



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



## **Macro-Regional Strategies** - shaping the future of Europe together

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## Three questions:

**Why** are Macro-Regional Strategies needed?

**What** are they addressing?

**How** are they implemented?

## Let's take a look at today's Europe

### What characterises the needs in today's Europe?

- **Wide scope / complexity of issues** - can't be tackled by single actors (national, regional, local)
- **Long timespan** - until the issue is solved or principal solutions found
- **Moving targets and goals** - new dynamic in society revealed, calls for agility
- **Flexible stakeholder picture** - who can contribute and who can bring about change?
- **'Participation'** as a democratic value - people want to be involved
- **Multiple co-creative action formats** - collaborative platforms, learning in-action
- **Policy enactment and action-informed policy creation** - policy to action to policy (loops)
- **Facilitation** of multi-party initiatives - a must-have competence
- **Outcomes** - policy gets *enacted!*

### 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 but also **opportunities** more effectively addressed together such as business integration leading to increased competitiveness.
- **A Europe where we need each other more than ever before**; Covid-19, Brexit, financial crisis, refugee crisis ...
- **More cost-effective solutions**; solving problems together instead of “re-inventing wheels”.

**Macro-Regional Strategies can be understood as laboratories, or testbeds for a new Europe. A Europe in need of more targeted solutions to our societal challenges and opportunities.**

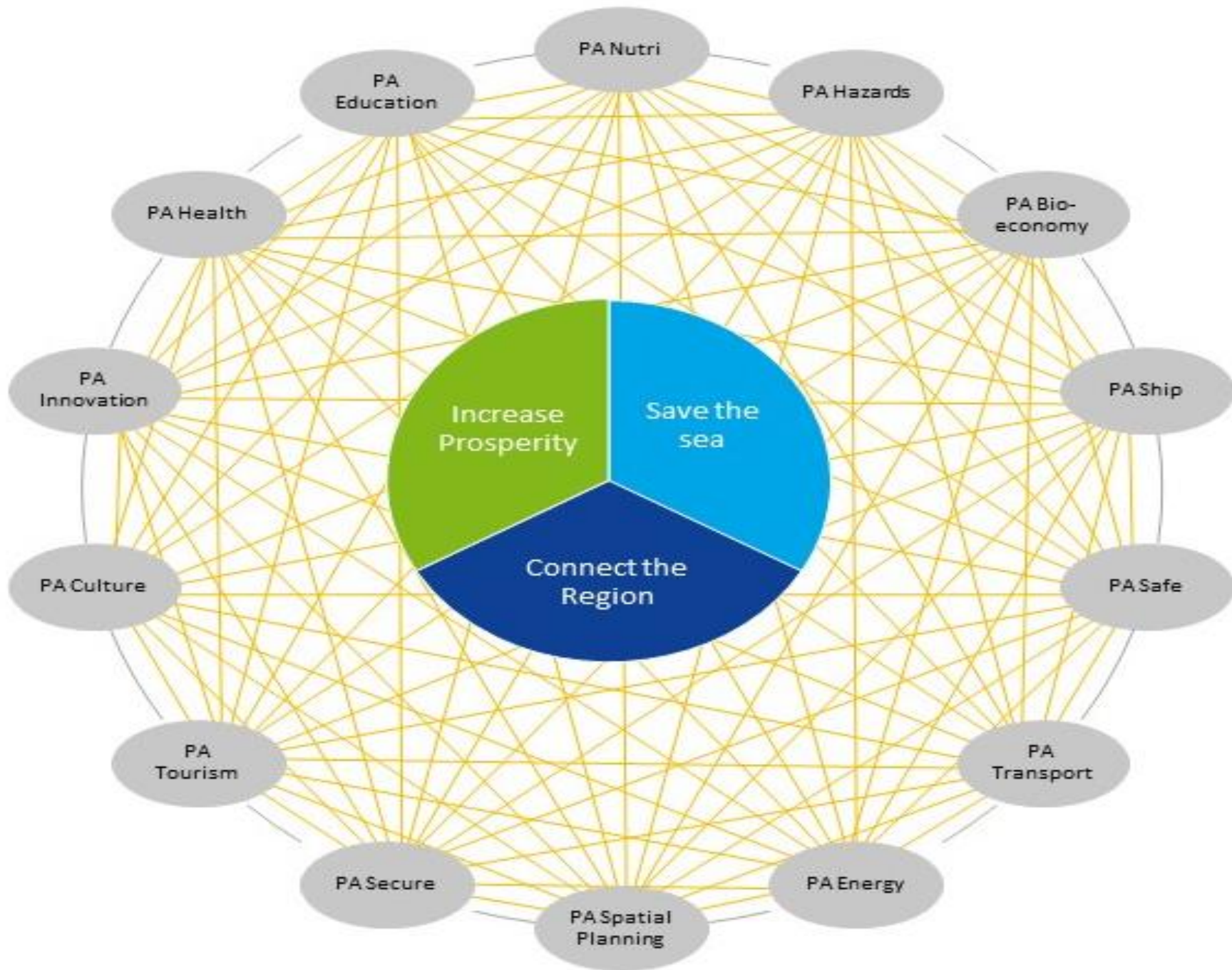
### What are they addressing?

- **Societal challenges** with a macro-regional added value and **opportunities** more effective to solve together
- Presented in an **Action Plan**, one for each of the four Macro-Regional Strategies with indicators and aligned with other EU policy documents such as the **European Green Deal** and the **European Pillar on Social Rights**

So now we know **why** we develop macro-regional strategies and **what** they address so **how** are they being implemented?

With the **three NO's**:

- No new funding
- No new institutions, and
- No new legislation



# ACTION PLAN

## - STRUCTURE

**Thematic Area**

**Action 1**

Targets and indicators

1 Flagship (process)

Single projects

**Action 2**

Targets and indicators

1 Flagship (process)

Single projects

**Action 3**

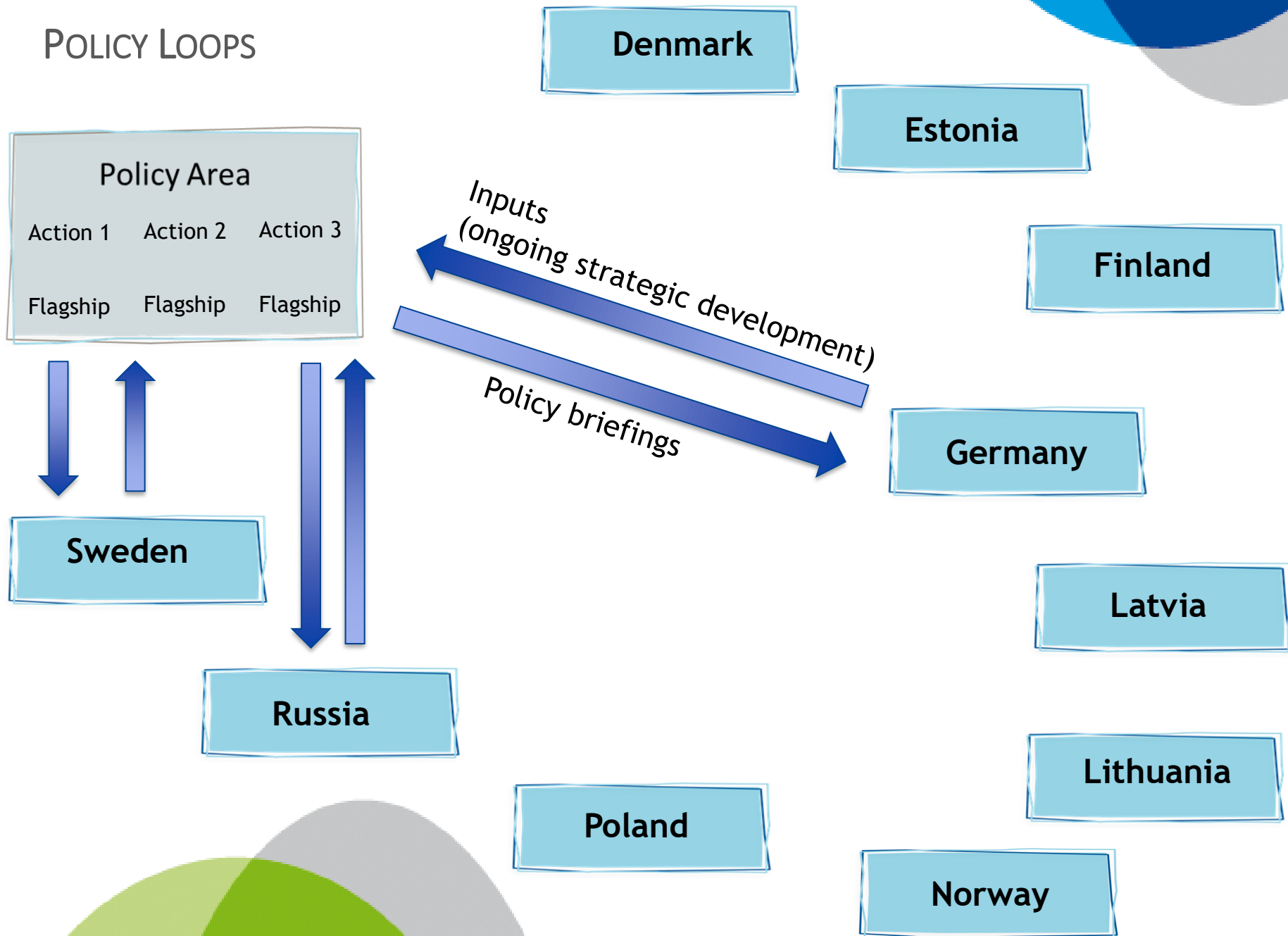
Targets and indicators

1 Flagship (process)

Single projects



# POLICY LOOPS



Modus operandi





A flagship within  
the Baltic Sea Strategy.

# FLAGSHIP STRUCTURE

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

**Flagship Leader – a new role!**

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

Monitoring and  
Evaluation

Peer-learning

Thematic working groups

Projects

**NOT IN EMPLOYMENT, EDUCATION OR TRAINING**  
Learning platform  
Norden Association  
Sweden

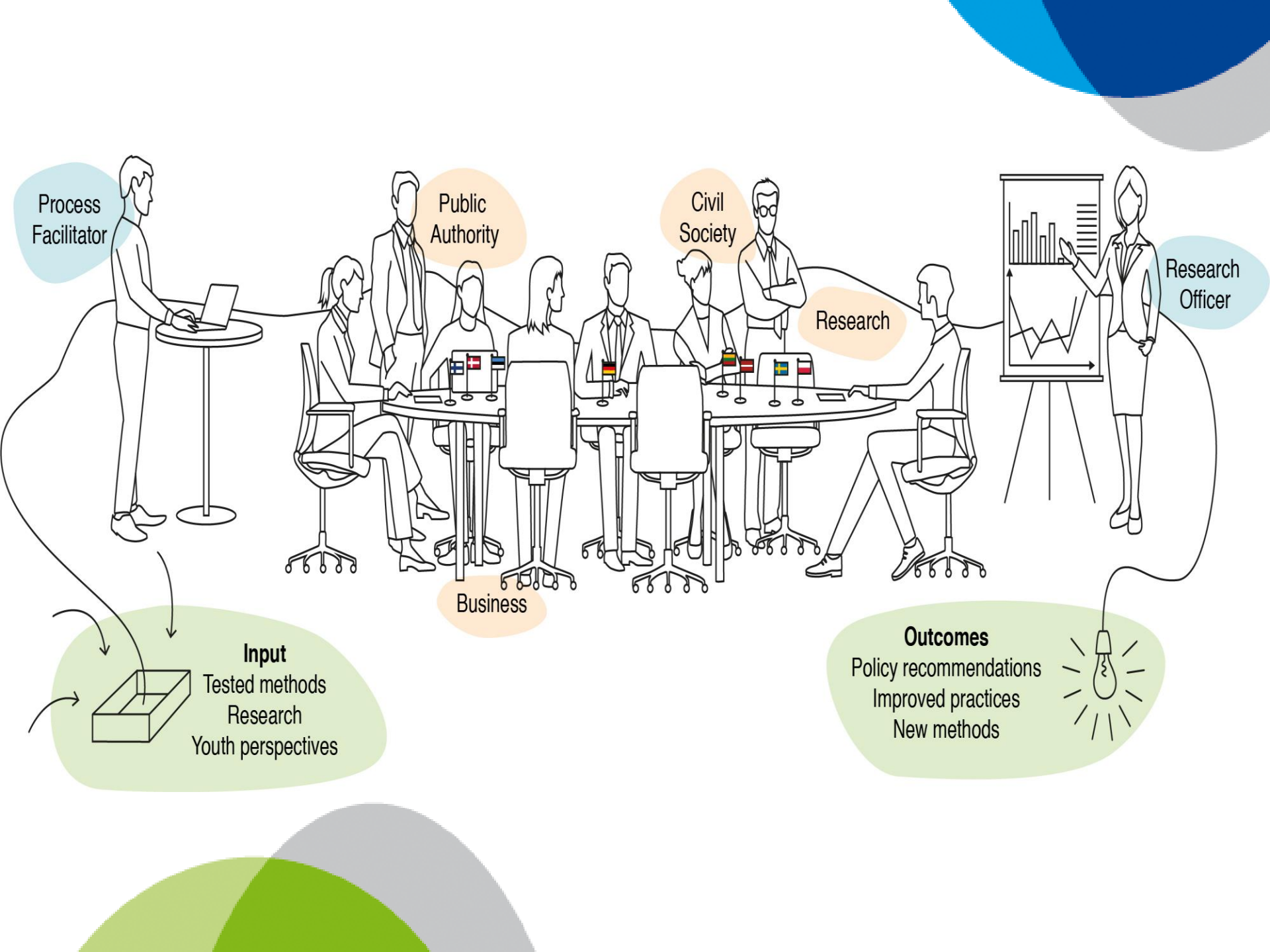
Monitoring and  
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Peer-learning

Thematic working groups

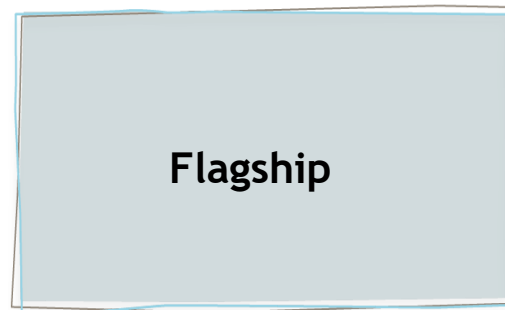
Projects

**“production units”**





# FLAGSHIP FUNDING DESIGN



Transnational Cooperation Agreement

Erasmus+

Interreg

National/regional  
ERDF/ESF-project

National/regional  
ERDF/ESF-project

National/regional  
ERDF/ESF-project

### Flagships - policy-action processes

A single project (or flagship project) is not enough to achieve the thematic objectives of the EUSBSR.

A bigger format is necessary, with a higher leverage on the issue at hand, the ‘policy-action processes’ that we internally call ‘flagships’.

Flagship is a process that pursues an agreed policy impact in response to a sizeable macro-regional challenge that demands *systemic collaboration* of many stakeholders of various levels.

Essentially, the EUSBSR is implemented in flagships - as this format integrates thematic policy components and collaborative, MLG-informed approaches to solving complex macro-regional challenges.

Flagships are “homes” for projects, project clusters, project platforms and various forms of policy work - from open policy dialogues to policy-writing workshops.

Working in flagships clearly sets Macro-Regional Strategies apart from the EU programmes that work with projects and thus lack policy integration components. It is exactly there where the synergy between the EUSBSR and the EU programmes lie.



## Benefits of 'flagships' (vs 'projects')?

- All types of stakeholders (MLG + civil society)
- Incompatibilities between EU members and neighbours MATTER LESS
- Not limited in time
- Real alignment of funding
- Real alignment of policies
- Collaboration capacity of all involved grows through learning-in-action



**LARGER IMPACT on the Macro-Regional issue**







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

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