- Flagship leaders / project developers / project managers
- Managing authorities (MA) in the ESIF programmes and MA/JS in the ETC programmes
- Local and regional authorities, civil society organisations, business and academia

# Policy Area Coordinator – the role as “Architect”

- Initiating the development process (start point: the Action Plan)
- Identifying stakeholders (with help of Policy Area Focal Points)
- Appoint a flagship leader
- Designing the collaboration platform (together with flagship leader) – often with help of seed money
- Building the platform – often starting with Interreg
- A ready platform with thematic working groups gathering stakeholders in joint development processes delivering new methods and policy recommendations (ERDF, ESF, EARDF, EMFF)

# Step by step building a flagship

# Step 1: Choose your societal challenge

## and identify the macro-regional added value in addition to local/regional/national values

Integration of refugees

Local answer:
Finding accommodation for newly arrived refugees

Macroregional answer:
Developing methods for quickly learning a new language

Cultural heritage
- both sustained
and profitable

Local answer:
Invest in restoration of cultural heritage and make it accessible for tourists

Macroregional answer:
Develop joint education for plasterer and other professions facing the risk of dying out

International competitiveness among SMEs

Regional answer:
Building innovation clusters

Macroregional answer:
Developing joint training of cluster leaders

Sustainable food production

**National answer:**
Introduce a funding mechanism supporting sustainable protein sources

Macroregional answer:
Start a macroregional cluster for sustainable food production

# Step 2: Make a stakeholder analysis

## identifying stakeholders that can bring about change, policy impact

# Step 3: Start designing your flagship

## define knowledge platforms (priorities) and thematic working groups agree on funding (seed funding/long-term funding)

# Step 4: Build your flagship

## invite stakeholders to knowledge platforms and identify experts to e invited to the thematic working groups

# Step 5: Sail (implement), monitor and evaluate impact

## Set targets and indicators, find information for setting baselines, monitor and evaluate towards impact

# Flagships - transnational development processes

Gather **stakeholders in a multilevel governance structures** – stakeholders with capacity for development, implementation and providing sustainable impact.

A mix of **thematic working groups, networks** and **projects**.

Projects with **different financing** depending on the partnership and type of development.

# Flagships are different

# Example 1: Platforms for co-creation

## Societal challenge: Youth unemployment / exclusion

**Macro-regional added value: collective/cross-sectorial knowledge / joint capacity building**

***e.g. WIR (one-stop-shop for newly arrived refugees)***

S2W
School to work

# A flagship within the Baltic Sea Strategy.

# STRUCTURE

**FLAGSHIP LEADER**
**Swedish Association of Local Authorities and Regions**
Sweden

**EARLY SCHOOL LEAVING**
**Knowledge platform**
**City of Turku**
Finland

- Monitoring and Evaluation
- Thematic working groups
- Capacity building
- Projects

**INTEGRATION OF REFUGEES**
**Knowledge platform**
**City of Turku**
Finland

- Monitoring and Evaluation
- Thematic working groups
- Capacity building
- Projects

**NEETs**
**Knowledge platform**
**Norden Association**
Sweden

- Monitoring and Evaluation
- Thematic working groups
- Capacity building
- Projects

# Example 2: A chain of projects

**Societal challenge:**
- a more effective competence supply
- strengthening the common market
- more entrepreneurs and new start-ups

**Macro-regional added value:**
- building a common labour market
- boosting business integration
- fostering entrepreneurial mindsets

# Baltic Training Programme – a chain of 6 projects

Developing and testing the method
focusing on students and companies

Implementing
focusing on teachers

Implementing + ECVET
focusing on VET providers

**Baltic Training Programme 2009 - 2012**
Interreg Central Baltic
SE, EE, LV

**Nordpraktik 2011 - 2014**
Interreg Nord
SE, NO. FI

**South Baltic Training Programme 2012 - 2014**
Interreg South Baltic
SE, DK, GE, PL, LT

**HansaVET 2011 - 2013**
LdV TOI
SE, EE, LV, LT

**HansaECVET 2013 - 2015**
LdV TOI
SE, EE, LV, LT, PL, GE, DK, FI

**BBVET - Boosting Business Integration through joint VET Education 2016 - 2018**
Interreg South Baltic
SE, DK, GE, PL, LT

# Baltic Training Programme – project partners

## INTERREG

### Baltic Training Programme
SE – Norden Association (NGO)
SE - Frans Schartau Business Institute (local)
EE - Narva Vocational Training Centre (state)
LV - Vidzeme Planning Region (region)

### Nordpraktik
SE – Norden Association Norrbotten (NGO)
SE – Nordic Aviation Centre (local)
FI - Lapland University of Applied Sciences (state)
NO - Troms Regional Council (region)

### South Baltic Training Programme
SE - Netport Karlshamn (triple helix)
SE - Litorina Folk High school (foundation)
GE - ITC Innovation and Trend centre (company)
GE - HIE-RO at the University of Rostock (academy)
LT - Rietavas Business Information Centre (company)
LT - Zemaitija College (local VET school)
PL - Szczecin University (academy)
DK - EUC Zealand (local VET school)

## LLP Leonardo da Vinci TOI

### HansaVET
LV -National Centre for Education (state)
SE – Norden Association(NGO)
LV – Baltic Bright (company)
GE – Hanse-Parliament (company)
EE – Tartu Vocational Education Centre (state)
LT - Vytautas Magnus University (academy)

### HansaECVET
SE – Norden Association (NGO)
GE – Hamburg Institute for Vocational education (state)
FI – Lapland University of Applied Sciences (state)

## INTERREG

### BBVET - Boosting Business Integration through joint VET Education
SE - NetPort Science Park (triple helix)
GE - University of Rostock (academy)
LT - Rietavas Business Information Centre (local)
LT - Zemaitija College (local VET school)
PL – University of Szczecin (academy)
DK - EUC Zealand (local VET school)

Policy Impact
Flagship
System of projects, chains, processes, thematic groups…
Project Chain
Project
Project
Project
Project

# What are the macro-regional added values in PA Ship and in PA Safe?