



EUSBSR EU STRATEGY FOR THE BALTIC SEA REGION

Macro-Regional Strategies - laboratories for a new Europe

11 June 2019 | Participation Day 2019 | Gdansk



Why are *Macro-Regional Strategies* needed?

What challenges or opportunities do they address?

How are they implemented, the *modus operandi*?

Why are Macro-Regional Strategies needed?

- **Major societal challenges** that can not be solved by a single country, region or municipality. For example, migration / integration, the quality of marine environment and unsustainable energy supply
- **Europe in crisis**; war in Ukraine, Brexit, financial crisis, refugee crisis, citizens questioning the membership in EU (what's in it for me) - Europe needs to be re-integrated
- **More cost-effective solutions**; solving problems together instead of “re-inventing wheels”.

Macro-Regional Strategies are laboratories for a new Europe.

A Europe in need of more targeted solutions to our societal challenges.

Prerequisites

Three no

- No new funding
- No new institutions
- No new legislation

but one big YES

Multilevel governance

Use existing resources - channel them to the implementation of macro-regional strategies and promote cooperation between existing institutions at all levels

- What brings people together for collaboration?
- When do they want to contribute their resources?

Usually, when it *makes sense* to them.

When they understand what the purpose is and how they can align it with their own purpose of life and work.

People need to make sense of the world in order to act in it.

Macro-regional strategies - laboratories for a new Europe


Macro-Regional Strategies - are new, emerging '*experimental governance*' in Europe.

Bringing citizens into designing the future of Europe is the essence of the Macro-Regional Strategies as adaptive, macro-regional development strategies.


Unlike "old, formal" strategies, this one is very **pragmatic** - aims to solve *real macro-regional challenges* that no country can solve alone (like integrating vulnerable social groups in the society and labour market).

It is also to a large extent **citizen-driven and peer-based** - i.e. built on bringing together all sorts of stakeholders, from all levels, who - together - can make a difference in approaching the challenge, by working both on the **level of policy** and that of **action on the ground**.

Finding and financing common solutions require **aligning different funding sources**, too - another reason to bring together various partners with access to funding, on national, regional and local levels.



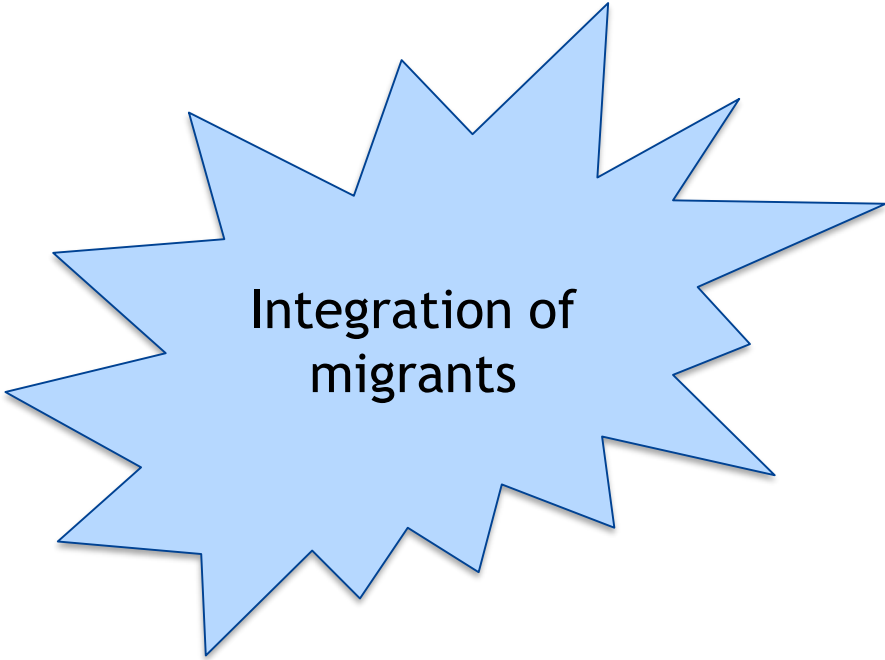
Hopefully I have now answered the question
why Macro-Regional Strategies are needed,
made sense of the Strategies



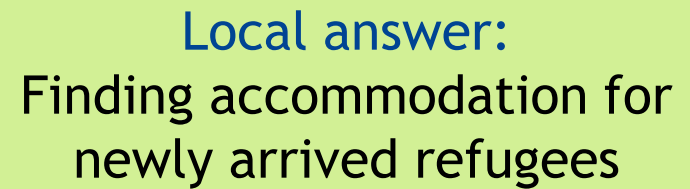


Next question is what challenges do they address
Define the macroregional added value

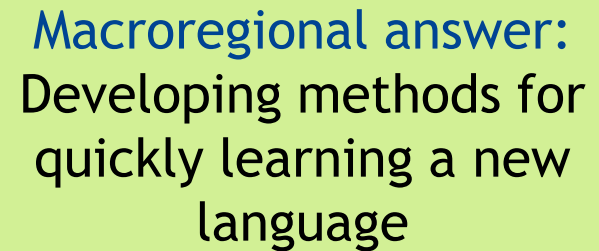





Integration of migrants



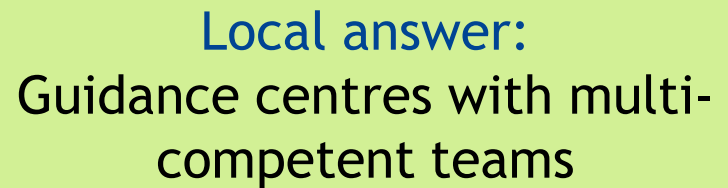
Local answer:
Finding accommodation for newly arrived refugees



Macroregional answer:
Developing methods for quickly learning a new language




Ease the way to
the labour
market for NEETs



Local answer:
Guidance centres with multi-
competent teams



Macroregional answer:
A learning platform for these
centres



A society with
longer and
healthier lives

National answer:

Introduce a pension reform
allowing for a more flexible
retirement age

Macroregional answer:

A platform on lifelong
learning preparing new
methods and policies



Listed Actions with a macroregional added value





Next question is how to implement this Action Plan?

Modus Operandi



Modus operandi



Flagships - joint transnational development processes

Within the MRS framework, the collaborative processes are called **flagships** - strategic actions born to respond to macro-regional challenges, for which they gather relevant stakeholders from all levels of society.

Flagships become "the home" for projects, chains of projects, processes, thematic groups and platforms - that together produce a much higher impact on the issue.



S2W
School to work

**A flagship within
the Baltic Sea Strategy.**



STRUCTURE

FLAGSHIP LEADER
Swedish Association of
Local Authorities and
Regions
Sweden

EARLY SCHOOL LEAVING
Learning platform
City of Turku
Finland

INTEGRATION OF REFUGEES
Learning platform
City of Turku
Finland

NEETs
Learning platform
Norden Association
Sweden

Monitoring and
Evaluation

Peer-learning

Thematic working groups

Projects

Monitoring and
Evaluation

Peer-learning

Thematic working groups

Projects

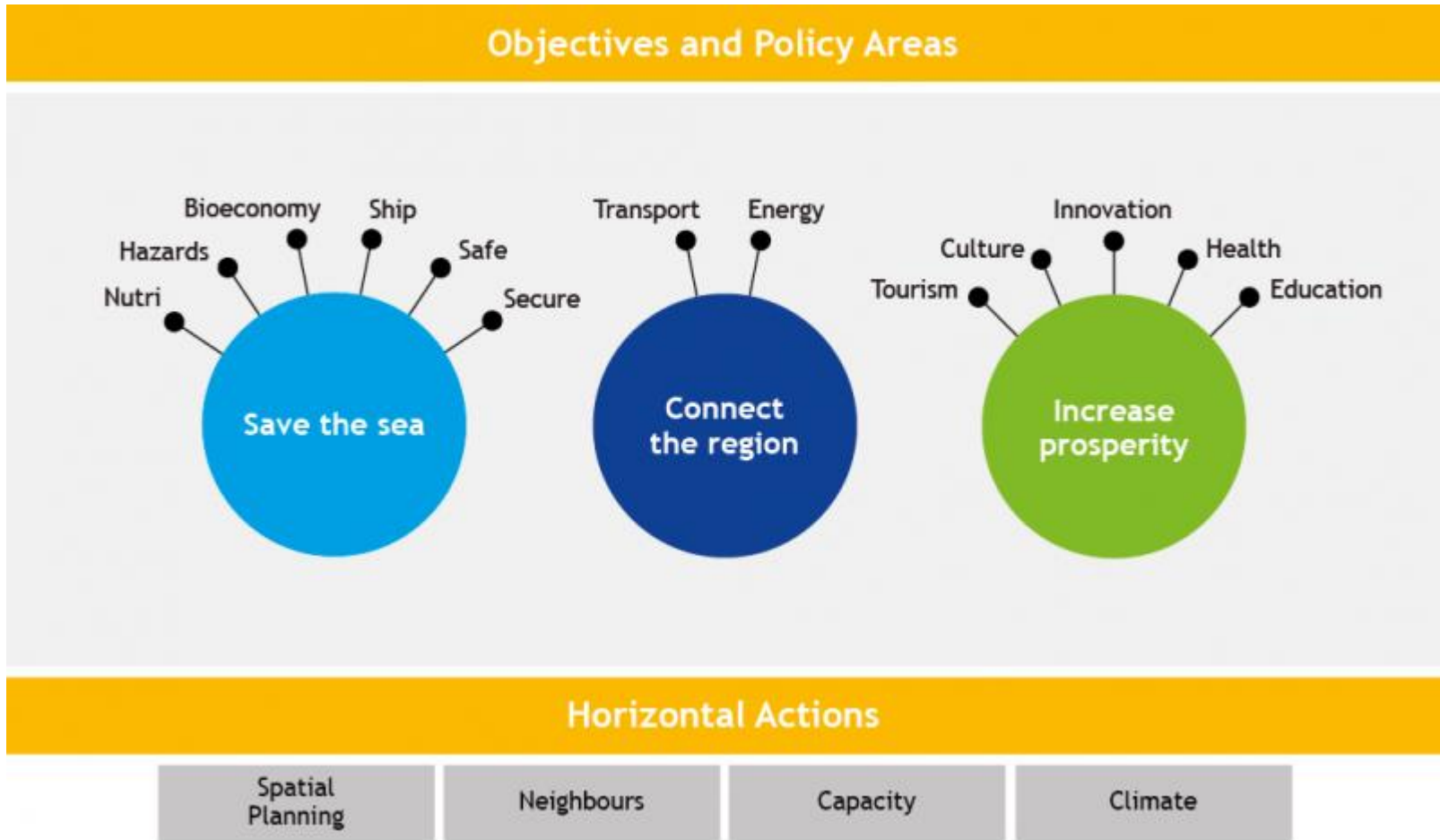
Monitoring and
Evaluation

Peer-learning

Thematic working groups

Projects

Policy Areas and Horizontal Actions





EUSBSR

EU STRATEGY FOR THE BALTIC SEA REGION

More information

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