

ACHIEVING E-QUALITY by CONNECTING the REGION

VI Annual Forum of the EU Strategy
for the Baltic Sea Region

15 - 16 JUNE 2015, JŪRMALA, LATVIA

ACHIEVING E-QUALITY by CONNECTING the REGION

THE VI ANNUAL FORUM OF THE EUROPEAN UNION STRATEGY FOR THE BALTIC SEA REGION

15-16 JUNE 2015, JŪRMALA, LATVIA

Sunday 14 June 2015

15.00 - 18.00 EARLY REGISTRATION

Venue: Dzintari Concert Hall, Turaidas 1, Jūrmala, Latvia

16.30 - 19.00 JŪRMALA SIGHTSEEING - GUIDED WALKING TOUR

Registration needed

17.00 - 21.30 BALTIC SEATALK 2015 AND WELCOME RECEPTION

Venue: Jūrmala City Museum, Tirgoņu 29, Jūrmala, Latvia

The event is open to Annual Forum participants, no prior registration is necessary. Number of seats is limited.

Monday 15 June 2015

Venue: Dzintari Concert Hall, Turaidas 1, Jūrmala, Latvia

8.00 - 12.00 REGISTRATION

10.00 - 12.00 NETWORKING VILLAGE ACTIVITIES

11.00 - 12.00 BUFFET LUNCH

12.00 - 12.30 WELCOME ADDRESS

12.30 - 13.00 PRIME MINISTERS PANEL: COMPETITIVENESS OF THE BALTIC SEA REGION



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13.00 - 14.30 PLENARY SESSION: NEXT STEPS IN IMPLEMENTING THE EU STRATEGY FOR THE BALTIC SEA REGION

The session aims to take stock of what has been achieved and to look at the way forward in implementing the EU Strategy for the Baltic Sea Region. By looking back on the past and lessons learnt the participants will discuss the most pressing steps to be taken in the upcoming years to implement the Strategy objectives: how to achieve a more prosperous and connected region with an improved environmental status of the Baltic Sea? How can today's challenges be overcome and turned into future opportunities? How best to drive the Baltic Sea region forward to make it an even better place to live, work and do business?

14.30 - 15.00 COFFEE BREAK & NETWORKING VILLAGE ACTIVITIES

15.00 - 16.30 PLENARY SESSION: A SUSTAINABLE COMPETITIVE BALTIC SEA REGION

The session highlights the importance of Blue Growth to the Region, as well as touching upon the essential lessons learned concerning sustainability and the interaction between different economic, commercial and societal systems. The aim is to send a message that this is an area where a cooperative regional approach has, in part, supported the growth of the Baltic economies in general and continued solidarity between Baltic Sea states is essential if this is to be maintained.

16.30 - 18.00 PARALLEL THEMATIC WORKSHOPS

E-INCLUSION FOR SOCIAL AND ECONOMIC OPPORTUNITIES

Today's world is still divided into individuals who have full access to information and communication technologies (ICT), and those who do not. This digital imbalance has effects on social and economic inequalities. The workshop aims at discussing how ICT help to improve the quality of life of individuals and communities and open up new social and economic opportunities for different groups within society (e.g. elderly, disabled people). The workshop will address the main benefits of being fully part of the information and knowledge-based society and how ICT contribute to creating a more inclusive society.

SMART INTERNAL ENERGY MARKET - BENEFITS FOR CONSUMERS

The workshop will focus on internal energy market and smart grids. It aims to discuss such questions as: what is smart grid and how will it benefit consumers? How can and are consumers actually benefiting in practice, both individually and as a group, from innovations? How can regional cooperation help realising the Smart Internal Energy Market? Best practices on current experience and future solutions will be presented.

YOUNG PEOPLE'S MOBILITY IN THE BALTIC SEA REGION

Mobility creates opportunities, but also challenges in both sending and receiving countries. The workshop aims at discussing young people's mobility in the Baltic Sea region and beyond by looking at the variety of experiences of a number of specific groups of young people on the move: labour emigrants; international students and young professionals; refugees; and Romani EU migrants. It also aims to address such questions as what specific challenges and opportunities do young people on the move raise? How should our societies' best address these?



COMMUNICATING THE EUSBSR - DIGITAL TOOLS FOR NETWORKING AND COLLABORATION

The success of the EU Strategy for the Baltic Sea Region (EUSBSR) greatly depends on how well and widely the achievements and benefits of the Strategy are communicated to a wide range of stakeholders in the Baltic Sea region. This workshop will look at the potential to increase the use of digital tools as a mean of communicating the EUSBSR, promoting engagement and collaboration between stakeholders, and reaching out to wider audiences.

MARITIME AND COASTAL TOURISM IN THE BALTIC SEA REGION

The idea of the workshop is to work out new strategies and possibilities to use the trend on maritime and coastal tourism for all tourism stakeholders. To do so best practices for projects and networks will be presented. The all-over aim is to involve the private sector (e.g. cruise enterprises) more in all activities to give a basis for a well working network with new initiatives.

19.30 - 22.00 NETWORKING DINNER

Venue: Havana Lounge Club, Dzintari beach in the beginning of Turaidas str. (near the 'Dzintari Concert Hall').

Tuesday 16 June 2015

8.00 - 11.00 REGISTRATION FOR SECOND-DAY ARRIVALS

9.00 - 10.30 PARALLEL THEMATIC WORKSHOPS

CULTURE AND CREATIVE ENTREPRENEURSHIP

The workshop will explore how new technologies and international, cross-sectoral cooperation can enhance culture and creative entrepreneurship in the Baltic Sea region. Experts and stakeholders will have an interactive exchange of views around three sub-themes: 1) networking, 2) new technologies and accessibility, 3) regional branding.

FUNDING COMMON PRIORITIES

The workshop aims at discussing funding of common priorities within the EUSBSR. Key questions to be addressed during the workshop are: HOW is the EUSBSR embedded in various programmes and funding sources in the Baltic Sea region? What TOOLS are foreseen and needed to make cooperation happen on the ground? What are strengths and weaknesses, opportunities and challenges in implementing the commonly agreed priorities? What is the ADDED-VALUE of COOPERATION?

IMPLEMENTING MARITIME SPATIAL PLANNING IN THE BALTIC SEA

The workshop focuses on projects that aim to implement the Directive on Maritime Spatial Planning (MSP) in the Baltic Sea region: 1) Baltic Scope; 2) BaltSpace; and 3) Baltic LINes. The 3 projects tackle different challenges posed by MSP: cross-border cooperation, research support and linear infrastructures. The workshop will explore how to increasing coherence and synergies between those projects and with other MSP initiatives currently implemented in the Baltic Sea region.



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INNOVATIONS AND CROSS-BORDER INFRASTRUCTURES FOR A BETTER HEALTH CARE

The workshop focuses on innovative solutions for tackling key challenges in health care in the Baltic Sea region. The presentations show approaches to challenges such as ageing societies and the spread of multimorbidities, a better cost-effectiveness with a view to prevention and empowerment of citizen and the smart and patient centred use of information and communication technologies in health care. The speakers will examine the common challenges and joint approaches in addressing them, followed by discussion involving the audience.

NICHES MATTER MORE, BORDERS LESS - TRUE INTEGRATION OF SCIENCE AND KNOWLEDGE

Sustainable Blue Growth will be used as an example to illustrate how the challenge of true integration of science and society's knowledge is being achieved, not just within the usual policy horizon, but in a long-term. There is the necessity to transit to 'ecosystem-based management' beyond national boundaries - discussed for decades, yet progressed too slow. The workshop hosts a discussion on why this shift matters and the concrete benefits of science and innovation in the much-desired management action.

10.30 - 11.00 COFFEE BREAK & NETWORKING VILLAGE ACTIVITIES

11.00 - 12.30 PLENARY SESSION: OVERCOMING BARRIERS FOR E-CONNECTIVITY - UNLOCKING THE POTENTIAL FOR E-QUALITY

The session highlights the importance of e-services and e-skills to provide e-quality and well-being of society in the Baltic Sea region. Participants will discuss how digital services transform value chains in all sectors of economy, drive innovations and give rise to substantial gains in competitiveness and efficiency. What are the main opportunities and benefits in using cross-border e-services? How can the Baltic Sea region become a model in creating a European Digital Economy and Society?

12.30 - 13.00 CLOSING

13.00 - 14.00 BUFFET LUNCH & NETWORKING VILLAGE ACTIVITIES



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BACK-TO-BACK EVENTS

Sunday 14 June 2015

12.00 - 17.00 *Promoting Maritime dimension in the Baltic Sea Cooperation*

Venue: Baltic Beach Hotel, Jūras 23/25, Jūrmala, Latvia

Public event - open to all

Monday 15 June 2015

8.30 - 11.30 *Coordination Group Meeting of Policy Area 'Education'*

Venue: Dzintari Concert Hall, Turaidas 1, Jūrmala, Latvia

Attendance by invitation only

8.30 - 11.30 *Connecting RIS-3 in the Baltic Sea Region*

Venue: Dzintari Concert Hall, Turaidas 1, Jūrmala, Latvia

Public event - open to all

8.30 - 11.30 *'Baltic Sea NGO Network' meeting*

Venue: Dzintari Concert Hall, Turaidas 1, Jūrmala, Latvia

Attendance by invitation only

8.30 - 10.30 *'European Social Fund' meeting*

Venue: Dzintari Concert Hall, Turaidas 1, Jūrmala, Latvia

Attendance by invitation only

9.00 - 11.00 *Coordination Group Meeting of Horizontal Action 'Neighbours'*

Venue: Dzintari Concert Hall, Turaidas 1, Jūrmala, Latvia

Attendance by invitation only

9.00 - 11.30 *Steering Group Meeting of Policy Area 'Tourism'*

Venue: Dzintari Concert Hall, Turaidas 1, Jūrmala, Latvia

Attendance by invitation only

9.30 - 11.00 *Meeting of National Coordinators of the EU Strategy for the Baltic Sea Region*

Venue: Dzintari Concert Hall, Turaidas 1, Jūrmala, Latvia

Attendance by invitation only

18.00 - 19.30 *Bio-economy in the EU Strategy for the Baltic Sea Region*

Venue: Dzintari Concert Hall, Turaidas 1, Jūrmala, Latvia

Attendance by invitation only



18.30 - 19.30 *Meeting of the CPMR Baltic Sea Commission*

Venue: Dzintari Concert Hall, Turaidas 1, Jūrmala, Latvia

Attendance by invitation only

18.30 - 20.00 *Coordination Group Meeting of Horizontal Action 'Involve'*

Venue: Dzintari Concert Hall, Turaidas 1, Jūrmala, Latvia

Attendance by invitation only

Tuesday 16 June 2015

14.00 - 17.00 *Steering Group Meeting of Policy Area 'Culture'*

Venue: Dzintari Concert Hall, Turaidas 1, Jūrmala, Latvia

Attendance by invitation only

14.00 - 18.00 *Meeting of Flagship 'Acquaclean' under Policy Area 'Hazards'*

Venue: Dzintari Concert Hall, Turaidas 1, Jūrmala, Latvia

Attendance by invitation only

14.00 - 18.00 *Information Event for Coordinators of Policy Areas and Horizontal Actions on Funding from Interreg Baltic Sea Region*

Venue: Dzintari Concert Hall, Turaidas 1, Jūrmala, Latvia

Attendance by invitation only

14.00 - 17.00 *Meeting of Flagship 'School to Work (S2W)' under Policy Area 'Education'*

Venue: Dzintari Concert Hall, Turaidas 1, Jūrmala, Latvia

Attendance by invitation only

14.00 - 18.00 *'Tell It Together, Tell It Loud'*

Venue: Dzintari Concert Hall, Turaidas 1, Jūrmala, Latvia

Public event - open to all. More information: <http://helcom.fi/helcom-at-work/events/events-2015/tell-it-together-tell-it-loud/>

14.00 - 16.30 *Steering Committee Meeting of Policy Area 'Nutri'*

Venue: Dzintari Concert Hall, Turaidas 1, Jūrmala, Latvia

Attendance by invitation only

14.00 - 16.00 *Coordination Group Meeting of Policy Area 'Transport'*

Venue: Dzintari Concert Hall, Turaidas 1, Jūrmala, Latvia

Attendance by invitation only

14.00 - 18.30 *Steering Committee Meeting of Policy Area 'Competitiveness'*

Venue: Dzintari Concert Hall, Turaidas 1, Jūrmala, Latvia

Attendance by invitation only



14.00 - 17.00 *Steering Committee Meeting of Policy Area 'Energy'*

Venue: Dzintari Concert Hall, Turaidas 1, Jūrmala, Latvia

Attendance by invitation only

Wednesday 17 June 2015

8.00 - 13.45 *Baltic Sea Science Congress 2015 - BONUS Forum Policy Day*

Venue: Radisson Blu Hotel Latvija, Elizabetes 55, Riga, Latvia

Public event - open to all. More information: <http://www.bssc2015.lv/programme/>

9.00 - 13.00 *DanuBalt Stakeholder Forum*

Venue: Hotel Jūrmala Spa, Jomas 47/49, Jūrmala, Latvia

Attendance by invitation only

9.00 - 17.00 *Steering Committee Meeting of Policy Area 'Safe'*

Venue: Ministry of Foreign Affairs, K.Valdemāra iela 3, Riga, Latvia

Attendance by invitation only



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