

# Program Overview

Venue: **The Polish Baltic Frédéric Chopin Philharmonic, Gdansk**

## Monday 24 October

14.00-15.30

**Guided Tour in Gdansk**

15.15-16.00

**Registration**

16.00-17.30

**Plenary Session**

Business Priorities to Strengthen Growth and Competitiveness in the Baltic Sea Region

18.00

**Departure to Gala Dinner**

19.00-22.00

**Gala Dinner**

Venue: Sheraton Hotel, Sopot

## Tuesday 25 October

08.00

**Registration and Opening of Networking and Project Village**

09.00-09.45

**Warming up with the State of the Region Report**

09.45-10.30

**Welcoming Addresses**

10.30 – 11.30

**Inaugural Plenary Session**

New Ambitions for Baltic Sea Region Cooperation

11.30-13.30

**Lunch and Networking Village Activities**

Workshops

**State of the Region Report**

**Knowledge Management and Communication**

Presentations of Flagship Projects under the EU Strategy for the Baltic Sea Region

Business Case Presentations

13.30-14.30

**Plenary Session 2**

Business Perspective on Regional Development in the Baltic Sea Region

14.30-16.00

**Coffee break and Networking Village Activities**

Workshops

**Political State of the Region Report**

**Russia/Kaliningrad: Initiative to Bring Cooperation to New Level**

Presentations of Flagship Projects under the EU Strategy for the Baltic Sea Region

Business Case Presentations

16.00-17.30

Parallel Sessions

**Digital Agenda for the Baltic Sea Region**

**Green Growth: Water**

**Northern Dimension**

**International Financial Institutions and Project Funding**

**How to Exploit the Full Potential of the Baltic Sea Region in Research and Innovation**

**Regional Identity and Region Branding**

**Connectivity**

17.30-18.00

**Networking and Project Village**

18.15

**Departure to Dinner at the Gdansk Shipyard**

19.00-22.00

**Dinner**

Venue: Business and Cultural Centre, The Gdansk Shipyard

## Wednesday 26 October

09.00-09.30

**Sum-up of 25 October**

09.30-11.00

**Plenary Session 3**

Setting Targets for the EU Strategy for the Baltic Sea Region

11.00-11.45

**Coffee break and Networking Village Activities**

Presentations of Flagship Projects under the EU Strategy for the Baltic Sea Region

11.45-13.00

Parallel Sessions

**Save the Sea on Land**

**Doing Business in Poland**

**Blue Growth**

**Multi-level Governance**

**CBSS – Celebrating 20 Years of Active Engagement in the Region Experiences and Future Perspectives on the Alignment of Funding within Operational Programmes**

**Sustainable Bioenergy – Moving Towards the Biobased Society**

13.00-14.00

**Lunch and Networking Village Activities**

Presentations of Flagship Projects under the EU Strategy for the Baltic Sea Region

Business Case Presentations

14.00-15.00

**Closing Plenary Session**



## Monday 24 October

14.00 – 15.30

**Guided Tour in Gdansk**  
(open for all pre-registered participants)

15.15 – 16.00

**Registration**  
Venue: the Polish Baltic Frédéric Chopin Philharmonic, Gdansk

16.00 – 17.30

**Business Priorities to Strengthen Growth and Competitiveness in the Baltic Sea Region**  
Place: Main Concert Hall

**Stephan Müchler**, President, Baltic Chamber of Commerce Association  
**Matthias Kollatz-Ahnen**, Vice-President, European Investment Bank  
**Carsten Nilsen**, Chairman, Scandinavian-Polish Chamber of Commerce  
**Andrzej Bogucki**, Member of the PL.2012 Board for Infrastructure

Moderators:

**Hans Skov Christensen**, Fmr. CEO, Confederation of Danish Industry and Vice-Chairman, Baltic Development Forum  
**Verner Kristiansen**, Communication Advisor, Conference Moderator

18.00

**Departure to Gala Dinner**

19.00 – 22.00

**Gala Dinner hosted by Baltic Development Forum (upon invitation only)**  
Venue: Sheraton Hotel in the picturesque seaside city of Sopot

Special Dinner Addresses by:  
**Johannes Hahn**, Commissioner for Regional Policy, European Commission  
**Hans Dalborg**, Honorary Chairman, Nordea Bank AB

*Baltic Sea Award Ceremony*  
*Baltic Youth Philharmonic Bass Trio*

## Tuesday 25 October

### Venue

The Polish Baltic Frédéric Chopin Philharmonic, Gdansk

08.00

### Registration and Opening of Networking and Project Village

09.00 – 09.45

### Warming up with the State of the Region Report

Place: Main Concert Hall

The economic performance, competitiveness and the main economic policy-making activities of the Baltic Sea Region will be presented as well as the Region's ability to cooperate in key economic fields. Entrepreneurship where the main problem seems to be the insufficient level of new high-growth companies will also be discussed. The session and the State of the Region Report provide a context for the policy discussions that will follow.

Presented by:

**Christian Ketels**, Principal Associate, Harvard Business School

Commented by:

**Mercedes Bresso**, President, Committee of the Regions

**Henri de Groot**, Professor in Regional Economic Dynamics, VU University Amsterdam

09.45 – 10.30

### Welcoming Addresses

**Uffe Ellemann-Jensen**, Chairman, Baltic Development Forum and Fmr. Foreign Minister, Denmark

**Mieczysław Struk**, Marshal of Pomorskie Region

**Paweł Adamowicz**, Mayor of Gdansk

**Johannes Hahn**, Commissioner for Regional Policy, European Commission

10.30 – 11.30

Inaugural Plenary Session: Ministers' Session

### New Ambitions for Baltic Sea Region Cooperation

Ministers in the Baltic Sea Region States are invited to discuss how macro-regions can facilitate further integration in Europe and improve coherence and cohesion at a time of severe economic challenge in the EU? What new ambitions for the Baltic Sea Region and for European integration should be set?

**Jyrki Katainen**, Prime Minister of Finland (tbc)

**Dr Werner Hoyer**, Minister of State at the Federal Foreign Office, Germany

**Elzbieta Bienkowska**, Minister of Regional Development, Poland

**Lena Ek**, Minister for the Environment, Sweden

Moderators:

**Uffe Ellemann-Jensen**, Chairman, Baltic Development Forum

**Verner Kristiansen**, Communication Advisor, Conference Moderator

11.30 – 13.30

### Lunch and Networking Village Activities

#### WORKSHOPS

#### State of the Region Report

Time: 12.15 – 13.15

Place: Main Concert Hall

This workshop will follow up on the opening plenary session and launch of the State of the Region Report, which focuses on joint efforts to improve the competitiveness of the region. Regional experiences from the Nordic area and from an IFI standpoint will be addressed.

**Christian Ketels**, Principal Associate, Harvard Business School

**Halldor Asgrimsson**, Secretary General, Nordic Council of Ministers

**Guy Clause**, Director and Special Advisor to PJ Director General, European Investment Bank

**Henri de Groot**, Professor in Regional Economic Dynamics, VU University Amsterdam

Moderator:

**Hans Brask**, Director, Baltic Development Forum

#### Knowledge Management and Communication

Time: 12.15 – 13.15

Place: Green Chamber Hall

The success of the EU Strategy will depend on the ability to define clear cooperation structures and on the quality of new and existing networks. The improvement of knowledge management resulting from exchanges between partners is one of the keystones of the Strategy. Awareness of the Strategy and the results it delivers is also essential. Key groups, such as local and regional authorities, NGOs and the private sector, should be increasingly involved. A "Communication initiative" needs to be developed. The main question is how?

**Arne König**, President, European Federation of Journalists

**Ole Aabenhus**, Media Consultant and EU Correspondant

**Anna Saarentaus**, Senior Consultant, Pöyry

Management Consulting, Finland

**Erik Kiesow**, Deputy Director, Prime Minister's Office, Sweden

Moderator:

**Ulf Wikström**, Project Manager, INTERACT Point Turku

**NETWORKING VILLAGE**

Presentations of Flagship Projects under the EU Strategy for the Baltic Sea Region  
Business Case Presentations

**TENT STAGE**

**12:00 – Baltic Sea Maritime Functionalities**

The BSMF project aims to produce ideas and suggestions on the development of the maritime information-sharing environment by seeking to harmonize concepts and create functional goals in the field of maritime functionalities from the perspective of an individual state's national entity. Information exchange is vital for Maritime Situational Awareness – it increases regional cooperation via national entity to international cooperation of the functionalities. Participating countries are Finland, Sweden, Estonia, Poland and Russia.  
Presented by **Erkki Uitti**, Admiral, Finnish Border Guard

**12:15 – Baltic Sea Labour Network**

The Baltic Sea Labour Network has been tackling labour market and labour mobility issues in the Baltic Sea Region for almost three years. There are already five statements agreed by the Steering Committee, with members from trade union confederations, employer organisations and politics. Recommendations are illustrated with examples developed through the work of the network partners. To be able to continue the work, a Forum for Social Dialogue in the Baltic Sea Region will be established under the Council of the Baltic Sea States.  
Presented by **Katariina Röbbelen-Voigt**, Project Manager, Hansestadt Hamburg

**12:30 – Trans Baltic**

**The transnational transport projects** TransBaltic, EWTC II, Scandria and Rail Baltica Growth Corridor, co-funded by the Baltic Sea Region Programme 2007-2013, have put the green transport corridors in focus as a measure to combine the optimised performance of multimodal supply chains with sustainable regional growth and territorial cohesion. In doing so, they contribute to the successful implementation of strategic actions set forth in Priority Area 11 of the EU Strategy for the Baltic Sea Region. With manuals, strategies and specific business concepts they intend to provide measures that enable the development of a green transport network.  
Presented by **Evelina Hansson Malm**, Communication Manager, TransBaltic / Region Skåne

**12:45 – Sustainable Management of Contaminated Sediments in the Baltic Sea**

How to handle dredged contaminated sediments is a major problem. The stabilization/solidification method reduces environmental impact and improves technical properties, thus enabling the beneficial use of contaminated sediments as construction material, saving costs and natural resources. The main outcome of the project is a guideline for the management of contaminated sediments and handling alternatives, e.g. the disposal and beneficial use of treated contaminated sediments and a toolbox comprising treatment technologies and tools for sustainability assessment.  
Presented by **Göran Holm**, Director of Research & Development, Swedish Geotechnical Institute (SGI)

**OAK HALL**

**12:00 – Baltic Deal – Putting Best Agricultural Practices into Work**

What do farmers do to improve the Baltic Sea environment? Curious about how advisors support farmers with environmental measures? Baltic Deal unites farmers and advisory organisations around the Baltic Sea in a unique effort to raise competence in agri-environmental practises and measures. The aim is to support farmers to reduce nutrient losses from farms with maintained production and competitiveness. Find out more at the Baltic Deal stand.  
Presented by **Sindre Langaas**, Project Manager, Federation of Swedish Farmers

**12:25 – BaltAdapt**

The countries bordering the Baltic Sea are threatened by climate change. Although it is difficult to predict with certainty the likely impact of climate change, it is generally accepted that projected increases in precipitation and temperature will put the integrity of the ecosystem in danger and increase the risk of natural disasters. Baltadapt aims to strengthen cooperation and knowledge sharing on climate change issues in the Baltic Sea Region. BaltAdapt will develop a Baltic Sea climate change adaptation strategy, which will form the basis for a region-wide action plan.  
Presented by **Ole Krarup Leth**, Head of Section, Danish Meteorological Institute

**12:50 – ScanBalt**

Health and healthcare is a driver of economy, not only a cost. ScanBalt Health Region promotes a globally competitive BSR Health Economy. Challenges and opportunities can only be met with innovation in Health and Life Sciences. The flagship serves as an umbrella for a multitude of coordinated activities applying shared visions and values, and utilising a common communication and coordination structure (ScanBalt).  
Presented by **Wolfgang Blank**, CEO, BioConValley, Mecklenburg-Vorpommern, Germany

**JAZZ HALL**

**12:00 – EfficienSea – Efficient, Safe and Sustainable Traffic at Sea**

The EfficienSea project gathers experts from the Baltic Sea region and beyond, aiming to make a difference to maritime safety. The tools developed will help to make sure that we can continue to enjoy the sea: live by it, swim in it and eat the fish from it. EfficienSea covers several aspects of current and future maritime challenges, among them e-Navigation, recruitment and sensitivity maps. Visit our stand in the Exhibition tent, where you can watch our videos and we will explain interactively the tools developed in EfficienSea. Welcome!  
Presented by **Gertrud Hermansen**, Communication Manager, Danish Maritime Safety Administration

**12:25 – Baltic Master II: Achieving Long-term Results for the Baltic Sea**

Flagship project Baltic Master II brings together countries from around the Baltic Rim. Maritime safety, security and environment are improved by integrating local and regional perspectives with cross-border cooperation. Baltic Master II implements hands-on solutions to maritime problems and brings experts and doers together to implement prevention and preparedness against spills of hazardous substances. How do we secure continued success while also stimulating new innovations and solutions?  
Presented by **Magnus von Schenck**, Project Manager Baltic Master II

**12:50 – The BaltSeaPlan Vision – Towards Sustainable Planning of Baltic Sea Space**

Although Maritime Spatial Planning is widely acknowledged as key tool for co-ordinating spatial use of the sea, it is still far from an established practice. To improve this, 14 partners from around the BSR worked together in the 3.7Mn € project "BaltSeaPlan" (2009–2012), part-financed by the ERDF BSR Programme. In this presentation the project outputs, with special focus on the BaltSeaPlan Vision 2030, will be announced.  
Presented by **Angela Schultz-Zehden**, Project Coordinator, Sustainable Projects, Germany

**13:05 – Measuring Innovation - a Tool to New Growth and Profitability**

We will present a web-based tool which quickly and easily will uncover your current innovation capabilities on a 360 degree scale – from fundamental issues (like degree of market orientation and support to new initiatives from employees) to innovation processes (like how well does your company manage innovation from idea to implementation). Our tool is a solid platform for building a strong innovation strategy. The presentation will also highlight the key low-cost and easy-fix improvements your company can do to increase innovation.  
Presented by **Asger Daugbjerg**, VP & Partner at GlobeEight Consultancy



The Polish Baltic Frédéric Chopin Philharmonic, Gdansk

13.30 – 14.30

Plenary Session 2

### **Business Perspective on Regional Development in the Baltic Sea Region**

Place: Main Concert Hall

The EU Strategy for the Baltic Sea Region was mainly developed in response to a political demand. One of the objectives of the Strategy is to make full use of the region's economic potential and initiatives that increase competitiveness and business opportunities. Does the Strategy mirror the demands of the business sector and correspond to its priorities?

**Maciej Dobrzyniecki**, Vice-President of Business Centre Club, President of ELEC, Poland

**Emer Daly**, Director, DG Internal Market and Services, European Commission

**Hans Skov Christensen**, Fmr. CEO, Confederation of Danish Industry and Vice-Chairman, Baltic Development Forum

**Martin Hvidt Thelle**, Partner and Director, Copenhagen Economics

Moderator:

**Verner Kristiansen**, Communication Advisor, Conference Moderator

14.30 – 16.00

### **Coffee break and Networking Village Activities**

#### **Political State of the Region Report Workshop**

Time: 14.45 – 15.45

Place: Green Chamber Hall

The workshop will present the report, which gives a picture of the political situation in all of the Baltic Sea Region countries and draws attention to key political issues the region needs to address. The report provides a political context to the discussion on further regional developments. This is the first report from a new network of researchers who are experts on the Baltic Sea Region.

**Prof. Dr. Bernd Henningsen**, Humboldt University

**Lidia Puka**, Analyst, The Polish Institute of International Affairs

**Ass. Prof. Toms Rostoks**, University of Latvia

**Prof. Alexander Sergunin**, St. Petersburg State University, Russia

**Ass. Prof. Rikard Bengtsson**, University of Lund, Sweden

Moderator:

**Andreas M. Klein**, Head of the Konrad-Adenauer-Foundation Offices in the Baltic States, Latvia

#### **Workshop on Russia /Kaliningrad: Initiative to Bring Cooperation to New Level**

Time: 15.00 – 15.45

Place: Main Concert Hall

Cross-border cooperation with Kaliningrad Oblast of the Russian Federation deserves special attention due to its geographical situation in the Baltic Sea Region. The recent cross-border conference between the Russian Federation and the EU and Norway 22-23 September 2011 in Kaliningrad demonstrated a broad based wish in the Baltic Sea Region to strengthen relations with Kaliningrad Oblast. Will it be possible to take new initiatives in view of the upcoming Russian Presidency of the Council of the Baltic Sea States?

**NETWORKING VILLAGE**

Presentations of Flagship Projects under the EU Strategy for the Baltic Sea Region  
Business Case Presentations

**TENT STAGE**

**14:45 - Baltic Energy Market Interconnection Plan - an Exemplary Regional Cooperation**

Three years have passed since the eight EU Member States around the Baltic Sea opted for closer cooperation towards the development of Baltic interconnections. A comprehensive Action Plan on energy interconnections and market improvement in the Baltic Sea Region was endorsed in 2009. Since then, the Member States concerned - with the support of the European Commission - have been working on searching for solutions to electricity, gas and nuclear issues. Although this regional cooperation has borne fruit there is still a long way to go.

Presented by **Zoltan Deak**, Programme Manager - EU Policies, DG Energy, European Commission

**15:00 - Improvement of Primary Health Care Systems**

ImPrim has 12 partners in seven countries and tackles three core areas: 1) Access to PHC, 2) Financial resources for PHC and 3) Professional development for PHC staff. The presentation will focus on three different subprojects: 1) Communicable diseases and bacterial resistance, 2) Inequities in Public Health - the Gender Gap of Health and Life expectancy, and 3) Developing quality of health care in Kaliningrad oblast, Russian Federation.

Presented by **Ingvar Ovhed**, Senior Advisor, Blekinge County Council, Sweden

**15:15 - ICT for Health**

ICT for Health will strengthen social capacity for the use of eHealth technologies in view of the ageing population. The knowledge and acceptance of eHealth technologies by citizens and medical professionals is a basic condition for the implementation and further development of innovative technologies in the health sector. The presentation will give an overview about the ICT for Health project - its structure and objectives. It will also cover initial results and collaborations.

Presented by **Prof. Dr. Roland Trill**, University of Applied Sciences Flensburg, Germany

**15:30 - Baltic Supply**

North Sea Supply Connect and Baltic Supply aim at creating better business opportunities for the many SMEs located in the North Sea and Baltic Sea regions. The projects are looking to set up supporting structures in order to increase access to inter-regional supply markets in these regions. Project partners establish together the European Business Support Network, which will be based on new and existing services for SME's and OEMs. Eubizz.net works as an intelligent link between the existing structures of Business Development and the needs of OEMs and SMEs across the regions.

Presented by **Caroline Couperus**, Project Leader of North Sea Supply Connect, Province of Groningen

**OAK HALL**

**14:40 - Helsinki Commission and the EU Strategy in Synergy**

HELCOM, an intergovernmental organization of the nine Baltic Sea countries and the EU, will highlight its major work to implement the Baltic Sea Action Plan in synergy with the EU Strategy, to achieve a healthy, safe and secure Baltic Sea by 2021, through fighting eutrophication, reducing inputs of hazardous substances, protecting biodiversity and ensuring safety of navigation as well as efficient responses to oil spills. A practical implementation of the Broad-scale Maritime Spatial Planning will also be in focus.

Presented by **Gabriella Lindholm**, Ambassador for the Marine Environment and Chair of Helcom

**15:00 - Innovative Milieus - a Key Question for the BSR in the Global Village!**

This flagship project is about how to develop a common programme for Innovation, Clusters and SME-Networks. BSR Stars name illustrates the high ambitions we have to exploit the Macro Regions full potential in innovations, clusters and SME Networks. A part of that is the StarDust project, financed by the BSR program, which is directly focused on five potentials to develop global competitiveness. They include innovative developments in clean-tech & future energy, wellness & health, future transport, and digital business & services.

Presented by **Karin Nygård Skalmán**, Programme Director, Swedish Agency for Innovation Systems (VINNOVA) and **Leena Silvennoinen**, Programme Director, Culminatum Innovation Oy Ltd

**15:25 - Turku and BSR Cooperation**

The Turku region in Finland is very active in Baltic Sea regional cooperation. The presentation will briefly outline the work of Centrum Balticum Foundation and the City of Turku on these regional issues and highlight their experiences, good practices and future plans, as well as present the Baltic Sea Challenge initiative - a joint water protection initiative of the Cities of Turku and Helsinki.

Presented by **Salla-Maria Alanen**, Project Manager, Centrum Balticum and **Mika Akkanen**, Manager of International Affairs, City of Turku

**JAZZ HALL**

**14:45 - Active Financier in the Baltic Sea Region**

NIB, the international financial institution of the Nordic and Baltic countries, has a special mandate to enhance competitiveness and the environment of the region through its lending activities. In order to strengthen this competitiveness, NIB provides loans particularly to energy and infrastructure projects. The environmental focus is on climate change and the Baltic Sea. What has NIB done during the last few years within the energy, environment and transport sector in the Baltic Sea region? NIB's experts are present to answer questions as well as to discuss what to do next.

Presented by **Jukka Ahonen**, Director, Head of Communications, Nordic Investment Bank

**15:10 - Increasing Participation in the EUSBSR - The Swedish Experience. Panel discussion.**

The conclusion to date is that a small amount of seed money can generate a high level of stakeholder participation. This is based on the results of 500 inter-regional cooperation projects during the current period. Could this be a working model for the entire region? Keynote speech by Gabriella Lindholm along with representatives from the European Commission and the Polish Government.

Presented by **Marita Ljung**, State Secretary, Ministry of Enterprise, Energy and Communications, Sweden

16.00 – 17.30

Parallel Sessions

**Digital Agenda for the Baltic Sea Region**

Place: Green Chamber Hall

A digital single market – including e-commerce – is of great importance to economies in the Region. As frontrunners in many areas of the digital economy, the region has the interest and potential to show practical results in terms of providing a more integrated framework. This framework would allow innovative companies to grow and prosper from a larger and more integrated digital market and, in the longer-term, benefit from an integrated market of European scale. The task is to link the EU-strategy for the Region to the Europe 2020 initiatives.

- Marita Ljung**, State Secretary, Ministry of Enterprise, Energy and Communications, Sweden
- Kaj Juul-Pedersen**, President, Sitella ApS, Denmark
- Raul Mälik**, Ambassador, Special Envoy for Baltic Sea issues, Ministry for Foreign Affairs, Estonia
- Silvija Juscenko**, Senior Adviser, Northern Dimension Partnership in Public Health and Social Well-being
- Prof. Dr. Roland Trill**, University of Applied Sciences Flensburg, Germany

Moderator:

**Per Tryding**, Secretary General, Baltic Chamber of Commerce Associatio

**International Financial Institutions and Project Funding**

Place: Jazz Hall

Matching the actions and priorities of the Baltic Sea Region with available funding is a crucial pre-condition of the region's ability to advance. The International Financial Institutions have a key role in supporting development by providing loans, technical assistance and expertise. The need for long term funding and strong financial partnerships has been emphasised after the recent economic turbulence. This will be highlighted even more in the revision of the EUSBSR.

- Johnny Åkerholm**, President and CEO, Nordic Investment Bank
- Magnus Rystedt**, Managing Director, Nordic Environment Finance Corporation (NEFCO)
- Kim Kreilgaard**, Head of Division, Lending Operations in Poland, European Investment Bank
- Graham Cope**, Head of Region, European Investment Fund
- Ulf Savbäck**, Senior Consultant at Sweco Eurofutures, Sweden

Moderator:

**Mads Jacobsen**, Senior Executive Vice President, Danske Bank

**Northern Dimension**

Place: Main Concert Hall

The Northern Dimension (ND) policy, drawn up in 1999, is a common policy shared by four equal partners: the European Union (EU), Norway, Iceland and the Russian Federation. The policy's main objectives are to promote dialogue and concrete cooperation in Northern Europe, including being an external framework for the EU Strategy for the Baltic Sea Region. To facilitate project implementation, four operational partnerships have been created on the following topics: the environment (NDEP), public health and social wellbeing (NDPHS), culture (NDPC) and transport and logistics (NDPTL). Welcome to a discussion on how the Region can be even more effective and inclusive when dealing with the challenges of tomorrow.

- Adam Daniel Rotfeld**, Professor, Fmr. Foreign Minister, Poland
- Nikolay Tsukanov**, Governor, Kaliningrad Region, Russia
- Hanna Lehtinen**, Deputy Director General, Department for Russia, Eastern Europe and Central Asia, MFA of Finland
- Slava T. Khodko**, Vice-President and Chairman of the Executive Committee, Association North-West, Russia
- Anders Lindholm**, National Expert, DG Regional Policy, European Commission

**Green Growth: Water**

Place: Maritime Museum

Water is one of the 21st century's greatest challenges. Since 1970, the amount of water available per person has fallen by 40% and 1.8 billion people may soon experience outright water scarcity. The challenges concern both developed and developing countries, and climate changes and urbanization will intensify them. The global water market amounts to approximately 360 billion Euros – an export potential for countries that have a strong tradition of solving complex water supply and environmental problems in public-private partnerships. Can the problems of the Baltic Sea be turned into a positive story and booming industry? And can a new ISO standard for good water management – a 'water footprint' – help achieving this goal?

- Dmitry Troshenko**, Deputy Director General, Vodokanal of St. Petersburg, Russia
- Andrzej Jagusiewicz**, Chief Inspector, Inspectorate of Environmental Protection, Poland
- Hans-Martin Friis Møller**, Business Unit Director, Grontmij, Denmark
- Tomasz Okruszko**, Professor, Warsaw University of Life Sciences

Moderator:

**Hans Brask**, Director, Baltic Development Forum

**How to Exploit the Full Potential of the Baltic Sea Region in Research and Innovation**

Place: Oak Hall

The current regional innovation performance in the Baltic Sea Region – measured by the main research and technological development and innovation indicators – is strong. However, globalisation has resulted in increased competition between countries and regions in relation to investments in production, knowledge, and innovation. Being composed of relatively small countries, if the Baltic Sea Region is to sustain a vibrantly innovative environment, it is crucial to strengthen transnational cooperation in these areas.

**Lennart Svensson**, Head of Division Innovation and Cluster Development, Region Skåne, Sweden

**Susanne Lonscher-Räcke**, Priority Area Coordinator, Ministry of Education of Hamburg

**Erik Westin**, Priority Area Coordinator, Swedish Environment Protection Agency

**Teresa Kaminska**, President, Pomeranian Special Economic Zone, Poland

**Louise Nielsen**, Head of Section, The Danish Enterprise and Construction Authority

Moderator:

**Kadri Uustal**, Adviser to the Director General, DG Regional Development, European Commission

**Regional Identity and Region Branding**

Place: Maritime Museum

Is it possible to claim that a common regional identity exists in the Baltic Sea Region? What unites and what transgresses the diversities in terms of language, economic development, political systems and religion? To answer such complex questions one must draw on knowledge from many scholarly fields – historical, cultural, and political studies – as well as take the European dimension into consideration. Prof. Bernd Henningsen will present his report on the matter, and we will discuss how to strengthen a common identity internally, as well as an image to the outside world, in order to attract talents, investments and tourists.

**Prof. Dr. Bernd Henningsen**, Humboldt University, Germany

**Annika Rembe**, Director General, The Swedish Institute

**Wolf Born**, Head of Unit, State Chancellery Mecklenburg-Vorpommern

**Karina Petersone**, Director, The Latvian Institute

**Pekka Sauri**, Deputy Mayor of the City of Helsinki, Finland

Moderator:

**Marcus Andersson**, Head of Public Affairs, Baltic Development Forum

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**Networking and Project Village**

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**Departure to Dinner at the Gdansk Shipyard**

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**Dinner**

Venue: Business and Cultural Centre, The Gdansk Shipyard

*Innovation Award Ceremony*

*Entertainment*

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**Bus Transfer to Długi Targ Street, Gdansk**

**Connectivity**

Place: Maritime Museum

In the Baltic Sea Region transport and energy connectivity is particularly important because distances (internally, to the rest of Europe and the wider world) are long and traffic conditions often difficult. This Region, which is located at the periphery of the economic centre of Europe, strongly depends on foreign trade in goods and needs well functioning transport and energy infrastructure for economic growth. Moreover, the Baltic Sea is a sensitive ecosystem, which makes environmental and safety considerations important in the development of connectivity.

**Bengt Pihl**, CEO, Scandlines, Germany

**Henrik Peter Jørgensen**, Director of Communications, Copenhagen Airports, Denmark

**Silja Ruokola**, Director of Transport Services Unit, Ministry of Transport and Communication, Finland

**Lars Andersen**, Public Affairs Director, SAS Group, Denmark

**Magnus Oldenburg**, Deputy Director, Ministry of Enterprise, Energy and Communications, Sweden and

**Gytis Mažeika**, Chief Specialist, Ministry of Transport and Communications, Lithuania

Moderator:

**Verner Kristiansen**, Communication Advisor, Conference Moderator

17.30 – 18.00

18.15

19.00 – 22.00

22.00 – 22.30



## Wednesday 26 October

### Venue

The Polish Baltic Frédéric Chopin Philharmonic, Gdansk

### 09.00 – 09.30

#### Sum-up of 25 October

Place: Main Concert Hall

**Colin Wolfe**, Head of Unit, DG Regional Policy, European Commission

**Henryka Moscicka-Dendys**, Deputy Director, European Policy Department, Polish Ministry of Foreign Affairs

**Hans Brask**, Director, Baltic Development Forum

Moderator:

**Verner Kristiansen**, Communication Advisor, Conference Moderator

### 09.30 – 11.00

Plenary Session 3

#### Setting Targets for the EU Strategy for the Baltic Sea Region

Place: Main Concert Hall

The European Union Strategy for the Baltic Sea Region did not initially include specific targets or objectives appropriate for evaluation. However, the importance that the Strategy has assumed in policy development and implementation in the Region makes evaluation of the value added by the Strategy essential. Additionally, targets can contribute to this process by providing a clearer focus on key objectives. The Commission and Member States have embarked on an exercise to prepare targets, both quantitative and qualitative, that reflect the aims of the Strategy and the efforts of its stakeholders.

Presentation of the implementation process (targets, indicators and forecasts) by:

**Dirk Ahner**, Director General, DG Regional Policy, European Commission

Commented by:

**Halldor Asgrimsson**, Secretary General, Nordic Council of Ministers

**Henryka Moscicka-Dendys**, Deputy Director, European Policy Department, Polish Ministry of Foreign Affairs

**Michael Smyth**, President, ECO Section, European Economic and Social Committee

**Christopher Beazley**, Honorary President, European Parliament Baltic Europe Intergroup

Moderator:

**Verner Kristiansen**, Communication Advisor, Conference Moderator

### 11.00 – 11.45

#### Coffee break and Networking Village Activities

Presentations of Flagship Projects under the EU Strategy for the Baltic Sea Region

#### NETWORKING VILLAGE

##### TENT STAGE

#### BONUS – Science for a Better Future of the Baltic Sea Region

The Baltic Sea environment cannot be protected, nor can its goods and services be exploited sustainably without understanding various interlinkages between human society and the ecosystem. BONUS is a research programme of the eight Baltic EU member states and the European community. It supports the development of fit-for-purpose regulations, policies and management practices in response to the environmental and societal challenges faced by the region today and tomorrow. Welcome to gaining an insight into the 16 ongoing BONUS+ projects, as well as the future BONUS research agenda and activities.

Presented by **Dr. Kaisa Kononen**, Executive Director, BONUS

##### JAZZ HALL

#### CBSS Baltic 21 – A Greenhouse for Sustainable Ideas

CBSS Baltic 21 meets the environmental, social and economic challenges facing the Baltic Sea Region by developing a multitude of sustainability projects called Lighthouse Projects. They are the core of our work. Within their frameworks we find, develop and test practical sustainable solutions to climate change, urban-rural development, consumption, production and more. Four short films on CBSS Baltic 21's main strategic areas of cooperation will kick-off this presentation exemplifying the work and results of ongoing Lighthouse projects.

Presented by **Mia Crawford**, Senior Advisor, Baltic 21, Council of the Baltic Sea States

11.45 – 13.00

Parallel Sessions

**Save the Sea on Land**

Place: Maritime Museum

The German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety and the CBSS Secretariat will host a thematic workshop on Sustainable Development in the Baltic Sea Region. The workshop will discuss how integrated approaches to the implementation of the Action Plan of EU Strategy for the Baltic Sea Region can lead to sustainable development. Focus will be on integrated natural resource management.

Welcome by **Klaus von Lepel**, Taskforce for the German Presidency of the Council of the Baltic Sea States 2011-2012

**Dörte Ratzmann**, Counsellor, German Federal Ministry for the Environment

**Gabriella Lindholm**, Chair, Helsinki Commission

**Marta Kalinowska**, Attaché, Inspectorate of Environmental Protection, Poland

**Risto Artjoki**, State Secretary, Ministry of Agriculture and Forestry, Finland

**Wilfried Görmar**, Chairman, VASAB Committee

Moderator:

**Mia Crawford**, Senior Adviser and Head of Baltic 21 Unit CBSS Secretariat

**Blue Growth**

Place: Maritime Museum

Maritime regions can play a pivotal role in the solutions to many of Europe's challenges, especially through the great potential they hold in terms of innovation and technological advancement for sustainable growth and employment. Europe's maritime sectors can be at the forefront of Europe's economic recovery by unlocking the sustainable untapped potential of marine resources (living and non-living), as well as scientific and economic activities in established, emerging and prospective maritime sectors. To facilitate this, sustainable maritime growth and employment and adequate maritime skills, qualifications and education must be in place. The European Commission will present the latest developments concerning the Blue Growth initiative.

**Anders Carlberg**, Maritime Expert, Region Västra Götaland

**Robert Ashdown**, Director, Technical, Environment & Operations, European Cruise Council

**Katrine Nissen**, Special Adviser, Danish Maritime Authority

**Stefan Musiolik**, Head of Unit Baltic Sea and North Sea, State Chancellery of Land Schleswig-Holstein

Moderator:

**Haitze Siemers**, Head of Unit, Maritime Policy Baltic, North Sea and Landlocked Countries, DG for Maritime Affairs and Fisheries

**Multi-level Governance**

Place: Green Chamber Hall

The Baltic Sea Region enjoys well-established structures of inter-governmental, interregional and cross-border cooperation. However, the regional and local levels operate very differently in the countries around the Baltic Sea. Constitutionally and also de facto, the regions have different statuses, different legal ramifications and different competences – making deeper cooperation among the levels more challenging. It is important that the traditional vertical multilevel governance model – EU institutions, governments, regions – is complemented with the horizontal dimension – private actors, governments, civil society. A new governance model taking all these elements into account will constitute an important instrument in furthering the implementation of the Strategy – but is it feasible?

**Jan Martinsson**, Project Manager, Regional Council in Kalmar County and Region Västerbotten, Sweden

**Claus S. Rasmussen**, Commander, Danish Defence Command

**Per Bødker Andersen**, President, Union of Baltic Cities and Deputy Mayor of Kolding, Denmark

**Kjell Nybäck**, Director, West Finland European Office, Informal Baltic Sea Group

Moderator:

**Vicente Rodriguez Saez**, Deputy Head of Unit, DG Regional Policy, European Commission

**Doing Business in Poland**

Place: Jazz Hall

The Polish economy continues to attract international interest from investors and entrepreneurs due to its high performance, not least during the global economic and financial crisis. The session will give guidance on how to invest and do business in Poland, including information on legal and administrative frameworks. It will also provide information on the Polish economy and address some of the challenges that Poland will face in the coming years.

**Ryszard Petru**, Chief Economic Advisor, demoseUROPA, Poland

**Per Magnusson**, Founding Partner, Magnusson Law, Sweden

**Lidia Adamska**, Member of the Management Board, Warsaw Stock Exchange

**Egil Rindorf**, Head of Nordic and International Corporate Banking, Nordea

Moderator:

**Beata Stelmach**, Under-Secretary of State for Economic Policy, Promotion and Culture, Poland

**CBSS – Celebrating 20 Years of Active Engagement in the Region**

Place: Maritime Museum

The Session will reflect on the “big picture” of Baltic Sea Cooperation today, nearly 20 years after the establishment of the Council of the Baltic Sea States (CBSS). It will discuss the priorities of the current German Presidency, as well as look ahead to next years Baltic Sea Summit and the subsequent Russian Chairmanship. It will discuss how the EU BSRS relates to CBSS Cooperation, and give examples of current and possible future project areas of interest, such as the Modernization Partnership for the South East Baltic Sea Area (SEBA).

**Gerhard Almer**, Ambassador, German Council of the Baltic Sea States Presidency

**Vladimir Koptelov**, Head of the Regional Division of the Second European Department, MFA of Russia

**Lidia Puka**, Analyst, The Polish Institute of International Affairs

**Tomas Žilinskas**, Director, Public Safety Policy Department, Ministry of Interior, Lithuania

Moderator:

**Jan Lundin**, Director General, Council of the Baltic Sea States Secretariat

**Experiences and Future Perspectives on the Alignment of Funding within Operational Programmes**

Place: Oak Hall

Alignment of funding is crucial for the successful implementation of the EU Strategy for the Baltic Sea Region. It is due to the wide range of the activities foreseen under the strategy and various funding sources available. What are the lessons learned so far in combining the various financial sources? This is a main question to be addressed in this session, alongside the issues of coordination and cooperation among stakeholders to make better use of available funds. How will macro-regional priorities be included in the future EU Cohesion Policy – post 2013? This is another important question for the future implementation of the macro-regional cooperation idea in the Baltic Sea Region.

**Susanne Scherrer**, Director of the Joint Technical Secretariat Rostock/Riga, Managing Authority

**Radomir Matczak**, Deputy Director, Regional and Spatial Department of Marshal Office of Pomorskie Region

**Philipp Schwartz**, Head of the Joint Technical Secretariat, Central Baltic INTERREG IV A Programme 2007-2013

**Mari Lahtmets**, Counsellor, Ministry of Finance, Estonia

**Wolf Born**, Head of Unit, State Chancellery Mecklenburg-Vorpommern

Moderator:

**Jacek Zaucha**, Professor of Economic, University of Gdansk and Research Fellow of the Maritime Institute in Gdansk

**Sustainable Bioenergy – Moving Towards the Biobased Society**

Place: Main Concert Hall

The conference Green Growth in the Baltic Sea Region organized by the European Commission, Baltic Development Forum and the Nordic Council of Ministers on 5-6 May 2011 in Riga, demonstrated a strong political will to reduce the dependency of fossil fuel resources. The conference also demonstrated a rapidly growing number of sustainable solutions to promote social, economic and environmental innovations. However, there are many choices to be made – and also a great number of risks. The session will discuss challenges related to the development of sustainable bioenergy-solutions. The session will address what needs to be done, and in particular what are the opportunities for Baltic Sea Region spearheading the transition from fossil-based to bio-based sustainable societies.

Welcome by **Halldor Asgrimsson**, General Secretary, Nordic Council of Ministers

**Antti Asikainen**, Professor, The Finnish Forest Research Institute

**Adam Cenian**, Associate Professor, The Szwedzki Institute of Fluid-flow Machinery, Poland

**Arne Grove**, Director, Nordic Council of Ministers' Information Office in Kaliningrad

**Gunnel Gustafsson**, Director, NordForsk (Nordic Research Board)

Moderator:

**Gustav Melin**, CEO of Swedish Bioenergy Association and President of European Biomass Association

13.00 – 14.00

### Lunch and Networking Village Activities

Presentations of Flagship Projects under the EU Strategy for the Baltic Sea Region  
Business Case Presentations

#### NETWORKING VILLAGE

##### TENT STAGE

###### 13:10 – InnoShip and CleanShip – Promote Measures to Reduce Emissions from Ships

The flagship promotes measures to reduce emissions from ships into the atmosphere. In total, 39 formal partners in two sub-projects - InnoShip and CleanShip - part financed by the Baltic Sea Regional Programme, transform innovations into operations that reduce emissions at sea while retaining the competitiveness of Baltic shipping, promote infrastructure for bunkering of LNG, sewage treatment and an increase in the use of shore side electricity. A web based Pan-Baltic Best Practice Manual and a Strategy for Clean Shipping are examples of deliveries by the sub-projects.

Presented by **Reidar Grundström**, Senior Environmental Officer, Swedish Maritime Administration

###### 13:25 – Policy Change as a Tool for a Toxic Free Baltic Sea

In order to efficiently improve the environment in the Baltic Sea with regard to hazardous substances, there is a need for preventative action to minimize the number of substances entering the environment. This project aims to reduce the use of hazardous chemicals in the Baltic Sea Region through upstream reduction by actively working towards inclusion of substances of very high concern (SVHCs) in the REACH candidate list. The presentation gives a brief overview of the aims and ideas of the projects development and planned activities.

Presented by **Jerker Ligthart**, Project Coordinator, International Chemical Secretariat

##### OAK HALL

###### 13:10 – Region Västra Götaland

A short introduction will be given to Region Västra Götaland, a new member of Baltic Development Forum, and one of the major regional authorities in the Baltic Sea area. The presentation will describe Västra Götaland's role as a research and development centre, a global industrial competitor and an important transport hub for Northern Europe. It will also include a special welcome to next year's European Maritime Day, the annual European conference on the integrated maritime policy, which will be held in Gothenburg in May. Presented by **Magnus Engelbrekts-son**, Head of International Cooperation, Region Västra Götaland

###### 13:25 – A Leadership Programme for European Youth

Young people of today are born in an age of globalization with a global mindset. The future will be defined and controlled by these young people – The Model European Parliament Baltic Sea Region programme prepares talented students for participation in political processes and sets up youth parliaments in cities in the region twice a year.

Presented by **Nina Nørgaard**, Administrative Coordinator, Baltic Sea Region MEP

##### JAZZ HALL

###### 13:30 – CBSS – South Eastern Baltic Sea Area initiative (SEBA)

The South Eastern Baltic Sea Area initiative (SEBA) focuses on the Kaliningrad region of the Russian Federation and its neighbourhood. It will draw attention to what this part of the Region has to offer, and support its efforts to modernize through regional cooperation. SEBA is a two-year effort by the German and Russian Presidencies of the Council of the Baltic Sea States in areas like sustainable development, tourism, youth and economic cooperation. In Gdansk, we will look for potential partners and ideas for developing content within a SEBA framework.

Presented by **Jan Lundin**, Director General, Council of the Baltic Sea States Secretariat

14.00 – 15.00

### Closing Plenary Session

Place: Main Concert Hall

The session will sum up on the presentations and the contributions made during the Summit and identify the new issues that need to be included in the regional agenda according to stakeholders. What will be the way ahead to achieve new and concrete results? How will the Polish EU Presidency and the future Danish EU Presidency follow this up?

**Olgierd Geblewicz**, Marshal of the Westpomeranian Region, Chairman of the Baltic Sea States Subregional Cooperation (BSSSC)

**Hans Brask**, Director, Baltic Development Forum

**Dirk Ahner**, Director-General, DG Regional Policy, European Commission

**Kim Jørgensen**, Head of Centre Europe, Ministry of Foreign Affairs of Denmark

Moderator:

**Verner Kristiansen**, Communication Advisor, Conference Moderator

### Back-to-back Meetings

24 Oct, 12.00-15.30

**BaltMet Promo Policy Roundtable**, Frederic Chopin Philharmonic (closed meeting)

24 Oct, 13.30-15.30

**BDF Advisory Board Meeting with representatives from Baltic Sea Region business organisations**, Hotel Gdansk (closed meeting)

24 Oct, 12.30-15.30

**Green Corridors Stakeholders' Forum**, Radisson Blu Hotel

24 Oct, 17.30-18.00

**Sweden Increases Efforts to Implement the EUSBSR**, Reception hosted by the Swedish Institute, The Polish Baltic Frederic Chopin Philharmonic

25 Oct, 13.30-15.00

**Political Advisory Group Meeting**, North Sea Supply Connect and Baltic Supply, Maritime Museum (closed meeting)

25 Oct, 14.00-17.00

**Workshop: Climate Knowledge for regional coastal stakeholders in the Eastern Baltic Sea Region**, Hotel Gdansk

25 Oct, 13.30-15.30

**Meeting of Baltic Sea Region Investment Promotion Agencies**, Philharmonic Restaurant (closed meeting)

26 Oct, 10.00-17.30 /

**Baltic Master II Final Conference**, Radisson Blu, Dlugi Targ 19

27 Oct, 09.00-13.00