WHY MACROREGIONAL STRATEGIES?
- laboratories for a new Europe

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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 such as business integration leading to increased competitiveness.

- **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.
Macro-regional strategies - laboratories for a new Europe

What characterises the needs in today’s Europe?

• Wide scope / complexity of issues - can’t be tackled in projects
• Long timespan - until the issue is solved or principal solution 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/agency
• Multiple co-creative action formats - project chains, project platforms, study visits
• Policy enactment and action-informed policy creation - “policy>action>policy”
• Facilitation of multi-party initiatives - a must-have competence
• Outcomes - policy gets enacted!
Creative platforms
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.
EUSBSR in brief
EUSBSR: Objectives, Policy Areas and Horizontal Actions

Policy Areas and Horizontal Actions

Objectives and Policy Areas

- Save the sea
- Connect the region
- Increase prosperity

Horizontal Actions

- Spatial Planning
- Neighbours
- Capacity
- Climate
EUSBSR: Implementing stakeholders

Policy Area Focal Points
Steering groups

National Coordinators
Policy Area Coordinators
Horizontal Action Coordinators

Flagship leaders
Project developers
Project managers

Local and regional authorities, NGOs, business and academia in the Member States

Financial Programmes
Managing Authorities
Joint Technical Secretariats
EUSBSR: Implementing stakeholders

- National Coordinators
  - Policy Area Coordinators
  - Horizontal Action Coordinators

- Policy Area Focal Points
  - Steering groups

- Flagship leaders
  - Project developers
  - Project managers

- Local and regional authorities, NGOs, business and academia in the Member States

- Financial Programmes
  - Managing Authorities
  - Joint Technical Secretariats
Modus operandi and the role of Policy Area Coordinators

Policy area Coordinator - the role as “Shipbuilder”

- Initiating the development process (start point: the Action Plan)
- Identifying stakeholders (with help of contacts at line ministries)
- Appoint a “flagship leader”
- Designing the collaboration structure (together with flagship leader) - often with help of seed money
- Building the structure - often starting with Interreg
- A ready structure with thematic working groups gathering stakeholders in joint development processes delivering new methods and policy recommendations (ERDF, ESF, EARDF, EMFF)

Transnational development processes are embedded in organisations /institutions’ own development processes >> macro-regional strategies offer the strategic framework with platforms for co-creation.
Engaged actors

PAC / HAC Modus operandi

Phase 1: PA / HA Set up
- Action Plan for PA/HA
- Targets & Indicators
- Roles & responsibilities
- Formats for policy work and action

RESULT: PA/HA ready

Barriers and Drivers

Phase 2A: PA Performs Cross-PA/HA-field explored for joint actions
Phase 3: EUSBSR Performs
- Cross-PA structures & processes
- All HA enacted across MRS
- MA networks operative, funding dialogues ongoing
- Regular consultations with EU COM
- Continuous capacity development of all implementers

RESULT: Continuity, Transparency, Productivity, Early Efficiency

RESULT: Stable Efficiency, ESIF dynamically aligned with MRS’s ongoing development

Macro-Region Performs

External stakeholders and society at large

Cross-PA/HA actors and stakeholders join

MLG-actors join in PA/HA

PA/HA implementing actors (internal to MRS)
EUSBSR PA Education - in brief

Photo taken from www.ithinkwell.org
EUSBSR PA Education - in brief

4 Policy sub Areas

• Education
• Research
• Employability
• Integration of refugees

5 Actions

1. Reducing the rates of early school leaving and smoothening transition from school to work
2. Improving the quality of VET and Higher Education through work based learning and fostering entrepreneurial mind sets
3. International excellence in higher education and research
4. A labour market for all and using resources of longer lives
5. Recognising potential - easing the way for migrants

2 Policy area coordinators

• Anders Bergström (Norden Association in Sweden)
• Sabine Hahn (Hamburg)
**Action 1**

**Combatting early school leaving and improving transition from education to labour market**

This action focuses on:

- learning more about NEETs and how to reach them (S2W);
- building knowledge on best practice, sharing good examples (S2W);
- developing and testing preventive measures, motivating pupils to participate in education (S2W);
- addressing the needs of better guidance and counselling (S2W);
- developing and testing re-integrative measures for NEETs, helping them back to education or to jobs (S2W).

**TWG on NEETS: Finding common solutions to similar challenges**

**First mapping of projects and methods is published**
Action 2

Improving quality of education and vocational training through work-based learning and fostering entrepreneurial mind-sets

This action focuses on:
• capacity building through work-based learning focused on the needs of the economy (BTP);
• fostering and supporting entrepreneurial mind-sets at all levels of education, by introducing work on projects and practical experiences of entrepreneurship, in own country or abroad (BTP).

Work-based learning is closing the gap between education and the labour market.
Action 3

International excellence in tertiary education, science and research

This action focuses on:

- facilitate the cooperation of tertiary education, science and research policies in the Baltic Sea Region for a common tertiary education, research and innovation area (BSN);
- enhancing the transnational cooperation in the development and utilisation of existing and new research infrastructures (BSN);
- attracting students and researchers from outside Baltic Sea region to the tertiary education and research institutions of the region (BSN/BUP);
- increasing student and researcher mobility within the Baltic Sea Region (BSN/BUP);
- best practise and learning from each other in the field of tertiary education, science and research (BSN).


Short Film
Action 4

A labour market for all, using resources of longer lives

This action focuses on:

• making lifelong learning a reality, offering competence development and resources for face-to-face guidance throughout the whole life;
• stressing the role of non-formal education in competence development;
• supporting dialogue between labour market organisations, relevant authorities and education providers on a society of longer lives (BSLF);
• building a platform for learning, best practise in the field of adult learning;
• supporting labour mobility, removing hindrances (BSLF).

New platform (Dec 2018): BSLF for Sustainable Working Life (SWL)
This Action focuses on:

- Exchange of best practices for the integration to the labour market e.g. through vocational education and training
- Exchange of best practices for increased employability, smoothening integration into the society and
- Developing and testing methods and systems, primarily to be used by local actors to facilitate integration on the labour market
Our flagships

- School to Work (S2W)
- Baltic Training Programme (BTP)
- Baltic Science Network (BSN)
- Baltic Sea Labour Forum (BSLF)
- Baltic University Programme (BUP)
- Integration of Migrants (emerging)
What has happened in PA Education in 2018?

Stakeholder seminars in Stockholm/online, Hamburg, Vilnius, Riga, Tallinn, Warsaw
What has happened in PA Education in 2018?

Development of new methods in flagships
What has happened in PA Education in 2018?

Capacity building in focus and learning between MRS

Planning of a possible new flagship for Integration of Migrants and Refugees

New work programme (July 2018 - July 2020)

Alignment of funding - BSN-ESF

EUSBSR Support Modules:
• Work on targets and indicators
• preparation for the revision of the Action Plan 2019
• Communication about and within EUSBSR
What has happened in PA Education in 2018?

Annual Forum in Tallinn on 4 and 5 June (Participation Day, Networking Village, Speaker’s Corner, Seminars)
EUSBSR: What can we expect from 2019 and 2020?

• **New Action Plan 2020**: more targeted actions with realistic targets and indicators and more user friendly.

• **Modus operandi**: going from projects to creative platforms, engaging more stakeholders building bridges to policy makers (national, regional, local). More cooperation between PA/HA, joint flagships.

• **Alignment of policies**: linking processes to member states and vice versa, making sense of the Policy Area Focal Points/steering groups and give NCs a new role in this “policy loop”

• **Alignment of funding**: PAC/HAC: Better understanding on how to use and when to use and how to mix funding. MA/JS: Better understanding of the modus operandi of EUSBSR. The added value with MRS and how to cooperate.
More information

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