

4th Annual Forum of  
the EU Strategy for  
the Baltic Sea Region

# Journal

Baltic  
Sea

Baltic  
Growth

Baltic  
Environment



**EUSBSR**  
EU STRATEGY  
FOR THE BALTIC  
SEA REGION

# 4<sup>th</sup> Annual Forum of the EU Strategy for the Baltic Sea Region

## Journal

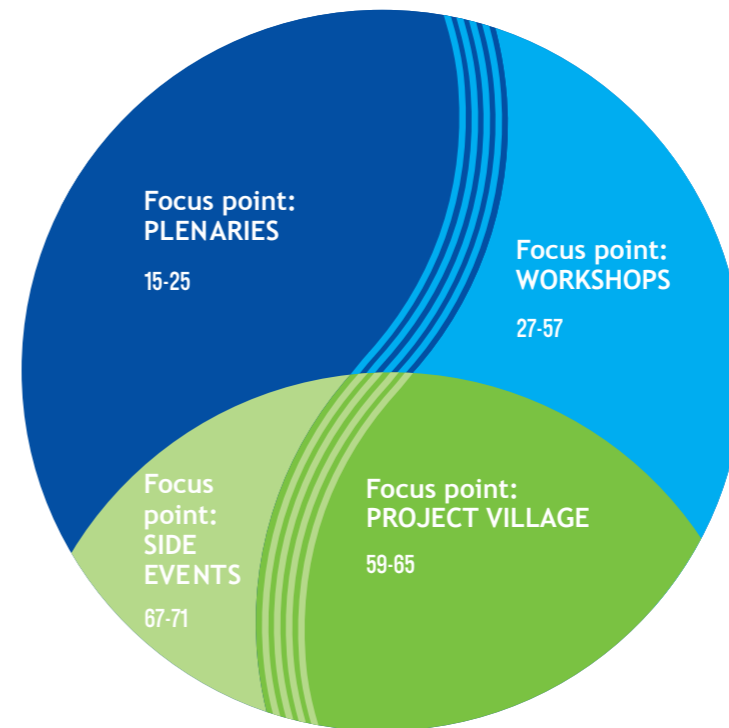
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## Introducing the 4<sup>th</sup> Annual Forum of the EUSBSR

Watch the promotional video here:



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# Editorial note

On 11-12 November 2013, the 4<sup>th</sup> Annual Forum of the European Union Strategy for the Baltic Sea Region took place in Vilnius, Lithuania. The Annual Forum is organised yearly as an occasion to reflect upon the place of the EUSBSR within as well as its contribution to the living map of the region's development. It provides a space and an opportunity to meet, to address, to evaluate and to ensure the highest level of strategic engagement of the topics that are most important for the Baltic Sea region.

The Annual Forum could be thought of as a milestone in the ongoing process of EUSBSR implementation. Milestones, however, need to be clearly recorded if they are to achieve maximum visibility and serve their guiding purpose. This report, presented to you in the form of a journal, was compiled with the aim to capture and register defining elements expressed at the Annual Forum and could inform further EUSBSR activities.

The journal thus is a collection of keywords, names, ideas, suggestions and links to the Annual Forum videos that will help you find your own way back to the event. The elements presented in what follows are of diverse nature, some of them providing concrete information and facts, some of them serving as an expression of commitment to working together on a common matter. They all, however, build a body of the EUSBSR at work.

We hope that this journal will not only serve as a guidebook, but will also become an archive - a virtual platform to enable further consideration and development of thoughts, discussions and suggestions for actions that were vocalised during the course of the 4<sup>th</sup> Annual Forum in Vilnius.





## Introduction

# Baltic Sea Region – model of successful cooperation in the EU

**DALIA GRYBAUSKAITĖ**  
President of the Republic of Lithuania

“ Four years ago the European Council said that the EU Strategy for the Baltic Sea Region has to address urgent environmental challenges related to the Baltic Sea and to contribute to the economic success of the region. Also to its social and territorial cohesion, as well as to the competitiveness of the European Union:

- by connecting our region in terms of energy and transport links to end the isolation of Baltic States from the European energy and transportation networks.

- by doing our best to contain and to improve the deteriorating environmental conditions of one of the busiest seas in the world - the Baltic Sea.”

“ Implementation of the Strategy for the Baltic Sea Region contributes to enhanced energy security and economic development not only in our region but also across the European Union. It is a good example for the whole of Europe of close cooperation serving to promote integration and improve networking among governmental institutions, private sector and non-governmental organisations.”



**JOHANNES HAHN**  
European Commissioner  
for Regional Policy

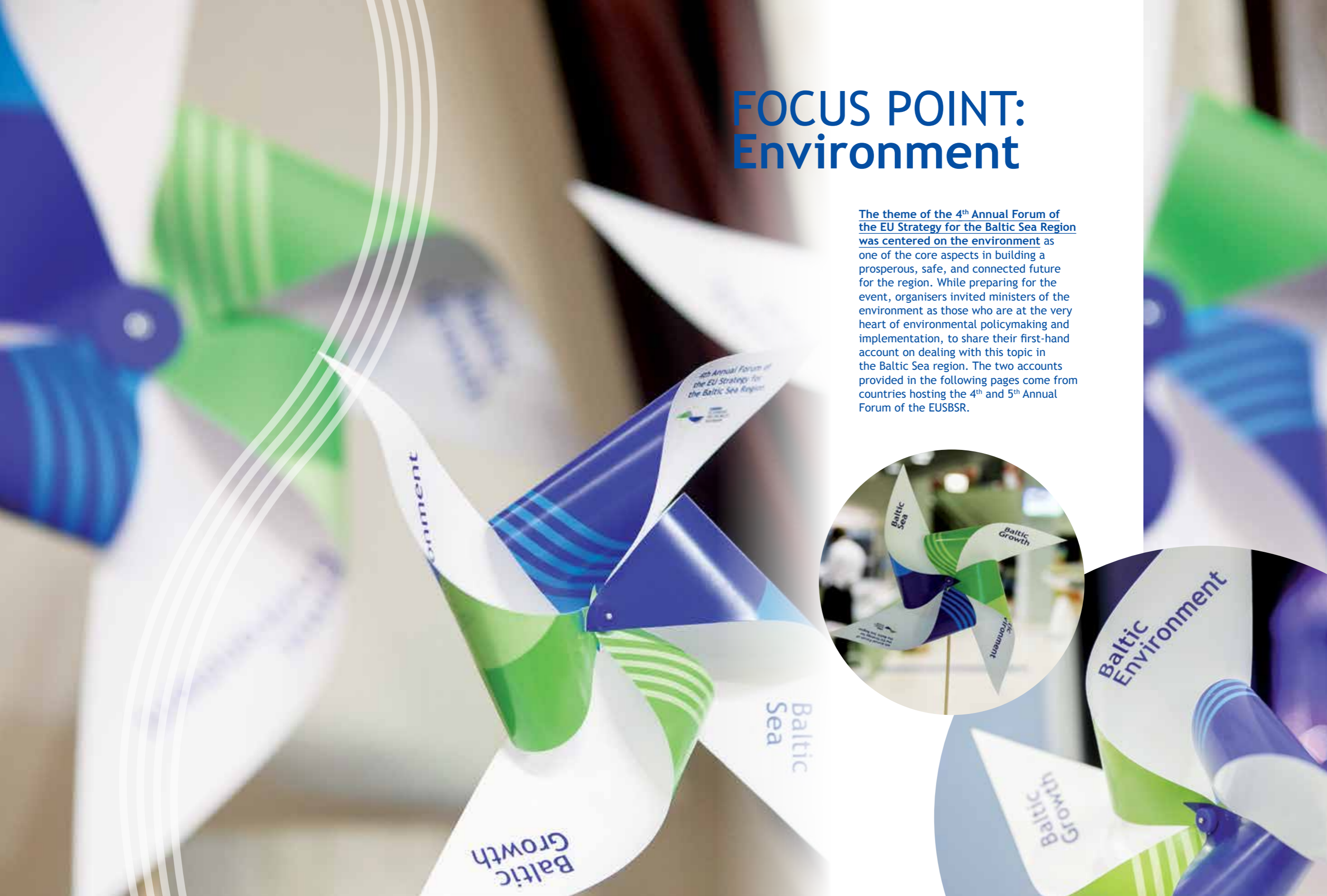
“ I will be honest: we are achieving more, and more quickly, than I personally dared to hope. But we cannot be complacent. The opportunities are great, and we must not let them pass us by.”

“ I have two main messages for you today. Firstly, now is the time to ensure the Baltic Sea Region strategy is fully embedded in your plans for the next financial period. The funds are available, but it is up to your countries and regions to prioritise how they will be spent. (...) We need to see more Baltic thinking (...).

Secondly, it is time to take real ownership of your macro-region. The Commission is there, and will continue to be there, to facilitate and provide strategic coordination. The European funds will provide financing, but to ensure their most effective use, you need to coordinate your planning and your investments.”

# FOCUS POINT: Environment

The theme of the 4<sup>th</sup> Annual Forum of the EU Strategy for the Baltic Sea Region was centered on the environment as one of the core aspects in building a prosperous, safe, and connected future for the region. While preparing for the event, organisers invited ministers of the environment as those who are at the very heart of environmental policymaking and implementation, to share their first-hand account on dealing with this topic in the Baltic Sea region. The two accounts provided in the following pages come from countries hosting the 4<sup>th</sup> and 5<sup>th</sup> Annual Forum of the EUSBSR.



# Ministers of the Environment on:

## Success of the EUSBSR

I would like to mention the project CHEMSEA (Chemical Munitions Search and Assessment), an EUSBSR flagship project. Lithuania is actively taking part in this project, and the investigation of our economic zone is already finished. When aiming to fulfill obligations and achieve a good environmental status for the Baltic Sea, it is very important to attract not only the attention of authorities but also to approach NGOs, regional cooperation platforms, research and other related institutions, as done within the CHEMSEA project.

Success of the EUSBSR is the increase of cross-sectorial cooperation and awareness within the Baltic Sea region. The Strategy brings together the three important objectives for the region: Save the Sea, Connect the Region and Increase Prosperity. These objectives should be implemented in a coherent manner. Available funds, both from national and EU sources should be allocated to the realization of each and every of these objectives.

**Valentinas Mazuronis**

Lithuania

**Ville Niinistö**

Finland

## HELCOM Copenhagen Ministerial Declaration and the EUSBSR

The regional Helsinki Convention, as a legally binding instrument, has been and should continue to be an effective channel for introducing local and regional aspects into global conventions and agreements, as well as into the European Union. The EU Strategy for the Baltic Sea Region is the Union's first macro-regional strategy. The strategy represents a new way of intensifying coordination and cooperation among different levels and across sectors, as well as among the countries of the region. It aims at joining forces to tackle common challenges. At the same time it also strives to take full advantage of the opportunities that working jointly can bring to the citizens of this region as well as to the EU as a whole. It builds upon already existing versatile cooperation networks and with the existing resources has as its goal the maximization of their outcome. It provides us with a vision of how to enable the Baltic Sea region to enjoy a sustainable environment and optimal economic and social development.

The HELCOM Meeting agreed upon a package of extensive actions and measures in order to strengthen the protection of the Baltic marine environment. The eutrophication of the Baltic Sea is regarded as the most serious and difficult to tackle. Although progress has been made on reductions in phosphorus and nitrogen levels in the Sea, the excessive influx of nutrients remains one of the key threats to the marine ecosystem. For diffuse sources such as agriculture, the situation is all but satisfactory. Actions are likewise needed for the improved, more effective purification of municipal waste waters. The work done by HELCOM to monitor and assess the loading of the sea and its status is important and provides a good basis to evaluate where additional efforts and measures for reducing nutrient loading are required for a successful implementation of the commonly agreed-upon Baltic Sea Action Plan. It is important to note that the EU Strategy for the Baltic Sea Region provides some means to support the implementation of the HELCOM BSAP.

## Cooperation and synergies between macro-regional frameworks

Pollution does not recognize man-made borders. For this reason, countries occupying the same region share environmental problems and have to work together to solve those problems. The Baltic Sea environment is very sensitive and, therefore, even more intensive cooperation is needed. It is also worth noting that wider international cooperation and regulations are needed in many issues affecting the Baltic Sea, especially concerning seafaring/maritime issues. Regionally agreed-upon maritime safety arrangements also require an approval from the International Maritime Organisation.

## Cooperation and environmental challenges

Both the private sector and government increasingly recognise that the future will depend on leadership in resource-related and climate-friendly innovation. The green economy offers new possibilities for recycling, bioeconomy and cleantech while contributing to a new kind of health and wellness services. Innovation in key areas such as information technology and advanced materials has opened up avenues that were previously unavailable. The future approach should be even more ambitious: to create products and solutions that make money and not only avoid harming the environment and society but have a positive impact on both. New technologies will not, however, save the day if we don't create opportunities for a fundamental shift in the way we as consumers view our lives and responsibilities.

## Environment and job creation

## Environmentally-friendly within the private sector

In the long term, an environmentally friendly approach to business will be a key to the competitiveness of the private sector. European investment companies and economists have pointed out that there is a strong correlation between good carbon performance and good financial performance. Many companies highlight the financial benefits of low-carbon strategies. However, they are reluctant to claim a causal relation between the two.

## Multi-level Participation

Transition projects at the local level have the potential to create a win-win situation. Governments should provide the framework, e.g. economic incentives and taxes, legislation, sustainable public procurement of a green economy, but there is also a need for systematic changes and transition projects at the local level. Sustainable infrastructure, such as well-designed public transport, recycling schemes, and district heating is a necessity for a greener economy.

## Environmental issues, cooperation in the region and the EUSBSR

We see international cooperation as a core issue. To reach the goals of environmental protection the HELCOM Baltic Sea Action Plan (BSAP) must be implemented, and this is reflected in the EU Strategy for the Baltic Sea Region. Cooperation between regional frameworks helps to involve not only countries that are EU Member States but also non-EU countries.

# 4<sup>th</sup> Annual Forum of the EUSBSR: Facts, figures and most used keywords





Forum of Strategy for Baltic Sea Region

Plan

Convention Centre Halls

1st  
Belvedere  
LUNCH Room I  
Grand Opera I  
Grand Opera II  
ENTRANCE

Grand Opera I  
Grand Opera II  
Stage  
Grand O

Už švaresnę Baltijos  
Už spartesnę regiono  
Už tvaresnę linką

Baltic Sea  
Baltic Growth  
Baltic Environment  
11-12 November 2013  
Vilnius, Lithuania





## FOCUS POINT: Plenary sessions

The plenary sessions at the Annual Forum present the EUSBSR as a high level political commitment towards the growth and prosperity of the region. They are bringing an opportunity to vocalise and share a vision of the region, which is fundamental in achieving its greatest success.

# Macro-regional strategies - to boost smart and sustainable growth

This session focused on the added value of a macro-regional approach, especially for Blue and Green growth. Participants discussed concrete results in implementing the strategies.

What further challenges need to be addressed in realising their full potential?

Why is it important to think strategically at the macro-regional level in the upcoming programming period, 2014-2020, to achieve the objectives of the Europe 2020 Strategy?

How can the Baltic Sea region become a world-class model of sustainable and smart growth?

## SPEAKERS

**Rimantas Šadžius**  
Minister of Finance, Lithuania  
**Lowri Evans**  
Director-General, DG Mare, European Commission  
**Henryka Mościcka-Dendys**  
Undersecretary of State, Ministry of Foreign Affairs, Poland  
**Oscar Wäglund-Söderström**  
State Secretary, Prime Minister's Office, Sweden  
**Helle Pilsgaard**  
Chair of the Helsinki Commission (HELCOM)  
**Helena Lindberg**  
Director General of the Swedish Civil Contingencies Agency, Sweden

Watch full session here:



Plenary sessions were MODERATED BY:  
**Dr. Mindaugas Jurkynas**  
Professor, Vytautas Magnus University, Lithuania



## COOPERATION IN THE BSR

### COOPERATION IS A PART OF THE REGION'S CULTURE.

“ We do need a network-based approach to cope with most risks and threats today. We need all the trans-boundary cooperation we can get to manage our flows of security. Macro-regional cooperation has something unique to add which complements other forms of multi-sectorial cooperation.”  
> Helena Lindberg

“ We have noticed that to be effective at the European Union level we need even more responsibility and commitment taken locally. Locally, this does not mean the isolation of regions or countries. It is much more about doing things together across boundaries in an integrated way.”  
> Henryka Mościcka-Dendys

## FINANCING

Mainstreaming the EUSBSR into programming funds should be a main task for all the countries in the region. The Strategy could also provide assistance in orientating financing priorities for Baltic Sea activities. The upcoming EU financial programming period will present great opportunities.

“ Proper alignment of financial sources is key. The synergy of European, national and private sources is absolutely necessary. What we should do is to think how to realise this.”  
> Rimantas Šadžius

“ [The maritime economy in the Baltic Sea region] is doing very well. 20% growth for off-shore wind energy, 11% growth for aquaculture, 13% growth for the cruise sector, 127 000 jobs created in 2010 in the tourism sector. These are great figures. The future prospects are even brighter. We need to focus and do this collectively.”  
> Lowri Evans

## COOPERATION BETWEEN MACRO-REGIONAL STRATEGIES

### THE EXISTING AND FUTURE MACRO-REGIONS should be open for cooperation.

The objective is to build cohesion and boost sustainable growth in the EU. It is important to make them work together rather than creating isolated islands in the EU.

“ All macro-regional strategies should look at how you are building the environment into everything you do.”  
> Lowri Evans

## ADDED VALUE OF THE EUSBSR

“ It created the linkages between transnational actors in the Baltic Sea region, and it gives them additional opportunities of partners searching and to start new projects.”

“ The added value of the EU Strategy for the Baltic Sea Region is that it can gather the right composition of stakeholders, build on the strengths of existing cooperation in the region and tailor-make solutions.”  
> Helle Pilsgaard

“ Innovative, creative thinking and openness to learning by doing can set an example that is being taken up by others.”  
> Henryka Mościcka-Dendys

# How jobs and ecology go together

This session focused on how environmental concerns can create jobs.

How does environmental protection boost economic growth and competitiveness?

Which sectors will grow through implementing environmental measures?

How can public policies in the region promote both objectives - jobs and environmental protection?

Watch full session here:



## SPEAKERS

**Edmunds Sprūdžs**  
Minister of Environmental Protection and Regional Development, Latvia  
**Katariina Poskiparta**  
State Secretary, Ministry of the Environment, Finland  
**Arijandas Šliupas**  
Vice-Minister, Ministry of Transport and Communications, Lithuania  
**Radvilė Morkūnaitė-Mikulėnienė**  
Member of the European Parliament  
**Dr. Kaisa Kononen**  
Executive Director of BONUS, Finland

**Dominique Ristori**  
Director General of the Joint Research Centre, European Commission  
**Anti Moppel**  
Advisor to the Ministry of Economic Affairs and Communications, Estonia



## THE MINDSET MATTERS

A successful combination of **ECONOMIC GROWTH** and **ENVIRONMENTAL PROTECTION** requires a specific mindset where priorities are clear and all the relevant actors are engaged.

“ **Successful innovation depends** 75% on social innovation, meaning new forms of organising work and relationships, and only 25% on research and the development of new knowledge.”  
> Dr. Kaisa Kononen

## GREEN-TECH DEVELOPMENTS

need to be backed up by aligning priorities and goals set by the public and private sectors, academia and consumers.

## ENGAGING CONSUMERS

**Developing new technologies and practices** does not suffice if they are not picked up by consumers.

**Changes in consumer behaviour** occur within the wider context – consumers need to be aware of the benefits of taking up greener practices from recycling and electricity usage to household purchases and transportation.

**The reliability and efficiency of green actions** need to be clear – as well as their financial benefit.

“ **Green economy** requires three core elements:  
— smart consumers  
— smarter businesses  
— governments with real foresight.”  
> Katariina Poskiparta

## EDUCATION, RESEARCH AND INDUSTRIES

### WE NEED

a closer cooperation between **academia** and **industries** where investments are made in science, research and innovation.

“ There is a clear correlation between the existence of competitive economies and the commitment and presence of the private sector at the heart of research and innovation investment.”  
> Dominique Ristori

## SUSTAINABLE ECONOMIC DEVELOPMENT

**does not only depend on the development of new technologies.** It also depends on our ability to move from basic science to applied science and successfully integrate new solutions into the market.

“ By being in the **vanguard of applying cleaner technologies**, we will not only be in a strong competitive position when sailing in other parts of the world, but we will also be able to market our technologies and know how similar requirements will have to be adopted elsewhere as well.”  
> Katariina Poskiparta

## IT IS NOT ENOUGH

to have a large amount of funding for the development of green technologies. **Investment quality is key** – including the ability to spend these funds in an efficient and effective manner.

# Baltic profit, Baltic ecology

This session focused on the role of the private sector in achieving sustainable development. Participants discussed the ways in which an environmental friendly approach could help to improve the region's competitiveness.

Can public stimulus change incentives for the market to find solutions?

How can different economic sectors reduce adverse effects on an already fragile environment?

By what means can the private sector meet environmental requirements while being profitable?

Watch full session here:



## SPEAKERS

- Valentinas Mazuronis**  
Minister of the Environment of the Republic of Lithuania
- Claes G. Berglund**  
Director Public Affairs & Sustainability, Stena AB, Sweden
- Dr. Lisa Emelia Svensson**  
Ambassador for Oceans, Seas and Fresh Water, Ministry of the Environment, Sweden
- Anita Fürstenberg-Lucius**  
Director, Directorate for Operations in the European Union and Candidate Countries, European Investment Bank
- Hans Brask**  
Director, Baltic Development Forum, Denmark



## BRINGING PUBLIC AND PRIVATE TOGETHER

### THE PANELLISTS AGREED THAT

bringing the public and private sectors together is one of the main challenges to sustainable Baltic development.

### SMART CITIES

were mentioned as good examples of public-private partnerships emphasising sustainability and clean-tech investments.

### PUBLIC AWARENESS

is a large influential factor for the private sector, not only through public influences on policy developments and regulations but also through the power of consumers.

“ We have a fantastic network of over 100 cities cooperating [...] This is a resource that should be used.”

> Hans Brask

“ We have the media and NGOs and they play a crucial role in this, particularly if we are looking into democracy. Democracy is based upon having a discussion in a society where we have different views. This needs to be reflected.”

> Dr. Lisa Emelia Svensson

“ It is crucial to involve the public in decision-making as well as to take the public interest into account when deciding on market initiatives and protection for the environment.”

> Valentinas Mazuronis

## MEETING THE NEEDS OF THE PRIVATE SECTOR

### THE PRIVATE SECTOR

should be involved in the policymaking process to ensure that policies don't overly burden companies operating on the ground, and thereby lose on their potential environmental impact.

### GOVERNMENTS

should actively promote well-performing companies by creating incentives that reward and foster environmentally friendly activities.

## LOOKING AT LONG TERM INTERESTS

Private sector participation is not only influenced by corporate social responsibility but also by companies' long-term interests.

By playing an active role in the sustainable development of the Baltic Sea region, the private sector both prepares for future developments and has the potential to influence these developments from early on.

“ It is extremely important that the process of green shipping is kept at such a pace that the economic conditions make it possible to keep seaborne infrastructure as intact as possible.”

> Claes G. Berglund

“ We can enhance and stimulate, but business is not created in government. We need that innovative and dynamic aspect of the market.”

> Dr. Lisa Emelia Svensson

“ For us it is very clear that knowing how to fulfil our customers' needs and how we affect the world while doing so, is an essential part of staying in business for the long term.”

> Claes G. Berglund

# Regions as drivers to sustainable Baltic growth

Watch full session here:



This session focused on the role of local and regional authorities in addressing environmental challenges. Reasons why regions have to play a leading role in ensuring environmentally friendly living were discussed.

How can regions contribute to sustainable growth and how are they doing so already?

Why is regional cooperation essential in meeting environmental targets and ensuring that development is sustainable?

## SPEAKERS

**Anders Knappe**  
Member of the COTER Commission, Committee of the Regions

**Roma Žakaitienė**  
Director of the Association of Local Authorities in Lithuania

**Ann Irene Saeternes**  
Coordinator International Affairs, Eastern Norway County Network

**Jaakko Mikkola**  
Director of International Affairs of Helsinki-Uusimaa Regional Council and Baltic Sea States Subregional Cooperation (BSSSC)



## REGIONS' ROLE

## CHALLENGES TO BE FACED

### MULTILEVEL GOVERNANCE

is a vital aspect of implementing macro-regional strategies.

It is necessary to involve the stakeholders in a consistent and coherent way.

“ Regions' specific competences, tools and capacities can add value to sustainable growth nationally and in the European context.”

> Ann Irene Saeternes

“ The Baltic Sea region is known for its know-how and efforts in the fields of research, development and innovation. This should be used efficiently in planning energy and climate policies, creating clean-tech, and developing the regions into centres of innovative green technology.”

> Jaakko Mikkola

### LOCAL AUTHORITIES

are the organisers and promoters of particular project ideas and the needs to be faced.

They contributed to reducing the carbon footprint, starting with building urban waste water cleaning facilities, sea water monitoring and CO<sub>2</sub> emissions reduction.

### THE NEED

to strengthen political leadership. High level political leaders must show clear commitments towards the implementation of the goals.

“ The need for transparent decision-making, comprehensive information sharing and the development of a common modus operandi at all levels.”

> Anders Knappe

### BETTER OPPORTUNITIES

for the participation of local authorities in the implementation of the Strategy should be created. One of the solutions: consult regional and local authorities and society regularly. Another - to provide an innovative governance system that gives regional and local authorities a real role in co-decision.

“ Ecological solutions may look expensive at first glance. However, in the long run they appear highly beneficial for business and society. For business it means innovation, increased competitiveness and the opening of new market niches.”

> Roma Žakaitienė

### YOUTH, EDUCATION AND RAISING AWARENESS

are other important topics. Young people should participate in shaping a sustainable future by developing the individual values, knowledge, skills and competences needed for sustainable living and participation in society. Education in entrepreneurship stimulates people's ability to be innovative.



# Looking ahead...



Watch full Closing session here:



“ The Strategy must be considered by ministers as a further opportunity to meet regularly and plan what future common decisions will be in order to reach the objectives they had set to improve the environmental situation, the connections in the region, and the prosperity level.”  
> José Palma Andres

“ It is important now that we move from words to action because we will be judged by what we have achieved. What is the added value of our work?”  
> Mikko Lohikoski

“ See you at the Turku Baltic Sea Days in June 2014. Together we can make a difference.”  
> Aleksi Randell



# FOCUS POINT: Workshops

Ten thematically focused workshops were organised during the 4<sup>th</sup> Annual Forum of the EUSBSR, each responding to the general theme of the Annual Forum through the lens of their specific issue and/or activities. The workshops were organised in two blocks, with five of them taking place at the same time. In the following pages you will find highlights, ideas and thoughts stemming from each event, as well as links to online videos and other materials for revisiting.

# Baltic Blue growth



*Baltic Blue growth* was organised by the Directorate-General for Maritime Affairs and Fisheries (DG MARE) of the European Commission with the aim of identifying the potential of Blue growth in the region, sharing best practices and discussing how existing instruments can be used in order to deliver on the Blue growth agenda and increase the competitiveness of the region.

**MODERATOR**

**Carla Montesi**  
DG MARE, European Commission

**SPEAKERS**

**Angela Schultz-Zehden**  
Sustainable-projects GmbH (s.Pro)  
**Lolan Eriksson**  
Finnish Ministry of Transport  
**Kaisa Kononen**  
BONUS  
**Joanna Przedzimirska**  
Maritime Institute in Gdansk  
**Wolf Born**  
State Chancellery Mecklenburg-Vorpommern  
**Hans Brask**  
Baltic Development Forum

Watch full workshop here:



## GROWTH AND ENVIRONMENT

**Blue growth** means combining environmental concerns with opportunities – the opportunity needs to be seized.

Read more about Blue growth:



**Economic growth** and a healthy Baltic Sea environment are neither competing nor mutually exclusive objectives.

There is a huge potential for the development of **the maritime economy** in the Baltic Sea region, from shipping, off-shore energy, and blue biotechnology to aquaculture and maritime and coastal tourism.

“Sustainability research and innovation will have to be the key drivers for jobs and maritime growth.”

> Carla Montesi

“We looked at which economic activities actually show the most future potential, and this was done by assessing them against six Blue growth indicators. Here, apart from **short sea shipping** and **coastal tourism**, suddenly new sectors are coming up like **yachting** and **marinas**, and **environmental monitoring**.”

> Angela Schultz-Zehden



A BALTIC MASTER PLAN for maritime technologies could be developed



SUSTAINABILITY, RESEARCH AND INNOVATIONS related to technology development are key drivers of maritime growth and jobs

## BLUE GROWTH: PROMOTING A CROSS-CUTTING ISSUE

**Blue growth** should become a cross-cutting theme of the EUSBSR and feature in the relevant sub-objectives and indicators.

**Synergies** between objectives pursued by existing Baltic Sea regional organisations are crucial.

**Non-financial support** is essential, for example in the form of consultations.

**We need** to strengthen Blue growth in the region by raising awareness of its benefits and potentials.

“Education and innovations are enablers and facilitators to promote Blue growth.”

> Wolf Born



Panel: Carla Montesi, Kaisa Kononen, Lolana Eriksson, Angela Schultz-Zehden, Wolf Born, Hans Brask





Speaker:  
Joanna Przedzrymirska



## PUBLIC-PRIVATE DIALOGUE

**Dialogue with the private sector** is important. We need to combine cluster cooperation, innovation and funding.

**Relevant private sector participation** thus becomes a matter of strengthening projects by increasing their quality and, subsequently, their impact on the marine environment and economic growth.

**The potential** of existing expertise and resources should be fully exploited.

**More efforts** are necessary to identify efficient and effective approaches to growth and job creation in order to enable the transfer and take-up of good practice.

“ We are not talking about merely getting funding for projects. We need to get funding for projects that are able to exist and produce results after the funding period has ended. The involvement of the private sector is key in this regard.”

> Wolf Born

# Baltic renewables



*Baltic renewables* focused on the future of the Baltic Sea region as an energy independent, green and competitive market-driven region. A substantial increase in renewable energy production has created an urgent need to better integrate renewable energy into the market, making support schemes a key element if we are to achieve the 2020 goals. Any future support needs to be carefully designed taking into account the burden, falling on consumers, as well as ensuring a competitive market-driven approach.

### MODERATOR

Vytautas Naudužas  
Ministry of Foreign Affairs of the Republic of Lithuania

### SPEAKERS

Gediminas Onaitis  
Ministry of Energy of the Republic of Lithuania  
Frank Marcher  
Danish Energy Agency  
Marcelo Masera  
Joint Research Centre, European Commission  
Dr. Christian Panzer  
Vienna University of Technology  
Ivo Schmidt  
DG ENERGY, European Commission  
Fred Nordström  
Energy Agency of Norrbotten

Watch full workshop here:



Do we need additional tools and additional support to receive the targets?

How to reach the set targets?

What is the role of the EU energy policy?



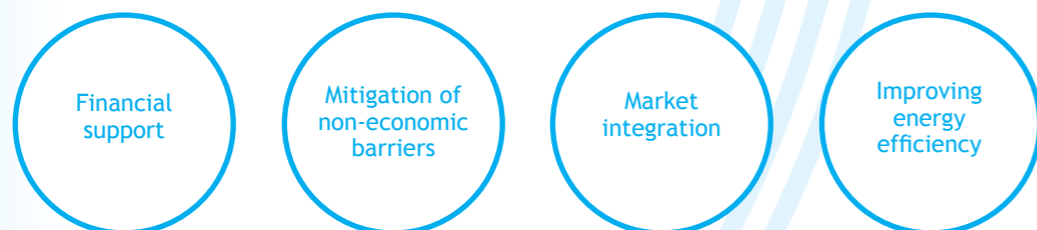
## MEET THE TARGETS SET BY 2020

Though the Member States have very optimistic views on reaching the targets regarding the use of renewable energy sources (RES) and improving energy efficiency, the challenges and baseline are different (e.g. the Danish energy policy is optimistic in reaching 100% RES coverage as a long-term goal.) More actions and efforts are needed in order to meet the targets for 2020 (e.g. modelling horizons for 2020 does not provide that optimistic view.)

“ Current RES policies will not be sufficient to reach 2020 targets!”

> Ivo Schmidt

IN ORDER TO MEET THE 2020 TARGETS, MORE ATTENTION SHOULD BE PAID TO



## TOOLS TO SUCCEED

According to the workshop contributions, there is a big potential for **biomass** and **wind energy**, and the Member States seem to have a strong interest in further developing these **renewable energy sources**.



“ Support schemes for renewables should serve the purpose of driving forward innovation, bringing down costs and automatically making the renewables cost competitive.”

> Ivo Schmidt



Panel: Frank Marcher, Fred Nordström, Vytautas Naudūžas

**Political and legal long-term commitments** of the Member States, inclusion of society and business representatives and credibility through transparency are necessary elements for success.

**Support schemes** should be more market-based. To look better into the environment in which renewables are operating (market structure, grids, operations, etc.) To avoid over compensation.

**There is no** “one solution fits all” approach which will be applicable at the EU level. Different mechanisms need to be explored.

**Different kind of financial support** for renewable energy sources and energy efficiency is needed, but in addition to the financial support mechanisms advising and coordinating activities are crucial in fostering renewable energy at both Member State and EU levels.

“ We need to understand the system as such. This is not only production and generation, but transmission and distribution. Without the conception of the system as a whole you can be producing for nothing. Putting the right renewable resources without adequate grids is useless.”

“ Two factors - the new sources for electricity production and the new connectors - are the things that have to be considered together.”

> Marcelo Masera

# Growth within limited resources - scenarios



*Growth within limited resources - scenarios* was based on *Turning adversity into opportunity: A business plan for the Baltic Sea*, a report conducted by the Boston Consulting Group and commissioned by the World Wildlife Fund (WWF). The workshop presented the implications of possible future scenarios for the region and explored recommendations for securing the income, jobs and environment that we want for the Baltic Sea of the future. The session further addressed the actions needed from the public and private sectors in order to effectively contribute to, and benefit from, the sustainable development of the region, as well as how to turn adversity into opportunity and realise the potential of the Strategy to save the sea, connect the region and increase prosperity.

**MODERATOR**

**Ottilia Thoreson**  
World Wildlife Fund (WWF)  
Baltic Ecoregion Programme

**SPEAKERS**

**Fredrik Lind**  
Boston Consulting Group  
**Pauli Merriman**  
WWF  
**Claes G. Berglund**  
Stena AB  
**Giacomo Luciani**  
DG Environment, European Commission  
**Axel Rod**  
DG REGIO, European Commission  
**Ewa Dębska**  
Ministry of Foreign Affairs of the Republic of Poland  
**Erik Kiesow**  
Prime Minister's Office, Sweden  
**Lovisa Selander**  
Baltic Development Forum  
**Haitze Siemers**  
DG MARE, European Commission

Watch full workshop here:



## TURNING ADVERSITY INTO OPPORTUNITY

*Turning adversity into opportunity: A business plan for the Baltic Sea* presents three future scenarios for Baltic ecology and growth. The report's findings indicate a substantial difference between the scenarios in three sectors: commercial fishing, agriculture and tourism.

Read the report here:



“ We are emphasising the need to have an aspirational vision for the Baltic Sea and we frame it around something positive. Turning adversity into opportunity.”

“ The region's outlook is uncertain, but by changing trajectory 550,000 jobs and €32 billion in annual value added could be achieved by 2030.”  
- Fredrik Lind

## SETTING PRIORITIES

**Progress** should occur where it is the most needed, not where it is the easiest to achieve.

**Reduction** of eutrophication, hazardous substances and overfishing should be prioritised.

**Encouragement** of active private sector participation by facilitating and supporting proactive private investment through the policy sector.

**Measures** should not be perceived as burdensome costs, but rather as investments in the future of Baltic prosperity.

## INTEGRATED APPROACH



“ Without the commitment from all ministries – agriculture, finance, enterprise, fisheries – as well as top political support from prime ministers, meaningful solutions are difficult, if not nearly impossible to achieve. This is again why the Strategy is so critical.”

> Pauli Merriman



Panel: Fredrik Lind, Axel Rod, Giacomo Luciani, Ewa Dębska

We need to increase the **cross-country, cross-policy, and cross-sectorial coherence** of Baltic governance.

“ From the policy sector, we need to show how supportive we are to those companies that are actively investing in environmentally friendly solutions.”

> Erik Kiesow



“ We need to strive for coherence in environmental regulations across and beyond the Baltic Sea region in order to ensure a level playing field for business.”

> Lovisa Selander



## INNOVATION

The **Baltic Sea region** is in a great position with regards to innovation development. Not only is it one of the wealthiest regions in the world, but it also ranks high on innovation scoreboards, has a high level of education, and is already intensely cooperating at a macro-regional level.

We should also devote our energy towards the actual implementation of innovative initiatives, thus actively supporting the commercialisation of ideas.

With **ambition**, investment and a positive perspective it is possible to develop the Baltic Sea region into a world hub for blue and green technology.

It is important to address innovation and make use of the funding opportunities available both within and outside EU funding schemes.

**Eutrophication, hazardous substances and overfishing** are not limited to the Baltic Sea - these are all global issues. Baltic knowledge, experience and expertise could therefore hold the potential to be exported as globally and commercially relevant regional solutions.

“ This is not only about EU funding. This is about private sector, this is about NGOs, and this is about national governments and regions. It is about finding the right sources of funding and the right actors to make the right decisions at the right time.”

> Axel Rød



# Going green and showing it



*Going green and showing it* focused on how to effectively communicate a project within the EUSBSR by using the Baltic Deal, one of the most successful flagship projects within the Strategy, as an example. The project was presented from six different perspectives.

Watch Baltic Deal video here:



**MODERATOR**  
Ulf Wikström  
INTERACT Point  
Turku

**SPEAKERS**  
Sindre Langaas  
Federation of Swedish Farmers  
Stina Bergström  
Baltic Deal, Federation of Swedish Farmers  
Erika Mankutė  
Lithuanian Agricultural Advisory Service  
Darius Valiucko  
Baltic Sea Region Programme  
Eglė Obcarskaitė  
Council of the Baltic Sea States (CBSS) Secretariat

Watch full workshop here:



## COMMUNICATION IN PROJECT DEVELOPMENT

It is essential for project developers to be aware that communication is a very important aspect of both project development and implementation, and that it requires both time and human resources.

If **communication** is to be effective, it needs to become a structured part of the project right away during its development stages.



“ Don't just keep what you have in the archive. Use it. Use your imagination on how to use it.”  
 > Ulf Wikström



### INVOLVE, ADAPT AND INVITE

**Maximized involvement** of all partners increases efficiency and coherence in communication activities.

**The adaptation of communication strategies** to fit respective target groups is an essential element of successful communication.

**The visibility and impact of the project can be strengthened by inviting relevant external actors.**

In this context the Baltic Deal's participation in conferences, workshops and seminars was mentioned, as well as the project's invitation for journalists to a study tour of demonstration farms in Poland and Sweden.

Anchoring projects in the national and transnational environment requires the reshaping and reformulation of communication to the needs of actors. **If you raise the right questions, people will start thinking.**



“ We had to reshape and reformulate all the time in ways that it would make sense.”

> Sindre Langaas

“ If you can deliver things that people can understand it does not matter if the project is EU funded or not. When you deliver results maybe the media will change. Many projects are blurry, we need results.”

> Ulf Wikström



Baltic Deal team: Erika Mankute, Sindre Langaas and Stina Bergström

### FROM THE BEGINNING TO THE END AND BEYOND

**When you start** a project you have to think about what will happen after.

**It is important** to devote attention to the incorporation of post-project communications into the overall communications of the respective agency or organisation.

**Communications** at the end of the project are just as important as communications during the project, thus rendering post-project communications planning crucial throughout project development.

“ How will you be sustainable if you don't have a plan after the two or three year period?”

> Ulf Wikström

“ At the end of the day this is very practical. It is about whether you will be able to bring these stories further to the policy level or funding discussions.”

> Eglė Obcarkaitė

# Can clean and safe Baltic shipping make money?



The workshop, *Can clean and safe Baltic shipping make money?*, headed by priority area coordinator (PAC) 'Safe' and 'Ship', represented by the Danish Maritime Authority, focused on the challenges which the shipping sector of the Baltic Sea region is facing lately and that may increase due to new environmental legislation that takes effect in 2015. These challenges have negatively affected the ability of the sector to make money, while large investments are required. Private sector representatives gave examples of how cross-sectorial project development and EU funding can help to overcome concrete challenges.

**MODERATORS**

**Francis Zachariae**  
Danish Maritime Authority  
**Bjarke Wiehe**  
**Bøtcher**  
PA Safe & PA Ship

**SPEAKERS**

**Gintautas Kutka**  
Lithuanian Shipowners Association  
**Merijn Hougee**  
Clean Shipping Index  
**Linus Karlsson**  
Baltic Maritime Science Park  
**Daniel Sköld**  
Baltic Maritime Science Park  
**Kari Granberg**  
Viking Grace LNG Ferry Project  
**Andrius Sutnikas**  
Martech LNG

Watch full workshop here:

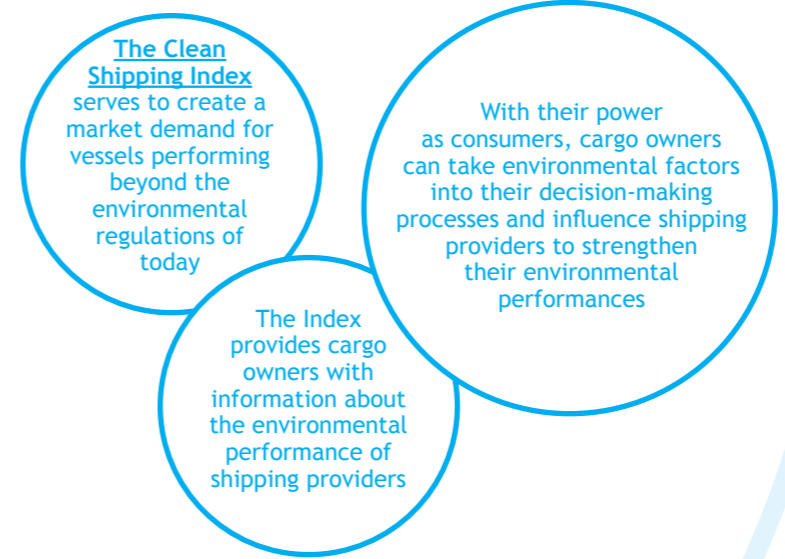


There are many good projects implemented aiming at cleaner and safer shipping in the Baltic Sea, such as the Clean Shipping Index, Baltic Maritime Science Park and Martech LNG

When answering the question "Can clean and safe Baltic shipping make money", the speakers agreed that 'YES, in a long term', but it is challenging. Project activities help to support first-movers with development and investment in new technology and new practices

Green shipping and a holistic approach to clean shipping in the Baltic Sea is the only way for the future

## CARGO OWNERS AS PROACTIVE CONSUMERS



“ Consumers expect companies to behave in a responsible and environmentally friendly way. Through the customers of the shipping industry we can really create a further market demand for clean shipping.”  
> Merijn Hougee

Clean Shipping Index:



Priority Area Coordinators of PA Safe and PA Ship, as organisers, were pleased with the workshop, not least in terms of high attendance. It confirmed the relevance of the issue for the region: the shipping sector in the Baltic Sea region is facing numerous challenges which may be increased by new environmental legislation in 2015. These challenges negatively affect the ability of the sector to make money, while large investments are required. Several EUSBSR flagship projects gave examples of how cross-sectorial project development and EU funding can help to overcome concrete challenges. It is possible to make money with clean and safe shipping in the Baltic Sea, but it is currently challenging.

## NO QUICK FIXES

**Kari Granberg, Project Manager of Viking Grace LNG ferry project** represented the private sector in the panel and presented Viking's investment in greener shipping, ranging from organic coffee on board their ferries to effective waste management and low sulphur fuel.

“ This is our way to make business – clean water, clean sea.”

“ There are no quick solutions to the Sulphur Directive.”

**The Sulphur Directive\*** can impose several challenges for ship owners. The cost of changing technologies can be too high to be feasible, and ship owners need to be able to bunker expensive diesel in order to avoid further additional costs.

> Kari Granberg

\* The Sulphur Directive regulates sulphur emissions from ships by limiting the maximum sulphur content of marine fuel.

## LNG IN THE BALTIC SEA REGION

Currently, the market share of LNG-fuelled ships is not very large with 81 confirmed LNG-fuelled ship projects. However, by 2020 the market is predicted to demand 1000 ships, which is equal to the production of 4-7 million tons of LNG for shipping fuel.

There are still several infrastructure gaps hindering the full implementation of LNG-based shipping. These gaps should not be perceived as a challenge but rather as a business opportunity for the region, since there is a growing demand for technologies and services for LNG-powered ships.

“Using LNG as shipping fuel will reduce sulphur oxide (SOx) emissions by between 90% and 95%.”

“By becoming a model for LNG shipping in the Baltic Sea region, we can develop a competitive advantage in our industries.”

> Andrius Sutnikas



Panel: Andrius Sutnikas, Linus Karlsson, Merijn Hougee, Francis Zachariae

## CONNECTING RESEARCHERS AND ENTERPRISES

The Baltic Maritime Science Park aims to establish an innovation platform where different stakeholders and partners can meet.

“How do we transfer project results into innovation? How do we reach the end user on the ship or in the port?”

> Merijn Hougee

“Early adopters will have an advantage when finding the solution for the next generation.”

> Linus Karlsson

Baltic Maritime Science Park:



# Sustainable agriculture - price tags and possibilities for the region



The workshop focused on how farmers could contribute to the reduction of the nutrient runoff substantially and still be competitive on the market. Nutrient runoff from agriculture is the single biggest source of eutrophication in the Baltic Sea. At the HELCOM Ministerial Meeting in October 2013, the regional ministers and EU Commissioner reiterated commitments to prevent pollution from agriculture, and recognised the need to improve the recycling of phosphorus especially in agriculture.

“ (...) not only talking about pure agriculture production that is provided by this sector, but also thinking about agriculture in a loop with all other services and all other different sectors that are available in the region.”

> Mikhail Durkin

### MODERATOR

Ottilia Thoreson  
World Wildlife Fund (WWF), Baltic Ecoregion Programme

### SPEAKERS

Edmundas Greimas  
Lithuanian Fund for Nature  
Mikhail Durkin  
HELCOM  
Siv Ericsson  
Stockholm Resilience Center  
Erikas Laiconas  
farmer, Lithuania  
Lennart Gladh  
WWF, Sweden  
Susanna Kaasinen  
Baltic Deal, Central Union of Agricultural Producers and Forest Owners (MTK), Finland

Watch full workshop here:



HELCOM Ministerial Meeting 2013:







“ There are a lot of regional platforms. Cooperation between them is important. Everyone sticks to their position, they don't open up, they don't discuss, they protect agriculture, they protect the environment, they protect Polish or Lithuanian or Swedish interests or whatever. We really need a platform that could merge all these interests and have more open and democratic discussions.”

> Lennert Gladh

**FURTHER STEPS**

 Better communication between policy makers, experts the wider community of stakeholders. To get more farmers involved in this work and projects.

 The need for farm-specific advice. The circumstances in all farms are different and all measures are not suited for all farms.

 There is a need for more cooperation between farmers' organisations and advisory organisations. The farmers are pleased with the experiences of talking with other farmers and study tours to other countries. More frequent exchange of experience from farmer to farmer.

“ The farm is not a single source of incomes for the family, but it's a lifestyle, it's a philosophy, it's something more than just producing and selling.”

> Edmundas Greimas

“ We need to avoid calling agriculture the polluter, we should all understand it as one of the drivers of the region's growth. To start thinking about nutrient inputs from agriculture not as pollution, but rather as losses.”

> Mikhail Durkin



Panel: Mikhail Durkin, Edmundas Greimas, Susanna Kaasinen  
Moderator: Ottilia Thoreson



# When Baltic business meets the environment



The main actors of priority area 'Innovation' presented the achievements of the projects within this priority area and provided insights on future steps in light of the new financial perspective. The workshop also considered how to bridge the gap between strategic projects and more concrete commercial results.

**MODERATOR**

Karin Nygård Skalmán  
Sweden's Innovation Agency VINNOVA

**SPEAKERS**

Vilma Purienė  
Ministry of Economy of the Republic of Lithuania  
Erik Bunis  
VINNOVA  
Uwe Sassenberg  
Science Link  
Angela Schultz-Zehden  
Submariner Project  
Colin Wolfe  
DG REGIO, European Commission  
Wolfgang Blank  
ScanBalt fmba & BioCon Valley GmbH  
Lennart Svensson  
Region Skåne, Sweden

Watch full workshop here:



## COOPERATION

The Baltic Sea region consists of relatively small countries and by acting alone we won't achieve as much as we can achieve **working together** - increase the competitiveness and attractiveness of the Baltic Sea region and lead global markets.

The added value of cooperation: **development of networks and connecting partners**, generation of joint business models and a sustainable way for developing projects and new opportunities.

**To select the topics** (blue biotechnology, health economy) which do not yet have a market and to provide the impulse and additional assistance in order to push them forward.



“ We have the possibility to develop new methods of collaboration in the Baltic Sea region: all in hand to create new innovation in the global perspective and to move forward.”

> Erik Bunis

## THE RESULTS OF BSR STARS

Engaged more than **800** SMEs

Managed to get **18** new product ideas

In 3 years **doubled** the budget with new external funds

Visit BSR Stars website here:



“ You [Baltic Sea region] also benefit a lot from a cooperative mindset.”

> Colin Wolfe


“ This is about innovation, this is about an issue that brings us together and makes us cooperate and create new solutions.”


> Lennart Svensson



## INTEGRATIVE APPROACH

An innovative way of working is to bring together not only the Ministries of Economy around the Baltic Sea, but also to create the link between these ones and other line ministries, such as the Ministry of Environment. Need for joint actions from these different sectors.

 **BALANCE** between cooperation at the regional and local level is important

 **SMEs** need consulting and the local services should help in this task

 **EU** and national support is essential

“ What is important is the combination idea. You have to combine the service economics with the product economics. You have to bring the public together with the private. And you also have to combine various disciplines. This is working best so far at the regional scale.”

> Angela Schultz-Zehden

# Growth within limited resources - sustainable economy



The workshop was open for the discussion on the definition of sustainable growth and its complexity. A wide range of financial instruments is used to support sustainable development within the Baltic Sea region and to achieve the third objective of the EUSBSR - to increase prosperity. Inappropriate coordination and synergy among initiatives estrange us from this goal. Participants discussed how some coordinated actions could allow us to overcome these obstacles and achieve the goal. These actions could be, for example: common strategies for transition to a non-fossil economy, better understanding of the role of green investments and their impacts on the Baltic Sea economy, agreement on common characteristics and right measurable indicators of sustainable economy.

### MODERATOR

Heidrun Fammler  
Baltic Environmental Forum

### SPEAKERS

Valdur Lahtvee  
Stockholm Environment Institute Tallinn centre  
Frede Hvelplund  
Aalborg University  
Anna Ledin  
Royal Institute of Technology, Sweden

Watch full workshop here:



Speaker: Valdur Lahtvee



Speaker: Frede Hvelplund

Based on current practice and consumption habits, there is clear evidence that we are over consuming our planet's resources. We are using 50% more resources than the Earth can sustainably produce, and unless we change the course that number will grow fast - by 2030 even two planets will not be enough.

The Baltic Sea region offers a higher potential of CO<sub>2</sub> emissions reduction, and if EU regulations are not effective enough, member-states should then apply stricter national rules.

The comparison of two policy schemes applied to energy policy show very different results. The neoclassical approach (summarised by "back to market-no policy" applied in Denmark from 2003 to 2008) stopped all improvements in renewable energies: whereas through the innovative democracy approach, the Danish GDP increased by 80% between 1973 and 1999 without energy increase.

This last scheme is very difficult to use because it requires difficult changes: the need for new technology, new organisation, new knowledge, detailed institution analysis, which is different from country to country, and also a detailed analysis of private sector interests. These can also be very divergent depending on the size of companies.

## SUSTAINABILITY

“ We have to make the economy attracted to our sustainability thinking.”

Heidrun Fammler



“ Footprint assessments say that with our 7 billion inhabitants on planet Earth we are already using the equivalent of 1.4-1.5 planets' resources. We cannot continue like that.”

> Valdur Lahtvee

We still fail to explain to society and to the business sector what we mean by such concepts as low-carbon economy or resource efficiency

THERE ARE SEVERAL DEFINITIONS OF SUSTAINABLE GROWTH, MIXING DIFFERENT QUESTIONS SUCH AS:

?  
HOW TO USE market instruments to achieve a low-carbon economy

?  
HOW TO DEAL with unlimited growth aiming at generating unlimited profit

?  
HOW TO MAKE sustainable growth an opportunity to create employment and jobs



## THE WAY FORWARD

It is a mistake to think that it is enough to apply just one reform or measure to all countries in the EU. The European measures should be **complimented** by the national ones in order to achieve the targets. **Important to remember that all Member States are different in their institutional settings.**

**By integrating** different sectors the optimum result can be reached.

**To consider** the use of European Structural and Investment (ESI) funds 2014-2020 for promoting low carbon economy, especially in the eastern part of the Baltic Sea region.

The importance of **the dialogue** between policy makers and profit seekers.

## INNOVATIVE DEMOCRACY

Transparent and inclusive **DEMOCRACY** is key

Important to secure resources which would facilitate the participation of NGOs and small business representatives in the policy formation.

“ What I always find very interesting is the individual commitment of anybody from the Nordic countries and their readiness for dialog, whether it is a big company boss or municipality clerk or an NGO representative. It's not about the big democracy.”

> Heidrun Fammler

# Cooperation for a healthier Baltic Sea region environment



Cooperation for a healthier Baltic Sea region environment was organised by the Baltic Sea Region Programme and addressed achievements of transnational cooperation programmes and projects in the field of environment. It familiarised potential project partners with funding sources available in the near future for projects tackling environmental issues in the Baltic Sea region.

**MODERATOR**

Darius Valiucko  
JTS, Baltic Sea Region Programme

**SPEAKERS**

Eeva Rantama  
JTS, Baltic Sea Region Programme  
Andris Andrusaitis  
BONUS Secretariat  
Bo Storrnk  
JTS, Central Baltic Programme  
Thorsten Kohlisch  
JTS, South Baltic Programme

Watch full workshop here:



Speakers: Thorsten Kohlisch, Bo Storrnk

Participants were **encouraged** not to wait for the first call for applications, but to use the coming year to develop project ideas and partnerships.

“ We would like to see more movement from single project pilots to a broader capacity building in implementing new solutions.”

> Eeva Rantama

Darius Valiucko from the Baltic Sea Region Programme and one of the organisers of the workshop concluded that the aim of the workshop was fully met. Participants were informed about what **funding opportunities** (European Territorial Cooperation Programmes) are coming up in the near future.

Moderator: Darius Valiucko

## UPCOMING FUNDING

Upcoming funding opportunities within the Baltic Sea Region Programme, BONUS, the Central Baltic Programme and the South Baltic Programme were presented.

Projects need to have a **transnational character** and **contribute** to regional development in accordance with the focus of the respective programme.



Panel: Thorsten Kohlisch, Bo Storrnk, Andris Andrusaitis, Eeva Rantama

Baltic Sea Region Programme



Central Baltic Programme



South Baltic Programme



BONUS



## REGULATIONS AND SUSTAINABILITY

The market's **dependency on the regulatory framework** was emphasised, particularly the effect regulations have on the sustainability of innovative projects involving new technology.

**Investment support for private actors** was one topic mentioned as an essential element for efficient and sustainable solutions. Rantama informed that the Baltic Sea Region Programme is working towards stronger participation of private enterprises. Until now the programme had focused more on the public sector and academia.



“As soon as there is an incentive – a mechanism which gives profit to those who are cleaning the Baltic Sea of nutrients – there will be a market for this kind of economic activity.”

> Andris Andrusaitis

“One of the major issues is to combine economic efficiency and the sustainable use of resources. So, not only to look at the environmental aspect as such as a separate issue but rather to think of economic solutions. This is the way to come to sustainable solutions.”

“If we have the ambition to find economically efficient solutions and economic incentives, then we need the private sector in the programme.”

> Eeva Rantama



# Funding the future



*Funding the future* addressed one of the most crucial factors in implementing the EUSBSR. In this workshop, representatives from relevant organisations in charge of seed-funding presented and discussed seed-funding initiatives and other opportunities. The workshop was organised by the Swedish Institute (SI) & Baltic Development Forum (BDF) in cooperation with Investitionsbank Schleswig-Holstein (IB), the Council of the Baltic Sea States (CBSS) Secretariat, and the Nordic Council of Ministers (NCM).

#### MODERATOR

Mikael Olsson  
Swedish Institute

#### SPEAKERS

Ilze Ciganska  
EUSBSR Seed Money Facility, Investitionsbank Schleswig-Holstein  
Jan Lundin  
Council of the Baltic Sea States (CBSS) Secretariat  
Ane Kofod Petersen  
Nordic Council of Ministers  
Helén Nilsson  
Swedish Institute  
Jacek Paszkowski  
Swedish Institute  
Ulf Savbäck  
Swedish Agency for Economic and Regional Growth  
Axel Rød  
DG REGIO, European Commission

Watch full workshop here:



## BEYOND SEED MONEY

**Domestic funding opportunities** were highlighted – Sweden was mentioned as an example where parts of cooperation funds are allocated from national authorities to regional cooperation projects.

**There was a common understanding** that there has been, and still is, a need for seed money functions. One should nevertheless be open to all kinds of funding opportunities. The discussion therefore also focused on alternative funding opportunities, such as **foundations, trusts and banks** in addition to the seed money schemes presented by the panellists.

**The power of the internet** and the opportunities provided by modern technology were mentioned – including crowd funding, which can be described as an underused tool with a strong potential for Baltic cooperation.

**It is important** to press for cooperation **in all Member States on all levels**, not only through territorial cooperation programmes.

**In the next programming period**, all EU programmes can use up to 15% of their funds outside the programme area, thus increasing funding opportunities for Baltic cooperation projects.



“ The fact that we have all learned to live with EU funding does not mean that there is no money anywhere else.”

> Jan Lundin

The co-organiser of the workshop from the Swedish Institute, Mikael Olsson, shared the impression that the most important message from the workshop was that there was a need and demand for more information and cooperation among the seed-funders. During the workshop, the Swedish Institute's proposal of an online-portal was welcomed and will be followed up in cooperation with INTERACT Point Turku. While high attendance created hindrances to achieving active, two-way communication, with the additional challenge of a high number of speakers, the interest in the topic encouraged a suggestion to organise a follow-up session during the Baltic Sea Days in June 2014 in Turku.



## GETTING IN ON FUNDING

There is a need for **non-financial assistance** among developing projects as a number of new actors have emerged in the region. Many of them have had difficulties accessing the existing financial instruments.

The large amount of **existing financial instruments** needs to be visible to newcomers. Advisory activities and consultancies should be incorporated further into the work of seed money facilities, including information such as where to apply later for further project developments.

In order to avoid duplications, **new actors** need to examine the landscape while developing their projects and have a good knowledge of what is already happening, or what has already been done, in their project area.

**Researchers** entering the field were encouraged to deepen their projects by searching outside of their sectors and forming cross-sectorial partnerships.

“ There is no shortage of **financial instruments**, but we need help to get them. So there is a need for hands-on guidance – it is more of a structural gap than a financial one, which means that it's difficult to find them and that it's difficult perhaps to use them for this purpose.”

> Ulf Savbäck

“ We really like clusters, we really like when NGOs cooperate with academia, with the private sector.”

> Helén Nilsson

A photograph of a busy exhibition hall with a red and gold patterned carpet. Numerous people in business attire are walking, talking, and looking at displays. A large green graphic overlay on the right side of the image contains the title and a descriptive paragraph. The title is 'FOCUS POINT: Project village' in white, bold, sans-serif font. Below it is a paragraph of white text on a green background. The background image shows people in a well-lit room with white walls and a patterned carpet. Some people are standing in groups, while others are looking at a display board on the right. The display board has text in Russian and English, including 'Проект «TURKU PROCESS»' and 'От слов к делу в Балтийском регионе'.

## FOCUS POINT: Project village

This year's project village was filled with project and organisation presentations from all over the region. 29 exhibitors ranging from PACs and HALs to municipalities and regions presented over 40 projects, all aimed at increasing the economic and environmental prosperity of our region.



From tasting the diversity of the Baltic Sea region by sampling Lithuanian delicacies and honey from Western Pomerania, to exploring the world of LNG-based shipping



The project village programme was curated in three parts

Exhibition area

Film programme

Speed dating programme

Watch presentations here:



## FOCUS POINT: EXHIBITION

## What did they present?

- PA Crime**

Project ADSTRINGO and other materials on the trafficking situation in the Baltic Sea region
- PA Education**

Four flagships, Baltic University Programme, QuickIGA, Baltic Training Programme and Baltic Sea Labour Forum; and two emerging flagships, Baltic Sea Youth Forum, and S2W (School to Work)
- PA Hazards**

Multiple projects on the reduction and impact of hazardous substances in the Baltic Sea, including flagship project UMBRELLA and sub-project CHEMSEA
- PA Innovation**

The BSR Stars programme, the Submariner Network and ScanBalt Health Region
- PA Nutri**

General information regarding the priority area as well as the Baltic Deal and PRESTO projects
- PA Safe**

Information about the activities and results of flagship projects, as well as examples and recommendations for making shipping safer
- PA Secure**

Presented flagship projects 14.3 and the Baltic Leadership Programme in Civil Protection
- PA Ship**

The activities and results of flagship projects working towards making shipping more environmentally friendly





BSR Trans-governance

Information on multi-level governance, experiences and developments in transport

HA Involve

Matchmaking, helping Annual Forum participants find a partner for project idea or gather organisations with similar interest

Baltic Sea NGO Network

Its activities and competences in strengthening civil society in the region and supporting NGOs in internationalisation

HA Neighbours

The Turku Process and SEBA, as well as contacts for cooperation with neighbouring countries

HA Promo

How they make a change in the Baltic Sea region through identity building and branding, and informed guests of how they can be a part of it

HA Spatial Planning

Martime spatial planning governance, and how Annual Forum participants can get involved in dialogue series and contribute to pan-Baltic approaches in MSP

HA Sustainable Development and Bio-economy

The BSR Climate Change Adaptation Strategy and Action Plan, Green Public Procurement, Ecovillages and other initiatives

BONUS

Fit-for-purpose, interdisciplinary and transnational Baltic Sea research and innovation projects based on BONUS's strategic research agenda

Baltic Sea Region Programme

Projects financed by the Baltic Sea Region Programme and information on funding opportunities for 2014

Central Baltic INTERREG IV A Programme

Visitors with information about the 122 projects funded by the programme and information about the preparation process of the new Central Baltic Programme 2014-2020

City of Turku

Information about the Turku Process, the Northern Growth Corridor, and the upcoming Turku Baltic Sea Days in June 2014

East-West Transport Corridor Association

Provided guests with information about EWTCA activities and shared best practice examples along the EWTC

HELCOM

Information on the outcome of the 2013 HELCOM Ministerial Meeting; the latest news on the state of and trends in the Baltic marine environment, and the implementation of the HELCOM Baltic Sea Action Plan in Russia

Nordic Council of Ministers

Nordic cooperation in the Baltic Sea region, HA Bioeconomy and other Nordic EUSBSR flagship projects

Science Link

Knowledge on recent developments and projects focusing on the use of large-scale research infrastructures in the Baltic Sea Region by industrial companies

Swedish Institute

The Swedish Institute's goals and strategies for the Baltic Sea region and how the institute's activities help implement the EUSBSR

West Pomerania Region

Green technology innovations; the connecting regional and macro-regional innovation initiatives within the fields of urban mobility, added value manufacturing and smart, secure societies

# Project village gallery



European Commission, DG Regional and Urban Policy

The latest information tools for the EUSBSR, including the new video on the Strategy

The Lithuanian Presidency of the Council of the EU

Information about the Lithuanian Presidency's priorities and programme; offered Annual Forum participants to taste and try Presidency gifts.

Council of the Baltic Sea States

The Finnish Presidency of CBSS 2013-2014, the latest Annual Report, and the latest news on its activities in the Baltic Sea region

INTERACT Point Turku

Information on practical support, training and advice it provides to European Territorial Cooperation on the implementation and management of ETC programmes

# FOCUS POINT: Side events



During the 4<sup>th</sup> Annual Forum of the EUSBSR, 18 back-to-back meetings took place, attesting to the active, energetic body of the Strategy.

# FOCUS POINT: EVENT SCHEME

Back-to-back events, organised mostly by various EUSBSR stakeholders (such as priority areas, horizontal actions, as well as governing structures of the Strategy), point to the added value that such a large-scale event can bring. Back-to-back events helps us see that the EUSBSR is a platform for work and agency on various levels, giving them a great opportunity to share their activities and highlight specific issues. Many active PACs and HALs seized the chance and invited stakeholders to participate in workshops, seminars and other meetings.

## Back-to-back meetings

Baltic Sea Youth Forum (Workshop, first planning meeting with major stakeholders)

Baltic Sea Youth forum

PA Agri

PA Secure

Baltic Sea NGO Network

Women in civil protection: Gender equality and gender mainstreaming - Towards prosperity in the Baltic Sea region. The case of civil security

From "shoreline" to working "on shore." Civil security in the Baltic Sea region: Turning challenges into opportunities for cross-sectorial cross-border cooperation

Baltic Sea NGO Network meeting

Cooperation among the Baltic Sea: European Union Strategy for the Baltic Sea Region and rural development

Ministry of Social Security and Labour of the Republic of Lithuania

PA Safe

PA Hazards

HA Neighbours

PA Hazards steering group meeting

Round table on transnational cooperation in the ESF in the Baltic Sea region

Developing new ideas for cooperation with neighbours in the Baltic Sea Region (open seminar and HA Neighbours kick-off event)

Steering committee meeting of priority area Safe

HA Sustainable Development and Bioeconomy

PA Culture

PA Nutri

HA Involve

Workshop/expert meeting - Monitoring of hazardous substances in the Baltic Sea - Regional harmonization and implementation of the MSFD and BSAP

Building bridges - Sustainable development & bioeconomy in the Baltic Sea region

Multi-level governance in practice

Combined steering group and flagship leaders meeting of PA Culture

European Commission

The Baltic Sea States Subregional Cooperation

4<sup>th</sup> Meeting of the steering committee of priority area Nutri

Joint meeting of national contact points, priority area coordinators and horizontal action leaders

Executive committee of the CPMR Baltic Sea Commission

# Side events gallery



# Thoughts after the Annual Forum

In Vilnius, we had a marathon of two intense days filled with meetings, discussions, ideas, proposals and information. It would have been a big loss to let this experience vanish in time with no reflection. Therefore, once the first immediate reflections settled down, we invited those who were willing to share their impressions, to contribute to the evaluation of the event. A survey was disseminated, and 115 responses were collected. Based on these responses, an evaluation report was prepared. Here you can find some facts and extracts from the survey results.

## Respondents claimed

Satisfaction with online registration **94%**

Satisfaction with general organisation **87%**

4<sup>th</sup> Annual Forum was above average **~70%**

“ Good event with the possibility for networking and deepening every day’s work

“ Interesting and worth spending the time

“ The gender balance of speakers was good for the first time

## Reasons for attending

Networking	24%
Interest in the EUSBSR	21%
Organisation / project presentation	20%
Specific Workshop	13%
Theme of the Forum	12%
Other	10%

## Thumbs up!

“ Food for thought

“ There was a good balance between time dedicated to the plenary sessions, workshops and side events

“ Forum gives the possibility to meet the stakeholders of the Baltic Sea Region and to discuss future perspectives

“ Fulfilled its aim of networking and provided good general understanding of the EUSBSR process and current status

“ The forum put the Baltic Sea region high on the political agenda again

“ Good feeling of Baltic force

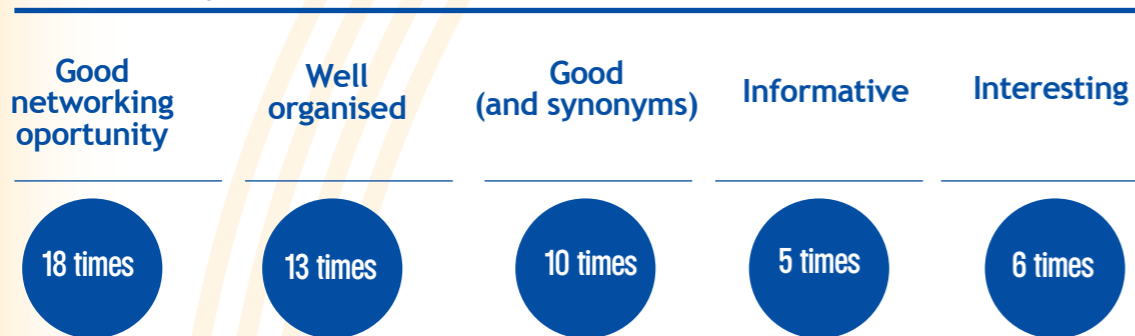
“ Cozy and useful

“ Good overview of activities within the EUSBSR

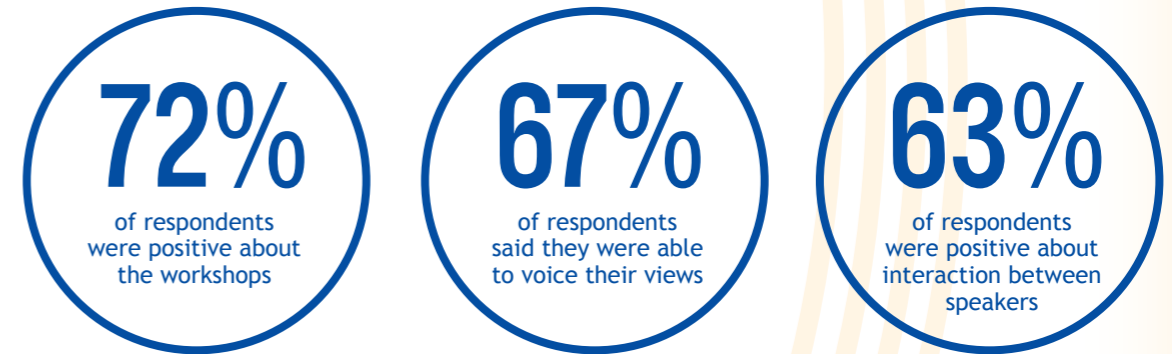
## Room for improvement



## Most frequently used words to describe the Annual Forum



## Active participation



## Suggested themes for future workshops



## What else do we wish for?



# Acknowledgements

The 4<sup>th</sup> Annual Forum of the EU Strategy for the Baltic Sea Region was organised jointly by the European Commission and the Lithuanian Presidency of the EU Council, together with the Council of the Baltic Sea States Secretariat and INTERACT Point Turku.

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The Journal of the  
4<sup>th</sup> Annual Forum of the  
EU Strategy for the Baltic  
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## Annual Forum video footage and editing:

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## Annual Forum evaluation survey conducted by:

[www.wearemarketing.lt](http://www.wearemarketing.lt)



# Cooperating together for our region

Watch the full EUSBSR video here:



[www.balticsea-region.eu](http://www.balticsea-region.eu)