



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

NOVEMBER 2014

# News

## CONTENT

**ACTION PLAN AND GOVERNANCE SYSTEM  
IN FOCUS: HORIZONTAL ACTION  
'SUSTAINABLE DEVELOPMENT AND  
BIOECONOMY'**



8210



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



The EU Strategy for the Baltic Sea Region (EUSBSR) is the first macro-regional strategy in Europe. It aims at reinforcing cooperation within this large region in order to face common challenges by working together as well as promoting a more balanced development in the area.

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

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## Baltic Sea Strategy - from thought to action

For Estonia, 2014 is a year of diverse regional cooperation - Baltic Sea Year, at the same time leading the Baltic cooperation and coordinating the Nordic-Baltic cooperation. As of 1 July, Estonia is chairing the Council of the Baltic Sea States, HELCOM and VASAB as well as leads the network of the National Contact Points of the European Union Strategy for the Baltic Sea Region (EUSBSR) - a new initiative, aimed at improving the governance of the EUSBSR. Finland was the first country to lead this network during the first half of 2014.

This autumn it will be five years since the EUSBSR has been launched. During these years the Member States of the EUSBSR together with the European Commission have developed the Strategy to make it clearer, understandable and result-oriented. We have specified the objectives and targets. We have worked on the governance of the Strategy. Since all the macro-regional strategies base on the principles of no new EU funds for the implementation, no new EU additional formal structures and no new EU legislation, we have had found solutions which are simple and effective. A lot has already been done and a lot remains to be done.

The core of the Strategy are the projects, where public authorities, municipalities, NGOs, universities from different countries cooperate and work together. Creating the funding opportunities for the projects is a primary task and all Member States have worked to create the links with the new EU multiannual financial framework. For instance, the Estonian Partnership Agreement for the European Structural and Investment funds together with Operational Programmes which determine how the EU funds will be distributed have been prepared in cooperation with the National Contact Point for Estonia and internal working group for the EUSBSR.

We can now proceed with improved governance and clear perspectives for financing. Now we have all preconditions to make a real change to Save the Sea, Connect the Region and Increase Prosperity!



**Janne Jõesaar-Ruusalu**

*Director of Northern and Central Europe and Regional Cooperation Division, Ministry of Foreign Affairs, Estonia, National Contact Point for the EUSBSR.*

### The European Commission examines the implementation of the EUSBSR with key stakeholders

Last winter the European Commission (DG REGIO) arranged a round of individual meetings with all coordinators of priority areas/horizontal actions of the EUSBSR. The outcomes of those discussions are reflected in a discussion paper that highlights the main achievements completed so far and challenges to be addressed. The Discussion paper, which also includes suggestions on how to correct the shortcomings identified, has been circulated for consultations in the Member States concerned.



*Achievements and shortcomings identified will help to draft a new EUSBSR Action Plan. Photo: Taavi Leppiman*

### A revised EUSBSR Action Plan with a better focus for 2015

A new EUSBSR Action Plan should be in place in 2015 taking into consideration only top priorities in the macro-region. Member States should therefore focus and devote their resources to address the main areas of cooperation. The future draft proposal will be discussed by the European Commission, National Contact Points (NCPs) and the High Level Group.

### Report on governance of EU macro-regional strategies

The European Commission published a Report concerning the governance of EU macro-regional strategies on 20 May 2014. The main conclusions drawn

from this Report laid on the need for a stronger political leadership and decision making as well as a greater clarity when it comes to the organisation of work. In this respect, changes are needed in order to strive for more sustainable governance systems.

### The Council calls for an effective governance of macro-regional strategies

The Council Conclusions on the governance of macro-regional strategies was adopted on 21 October 2014. It reiterates most of the recommendations of the European Commission Report on this question adopted in May 2014 and calls for an effective governance model, which is necessary to deliver results. The Council invites the Member States to reinforce the political leadership and ownership of the macro-regional strategies, as well as to maintain their political commitment in the long term and translate it into institutional and administrative support in order to ensure effective delivery of the macro-regional strategies.

### Ownership, coordination and implementation, issues yet to be strengthened

The recently adopted Council Conclusions on the governance of macro-regional strategies also show that the Member States, the same as the Commission, acknowledge that governance involves three interrelated levels: (1) political leadership and ownership; (2) coordination; (3) implementation), which should be strengthened in order to ensure that the implementation of the strategies brings clear impact and better results.

### New trends towards sustainability in the Baltic Sea region

In order to strive for a more sustainable Baltic Sea region, projects in the field of waste management have been put in place during recent years. For

instance, RECO Baltic 21 Tech, featured in our Success Stories section, focuses on improving the local and regional capacity to climb the waste hierarchy. The project implementation has minimal impacts on climate change by setting up a new concept with strategic actions to better address the waste management cycle.



*Photo: RECO Baltic 21 Tech*

### Horizontal Action 'Sustainable', delivering results

RECO Baltic 21 Tech, an EUSBSR flagship project on Horizontal Action 'Sustainable', has been a big story in the field of green economy in the Baltic Sea region. Other EUSBSR flagship projects on Horizontal Action 'Sustainable' have also brought successful results: the project Bioenergy Promotion II has produced a series of policy recommendations for bioenergy promotion; BALTADAPT elaborated a BSR Climate Change Adaptation Strategy and Action Plan; and the Baltic Green Public Procurement (GPP) has resulted in an optimal tool for resource-efficient economies.

### Climate change and green economies on the top of the list

Interviewed in these pages, the EUSBSR Horizontal Action Leader on 'Sustainable development and bioeconomy', Krista Kampus, talks about the need to create tools for green economies, downsize the ecological footprint and cooperate for a low carbon society in the Baltic Sea region.

### Reinforcing the clean shipping network

The Baltic Leadership Programme in clean shipping actively contributes to the EUSBSR objectives by creating a strong network of stakeholders among other things. This initiative, featured in this issue, consists of two modules aiming to provide the participants with tools and project development skills in the framework of the maritime sector.

### Seed money facilities in the Baltic Sea region

In supporting the EUSBSR, seed money has been made available in order to reinforce cooperation in the Baltic Sea region. Several organisations in the region provide funding in this respect. At the moment, Swedish Institute invites to submit applications for seed funding during 2014-2015 under the framework for collaboration in the Baltic Sea region. Partnerships of at least three organisation from three different countries (being the Swedish one the main applicant) are eligible to apply for seed funding. Additionally, the Project Support Facility coordinated by the Council of the Baltic Sea States (CBSS) aims to open a call for submission of applications in Spring 2015. More information can be found under the section 'Funding sources' in the EUSBSR website.



The Swedish Institute is currently receiving applications for cooperation projects in the Baltic Sea region. **Photo: Folio**

### Following-up the 5th Annual Forum of the EUSBSR

A set of follow-up videos to the 5th Annual Forum of the EUSBSR was produced and made available at the EUSBSR website. The videos summarise the main outcomes of the forum and include interviews with key stakeholders. This event took place on 3-4 June 2014 in Turku, Finland and was entitled 'Growing together - for a prosperous, inclusive and connected Baltic Sea region.'

### Dates confirmed for the 6th Annual Forum of the EUSBSR

The 6th EUSBSR Annual Forum of the EUSBSR will take place on 15-16 June 2015 in Jurmala, Latvia. The event will focus on the social dimension of the EUSBSR and be entitled 'Achieving e-quality by connecting region(s)'. The forum coincides with the Latvian Presidency of the Council of the European Union.

### New photo gallery for the EUSBSR

A photo gallery for the EUSBSR has just been created and includes pictures from many different meetings and events as well as generic pictures taken in the Baltic Sea region. Flickr is the online photo-sharing platform chosen for this particular project. Stakeholders can therefore share and download pictures for their use within the EUSBSR context. Check it out on [www.flickr.com/eusbsr/sets](http://www.flickr.com/eusbsr/sets)

### Upcoming study on synergies between EUSBSR and ESI funds

The INTERACT Programme will coordinate a study in the framework of the EUSBSR. The study is about cooperation methods and tools applied by European Structural and Investment (ESI) Funds programmes for 2014-2020 in order to support the implementation of the EUSBSR. The outcomes of this study should be made available during the first half of 2015.

### Macro-region or sea basin?

The INTERACT Programme has produced a publication addressing the main differences and similarities between EU macro-regional strategies and sea basin strategies. It specifically tackles the comparability and main principles between macro-regional strategies and sea basin strategies. It includes topics like added value, common challenges, cooperation, geographical areas etc. This publication is the first attempt to briefly present established sea basin and macro-regional strategies in Europe.



The publication 'Macro-regional strategy, Sea basin strategy - What is what?' can be found at the EUSBSR website.

### The newly adopted EU Strategy for the Adriatic-Ionian Region kicks-off

A launch conference for the EU Strategy for the Adriatic-Ionian Region (EUSAIR) will take place on 18 November in Brussels, Belgium. The EUSAIR, adopted on 17 June 2014, is the third EU macro-regional strategy and includes a total number of eight countries.

### Results of the public consultation for the EU Strategy for the Alpine Region

The results of the public consultation of the EU Strategy for the Alpine Region (EUSALP) will be further discussed at the Stakeholders' Conference organised on 1-2 December 2014 in Milan, Italy. The results and further discussions will therefore support the preparation of the EU Strategy for the Alpine Region.

# Towards a more streamlined, focused and effective implementation of the EUSBSR

*Member States are invited to examine functionality and value added of the Strategy*

The EUSBSR has just turned FIVE. Over the years, expectations continue to rise about the performance of the Strategy. With a view to understand better the main achievements and challenges in each thematic area of the Strategy, the European Commission organised last winter a round of individual meetings with all priority area coordinators and horizontal action leaders. Following the meetings (in total 21), the Commission prepared a Discussion paper presenting the outcomes of the meetings. It also asked questions and made suggestions on how to address the shortcomings identified. The Commission has circulated the Discussion paper for consultations in the Baltic Sea region countries.

## Focus on shortcomings

The analysis shows that the situation - maybe not surprisingly - varies from one thematic area to another. Some priority areas/horizontal actions bring good results, especially in terms of projects - a number of successful projects have been facilitated or implemented. The Strategy has also facilitated policy changes (for example, as regards the question of nutrients, or fish discard ban) or increased knowledge (mapping chemical munitions). However, there are some areas where the full potential has not yet been developed.

Though, the Discussion paper talks about achievements, its key focus are on the problems identified, and suggestions on how to improve the current situation in the implementation of the Strategy. The analysis shows that a large number of coordinators

*A REAL WILL for progress is of key importance because, as Machiavelli said, "Where the willingness is great, the difficulties cannot be great"*

share the same view on key issues, which can be grouped into four categories:

1. political (political commitment towards the Strategy needs to be reinforced; some areas could benefit from greater commitment from countries involved; insufficient staffing for the Strategy should be addressed);
2. policy (some areas have limited relevance to the Strategy's overall objectives or at macro-regional level; limited ability of coordinators to influence the relevant policy area; need to raise awareness of project results);
3. technical/implementation (absence of steering groups in some areas; need for better communication);
4. financial (the Strategy needs to be an integral part of existing EU, national, regional plans and programmes; underspending of technical assistance).

These issues are inter-linked, and most of the technical and financial issues would be solved if political and policy issues were properly dealt with.

## Revision of the Action Plan

Following the inputs from the National Contact Points (NCPs) to the Discussion paper, a proposal on possible modifications of the Action Plan of the EUSBSR is currently being drafted by the Commission. It will be discussed with NCPs and the High-Level

Group of macro-regional strategies. A revised Action Plan should be adopted in 2015.

The discussion will help to crystallise the REAL priorities at the macro-regional level. These priorities are the ones of strategic relevance and which bring added value from a macro-regional perspective. There must also be a WILLINGNESS (and readiness) of Member States to focus their limited resources on the areas where cooperation is a MUST.

## Governance of the Strategy

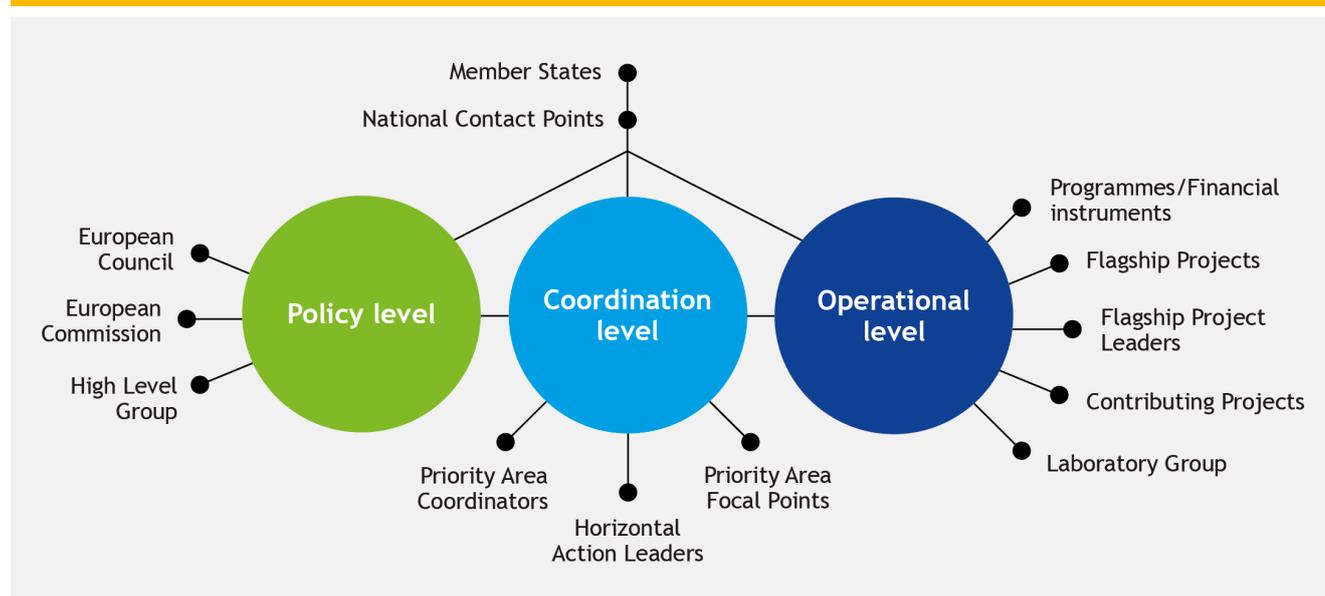
The review of the EUSBSR Action Plan is in line with the current general reflection at EU level on the governance of macro-regional strategies, which led to the adoption of the Commission Report on this question in May 2014 and Council Conclusions on the same topic in October 2014\*. The Commission Report states that improvements in particular are needed in two fields: stronger political leadership and decision making; and greater clarity in the organisation of work.

## Three levels of governance

The Commission Report looks at the strategies at three interrelated levels: political leadership and ownership; coordination; and implementation.

As regards the political level, a key question is 'who gives strategic direction, sets priorities, and takes key decisions?' The Report underlines that all strategies currently overrely on the Commission as the principle driving force. A better balance between leadership from countries/regions and the

## Governance system of the EUSBSR



The governance system of the EUSBSR with its different levels and key actors.

European Commission role is needed. Therefore, the Report invites Member States to take a more active role in strategic leadership, in particular at ministerial level. This includes, among other issues, the following:

- strategic coordination for Ministers hosting National Contact Points (NCPs) of the Strategy;
- better involvement of sectorial ministries in thematic cooperation;
- rotating chairmanship for the Strategy.

It is worth noting that Baltic has already put in place a six monthly rotation for NCPs meetings, with Finland being succeeded by Estonia from 1st July 2014. The effective chairmanship of Finland shows an opportunity to balance the country and the Commission roles in coordinating the work.

To the question ‘who is responsible for overall coordination at participating country level?’ the Report replies ‘NCPs’. They are the key actors at the coordination level, which includes such tasks as operational guidance, national coordination, and reporting of performance. The European Commission should be involved as

well, but only when there is a clear added value for it. The Report suggests that a more active role should be played by the High Level Group of macro-regional strategies to ensure coherence between strategies, and the EU objectives.

Thematic experts (coordinators of thematic areas) and their Steering Groups are the key force to drive implementation forward. Therefore, the Report underlines the need to ensure proper conditions for thematic experts and Steering Group members; establish Steering Groups with members from all involved countries for all areas etc.

It is worth mentioning that the Report recognises the important role of the INTERACT programme in supporting the EU macro-regional strategies. Its experience is especially valuable when it comes to the exchange of good practices between strategies as well as the work done on communication.

### Tailored response

Overall, the Report provides a set of recommendations on how to improve

the governance of existing and future strategies. Though these recommendations are applicable to all macro-regions, the Report recognises that one size cannot fit all, and regional specifics must be taken into account. Thus, the Report calls for general principles to be mixed with a tailor-made approach, to provide a better response in addressing challenges concerning governance in order “to make macro-regional strategies real winners” (J. Hahn, Commissioner for Regional Policy, 5th Annual Forum of the EUSBSR, Turku, Finland, June 2014). •

*\*Council Conclusions on the governance of macro-regional strategies, October 2014. It reiterates most of the recommendations of the European Commission Report on this question adopted in May 2014 and calls for an effective governance model.*

# Climbing the waste hierarchy

*RECO Baltic 21 Tech is a waste management initiative that has become an EUSBSR flagship project on Horizontal Action 'Sustainable Development and Bioeconomy'*



Åsa Stenmarck, Head of waste department at IVL Swedish Environmental Research Institute

RECO Baltic 21 Tech (RB21T) is acknowledged as both a EUSBSR flagship project and a CBSS Lighthouse project for its consistent and long-term work for improved waste management in the Baltic Sea region. Its present collaboration scheme was finalised at the end of 2013 after three very exciting and productive years where the objective set up at the beginning of the project was accomplished:

'To improve the local and regional capacity to achieve sustainable waste management that catalyses the execution of the EU directives and supports the macro-region to climb the waste hierarchy; and do so by fostering sustainable investments.'

Climbing the hierarchy implies an indisputable challenge for Baltic countries since local and regional authorities often experience a lack of knowledge, capacity and well-directed funds. During 2010-2013 RB21T responded to these substantial challenges by, among other things, strengthening local and regional capacity to attain the waste hierarchy to meet the EU-directives.

It is also very gratifying to conclude that together with our core partners and important associated partners from both the private and public sector truly have reached the decision-makers on regional and national as well as on Baltic Sea region and EU level. The outcomes and impacts from the project are far greater than we dared to wish for some three years back.

'The vision of the Baltic Sea region is to become the flagship European region in sustainable municipal waste management with minimal impacts on climate change, nature and human health and without major disparities among the countries.'

## Results achieved

Besides the improvement of dialogue across borders, information sharing, funds identification and combination, introduction to the concept of 'green procurement' in correspondence and turned to contemporary waste management, three main results have been achieved:

- **A Joint Baltic Sea Region Strategy for Municipal Waste Management**

The Joint Strategy provides an opportunity to initiate one of the first regional high-level collaboration programmes in the field of waste management. The Strategy contains a set of recommendations for strategic action, including the needs to ensure timely compliance with the EU targets and requirements by providing adequate policy and financial support to key players.

- **Creation and implementation of a Baltic Waste Management Council (BWMC)**

In order to meet the perceived need for a forum for the national decision makers focusing on waste management, the BWMC was created. The Council members have acted as a reference group for the Strategy and have also assisted to link project results to decision makers.

## Waste hierarchy



- **Transnational Implementation of 18 Pilot Projects**  
Throughout the Baltic Sea region 18 pilot projects were selected and undertaken, to improve their present unique and current situation and provide feedback to the Joint Strategy and other outputs. The pilots were also important to achieve the project’s goal of unlocking funds for waste management investments.

**The Alytus example**

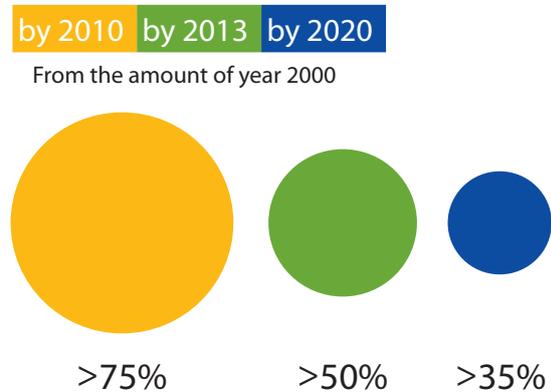
The activities carried out within the RB21T and pilot projects have lead to significant waste management investment that has upgraded the whole municipal waste management system in Alytus region in Lithuania.

Thanks to the successful cooperation established and needs identified back in 2010, the Ministry of Environment of Lithuania issued the order including allocation of funds on municipal waste infrastructure development which defined the mechanisms to provide and ensure the targets of the biodegradable waste utilities.

To reach the targets the Municipality of Alytus developed the feasibility studies and made decision to build new infrastructure in the regional landfill. The whole plants now are divided in two sections: mechanical treatment (MT) and biological treatment (BT). The knowledge of both know-how technologies are transferred from the Netherlands. The design and construction of the sections began in 2013 which leads to finalisation of the MT facilities construction this year, but BT facilities will be finished in the summer of 2015.

In the MT plant the waste will be divided in fractions by size and weight like: biological part, metals, heavy and

**The target of the landfills biodegradable waste in Lithuania**



light plastics. Biological fraction will go to the BT plant, where the gas, electricity and compost will be produced. Also from MT the refuse derived fuel will be separated, which will go further to the incineration plants for electricity and heat generation to reduce waste disposal in the landfill.

The Alytus region consisting of seven municipalities (around 180.000 inhabitants) produces 45.000 municipal waste per year. Currently, still most of them go to the landfill, but when MT and BT plants will began to work, the situation will change cardinaly.

“These plants in Alytus region are the first ones in Lithuania and we’re expecting that they will be a good example to other regions,” claims Andrius Jucas, Executive of Alytus Mechanical and Biological treatment plant. •



*The RECO Baltic 21 Tech is an initiative dated back to 1999 and latest co-financed as a project by the Baltic Sea Region Programme INTERREG IVB, 2007-2013. Photo: RECO Baltic 21 Tech*

All outputs of the project RB21T can be downloaded at [www.recobaltic21.net](http://www.recobaltic21.net).

HORIZONTAL ACTION 'SUSTAINABLE DEVELOPMENT AND BIOECONOMY'

# "We focus on climate change and tools to transform this region into green economies"

*The EUSBSR Horizontal Action Coordinator on 'Sustainable development and bioeconomy', Krista Kampus, analyses the results and state of play as well as the main priorities for the financial framework 2014-2020*



*Krista Kampus, Senior Adviser and Head of Baltic 21 Unit, EUSBSR Horizontal Action Leader on 'Sustainable development and bioeconomy'*

## How would you define sustainability?

Sustainable development is the process in which we attempt to embrace the complexity and interconnectedness in the relations between the economic, social and environmental factors that determine our life on planet earth. It is also the process to define sensible goals for how to develop our societies in prosperous, fair and environmentally sound way while staying within our planetary boundaries, based on the initial definition of sustainable development by the Brundlandt Commission in 1987. As this is still a vast field to work the Horizontal Action focuses on **climate change** and development and application of tools to transform this region into **green economies**.

## What are the main achievements of Horizontal Action 'Sustainable development and bioeconomy'?

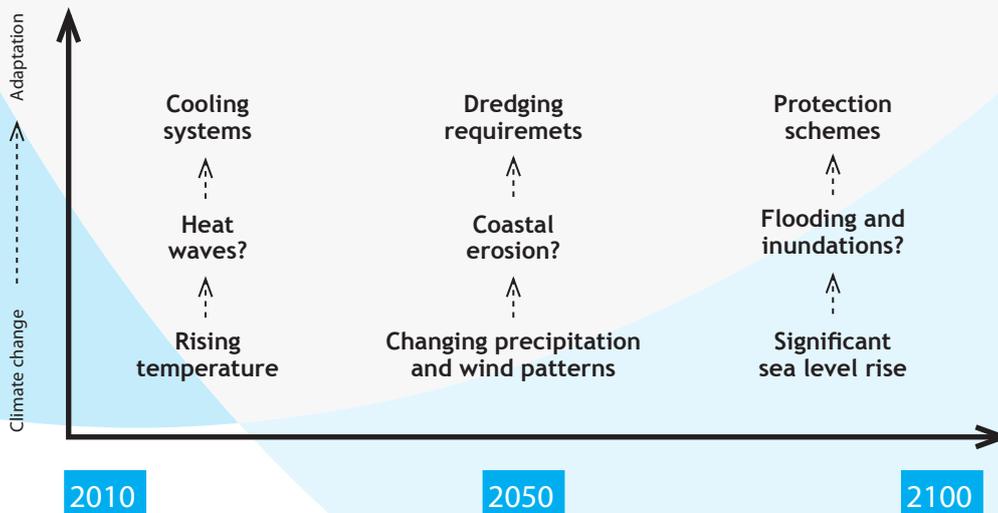
- In the field of **Green Economy** the Flagship RECO Baltic 21 Tech resulted in the establishment of the **Baltic Waste Management Council** composed of experts, practitioners and authorities from all the Baltic Sea region countries.
- **The Policy Recommendations Bioenergy Promotion in the Baltic Sea region** elaborated by the Bioenergy Promotion II Flagship proposed a series of opportunities for promoting, developing and implementing bioenergy actions in the Baltic Sea Region covering all use of biomass for energy purposes and including biodiversity, resource and energy efficiency, climate change mitigation, social well-being and economic prosperity. The document was discussed during the Baltic Sea Parliamentary Conference (BSPC), CBSS and BASREC Energy Efficiency Seminar on 4th March 2014 in Helsinki and introduced to the Sustainable Innovation Forum, a high level political event held by UNEP (United Nations Environment Programme) and Climate Action alongside COP19 in Warsaw.
- In the field of **climate change** the **BSR Climate Change Adaptation Strategy and Action Plan** together with the BSR vulnerability assessments, impact assessment reports, gap fit analysis and regional climate information were elaborated by the BALTADAPT. Following the project results and outcomes, the CBSS countries initiated the policy process for

strengthening dialogue and information exchange by establishing of the **BSR-wide Climate Change Adaptation Stakeholder Platform**. This initiative supports the Baltic Sea region countries to elaborate their national climate change adaptation strategies.

- Last but not least a wide capacity building programme on Green Public Procurement (GPP) supporting the implementation respective EU initiatives in the Baltic Sea region was developed and established by the **Baltic Green Public Procurement Flagship**. The GPP is an essential tool for the transition towards resource-efficient economies.

## What are the challenges for sustainable development in the Baltic Sea region? What could be improved? What do you think is needed to create a sustainable Baltic Sea region?

Although all the Baltic Sea region countries do well in global terms on the Human Development Index according to the UNDP (innovationcircle.net); the Ecological Footprint of the Baltic Sea region is 4,8 gha per person comparing to the average world ecological footprint 2,2 gha. So the question is on how decouple the high quality of life in the Baltic Sea region from the size of ecological footprint? With our resources, know-how and technology we have a responsibility to take our share in saving this planet and its societies, every day a bit more, thereby creating resilience to future challenges like climate change and better quality of life for



Infrastructure planning to meet changes at different time scales (from Baltadapt Report #5 'Climate Change Impact on Infrastructure in the Baltic Sea Region').

us and next generations. And yes, if it is done in a smart way there will also be jobs and economic prosperity but to quote All Shall Perish or Petter Stordalen: 'There is no business [to be done] on a dead planet'.

In order to have an overview on the status of implementation the sustainable development in the Baltic Sea region, we initiated a study to identify the general constraints and challenges that may possibly impede an actual sustainable development of the region, as well as to categorize the opportunities that exist in the region.

The recently published Introduction to the proposal of [...] 17 Sustainable Development Goals post 2015\* can also be a useful guideline on what is at stake also in the Baltic Sea region. Just to mention some: we need to understand how to use our natural resources wiser and more responsibly, have to promote sustainable agriculture, holistic land management to ensure food security. We need to take urgent actions to combat climate change and its impacts, promote peaceful and inclusive societies and ensure sustainable consumption and production patterns. If we are not taught what causes climate change, if we are not able to critical question our consumption patterns and if we do not research, develop and apply smarter products and services, we

will fail to face the challenges of our future. Education and knowledge is everything - lifelong.

**Looking ahead, where do you see the greatest potential to be developed within the financial framework 2014-2020?**

The EU Roadmap for moving to a competitive low carbon economy in 2050 is setting out the milestones and measures for emissions reduction and transition to a low-carbon society. The Horizontal Action on 'Sustainable development and bioeconomy' can facilitate this process in the Baltic Sea region, for example through the new cooperation initiatives such as the BSR Leadership programme on Low Carbon Economy, EUSBSR Seed Money project BALLOON and the Baltic Sea Region Urban Forum for Smart Cities.

**What do you think we still need to learn about sustainability?**

- It is a process not a final state of being.
- It provides us with alternative thinking and action beyond our determined search for means of economic growth.
- It is not some evil invention of some hardcore environmentalist to give the economist a hardship but an inherent part of the holistic view on how to steer better our economies and societies.

- Sustainability is the buzz word for future 'buzzing businesses' and thus it develops and is found everywhere where there is smart and strong leadership that seeks to transform for the better and that does not only put profit but more so planet and people in the focus of the core business. •

*\*One of the main outcomes of the Rio+20 Conference was the agreement by member states to launch a process to develop a set of Sustainable Development Goals (SDGs), which will build upon the Millennium Development Goals and converge with the post 2015 development agenda. 17 Sustainable Development Goals have been proposed by the Open Working Group for Sustainable Development Goals*

<http://sustainabledevelopment.un.org/focussdgs.html>

## Baltic Leadership Programme: A boost for projects in clean shipping



*Participants of the Baltic Leadership Programme in Clean Shipping developed their strategic project development skills.*

*Photo: Ditte Folke Henriksen*

The maritime sector of the Baltic Sea Region is facing significant challenges to become greener and cleaner as new environmental regulations are entering into force in the coming years. Converting to cleaner technology and practices can be difficult for a sector, which is financially challenged these years. At the same time, the conversion to cleaner shipping can be a business opportunity for manufacturers of maritime equipment and service providers in our region.

This forms the background for the considerable interest to participate in the Baltic Leadership Programme in Clean Shipping. The programme was seen as an opportunity to gather maritime stakeholders from all relevant parts of the sector and from the entire region to collectively develop their skills within project creation, management and leadership and to form a strong network of future decision makers, who can work together to make the Baltic Sea region a model region for clean shipping.

The programme had room for 26 participants and participants were selected not only on the merits of their personal career, but also on the ability of their respective organisations to contribute to the advancement of clean shipping in the Baltic Sea Region and on their current or possible future ability to contribute to the aims of the EUSBSR. The selected participants included representatives of e.g. the maritime equipment industry, ship owners, ports, NGO's, public authorities and academia and all Baltic Sea region countries were represented in the group.

The Baltic Leadership Programme consists of two modules. The first took place in Malmö, Sweden in September

2014 and the second one in Brussels in October 2014. During the first module participants primarily strived to develop their strategic project development skills. Further, they were also given skills to overcome cultural barriers that many face when implementing transnational projects. Two study visits to front-runner actors with the aim to provide inspiration for new projects were conducted to the Port of Trelleborg and to engine producer MAN Diesel and Turbo in Copenhagen.

The participants left the course with a toolbox of instruments to create projects providing environmental solutions for the maritime sector. The second module of the course focused on the skills to lead an ongoing project and ensure the required financing. The tools and the knowledge gained were highly appreciated; however, according to several participants it was the strong network formed during the Baltic Leadership Programme which is considered most valuable.

The Danish Maritime Authority is convinced that the Baltic Leadership Programme will boost the interest of project makers to propose initiatives in the field of clean shipping. "The timing of the initiative is well-chosen, as new initiatives to reduce the environmental impact of shipping are required, and as funding for such seems to be within reach. Several funding programmes appear to prioritize cleaner and greener maritime transport in the period 2014-2020." •

***The strong network formed is considered the most valuable***

**FACTBOX**

*The Baltic Leadership Programme on Clean Shipping is a two-week training course in leadership and project management, developed and financed by the Swedish Institute and organised jointly with the Danish Maritime Authority in its capacity as EUSBSR Priority Area Coordinator for Clean Shipping.*

**FURTHER INFORMATION**

*The Baltic Leadership Programme is conducted in cooperation with selected actors involved in the EUSBSR.*

*<https://eng.si.se/> -> Areas of operation -> Exchange and development programmes -> Baltic Leadership Programme*

*Priority Area on Clean Shipping:  
<http://pa-ship.dma.dk>*

*The participants of the Baltic Leadership Programme in Clean Shipping on a windy visit to the port of Trelleborg. This port aims to become the most climate-smart port in the Baltic and has taken part in several cross-border projects. Photo: Ditte Folke Henriksen*





## Funding cooperation: Baltic Sea Region Programme Conference 2014

*Date: 26 - 27 November 2014*

*Place: Warsaw, Poland*

*Website: [www.eu.baltic.net](http://www.eu.baltic.net)*

Cooperation for 2014-2020 is taking off. The Interreg Baltic Sea Region Programme invites to look at the achievements and explore the future funding opportunities during the Interreg Baltic Sea Region Programme Conference on 26-27 November 2014 in Warsaw, Poland. On the first day there will look back at successful examples of cooperation and discussions on expectations towards the future. The thematic fields and features of the

new Programme also will be presented. During the second day there will be more detailed talks about the themes for cooperation and explanation on how and when to apply as well as where to get help. Conference participants will have opportunities and time to network and share their ideas. •



## Welcome to Baltic Business Arena and Baltic Business Forum

*Date: 26 - 27 November 2014*

*Place: Tallinn, Estonia*

*Website: [www.b2match.eu/balticbusiness2014](http://www.b2match.eu/balticbusiness2014)*

Baltic Business Arena offers you pre-scheduled face-to-face meetings with other companies, financial institutions and research institutes. Baltic Business Arena brings mutual benefits to everyone and is a very effective way to discover new business opportunities. The Baltic Sea Region is among the regions in Europe with the highest growth rate, therefore Baltic Business Arena can be a very good platform for your company to develop new business

contacts. Baltic Business Arena is part of the business conference Baltic Business Forum, a meeting platform for Baltic Sea Region's companies, where companies can take part in interesting seminars, share their experiences and discuss common challenges. •



## Storytelling workshop through writing for Interreg Programmes and EU macro-regional strategies

*Date: 27 - 28 November 2014*  
*Place: Warsaw, Poland*  
*Website: [www.interact-eu.net](http://www.interact-eu.net)*

Communicating about Interreg and macro-regional / sea-basin strategies is not always easy, especially when it comes to writing interesting and engaging texts that resonate with a wider audience. This workshop will not only help you find your organisation's story and write it in a clear and effective way, it will also teach you how to train others. The workshop will be divided into two sessions: a one-day session on storytelling led by two storytelling

experts / trainers from MSLGroup, an internationally recognised communications agency, and a half-day session on clear writing by the Plain English Campaign, an organisation that has been working towards jargon-free public information since the 1970s. •

## 2nd Baltic Conference on Education for Sustainable Development “WORKING AND LEARNING TOGETHER”

*Date: 12 - 14 December 2014*  
*Place: Jurmala, Latvia*  
*Website: <http://bsrnesd.wix.com/rigaconference2014#!about/cjg9>*

The Conference is a continuation of the Education for Sustainable Development (ESD) cooperation started during the ESD conferences in Visby (2012) and Riga (2013) and focuses on the practice of education for sustainable development emphasising that education is connected with society, culture and nature in an undivided unity. For the first time a wider spectrum of stakeholders is being invited in order to learn together and create new

synergies for joint actions. The ambition of the organisers is to establish an annual conference to help accelerating and disseminating quality and effective ESD-practice in the region. •

## Check the new EUSBSR photo gallery!

A photo gallery for the EUSBSR has just been created and includes pictures from many different meetings and events as well as generic pictures taken in the Baltic Sea region. Check it out on [www.flickr.com/eusbsr/sets](http://www.flickr.com/eusbsr/sets)



## Label for flagship projects and initiatives

In order to increase the visibility of the EUSBSR and the added value of flagship projects and initiatives, a label has been made available for stakeholders. The label can be found in the EUSBSR website under the section 'Visual Identity'



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