



EUSBSR EU STRATEGY FOR THE BALTIC SEA REGION



Policy Area Education - science and social affairs

27 April 2021 | Umbrella 2.0 Awareness Raising Event | online





Europe is in a time of transition.

Why are macro-regional strategies needed?

- **Complexity of issues** that can't be tackled by single actor or a single project.
- **Long term** collaboration.
- **Moving targets and goals** – new dynamic, calls for agility.
- **Need to engage stakeholders** who can contribute and who can bring about change.
- **Participation** as a democratic value.
- **Co-creative action formats** – collaborative platforms, learning in-action, networks.
- **Action-informed policy creation** – policy to action to policy (loops).
- **Facilitation of multi-party initiatives** – a must-have competence.
- **Outcomes** – policy gets enacted.



**Macro-regional strategies co-
create solutions and implement
actions to respond to the
challenges we face in today's
Europe!**



Collaboration is vital for creating more targeted solutions.

What are macro-regional strategies?

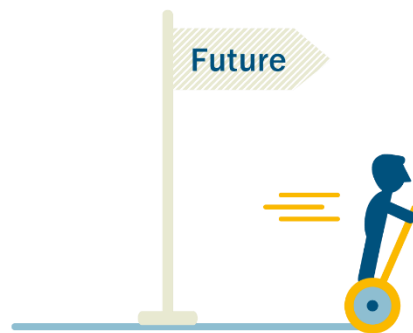


What are macro-regional strategies addressing?

Societal challenges with a macro-regional added value...

- Action Plans accompanying the Strategies define objectives and priorities for work, targets and indicators for monitoring and evaluation;
- Action Plans are aligned with EU policy documents such as the European Green Deal and the European Pillar on Social Rights, others.

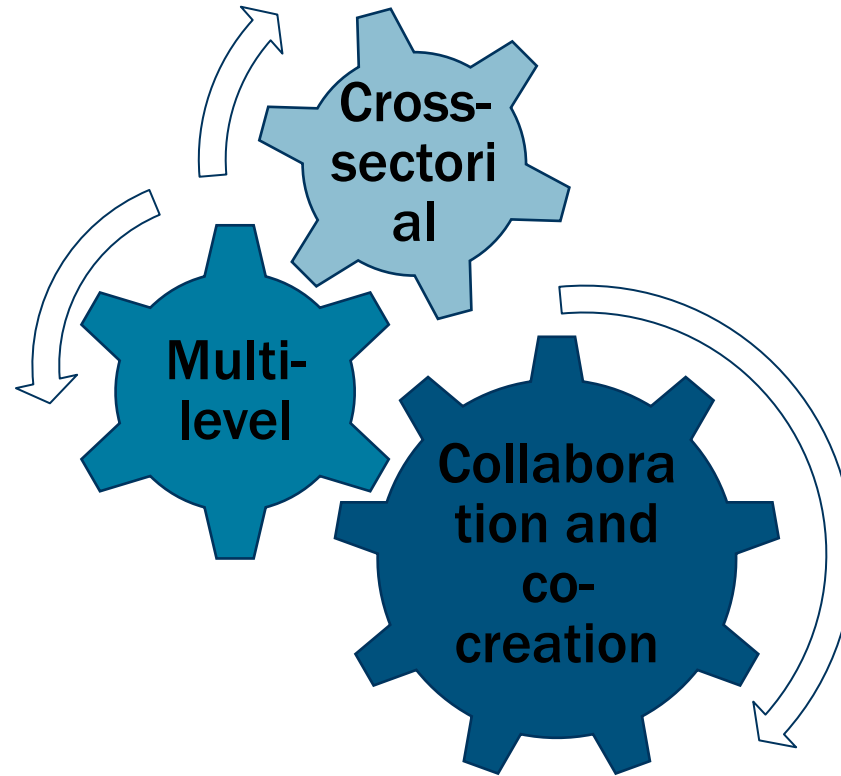
... providing opportunities for more efficient solving of common issues.





Macro-regional strategies are open and agile frameworks for long-term strategic collaboration.

What is in a core of macro-regional work?

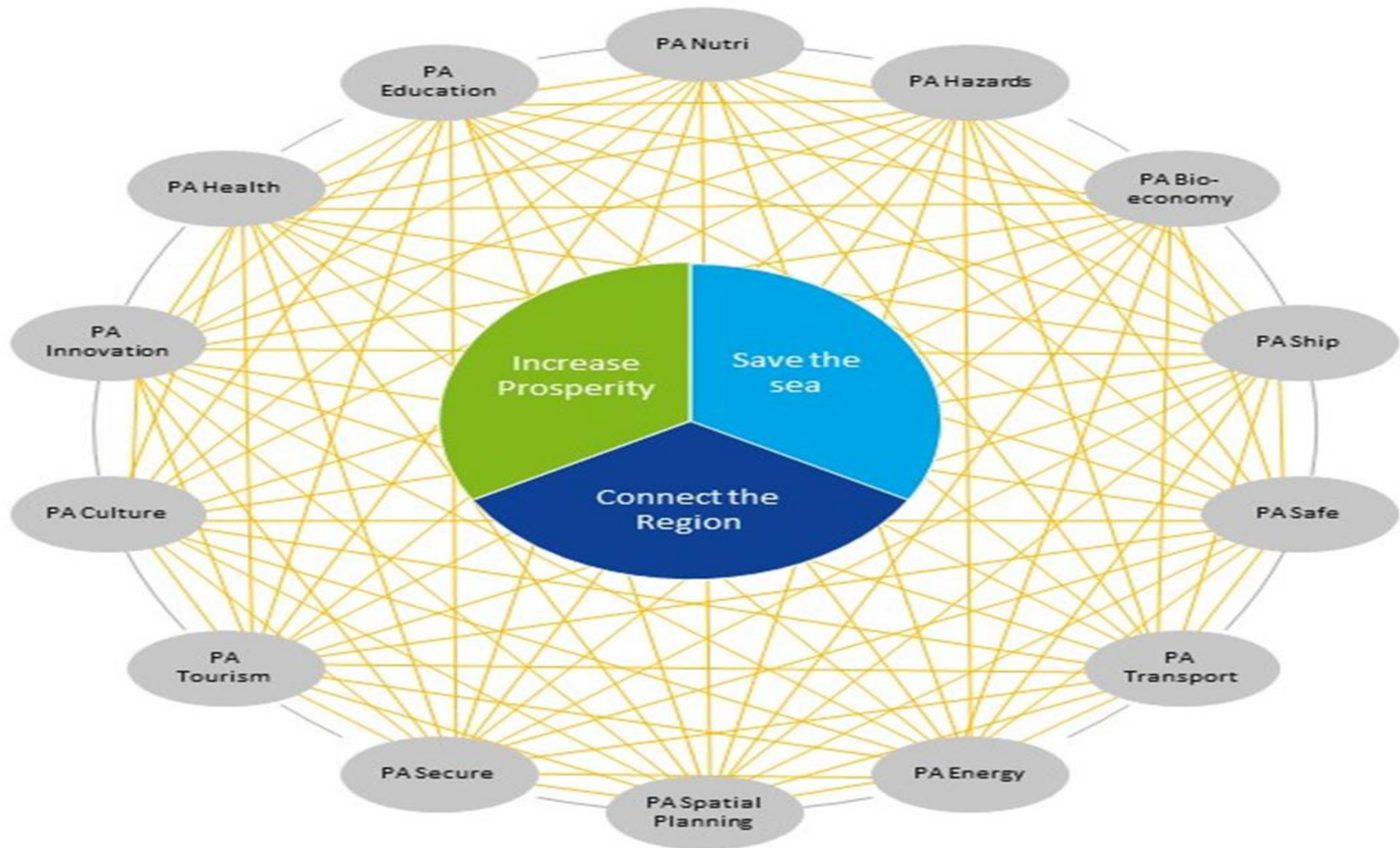


EU Strategy for the Baltic Sea Region



this year with a new Action Plan

- **Shorter and easier to communicate**
- **New targets and indicators aligned with SDGs and EU policy frameworks**
- **Clear division of responsibilities**
- **Widen participation with focus on civil society, youth and businesses**
- **"Baltic Sea Strategy Point" – a support structure**





PA Education, Science and Social affairs – 2 coordinators

Land of Hamburg

Vacant

Norden Association in Sweden

Anders Bergström

Nino Simic (communication officer)

PA Education, Science and Social affairs – 4 Actions

- 1. Preventing early school leaving and improving transition from school to work**
ESF+ PO4: SO1, 2, 4 and 5 / SDG 4 and 10
- 2. International excellence and wider participation in science and research**
ERDF PO1: SO1 / SDG 4 and 9
- 3. A labour market for all, using resources of longer lives**
ESF+ PO4: SO1, 3, 4, 6 and 7 / SDG 4, 8 and 10
- 4. Recognising potential – easing the way for migrants**
ESF+ PO4: SO8 / SDG 4, 8 and 10

Flagships

- A flagship is a **process** that pursues an agreed policy impact in response to complex macro-regional challenge
- **Thematic policy-action processes** bring together larger group of multi-level stakeholders, projects and policy-making processes. Engage stakeholders from various levels and sectors
- A single project (or flagship project) is rarely enough to achieve the thematic objectives of the EU Strategy for the Baltic Sea Region
- Flagship in build on three key pillars: **processes, stakeholders, deliverables**

Flagships

- Flagships are “**homes**”/“**containers**” 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 EU macro-regional strategies apart from the EU programmes. It is exactly there where the synergy between the EUSBSR and the EU programmes lie.
- Flagship is a reply to the action (challenge) in the Action Plan. Flagship is coordinated by a flagship leader.
- Flagships deliver on the targets and indicators presented in the Action Plan.



PA Education, Science and Social affairs – 4 flagships

School to Work (S2W)

Swedish Association of Local Authorities and Regions

<https://www.s2wflagship.eu/>

Baltic Sea Labour Forum (BSLF)

Council of the Baltic Sea States (CBSS)

<https://bslf.eu/>

Baltic Science Network (BSN)

Hamburg Ministry for Science, Research and Equality

<https://www.baltic-science.org/>

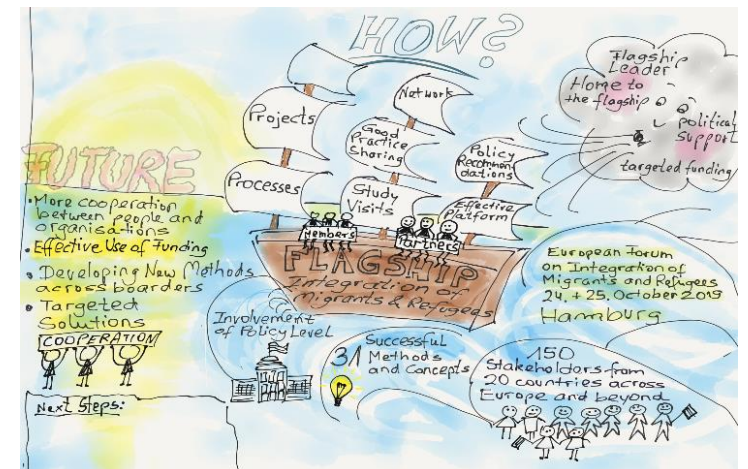
Baltic University Programme (BUP)

Uppsala University

<https://www.balticuniv.uu.se/>

+ one in the shipyard to be launched in 2021

BSR Integrate NOW





SCHOOL TO WORK

A flagship within the Baltic Sea Strategy

<https://www.s2wflagship.eu/>

Gunnar Anderzon, SALAR



MISSION

To improve members' ability to smoothen the transition from school to work, by preventing early school leaving and supporting young adults in NEET situation.

NEET stands for Not in Employment, Education or Training.

The flagship School to Work (S2W) offers a transnational platform for learning, development and innovation.



AIMS

- Stimulate transnational understanding and learning
- Provide a platform for developing and testing measures
- Better disseminate successful methods and knowledge
- Inspire to new initiatives, projects and partnerships
- Promote the allocation of funding for transnational activities
- Influence policy and decision makers on local, regional, national and European levels.



ORGANISATION

Coordinating Group

- SALAR
- Norden Association
- City of Turku

FLAGSHIP SCHOOL TO WORK

Leader of the Flagship

Swedish Association of Local Authorities and
Regions (SALAR)

Advisory Board

- All 8 Member States
- National level
- Mandate

EDUCATION & TRAINING

EARLY SCHOOL
LEAVING

INTEGRATE
NEETs

MEMBERSHIP AND MORE

As a member of School to Work you get

- A platform for transnational work
- Invitations to conferences and study visits
- Arenas for contribution to policy making around the Baltic Sea Region and EU
- Contact with projects and practitioners
- A platform to share your projects and other development ideas and good practices

Welcome to register as member: www.s2wflagship.eu/join-us/

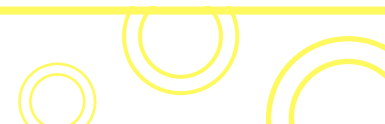
Coming up:

18 May at 14.00-16.00 (EEST) Digital study visit:

“STEAM Turku path from early childhood education, through comprehensive education to secondary level education and beyond”

20 May at 13.00–15.00 (EEST) Workshop:

“Today’s Truants – The best practices to manage school attendance problems“



A PROJECT EXAMPLE:

Coordinator Training Programme – multi-professional guidance for youth

- Defined and strengthened the profession as Coordinator of multi-professional Youth Guidance Centres
- Identified key competencies required for the Coordinator function
- Developed a Coordinator training program - a curriculum consisting of modules based on key competencies, with ETAS validation
- 20 trained Coordinators across the Baltic Sea Region
- Spread awareness of the curriculum to stakeholders operating one-stop youth guidance centres in EU

Co-funded by the
Erasmus+ Programme
of the European Union



CTP

Coordinator Training Program
Multi-professional guidance for youth