



**22nd BSSSC Annual Conference, 15-17 October 2014, Jūrmala**  
**TIME FOR NEW BEGINNINGS AND INNOVATION**  
**IN THE BALTIC SEA REGION**

**Wednesday, 15 October 2014**

- 16:00-18:30 Registration open at the Baltic Beach Hotel
- 17:00-18:00 Meetings of national delegations at the Baltic Beach Hotel
- 19:00-20:30 Reception of the Mayor of Jūrmala City  
Venue - Hotel Jūrmala SPA, Jomas street 47,  
*Departure on foot at 18:30 from the lobby of Baltic Beach Hotel.*

**Thursday, 16 October 2014**

- 09:00 Registration open at the Baltic Beach Hotel
- 09:30-11:00 **Session I — Opening of the 22<sup>nd</sup> BSSSC Annual Conference**  
Moderator: Juris Šteinbergs
- Speakers:
- Mr Ossi Savolainen – BSSSC Chairman, Regional Mayor of Helsinki-Uusimaa
  - Mr Andris Jaunsleinis – Chairman of Latvian Association of Local and Regional Governments
  - Mr Gatis Truksnis – Mayor of Jūrmala
  - Mr Romāns Naudiņš – Minister of Environmental Protection and Regional Development of Latvia
  - Mr Jānis Vucāns – MP, Vice-President of Baltic Assembly
  - Chair of the CBSS Committee of Senior Officials from Estonia (tbc)
  - Representative of the European Commission (tbc)
- 11:00-11:30 Coffee break
- 11:30-13:15 **Session II — Boosting innovation through regional cooperation**  
Moderator: Juris Šteinbergs
- Speakers:
- Ms Anke Spoorendonk - Minister of Justice, Cultural and European Affairs of Land Schleswig-Holstein, Vice President Interregional Group “Baltic Sea Regions” of the Committee of the Regions
  - Speaker (tbc)



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- EUSBSR Team Leader, DG Regio (tbc)
- Mr Tālis Linkaits, Head of VASAB Secretariat
- Ms Vineta Griekere, Baltic Sea Region Programme JTS, Project Officer – introduction to the BSR Programme 2014-2020
- President of the CPMR Baltic Sea Commission (tbc)

### Cultural Program

13:15-14:15

Lunch

14:15-16:15

**Session III — Innovative solutions for the future**

#### **Session III a) Culture as a driver for social innovation**

Host and organizer: Schleswig-Holstein, Germany

Moderator: Mr Stefan Musiolik – Ministry of Justice, Cultural and European Affairs of Land Schleswig-Holstein / EUSBSR Priority Area Culture

*Culture has a great potential not only for economic but also for social innovation. Decision-makers at all political levels are increasingly becoming aware of the potential of arts and culture as a factor of social cohesion, social development and an innovative society. This workshop will be discussing concepts, ideas, projects & visions showcasing the value of culture and creativity for an innovative Baltic Sea Region.*

#### Speakers:

- Ms Julia Bardoun – National Centre for Contemporary Arts Kaliningrad / Member of European Cultural Parliament
- Ms Ilze Gailite Holmberg – Head of Northern Dimension Partnership on Culture's Secretariat (tbc)
- Mr Marcus Hagemann – Head of ARS BALTICA Secretariat
- Mr Ragnar Siil – Creativity Lab Estonia
- Ms Jaana Simula – Cultural Director of City of Pori / Chair of UBC Cultural Committee (tbc)

#### **Session III b) Low Carbon Economies - smart regional development**

Host and organizer: Council of the Baltic Sea States, Baltic 21

Moderator: (tbc)

*The Baltic Sea region has a great potential to be a model region for low carbon economy and to be world leading when it comes to the development of knowledge-intensive products and services, eco-innovations, as well as environmental technology, which can increase competitiveness and create new business opportunities that at the same time reduce negative environmental impacts. During the last decade, many Baltic Sea region countries acquired considerable experience in the development of sustainable solutions and environmentally*



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*friendly technologies in various fields, fostering renewable energies, energy efficiency and natural resource management. However, great diversity remains with respect to both socio-economic developments and the implementation of sustainable practices in the region. The session will discuss how to achieve practice driven institutional and policy change to transform the Baltic Sea Region into a low carbon economy. We will identify and discuss success factors and drivers paving the way towards a greener economy and a climate resilient region while showcasing successful processes of innovative energy transitions, smart energy and resource efficient solutions and different roadmaps on how to implement the competitive low carbon economy agenda in the BSR.*

Welcome, Introduction and expectations for the session (CBSS – Baltic 21)

### **Innovative energy transitions in the Baltic Sea Region**

- Good practices and Policy reviews from the Baltic Sea Region  
Nordregio and Region Dalarna, EUSBSR flagship and CBSS Baltic 21 Lighthouse project **EFFECT**

### **Energy and resource efficient solutions**

Smart solution pitches from the Baltic Sea Region

- Augustenborg EcoCity & Green Roof Institute, City of Malmö – Mr Jonatan Malmberg
- New Business opportunity in a circular economy and the power of Public Procurement – Mr Claus Juul Nielsen, Gamle Mursten

### **Roadmap(s) to a competitive Low Carbon economy in the Baltic Sea Region**

- Introduction by European Commission, DG Climate Action (tbc)
- The country example – Latvia – Ms Elīna Līce, project officer, Latvian Ministry of Environmental protection and Regional Development, Lead partner in the EU Seed money project BALLOON (tbc)
- Strategic partnerships for sustainable solutions – Mr Risto Veivo, City of Turku (tbc)

### **Session III c) Innovative approach to green transport**

Host and organizer: Vest-Agder, Norway

Moderator: Mr Jon Halvard Eide, Special Adviser at Vest-Agder County Council

*The workshop will explore, demonstrate and discuss:*

- *policy frameworks with targets and specifications for the introduction of alternative fuels and innovative carbon reduction strategies for urban and regional transport*
- *Good practice solutions on the development of infrastructure, technologies,*



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*skills and financial instruments to support increased application of alternative fuels and the development of green transport corridors*

- *Ideas for new projects in the BSR Programme and other EU programmes (e.g. Horizon) from 2014*

Speakers:

- Renewable energy and green transport solutions  
Mr Lars Salvesen, Akershus County Council

### **Session III d) Local recreational resources unwinding development and growth potential**

Organiser: Jūrmala City Council

Moderator: Ms Laima Grobiņa – Head of Welfare Department of Jūrmala City

*This session will discuss the trends how the Baltic Sea Region could continue to utilize the available curative resources in new innovative products, how to develop healthy cities in long-term perspective and how to make use of the free movement rights of the EU citizens as receivers of health services.*

*Welcome and introductory speech: Jūrmala City Council*

Speakers:

- History, traditions, and development of Latvian resorts, future of Latvian health tourism cluster – Ms Gunta Ušpele, Chairman of Latvian resorts association, manager of Latvian health tourism cluster
- Kuopio experience of healthy city and innovations – Ms Anneli Tuomainen, Development Director, Kuopio Innovation Ltd., Finland
- Experience of Contact point development in Estonia, regarding cross-border healthcare in EU – Ms Siiri Püvi, Specialist, Ministry Of Social Affairs, Estonia
- Latvian traditions and innovations of using natural resources in medical rehabilitation (tbc)

16:15-16:45 Coffee break

16:45-18:00 **Session IV — Bridging into the future and closing of the 22nd BSSSC AC 2014**  
Moderator: Juris Šteinbergs

Speakers:

- Report from the parallel sessions
- Presentation of the Conference resolution
- Presentation of the results of the BSSSC Youth Event 2014
- Ms Inga Skujiņa – Head of Secretariat of the Latvian presidency of the Council of the European Union
- Representative of Ministry of Foreign Affairs – information on the Annual



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Forum of the EU Strategy for the Baltic Sea Region

- Mr Ossi Savolainen – BSSSC Chairman, Regional Mayor of Helsinki-Uusimaa
- Host of the BSSSC Annual Conference 2015

20:00-22:30 Dinner at Baltic Beach Hotel

### Friday, 17 October 2014

I

8:45-10:30 **Smart specialisation workshop** (see the enclosed detailed draft programme)  
Moderators: Ms Karin Nygård Skalman, Vinnova and Mr Ulf Savbäck, Swedish National Agency for regional and Economic Growth

*BSSSC offers in close cooperation with PA Innovation of the EUSBSR and the CBSS a workshop on smart specialisation at the Annual Conference 2014 in Jūrmala. In order to unlock new growth opportunities in the BSR region the smart specialisation approach is a tool to use. It involves a process of developing a vision, identifying the place-based areas of greatest strategic potential, developing multi-stakeholder governance mechanisms, setting strategic priorities and using smart policies to maximize the knowledge-based development potential of a region.*

Speakers:

- Introduction to Smart Specialisation by a representative from the RIS3 platform
- 3 interventions from BSR on specific topics to be further developed in the workshop
- Laura Supjeva, Baltic Sea Region Programme JTS, Project Officer

8:45–9:00 Introduction to the workshop and welcome by the hosts BSSSC and CBSS

9:00-10:00 Plenary session of the workshop

10:00-10:15 Coffee break

10:15-12:40 Group discussion at round tables (maritime sector/smart cities/open session)

12:40-13:15 Conclusion and next steps and presentations of group work ideas

13:15-14:15 Lunch for workshop participants



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II

9:00-14.00

**Study tour provided by Jūrmala City Council**

*(see the enclosed detailed description of the tour)*

*The tour includes visits to Ķemeri National Park, the Jūrmala beach part which is more landscaped for people with special needs, the resort rehabilitation center „Jaunķemeri”, the Rehabilitation centre „SIVA”, Jūrmala city museum, Dzintari Forest Park.*