



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, Jūras street 23/25
- 17.00–18.00 Meetings of national delegations at the Baltic Beach Hotel, Jūras street 23/25
- 19.00–20.30 Official Reception of Jūrmala City Council
Venue – Culture Centre MAJORI of Jūrmala city, Jomas street 35,
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 22nd BSSSC Annual Conference**
Conference room “Jūra-Jūrmala”
Moderator: **Mr Juris Šteinbergs**
- Speakers:
- **Mr Ossi Savolainen** – BSSSC Chairman, Regional Mayor of Helsinki-Uusimaa
 - **Mr Edgars Stobovs** – Head of Development Department, Jūrmala City Council
 - **Mr Andris Jaunsleinis** – Chairman of Latvian Association of Local and Regional Governments
 - **Ms Ilona Raugze** – Deputy Secretary of State, Ministry of Environmental Protection and Regional Development of the Republic of Latvia
 - **Mr Jānis Vucāns** – MP, Vice-President of Baltic Assembly; Vice President of the Baltic Sea Parliamentary conference (BSPC)
 - **Mr Raul Mälk** – Chair of the CBSS Committee of Senior Officials from Estonia
 - **Mr Jari Sainio** – President of the CPMR Baltic Sea Commission
- 11.00–11.30 Coffee break
- 11.30–13.15 **Session II — Boosting innovation through regional cooperation**
Moderator: **Mr Juris Šteinbergs**
Conference room “Jūra-Jūrmala”

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
- **Mr Alain Roggeri** – EU Adviser for Macro-Regional Strategies, DG Regio, European Commission
- **Mr Tālis Linkaits** – Head of VASAB Secretariat
- **Ms Vineta Griekere** – Baltic Sea Region Programme JTS, Project Officer – introduction to the BSR Programme 2014–2020

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

Conference room “Jūra-Jūrmala”

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 Gailīte Holmberg** – Head of Northern Dimension Partnership on Culture’s Secretariat
- **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

Session III b) Low Carbon Economies – smart regional development

Conference room “Krasts”

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

Moderator: **Ms Maxi Nachtigall** – Adviser Sustainable Development, Council of the Baltic Sea States, Baltic 21 & Lead EUSBSR HA Sustainable

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 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, The Estonian Presidency of the Council of the Baltic Sea States, CBSS, 2014–2015 Ambassador **Mr Raul Mälik**, Chair of CBSS Committee of Senior Officials, CSO

Innovative energy transitions in the Baltic Sea Region

- **Ms Stefanie Lange-Scherbenske** – research Fellow Nordregio for EUSBSR flagship and CBSS Baltic 21 Lighthouse project EFFECT
Good practices and Policy reviews from the Baltic Sea Region

Energy and resource efficient solutions

Smart solution pitches from the Baltic Sea Region

- **Mr Jyri Arponen** – SITRA, New Business opportunities in industrial symbiosis
- **Mr Jörgen Andersson** – CEO Åre Lokal Kapital, Crowd Funding sustainable businesses- Nordic Lokal Kapital Åre
- **Mr Philipp Schmidt-Thomé** – MSc. Geography, PhD., Senior Scientist Geological Survey of Finland, Integrated approaches to climate change adaptation for local and regional actors – preparing regions and municipalities to cope with a changing climate
- **Mr Jonatan Malmberg** – Green Roof Institute, Malmö, Sweden,
Swedish National Guideline and city policies for green roofs, ensuring good quality

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

- **Ms Ilze Prūse** – project officer, Director Climate Change Department Latvian Ministry of Environmental Protection and Regional Development,
Pathway towards a low carbon development in Latvia
- **Mr Risto Veivo** – City of Turku, Finland,
Strategic partnerships for sustainable solutions – City of Turku, Finland

Session III c) Innovative approach to green transport

Conference room “Dzintars”

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. In addition, will be discussed good practice solutions on the

development of infrastructure, technologies, skills and financial instruments to support increased application of alternative fuels and the development of green transport corridors. We will explore ideas for new projects in the BSR Programme and other EU programmes (e.g. Horizon) from 2014

Speakers:

- **Mr. Jon Halvard Eide** – Vest-Agder County Council (NO), Introduction of the session
- **Mr Lars Salvesen** – Deputy County Mayor, Akershus County Council (NO), Renewable energy and green transport solutions
- **Ms Olita Anča** – Traffic Department Riga City Council (LV), Solutions for sustainable public transport – results from the More Baltic Biogas Bus project
- **Mr Esa Kokkonen** – Director of the Baltic Institute of Finland (FI), Cooperation for reducing ship and port emissions in the Baltic Sea Region

Session III d) Local recreational resources unwinding development and growth potential
Conference room “Liedags”

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:

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

16.15–16.45 Coffee break

16.45–18.00 **Session IV — Bridging into the future and closing of the 22nd BSSSC AC 2014**

Conference room “Jūra-Jūrmala”

Moderator: **Mr Juris Šteinbergs**

Speakers:

- **Ms Ilze Rūse** – Director of European Department, Ministry of Foreign Affairs of the Republic of Latvia, Information on the Annual Forum of the EU Strategy for the Baltic Sea Region, Priorities of Latvian Presidency of the Council of the EU
- Report from the parallel sessions
- **Mr Janne Tamminen** – Executive Secretary of the BSSSC, Presentation of the Conference resolution
- Presentation of the results of the informal BSSSC Youth Event 2014
- **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

8.45–13.15 **Smart specialisation workshop** (*detailed programme of the workshop at the end of the programme*)

Conference room “Jūrmala”

Moderators: **Ms Karin Nygård Skalman**, Vinnova, **Ms Inger Midtkandal** and **Mr Jens Sörvik** from S3 Platform, JRC IPTS.

BSSSC offers in close cooperation with PA Innovation of the EUSBSR, the S3 Platform 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.

08.45 Good morning and welcome

Introduction to the workshop and welcome to the workshop by the hosts BSSSC and CBSS

09.00 Plenary session – Why Smart Specialisation and why interregional collaboration?

- Collaboration in the Baltic Sea Region and expectations for this workshop by **Ms Karin Nygård Skalman**, PA Coordinator Innovation EUSBSR
- Inspiration speech – cross border cooperation – **Ms Lilita Sparāne**, Latvia IT cluster
- Inter-regional collaboration in RIS3 – **Mr Jens Sörvik** and **Ms Inger Midtkandal**, JRC IPTS, the S3 platform

10.00 Working session with group discussions – What do we want to achieve and how?

- Presentation of ideas to discuss in groups, regional actors will present the objectives of their RIS3 strategies in the area and what kind of interregional collaboration is being sought.
- Exploration of joint possibilities in smaller thematic groups.

12.15–13.15 Summing up, conclusions and next steps

13.15–14.15 Lunch for workshop participants

II

9.00–14.00 Study tour provided by Jūrmala City Council

(detailed description of the tour at the end of the programme)

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.

Smart Specialisation Workshop, 17 October

Programme

Welcome to a workshop where you will explore synergies between your RIS3 (Research and Innovation Strategy for Smart Specialisation) and the RIS3 of other regions in the Baltic Sea Region. You will have a chance to find and match with interesting partner regions. To increase the chances of matchmaking between actors there will be thematically focused discussions during the workshop, based on the priorities of the participating regions and the interests of the participants present.

All participants are invited to present shortly their ideas and wishes for collaboration. If you wish to do so, please send an email to PAC Innovation in EUSBSR **Ms Karin Nygård Skalman** (Karin.NygardSkalman@VINNOVA.se). The main part of the workshop will be interactive and depends on your active participation and interest in discussing inter-regional collaboration in relation to your Smart Specialisation Strategy and to explore opportunities for collaboration.

- 08.45 Good morning and welcome**
Introduction to the workshop and welcome to the workshop by the hosts BSSSC and CBSS
- 09.00 Plenary session – Why Smart Specialisation and why interregional collaboration?**
- Collaboration in the Baltic Sea Region and expectations for this workshop by Karin Nygård Skalman, PA Coordinator Innovation EUSBSR
 - Inspiration speech – cross border cooperation – Lilita Sparane, Latvia IT cluster
 - Inter-regional collaboration in RIS3 – Jens Sörvik and Inger Midtkandal, JRC IPTS, the S3 platform
- 10.00 Working session with group discussions – What do we want to achieve and how do we proceed?**
- Presentation of ideas to discuss in groups, regional actors will present the objectives of their RIS3 strategies in the area and what kind of interregional collaboration is being sought.
 - Exploration of joint possibilities in smaller thematic groups.

A preliminary analysis of the RIS3 priorities represented by the participants of the workshop shows that the following topics might be interesting for exploration of collaboration opportunities: **Energy, food, creative industries, health, ICT, materials, smart cities, logistics and transport, wood and biotechnology.**

Coffee break included when needed.

- 12.15–13.15 Summing up, conclusions and next steps**
During this last session, the groups are invited to share their results, reflections and suggested activities with each other.
Everybody is invited to further work on interregional collaboration in RIS3 in the next workshop in *Connecting RIS3 in the Baltic Sea Region* in Vilnius in December.

- 13.15–14.15 Lunch**

Study tour in Jūrmala

- 9.00 Departure from hotels
- 9.30 Visit of Ķemeri National Park, a place with natural healing resources like mineral water and mud. Excursion to Big Eco trail.
- 10.30 Visit of Jūrmala beach part equipped for people with special needs
- 11.15 Visit of resort and rehabilitation centre *Jaunķemeri*. The resort and rehabilitation centre *Jaunķemeri* is located in Jūrmala, in unique healing and resort conditions, which combine the local environmental entirety. Nowadays, the RRC *Jaunķemeri* practice has steadily adopted treatment in pressure chambers under the increased pressure of pure oxygen, the newest methods of physical medicine, physiotherapy. *Jaunķemeri* specializes in treatment of many diseases of organs, systems and tissues of the organism: Cardiac and vessels diseases; Diseases of central and peripheral nervous system; Musculoskeletal organs diseases; Digestive disorders; Adiposity; Skin disorders; Genito-urinary system's disorders; Gynaecological disorders; Metabolic disorders; Children's disorders.
- 12.00 Rehabilitation centre *SIVA*, www.hotelsiva.lv, www.siva.gov.lv. Individual rehabilitation programs, health improvement: medical consultations and supervision, occupational therapy, physiotherapy, therapeutic applications, massages, water therapy, functional diagnostics, relaxation programs etc. Keep and update the register of disabled people who need professional rehabilitation. Provide professional rehabilitation services, keep and update the register of people who need social rehabilitation services. Provide social rehabilitation services, including medical treatment.
- 12.45 Jūrmala City Museum, www.jurmalamuzejs.lv. Since 2008 the museum offers permanent exposition "History of Rīgas Jūrmala and Ķemeri resorts". The exposition shows important milestones of city's development: photos, documents and household objects. Visual digital exposition with short documentaries and music helps to feel the spirit of different centuries in the life of the resort. In honour of the museum's 50-year anniversary, a new exhibition is opened, "Resort fashion". The exhibition presents museum's collection of clothes, swimming suites, accessories, photos and fashion magazines that introduce the traditions of a resort life in 19th–20th centuries.
- 13.30 Dzintari Forest Park, www.tourism.jurmala.lv. The park is suitable for both, activities and calm recreation. In 2010, a panoramic tower was opened. The tower is 33.5 m high and reveals unforgettable view of Jūrmala. The tower has 12 balconies on different levels so everyone can choose the height. There are children playgrounds for all age groups, road for roller skating and pedestrian roads, cafés, parking lot and toilets in the park. The park is opened all year round. In winter, the park is an excellent place for long distance skiing on a lighted trail.