



Document title	EUSBSR Annual Forum 2016
Code	3-1
Category	INF
Agenda Item	3 - Regional coordination and policy follow-up
Submission date	3.2.2016
Submitted by	HELCOM Secretariat
Reference	

Background

Sweden will host the EUSBSR Annual Forum 2016, in Stockholm, Sweden the 8 -9 November 2016. The Strategy Forum should stimulate policy discussions in the region and promote project results. It should take stock of achievements made, identify gaps and initiate discussions on new activities. It should help project-owners and decision-makers to find new partners for further cooperation.

The Strategy forum will try to place the EUSBSR in a larger context and engage the Forum participants in a common vision for the future (2030). The objective of 2016 Strategy Forum will be to concentrate on a discourse on the desired future of the Baltic Sea Region (2030) and how the EUSBSR can contribute to that desired development within the three agreed objectives, Saving the Sea, Connecting the Region and Increasing Prosperity.

The Strategy Forum 2016 will follow the previous examples with a set of plenary sessions interlinked with a series of workshops. Both plenary sessions and workshops will be used for the chosen topic. Relevant actors are invited to propose and organize seminars during the forum. Draft guidance for these events are found in the attachment.

Information about the Annual Forum will be provided at: <http://www.balticsea-region.eu/forum2016>

Action requested

The meeting is invited to take note of the EUSBSR Annual Forum 2016.



Document title	EUSBSR Annual Forum 2016
Code	6-13
Category	INF
Agenda Item	6 – Any other business
Submission date	09.12.2015
Submitted by	Sweden
Reference	

Background

Sweden will host the EUSBSR Annual Forum 2016, in Stockholm, Sweden the 8 -9 November 2016. The Strategy Forum should stimulate policy discussions in the region and promote project results. It should take stock of achievements made, identify gaps and initiate discussions on new activities. It should help project-owners and decision-makers to find new partners for further cooperation.

The Strategy forum will try to place the EUSBSR in a larger context and engage the Forum participants in a common vision for the future (2030). The objective of 2016 Strategy Forum will be to concentrate on a discourse on the desired future of the Baltic Sea Region (2030) and how the EUSBSR can contribute to that desired development within the three agreed objectives, Saving the Sea, Connecting the Region and Increasing Prosperity.

The Strategy Forum 2016 will follow the previous examples with a set of plenary sessions interlinked with a series of workshops. Both plenary sessions and workshops will be used for the chosen topic. Relevant actors are invited to propose and organize seminars during the forum. Draft guidance for these events are found in the attachment.

Information about the Annual Forum will be provided at: <http://www.balticsea-region.eu/forum2016>

Action required

The Head of Delegation meeting is invited to take note of the information provided and consider to propose seminars on relevant topics for the Annual Forum.

Guidelines for staging a seminar at the EUSBSR Strategy Forum 2016

Any organisation or key stakeholder may apply for staging seminars at the EUSBSR Strategy Forum in Stockholm 8-9 November 2016 if they fulfil criteria and the content of the seminar fulfils the conditions of the programme. The Strategy Forum will provide with three categories of seminars.

All applications for seminars will be assessed by the Programming Committee.

The Programming Committee will strive for gender balance and balance in geographic representation in selection of organisers. Priority will be given to key stakeholders of the EUSBSR. Key stakeholders in this respect are mainly the European Commission, EUSBSR National Coordinators, Policy Area Coordinators, Horizontal Action Coordinators but can also be Flagship project leaders, PA/HA Focal Points, EUSBSR relevant financial institutions or other EUSBSR relevant institutions.

The Programming Committee will also strive for a balance between the sub-objectives under the three objectives Save the Sea, Connect the Region and Increase Prosperity in the Baltic Sea Region.

We recommend a combination of seminar and workshop together to involve the audience.

Category Political Seminar

Timeframe: 0,5-1,5 hrs.

The event covers a political topic or forum-relevant topic and is arranged as a dialog, debate or discussion.

Category Workshop

Timeframe: 0,5-1,0 hrs.

The event covers a political topic or forum-relevant topic and is arranged as an interactive dialogue between audience and speakers.

Category Hot Chair/ Interview Seminar

Timeframe: 30-45 minutes

The event covers a political topic or forum-relevant topic through interviews of one or several decision-makers or key stakeholders.

Criteria for all seminars

- Seminar is open to all participants.
- Seminar specifically addresses one or more sub-objectives of the EUSBSR.
- Seminar programme clearly supports the thematic focus of the Forum, Vision for the Baltic Sea Region 2030.
- Content of seminar must be based on clear added value of macro regional cooperation for the Baltic Sea Region.
- Organisers should in one sentence present a clear description of the expected outcome of the event.

Seminars will be given priority if they

- Cover currently highlighted political topic.
- Have a high political relevance and political participation.
- Provide clear political guidelines.
- Cover cross cutting issues.
- Facilitate dialogue between different political levels (EU-national-regional/local).
- Provide a spectrum of opinions, new ideas, and new thinking.

- Include a diversity of speakers (e.g. political, private, business, NGO, academic, younger generation etc.).
- Introduce a youth perspective.
- Cover gender issues.

Heading and description of seminar

Number of characters (incl. blanks) for heading and description of seminar:

Heading:	100
Description:	300
Message to press:	100
Elaboration:	1000
Participants:	500

Heading

The heading should make clear which EUSBSR objective is addressed. The heading should guide the audience on the topic of the seminar but should not explain or market the organisation staging the event. Questions often create more interest and willingness to engage in dialogue than statements do.

Description

Describe the topic in factual and concrete terms. Define the intended category of seminar. Explain the relevance of the topic to the main theme of Vision for the Baltic Sea Region 2030 and in which way this theme is being addressed by the seminar. Using questions is a good way of exemplifying towards which angle the seminar is oriented. Consider the tone of the text – does the tone invite to a dialogue and debate?

In the Heading and Description, avoid:

- Slogans
- Abbreviations, acronyms, hashtags, exclamation marks
- Play with words that do not inform or clarify the message
- Information that is already found elsewhere (name of partners, names of individuals, web-page etc.).
- Anything that does not explicitly explain the content of the topic

Message to press

Describe your message in one sentence for the press.

Elaboration

This space allows for a more detailed description. This text should be drafted for the main target group of the seminar. It should clarify the angle of the debate or seminar and the expected outcome.

Venue and time

Estimation of number of participants, required time and desired technical equipment for the seminar.

Organisation and partners

Name of organisers, participants and partners of the seminar with name of speakers, titles, etc. Name of moderators. Clarification of link to the EUSBSR and the role the organisations might have with the EUSBSR.

What happens next?

The round of proposals for seminars may be submitted from March to May 2016.

Updated information and time schedule for the submission of proposal for seminars will be presented in the beginning of 2016 at the official website of the Forum:

www.balticsea-region.eu/forum2016.

After submitting your proposal, it will be assessed by the **Programming Committee of the Strategy Forum 2016**, based on the criteria and on our capacity (time and space) to include the proposal in the programme. The organisers of the Strategy Forum (i.e. the Swedish Government Offices, the Swedish Agency for Economic and Regional Growth, the Swedish Institute and the Nordic Council of Ministers) may propose or request changes in the content, the length of the session or format if deemed necessary. Final decision will be made by the Programming Committee and will be communicated by e-mail from the organisers.