Umbrella 2.0 Awareness Raising Event

27th April 2021

"ENTRY POINTS" TO EUSBSR COOPERATION

Initial results from the Umbrella 2.0 Interviews with EUSBSR Policy Area Coordinators

Sebastian Magier, Vestanda AB, Umbrella 2.0 Expert
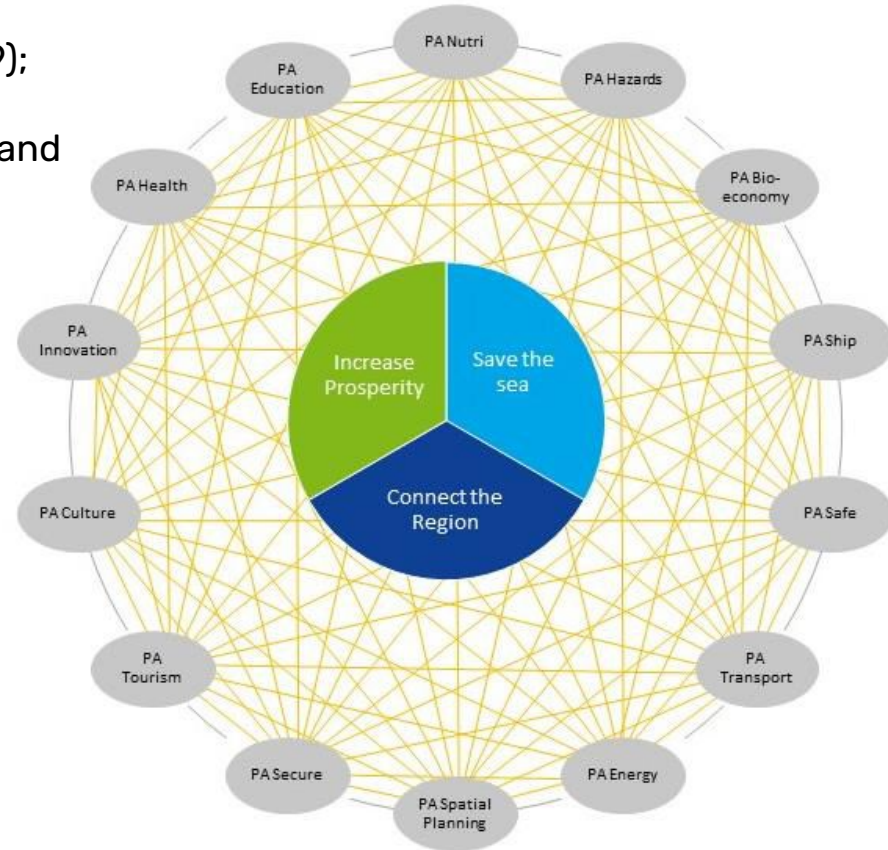
Agenda

1. Introduction – basic information about the interviews
2. Analysing status quo - participation of local level
3. Added value of local stakeholders
4. Current successful Policy Area initiatives
5. Reaching local stakeholders
6. Upcoming initiatives
7. Entry points - needs and possibilities
8. Potential future entry points
9. Summary and recommendations

1. Introduction

- EUSBSR - first EU macro-regional strategy (2009);
- Agreement between EC and Member State;
- 3 objectives: Save the Sea, Connect the Region and Increase Prosperity;
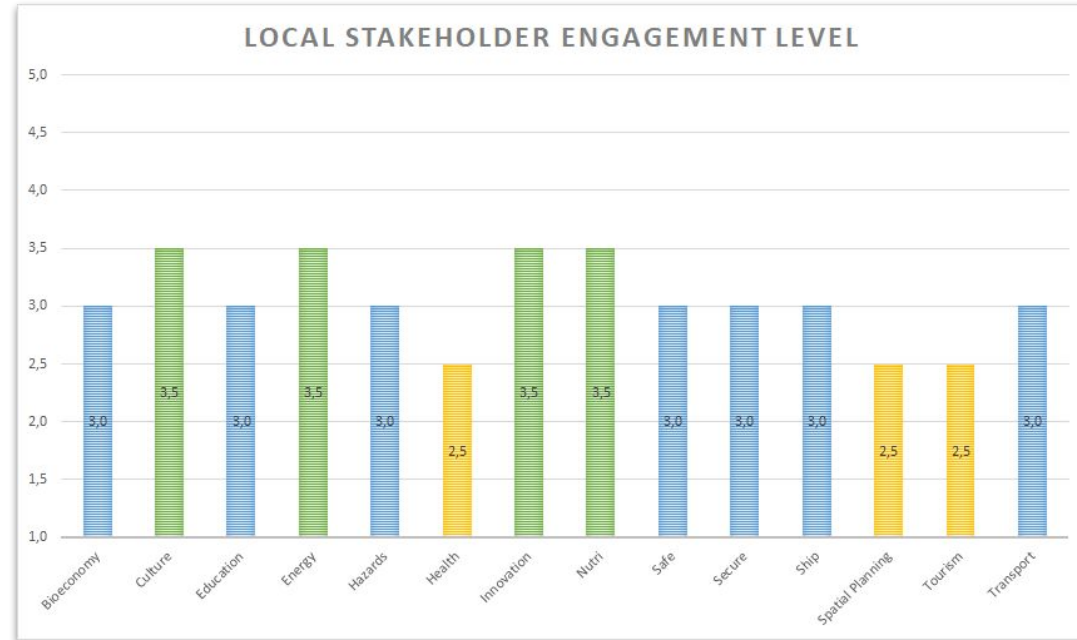- 9 Sub-objectives and 14 Policy Areas (PA).

Baltic Game Industry @Kalle-Petter Wilkman

EUSBSR objectives and policy areas

2. Analysing status quo

- Situation rather satisfactory but still room for improvement;
- EUSBSR works on strategic level but more local stakeholders become engaged;
- Engagement depends on specific subjects, projects and needs;
- Public sector more engaged than private actors with some exceptions eg. PA Safe and PA Ship;
- Pan-Baltic organisations (UBC, BSSSC, ERB, CBSS, HELCOM, VASAB) and regional governments often mentioned as facilitators;
- Often difficult to reach and engage local level;
- Lack of interest of local stakeholders;
- EUSBSR often too technical with no clear benefits.

LOCAL STAKEHOLDER ENGAGEMENT LEVEL

Bar chart values:
- Bioeconomy: 3,0
- Culture: 3,5
- Education: 3,0
- Energy: 3,5
- Hazards: 3,0
- Health: 2,5
- Innovation: 3,5
- Nutri: 3,5
- Safe: 3,0
- Secure: 3,0
- Ship: 3,0
- Spatial Planning: 2,5
- Tourism: 2,5
- Transport: 3,0

Levels
1 - non-existent
3 - satisfactory
5 - outstanding

3. Added value of local stakeholders

VESTANDA

- Assess policy impact on local level: top-down approach;
- Bring local challenges to policy level: bottom-up approach;
- Tackle global challenges on local level;
- Piloting innovations and testing policies;
- Local level stakeholder deliver results planned on strategic level;
- Project results picked up by EU, HELCOM and other large organisations;
- Generate knowledge, data and concrete solutions.

@Michael Chacon

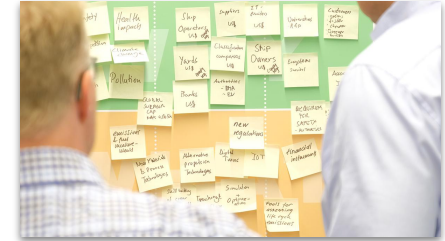DiveSMART Baltic @Valdemar Lindekrantz

WAMBAF Project @Joel Segersten

@Dan Gold

4. Successful Policy Area initiatives

PA Ship	ECOPRODIGY - increasing vessel eco-efficiency
PA Education	School to Work Flagship
PA Tourism	Baltic Sea Tourism Centre and Baltic Sea Tourism Forum
PA Transport	BSR Access platform
PA Energy	Act Now - Action for Energy Efficiency in Baltic Cities
PA Nutri	Efficiency for Industrial Sewage Treatment
PA Bioeconomy	BSR Bioeconomy Council
PA Spatial Planning	MARA - Mobility and Accessibility in Rural Areas
PA Innovation	Submariner Network

ECOPRODIGI @Markku Liukkonen

@Ivan Bandura

5. Reaching local stakeholders

Why can EUSBSR be important for local stakeholders?

- **Strategic framework approach** - set engagement of local actors as one of the PAs priorities;
- **Solution-oriented approach** - eg. offer the local stakeholders a possibility to work with the challenges they have at hand eg. online education during COVID;
- **Project framework approach** - eg. provide extensive expert experience in building partnerships, project consortia;
- **Proactive communication approach** - promoting EUSBSR and PAs at international and regional conferences, thematic seminars, webinars etc.

@Chris Montgomery

6. Upcoming initiatives

- Prolongation of current initiatives
- New initiatives based on results of current initiatives
- Collaboration with other PAs
- Examples:

PA Spatial Planning	BSR Maritime Spatial Planning data expert group
PA Education	Emerging flagship on integration of migrants
PA Innovation	Real-time Economy Platform
PA Ship	Exoprodigy: follow-up of Ecoprodigy
PA Health	Northern Dimension Partnership on Culture - health promoting benefits of arts and culture

7. Entry points - needs and possibilities

Existing entry points – networks, programmes, funding, partnerships, activities

- **Pan-Baltic organisations** of local and regional stakeholders eg. UBC and its commissions (Sustainable Cities, Safe Cities), Euroregion Baltic and its Core Groups (Water, Mobility), BSSSC;
- **CBSS** and its Project Support Facility;
- **Swedish Institute** – Baltic Leadership Programme, project support to tackle common challenges and promote democracy;
- **Existing funding opportunities** - Interreg programmes (BSR, Central Baltic, South Baltic);
- **PA Steering Groups and their members** – EUSBSR "ambassadors" in local contexts;
- Targeted **local activities** eg. study tours focused on joint local challenges.

ENTRY POINTS

8. Potential future entry points

✓ **Improved and simplified funding** in existing programmes to better suit local stakeholders;

✓ **Going beyond Interreg** - small international projects in mainstream programmes - as seed money to start collaboration, but also participate in flagships outlined by both Regional Development Fund and the European Social Fund;

✓ **Capacity building projects** for local stakeholders eg. South Baltic Umbrella, Umbrella 2.0 and its follow-up;

✓ **Macro-regional strategy workshops** on national level – starting from challenges;

✓ **Sectoral NGOs on national or global level** eg. SPEK Finnish National Rescue Association, International Red Cross (PA Secure) working strategically with PAs;

✓ **Organisations of local and regional authorities** on national level eg. Swedish Association of Local Authorities and Regions (SALAR);

✓ **Targeted webinars** for local stakeholders within specific PA – less resources and more participants – the new normal after COVID crisis.

9. Summary and recommendations 1/3

Expand PA Steering Groups to include at least representatives of regional level or one of the pan Baltic organisation eg. UBC in PA Secure Steering Group, private companies in PA Safe

Promote policy-project-policy-project loop (PA Health) to show interdependence of policy development and practical challenge solving tools

Further promote SI seed funding and Baltic Leadership Programmes eg. PA Hazards – removal of chemical substances from the Baltic Sea which leads to project development based on the BLP results

Create less administrative strain in project reporting for different PPs in flagship projects

Develop Flagships with different levels of involvement tailored to the needs of stakeholders – eg. PA Education with 3-tier involvement (basic, challenge oriented, strategic).

Promote participation of local stakeholders in SG meetings – local actors can present policy briefs and measure proposals to strategic level eg. line ministries and agencies.

Use more effectively other existing cooperation networks eg. Baltic Sea Parliamentary Conference (PA Education) eg. joint conferences and workshops.

9. Summary and recommendations 2/3

✓ **Include more local stakeholders in existing Flagships** that lack participation from local level;

✓ **Better promote emerging Flagships** among local stakeholders to secure their early participation;

✓ **Synchronize mainstream programmes calls with emerging Flagships** to ensure better strategic alignment and improved funding opportunities;

✓ **Shorten time from identification of challenges to implementing measures**: challenge → project → measures → results;

✓ **Better align EUSBSR Flagships with Interreg programmes** for the next programming period (beyond 2027);

✓ **Provide more strategic approach for capacity building** for local stakeholders to understand how this can be done with the help of EUSBSR;

✓ **Organise national workshops on EUSBSR and MRSs** as a concept and tool for solving local problems;

9. Summary and recommendations 3/3

VESTANDA

✓ **Improve interactions and cooperation between national and local level within PAs** - from abstract to concrete

✓ **Use existing network of twin cities** – find common challenges and frame them within particular PAs

✓ **Organise focused policy dialogue events** with local stakeholders

✓ **Better address global challenges - local consequences concept** eg. climate change

✓ **Encourage participation in pan-European projects** (eg Horizon) with practical local dimension eg. FIRE IN project

✓ **Further develop communication more tailored to particular target groups** – practical dimension of EUSBR – local challenges -> policy development -> policy impact

Thank you

Sebastian Magier
sebastian@vestanda.com