



Tuesday

—
3 JUNE

Programme Overview
Session Descriptions
Networking Village Programme

PROGRAMME OVERVIEW

8.00

Registration opens

8:30

Networking Village stage

Networking Village: Baltic Jazz Orchestra

09:00

Logomo Hall 1

INTRODUCTORY ADDRESSES

10:00

Logomo Hall 1

Opening Plenary Session: Growing together – Through stronger competitiveness and business links

11:15

Networking Village stage

Break and Networking Village programme

11:45

Logomo Hall 1

Plenary Session: Getting into business – introducing key areas of business cooperation

13:00 - 14:00

Networking Village stage

Lunch and Networking Village programme

14:00

PARALLEL WORK STREAMS

Logi 1 & Logi 2

BLUE GROWTH 1: GREEN INNOVATION AND CROSS-SECTOR COLLABORATION FOR BLUE GROWTH IN THE BALTIC SEA REGION

Logomo Hall 1

SMART SOLUTIONS FOR SMART CITIES

Theatre Foyer

NEXT STEPS TO SAVE THE SEA: Incentives and disincentives – making investments & reorientation of practice economically viable to the private sector

Move 1

ROLE OF CITIES AND REGIONS IN THE BALTIC SEA REGION COOPERATION

Move 2

GROWTH ZONES AS BOOSTERS OF INNOVATION AND DEVELOPMENT

15:30 – 16:00

Networking Village stage

Break and Networking Village programme

16:00

Logomo Hall 1

Plenary Session: The digital sector as key for a high value economy in the BSR

17:15

PARALLEL WORK STREAMS

Move 1

REDUCTION OF RISK AND IMPROVING DISASTER PREPAREDNESS – POSSIBILITIES FOR INVESTMENT

Logomo Hall 1

INVOLVING NEW PARTNERS TO SAVE THE SEA – COOPERATION WITH BELARUS IN THE WASTE WATER TREATMENT SECTOR: The involvement of Belarus in PA Nutri flagship projects and next steps for future cooperation

Theatre Foyer

BLUE GROWTH II: KEY DRIVERS TO ENSURE SUSTAINABLE GROWTH AND THE FUTURE OF EUROPEAN MARINE AND MARITIME INDUSTRY

19:30

Forum Marimum Maritime Museum Centre

Networking Party

PR
03

SESSION DESCRIPTIONS

09:00

Logomo Hall 1

INTRODUCTORY ADDRESSES

Aleksi Randell, Mayor of Turku and Chairman of the Centrum of Balticum Foundation

Jan Vapaavuori, Minister of Economic Affairs of Finland

Johannes Hahn, Member of the European Commission

Lene Espersen, Chairman of Baltic Development Forum

10:00

Logomo Hall 1

Opening Plenary Session:

GROWING TOGETHER – THROUGH STRONGER COMPETITIVENESS AND BUSINESS LINKS

Where are we in terms of the current economic climate and the competitiveness of the Baltic Sea Region; the regional co-operation; and next steps? We will hear experts from the academic world, banking, politics and the business sector provide their broader views on the challenges and opportunities in front of us in terms of stronger competitiveness, business links and public-private dialogue, providing inspiration to the rest of the conference. The session will present the State of the Region report: “The Top of Europe: Emerging from the Crisis and Adapting to the New Normal”.

SPEAKERS:

Dr. Christian Ketels, Harvard Business School

Helge Pedersen, Chief Economist, Nordea

COMMENTS AND KEYNOTE ADDRESSES:

ADDRESSES:

Petri Parvinen, Professor, Dept. of Marketing, Aalto Univ. School of Business

Anita Fürstenberg-Lucius, Director, European Investment Bank

Janne Öhman, CEO of Siemens Finland

Thomas Bustrup, Deputy Director General, Confederation of Danish Industry

MODERATORS:

Emily Wise, Public Policy Consultant

Pawel Swieboda, President DemosEuropa

11:15 – 11:45

Networking Village stage

BREAK AND NETWORKING VILLAGE PROGRAMME

- City of Turku
- Iceclean Technologies

11:45

Logomo Hall 1

Plenary Session:

GETTING INTO BUSINESS – INTRODUCING KEY AREAS OF BUSINESS COOPERATION

Promoting investments in the BSR – special focus on regional growth initiatives

Alexander Stubb, Minister for European Affairs and Foreign Trade, Finland

Next steps to Save our Sea

Andrzej Jagusiewicz, Chief Inspector of Environment Protection of Poland

Smart growth for smart cities

Milan Obradovic, Malmö City Council

Future perspectives for the European maritime industry and blue growth

Douwe Cunningham, Secretary General, SEAEurope asbl, Brussels

Life sciences – economy of health issues and potential for cooperation

Oliver Rittgen, CEO Bayer Nordic

Enhancing economic cooperation in the Baltic Sea Region

Maksim Meyksin, Chairman, Committee for Industrial Policy and Innovation, City Government of St. Petersburg

Green economy, environmental responsibility

Ville Niinistö, Minister of the Environment, Ministry of the Environment of Finland

MODERATORS:

Emily Wise, Public Policy Consultant

Pawel Swieboda, President DemosEuropa

13:00 – 14:00

Networking Village stage

LUNCH AND NETWORKING VILLAGE PROGRAMME

- PAC Inno/BSR Stars
- Everttech Energy Solutions
- Bayer Nordic SE
- Swedish Institute
- Siemens

14:00

PARALLEL WORK STREAMS

Logi 1 & Logi 2

BLUE GROWTH I: GREEN INNOVATION AND CROSS-SECTOR COLLABORATION FOR BLUE GROWTH IN THE BALTIC SEA REGION

There is a great growth potential in the blue economy in the Baltic Sea Region, but also environmental challenges that are rewriting the map on how we develop the maritime sectors. What are the green innovations that will bridge the gap, and how can actors across public and private sectors work together towards common goals? We will explore some of the current policies, platforms and tools, and look at how we chart the way forward for green technologies and clean shipping in the Baltic Sea Region.

SPEAKERS:

Carla Montesi, Director, DG-Mare

Lolan Eriksson, Ministerial Counsellor, Ministry of Transport and Communications, Finland

Carl Carlsson, Head of Unit Environment & Sustainability, Swedish Shipowners Association

Nuritdin Inamov, Co-chair of the Saint Petersburg Initiative, Director, Ministry of Natural Resources and the Environment, Russian Federation

Prof. Bela H. Buck, Alfred Wegener Institute

Harro Pitkänen, Senior Director, Business Development and Control and Deputy Head of Lending, Nordic Investment Bank

MODERATOR:

Lovisa Selander, Head of Water and Environmental Affairs, Baltic Development Forum

Logomo Hall 1

SMART SOLUTIONS FOR SMART CITIES

This session will look into how the existing Smart Cities concepts can be adapted to a Baltic Sea Region context. How can we move beyond “pockets of smartness” towards making the Baltic Sea Region a recognized global forerunner in smart urban solutions? We will try to identify the key success factors for smart cities and discuss how experience sharing and regional collaboration on smart urban solutions could be enhanced.

SPEAKERS:

Prof. Rudolph Giffinger, Technical University of Vienna

Volker Hessel, Co-chair, WBCSD Urban Infrastructure Initiative

Hannes Astok, Director, Smart City Lab Tartu

Amalj Samerkhanova, Head of Unit for International Projects, Environmental Centre ECAT-Kaliningrad

Virpi Mikkonen, Manager for Smart Cities, Tekes – the Finnish Funding Agency for Innovation

Krista Kampus, Head of Baltic 21 Unit, Council of Baltic Sea States Secretariat

Torben Aaberg, Head of Public Affairs, Baltic Development Forum

Inete Lelite, City of Riga (tbc)

MODERATOR:

Risto Veivo, Development Manager, City of Turku and Co-chair of UBC Commission on Environment

Theatre Foyer

NEXT STEPS TO SAVE THE SEA: Incentives and disincentives – making investments & reorientation of practice economically viable to the private sector.

Joint protection of the marine environment of the Baltic Sea is a priority for all coastal states, since the signing of the Helsinki Convention forty years ago. The environmental cooperation under the EU Strategy can lead to even better results, for the benefit of all, if businesses are engaged to a greater extent and good conditions are created for green innovation and investments in the sectors with best potential for profitability. The session will look more closely into the work plans deriving from the 2013 HELCOM Ministerial Declaration, a package of extensive actions and measures for improving the status of the Baltic Sea, and how these could be coupled with responsible and sustainable profit-making.

SPEAKERS:

Eeva-Liisa Poutanen, EU Marine Director in Finland, Ministry of the Environment

Heini Ahtainen, Research Scientist, MTT Agrifood Research Finland

Anders Kiessling, Swedish University of Agricultural Science

Hanna Paulomäki, Baltic Project Manager, Oceana

Juhan Sargava, WWF Baltic Farmer of the Year 2013, Estonia

MODERATOR:

Pauli Merriman, Director for WWF Baltic Ecoregion Programme

Move 1

ROLE OF CITIES AND REGIONS IN THE BALTIC SEA REGION COOPERATION

Cities and regions are key partners in the Baltic Sea cooperation and in implementing the EUSBSR. Their increased participation is also essential to achieve real multi-level governance of the Strategy – a key prerequisite for its success. The speakers of the Work Stream will present concrete examples on successful cooperation and partnership projects between regions, both nationally and in the wider Baltic Sea Region and discuss how to deepen this cooperation, seen as essential for the success of regions in a globalizing world.

SPEAKERS:

Petteri Orpo, Chair of the Board, Southwest Finland; MP, Chairman of Parliamentary Group

Pekka Myllymäki, Chair, Regional Assembly, Southwest Finland

Ester Miiros, Nordic Archipelago Cooperation Secretariat, Åland Islands

Wolf Born, State Chancellery, Mecklenburg-Vorpommern, Germany

Annika Annerby-Jansson, President, CPMR Representative of Northwest Russian Federal District

Slava Khodko, Adviser of the Minister of regional development of Russian Federation

Move 2

GROWTH ZONES AS BOOSTERS OF INNOVATION AND DEVELOPMENT

This session will look into the Development Zones' huge future potential and their essential role for the competitiveness of the whole Baltic Sea region. Flexible and sustainable movement of goods, people, knowledge and other resources has to be secured and encouraged with joint long-term planning. We look into reasons why we build the Europe TEN-T network. One example is

the zone from Oslo, Norway to Stockholm, Sweden, through the Southern coastline of Finland to Saint Petersburg, Russia, which is not only a major logistic route but also the main concentration of population, business, labour force, education and research in the Northern Baltic Sea region.

SPEAKERS:

Mika Rytkönen, Director, NOKIA HERE (tbc)
Jose Anselmo, DG Move Motorways of the Seas policy responsible

Jesper Ackinger, COO, Stockholm Business Region

Milan Obradovic, Director, City of Malmö

Jukka Viitanen, CEO, Hubconcepts

Floire Nathaneal Daub, Project manager, 8 million City

Maksim Meyksin, Chairman, Committee for Industrial Policy and Innovation, City Government of St. Petersburg

Ministry of Transport and Communication of Finland and Ministry of Economics and Employment of Finland (names tbc)

MODERATOR:

Niko Kynnäräinen, Director, Turku Region Development Centre

Networking Village stage

NETWORKING VILLAGE PROGRAMME

- **YOUNG INNOVATORS FOR BALTIC SEA REGION GROWTH**, City of Turku and Turku Region Development Center

15:30 – 16:00

Networking Village stage

BREAK AND NETWORKING VILLAGE PROGRAMME

- **PRESTO**
- **HELCOM**
- **Baltic Sea Programme**

16:00

Logomo Hall 1**Plenary Session:****THE DIGITAL SECTOR AS KEY FOR A HIGH VALUE ECONOMY IN THE BSR**

As a driver for growth, jobs and competitiveness, the digital sector is key in the development of a high value economy. The Baltic Sea Region is still among the world's leading digital hubs but we need to mobilise new cross-border and public-private initiatives to maintain and develop this position. The session will discuss joint actions that can release growth potentials and pursue a high value economy in the region. The aim is to go beyond the "usual" way of national thinking and discuss examples of what the regional actors can achieve together. A new Think Tank initiative, "Top of Digital Europe" will be launched at the session, together with a new report on growth barriers and opportunities for SME's in the ICT sector.

SPEAKERS:

Jyrki Katainen, Prime Minister of Finland
Taavi Roivas, Prime Minister of Estonia
Craig Shank, VP & Assistant General Counsel, Microsoft International
Jørgen Bardenfleth, Chairman of Board, Symbion A/S, Denmark
Vinay Venkatraman, CEO & Founder, Leapcraft, Denmark

Lene Espersen, Chairman of Baltic Development Forum

Wolf-Dietrich Grussmann, Head of Unit, DG Connect, European Commission

MODERATORS:

Emily Wise, Public Policy Consultant
Pawel Swieboda, President DemosEuropa

17:15

PARALLEL WORK STREAMS**Move 1****REDUCTION OF RISK AND IMPROVING DISASTER PREPAREDNESS – POSSIBILITIES FOR INVESTMENT**

The costs of disasters are increasing since our societies are more complex with numerous interdependencies. Disaster management including risk reduction requires thoughtful and continual planning as well as cooperation with many stakeholders. Investing in prevention, risk reduction and preparedness is a cost effective means to keep societal functions running and assure safety and health for inhabitants. The purpose of the session is to provide information about an area where investments are needed in order to keep our societies safe from disasters. The session is intended to inspire future investments in this area and also cooperation between the public and private sector.

SPEAKERS:

Janet Edwards, International Coordinator, Swedish National Platform for Disaster Risk Reduction, Swedish Civil Contingencies Agency
Philipp Schmidt-Thomé, project leader of ClimUrban
Thomas Loster, Munich Re Foundation, Germany

COMMENTS:

Egle Obcarskaite, PA Secure
Maxi Nachtigall, HA Sustainable Development and the Bioeconomy

Logomo Hall 1**INVOLVING NEW PARTNERS TO SAVE THE SEA – COOPERATION WITH BELARUS IN THE WASTE WATER TREATMENT SECTOR: The involvement of Belarus in PA Nutri flagship projects and next steps for future cooperation**

Assessment of regional nutrient pollution load and identification of priority projects to reduce nutrient inputs from Belarus to the Baltic Sea, Project PRESTO. Discussion on the added value of projects for EU-countries and Belarus, and next steps – have been any recommendations been taken to the policy level? What is still to be done – the current situation of Russian and Belarusian wastewater sector and future investments to meet HELCOM standards.

SPEAKERS:

Anja Nysten, NEFCO
Hannamaria Yliruusi, UBC
Ihar Yuzviak, Director, Grodno Municipal Unitary Manufacturing Enterprise GrodnoVodokanal
Vladimir N. Anoufrieu, Head of Department "Water supply and sewerage" Belarussian National Technical University
Veli Sundbäck, John Nurminen Foundation
Leszek Drogosz, City of Warsaw
Emil Vahtera, City of Helsinki
Marjukka Porvari, John Nurminen Foundation

Theatre Foyer**BLUE GROWTH II: KEY DRIVERS TO ENSURE SUSTAINABLE GROWTH AND THE FUTURE OF EUROPEAN MARINE AND MARITIME INDUSTRY**

The global structural change in terms of marine and maritime industry has pushed the companies to look further to new markets, businesses and networks, to develop and innovate in terms of clean technologies and solutions, services and competitiveness. This Work Stream continues the discussion from the Blue Growth I session by letting the industry take the floor for the most novel innovations, market views and remarks of the present and future maritime business. How to ensure the future and what actions are to be taken? What are the key drivers in terms of markets, technologies and competences?

SPEAKERS:

Vesa Marttinen, Managing Director, Turku Repair Yard Ltd. at BLRT Group
Mikko Niini, Senior Management Advisor at Aker Arctic Technology Inc
Tommy Mattila, Managing Director, Gasum LNG Ltd
Dr Fai Cheng, Head of Research and Technology, Lloyds Register
Johanna Boijer-Svahnström, Head of Communications Viking Line Abp
Janne Peltola, Senior Officer, Ministry of Employment and the Economy, Finland

MODERATOR:

Mervi Pitkänen, Director, Machine Technology Center Turku Ltd

19:30

Forum Marinum Maritime Museum Centre

NETWORKING PARTY

NETWORKING VILLAGE PROGRAMME

BALTIC SEA JAZZ ORCHESTRA

Plays at the Networking Village stage, during registration and breaks.

The **Baltic Sea Jazz Orchestra** is coming together especially for the Turku Baltic Sea Days 2014 and consists of some of the top musicians of the Baltic Sea Region. The Jazz association Flame Jazz, based in Turku since the European Capital of Culture year 2011, has put together an orchestra with musicians from three European Capitals of Culture: Turku and the two present capitals: Umeå and Riga.

11:15 - 11:45

BREAK AND NETWORKING VILLAGE
PROGRAMME

11:15

TURKU – FLOURISHING CREATIVITY I

In 2011, Turku displayed its power as the European Capital of Culture and creative know-how got boosted. In the region, the financial significance of the creative industries is great, with 14 percent or some 3,000 of the businesses in the Turku region operating in the creative sector. For example, Turku is becoming an important shooting location for national and international audiovisual productions and films.

Case: Turku Film City

TURKU – FLOURISHING CREATIVITY II

In 2011, Turku displayed its power as the European Capital of Culture and creative know-how got boosted. One example is Turku Rock Academy, a project which guides young bands in a comprehensive and competent way for a career as professional musicians.

Case: Turku Rock Academy

SPEAKER:

Teija Raninen, Film Commissioner, West Finland Film Commission, Turku Region Development Centre

11:30

ICECLEAN TECHNOLOGIES - More efficient freeze dredging cleantech for decontamination of hazardous sediments

Iceclean offers the most effective, risk-free and energy effective decontamination methods to remove environmentally pollutants in contaminated land, in lakes and oceans. With the method, based on the

freezing of hazardous materials, these can be effectively frozen, disassembled and then recycled or deposited at a lower cost.

SPEAKER:

Peter Lembke, CEO, Iceclean Technologies

13:00 - 14:00

LUNCH AND NETWORKING VILLAGE
PROGRAMME

13:05

PAC Inno/BSR Stars: INNOVATION EXPRESS

Innovation Express represents a European approach for supporting the internationalization of SMEs through cluster initiatives. In 2013, BSR Stars applied this funding instrument for the first time to the macro-region and supported various clusters. The Danish Agency for Science, Technology and Innovation gives insights about the recent call that opened on the 1st of May 2014 to develop transnational linkages between SME networks, clusters and other innovation nodes.

SPEAKER:

Hans Henrik Lomholt, Head of Section, Ministry of Higher Education and Science, Danish Agency for Science

13:15

EVERTECH ENERGY SOLUTIONS

More sustainable and efficient recovery technology for heat-exchanging to warm up and chill real estates. The company offers cost-effective, energy-efficient and environmentally friendly heating and cooling solutions for real estates. The solutions

NETW
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are based on the company's unique heat exchanger technology in collectors, with which heat and cold can be regained from water and liquids in industrial processes, lakes and oceans.

SPEAKER:

Niklas Ekblom, Business Development, Evertch Energy Solutions

13:25

BAYER - PROTECTING THE ENVIRONMENT AND GROWING THE BUSINESS

As a world class innovation company, Bayer is helping to address global challenges that also affect us in the Baltic Sea Region. With a major R&D and production hub situated in Turku, Bayer is enhancing the competitiveness of the region and driving sustainable growth in the life science sector.

SPEAKER:

Niko Palosuo, Communications Director, Bayer Nordic SE

13:35

SWEDISH INSTITUTE

The Swedish Institute (SI) Baltic Sea Unit is a government agency the dual mandate to support the implementation of the EUSBSR and the EaP. The Baltic Sea Unit, located on the island of Gotland, has a long track record in seed funding (app. 650 projects), talent mobility (>4,000 alumni), leadership programmes and EU-related projects in the region. SI Director Kurt Bratteby and Head of Unit Helén Nilsson will discuss current priorities and future plans of the unit. See also www.si.se/balticsea.

SPEAKERS:

Kurt Bratteby, Director, Swedish Institute;
Helén Nilsson, Head of Unit, Swedish Institute

13:45

SIEMENS - SUSTAINABLE INFRASTRUCTURE SOLUTIONS FOR MEDIUM-SIZED CITIES

Medium-sized cities play a central role for economic development, sustainable development and the fight against climate change. Dedicated solutions are needed to answer the specific requirements of medium-sized cities. Siemens has the right people and tools to support the development of strategies and action plans for sustainable city development.

SPEAKER:

Lars Maura, Head of Business Development, Siemens Osakeyhtiö

14:00 - 15:30

Networking Village workstream YOUNG INNOVATORS FOR BALTIC SEA REGION GROWTH

offers opportunity to meet new people and expand your networks. It is also a place to find new business opportunities and partners. The occasion brings together startups, young leaders of private enterprises from different lines of businesses, as well as decision-makers from political organisations and city administrations. All companies have unique chance to brand and promote innovative ideas with elevator pitches. The program brings together companies from all around the Baltic Sea – Finland, Russia, Sweden, Estonia, Latvia, Lithuania and Poland.

ORGANISED BY:

City of Turku and Turku Region Development Centre

15:30 - 16:00

BREAK AND NETWORKING VILLAGE PROGRAMME

15:30

PRESTO PROJECT – Joint initiatives to save the Baltic Sea

Municipal wastewater treatment plants have a key role in improving the state of the Baltic Sea. Union of the Baltic Cities, Commission on Environment presents what actions have been done recently in the areas of nutrient removal investments, sludge management, capacity building and awareness raising in the cities around the Baltic Sea.

SPEAKER:

Agnieszka Ilola, Project Coordinator, Union of the Baltic Cities, Commission on Environment

15:40

HELCOM

The Baltic Sea has a global record in reaching the CBD target for marine protected areas - now at 12 % - while gaps remain in the management and coherence of such areas. HELCOM presents a recent case study from its project BASE - supporting implementation of the Baltic Sea Action Plan in Russia. BASE works to extend the marine protected zone of the Curonian Spit National Park as part of the HELCOM

Marine Protected Areas. These areas are vital for biodiversity and the versatility of ecosystems, as well as in boosting tourism and recreational use.

SPEAKER:

Saija Vuola, BASE Project Manager, HELCOM

15:50

THE BALTIC SEA REGION PROGRAMME 2014–2020 – We support transnational cooperation in the Region

Introduction to the new Programme. Our priorities, available funds, opportunities for stakeholders and important dates.

SPEAKER:

Bartłomiej Wierzbicki, Project Officer, Joint Technical Secretariat



Wednesday

—
4 JUNE

Programme Overview
Session Descriptions
Networking Village Programme

PROGRAMME OVERVIEW

8.00

Registration opens

09:00

Logomo Hall 1

Plenary Session:
Ownership, Leadership and
Implementation of the EUSBSR – From
Commitment to Action

11:00

Networking Village stage

Break and Networking Village programme

11:30

PARALLEL WORK STREAMS

Move 2

ECONOMICALLY VIABLE WATER
AND NUTRIENT MANAGEMENT –
INCITEMENTS AND SOLUTIONS IN
THE PRIVATE SECTOR

Logi 1 & Logi 2

INTERREG FUNDING OPPORTUNITIES
FOR 2014 – 2020

Logomo Hall 1

EMBEDDING TEN-T CORE NETWORK
CORRIDORS IN TRANSPORT POLICY
FRAMEWORKS IN THE BALTIC SEA
REGION

GOTO 33/34

POLITICAL STATE OF THE REGION 2014:
EXTERNAL AND INTERNAL TRENDS,
CHALLENGES AND OPPORTUNITIES

Theatre Foyer

PROMOTING GROWTH IN HEALTH
ECONOMY

Move 1

COOPERATING WITH AND
LEARNING OF OTHER EUROPEAN
MACRO-REGIONS

13:00 – 14:00

Networking Village stage

Lunch and Networking Village programme

14:00

Logomo Hall 1

Plenary session:
The soft power of the Baltic Sea Region –
Foundation for Smart Growth

15:30

PARALLEL WORK STREAMS

Logomo Hall 1

SUCCESSFUL COOPERATION:
RESEARCH, DEVELOPMENT AND
INNOVATION

Logi 1 & Logi 2

CULTURAL DIALOGUE IN THE BALTIC
SEA REGION – LET'S DO IT FASTER,
STRONGER, BETTER!

Theatre Foyer

GENDER, INNOVATION AND
SUSTAINABLE GROWTH IN THE
BALTIC SEA REGION

17:00

Logomo Hall 1

Closing Plenary Session:
“From Turku onwards”

PR
04

SESSION DESCRIPTIONS

09:00

Logomo Hall 1

Plenary Session:

OWNERSHIP, LEADERSHIP AND IMPLEMENTATION OF THE EUSBSR – FROM COMMITMENT TO ACTION

In this plenary session the Commissioner for Regional Policy Johannes Hahn presents the Report on the governance of macro-regional strategies. The Report will provide concrete recommendations on how to improve the governance of the existing and upcoming strategies. The panelists are invited to reflect on the Report and from their perspective what is needed to ensure stronger political leadership and decision making in implementing the EU Strategy for the Baltic Sea Region.

SPEAKERS:

Johannes Hahn, Member of the European Commission

Erkki Tuomioja, Finnish Minister for Foreign Affairs, Finnish Presidency of the CBSS

Pavel Telicka, European Coordinator for the North Sea, Baltic TEN-T Core Network Corridor

Marceli Niezgodna, Undersecretary of State
Arvo Veskimets, Director General, Marine Environment Department, Ministry of Environment of Estonia

MODERATORS:

Emily Wise, Public Policy Consultant

Pawel Swieboda, President DemosEuropa

MODERATOR OF PANEL DEBATE:

Timo Rajakangas, Ambassador of Finland to Croatia and Macedonia

11:00 – 11:30

Networking Village stage

BREAK AND NETWORKING VILLAGE PROGRAMME

- **PA Education**
- **HA Involve**
- **INTERACT Point Turku**

11:30

PARALLEL WORK STREAMS

Move 2

ECONOMICALLY VIABLE WATER AND NUTRIENT MANAGEMENT – INCITEMENTS AND SOLUTIONS IN THE PRIVATE SECTOR

Ensuring the ecological health of the Baltic Sea and the sustainability of the Baltic Sea Region requires holistic and proactive water and nutrient management from source to sea, as well as the active contribution of both private and public actors. In this session we will hear from some of the companies that have become front-runners in the region, in order to learn more about what solutions and strategies are already being implemented, as well as the motivations and drivers behind them. We will also launch a publication showcasing examples of water stewardship in the Baltic Sea Region.

SPEAKERS:

Mira Povelainen, Director Research and Development, Raisioagro

Thea Natri, PAC Manager Nordics, Coca-Cola Finland Oy

Seija Vatka, Manager, Water, Environment & Responsibility, UPM

Jarle Eidar Hagen, Senior Vice President,

Corporate Communication, Yara International

Markus Hellström, Managing Director, Fazer Bakeries, Finland

Jyrki Lepistö, Director, Agri-market Ltd

Teija Paavola, Dev. Manager, Biovakka Ltd

Marja-Liisa Weckström, Director Communications and Legal, Sinebrychoff Ltd

MODERATORS:

Lovisa Selander, Head of Water and Environmental Affairs, Baltic Development Forum

Mathias Bergman, Secretary General, Baltic Sea Action Group

Logi 1 & Logi 2

INTERREG FUNDING OPPORTUNITIES FOR 2014 – 2020

The workshop will give orientation for potential project partners about funding available in the Baltic Sea Region in the near future. Successful cooperation needs time, funding and good examples. At the workshop you will learn about selected examples, as well as compare different funding sources. Workshop also highlights the importance of the projects in implementation of the EU Strategy for the Baltic Sea Region (EUSBSR).

SPEAKERS:

Eeva Rantama, Project Team Leader, Baltic Sea Region Programme

Merike Niitepõld, Head of Managing Authority, Central Baltic Programme

Mr Thorsten Kohlisch, Head of the Joint Technical Secretariat, South Baltic Programme

MODERATOR:

Susanne Scherrer, Director of the Managing Authority/ Joint Technical Secretariat, Baltic Sea Region Programme

Logomo Hall 1

EMBEDDING TEN-T CORE NETWORK CORRIDORS IN TRANSPORT POLICY FRAMEWORKS IN THE BALTIC SEA REGION

Transport is a key issue for the macro-region of the Baltic Sea. Yet, coordination of transport policy between EU-wide, national and regional actions are insufficient. How to envision and ensure a harmonious transport planning process in the Region? What are the opportunities and limitations?

SPEAKERS:

James Pond, European Commission DG MOVE, Chief Advisor for the North Sea, Baltic TEN-T Core Network Corridor

Oddgeir Danielsen, Northern Dimension Partnership for Transport and Logistics

John Hülten, Swedish Transport Administration, Sweden

Malla Paajanen, Project Manager, Proximare, North Sea - Baltic Core Network Corridor

Jan Anders Palmqvist, Region Blekinge, Sweden

Horst Sauer, Joint Spatial Planning Department Berlin-Brandenburg, Germany

Radomir Matczak, Dept. of Regional and Spatial Development, Pomorskie Region, Poland

MODERATOR:

Wiktór Szydarowski, Project Manager, BSR TransGovernance

GOTO 33/34

POLITICAL STATE OF THE REGION 2014: EXTERNAL AND INTERNAL TRENDS, CHALLENGES AND OPPORTUNITIES

Since 2011, the Political State of the Region Report has taken up some of the most

important political issues that the Region has been faced with. This panel not only presents the key messages of the 2014 report “Baltic Sea Neighbourhoods – a Mega-Region in Progress”, but also allows leading experts and the audience to discuss current political developments in Europe, in particular Russia and Ukraine, and their possible impacts on the Baltic Sea Region.

SPEAKERS:

Dr. Tobias Etzold, *Stiftung Wissenschaft und Politik, Germany*

Prof. Andrey Makarychev, *Tartu University, Estonia*

Prof. Mindaugas Jurkynas, *Vytautas Magnus University, Lithuania*

Dr. Markku Jokisipilä, *Academic Director, Baltic Sea Region studies, University of Turku, Finland*

Hanna Hopka, *Journalist, Civil Society leader, Ukraine*

Prof. Henri Vogt, *Political Science, University of Turku, Finland*

René Nyberg, *Ambassador, BDF Advisory Board Member*

MODERATORS:

Dr. Kimmo Elo, *University of Turku*

Flemming Stender, *Deputy Director, Baltic Development Forum*

Theatre Foyer**PROMOTING GROWTH IN HEALTH ECONOMY**

The demand for efficiency is bigger than ever before in the health industry. Medical products have to be more effective and cheaper than earlier ones, and the competitiveness of a product is based not only on the technological excellence but also on how it takes into account the needs of both the society and the individual. We have a better understanding of human physiology and diseases, and the concept of personalized medicine is producing more effective and

more economic treatment. Furthermore, individuals are expected to participate in the promotion of their own health. How does this guide and redirect the products and services and what can be done in cooperation to respond to these challenges? The discussions of the Work Stream will continue at the Baltic Sea Health Summit on 4.-5.6.2014.

SPEAKERS:

Sigfried Bialojan, *Executive Director, Head Life Science Center, EY*

Zakhar Golant, *Head of the Board, XXI Century and Medical Project, St. Petersburg*

Stefan Christgau, *Investment Director, Novo A/S*

Risto Lammintausta, *CEO, Forendo Oy*

MODERATOR:

Rikumatti Levomäki, *CEO, Turku Science Park*

MODERATOR FOR THE PANEL DISCUSSION:

Prof. Kalervo Väänänen, *Rector, University of Turku*

Move 1**COOPERATING WITH AND LEARNING OF OTHER EUROPEAN MACRO-REGIONS**

The theme of the parallel work stream is how to strengthen cooperation between macro-regional strategies: how to facilitate knowledge exchange between experts to improve capacity building and contribute to improving policy gaps. The work stream follows from the debate and discussion of the morning plenary titled “Ownership, Leadership and Implementation of the EUSBSR – from Commitment to Action” in which the Commissioner for Regional Policy Johannes Hahn will present the Commission Report on the governance of macro-regional strategies.

SPEAKERS:

Bjarke Wiehe Botcher, *EUSBSR PAC Safe/Ship, Denmark*

István Joó, *EUSDR, Chief Advisor to PAC Sustainable Energy, Ministry of Foreign Affairs, Hungary*

Michael Smyth, *European Economic and Social Committee, Belgium*

Miklos Barabas, *Europe House, Hungary*

Gregor Krajc, *Office of the State Secretary, Ministry of Foreign Affairs Office, Republic of Slovenia*

MODERATOR:

Timo Rajakangas, *Ambassador of Finland to Croatia and Macedonia*

Networking Village stage

NETWORKING VILLAGE PROGRAMME

- **BALTIC LAB WORKSHOP, Swedish Institute and CBSS**

13:00 - 14:00

Networking Village stage

LUNCH AND NETWORKING VILLAGE PROGRAMME

- **BONUS**
- **Science Link**
- **SUBMARINER**
- **Central Baltic Programme 2014-2020**
- **Nordic Council of Ministers**

14:00

Logomo Hall 1**Plenary Session:****THE SOFT POWER OF THE BALTIC SEA REGION – FOUNDATION FOR SMART GROWTH**

In this plenary session cooperating to strengthen the soft power of the Baltic Sea Region as a precondition to achieve sustainable economic growth is discussed. The

focus is on research & development, gender equality and strengthening the cultural dialogue in the Region.

SPEAKERS:

Danuta Hübner, *Chair of Committee on Regional Development, European Parliament (Video Message)*

Monika Smoleń-Bromska, *Undersecretary of State of the Ministry of Culture and National Heritage of Poland*

Anke Spoorendonk, *Minister of Justice, Cultural and European Affairs of Land Schleswig-Holstein, Germany*

Karin Nygård-Skalman, *Programme Manager, VINNOVA*

Mikael Höysti, *Head of Department, Nordic Council of Ministers*

Marek Szponik, *Baltic University Programme*

MODERATORS:

Emily Wise, *Public Policy Consultant*

Pawel Swieboda, *President DemosEuropa*

15:30

PARALLEL WORK STREAMS**Logomo Hall 1****SUCCESSFUL COOPERATION: RESEARCH, DEVELOPMENT AND INNOVATION**

Demonstrating successful cooperation using as a case the undercurrent and necessity of the sustainable development. There needs to be a sound and strong research and innovation funding, governance structure and well established science-policy dialogue frameworks for creating the scientific and technological basis for the development of sustainable solutions in support of Blue and Green Growth. The

session outlines the necessity of true collaboration between academia, industry and policy and showcases good practices how this kind of collaboration is fostered, encouraged and enhanced.

PANELISTS:

Jacob Carstensen, Professor, Aarhus University, Denmark
Anna Sosnowska, Voivodship Inspectorates for Environmental Protection, Poland
Grit Martinez, Senior Fellow & Adjunct Associate Professor Duke University, Berlin, Germany
Marja-Liisa Tapio-Biström, Ministerial Adviser, Ministry of Agriculture and Forest, Finland
Heléne Ejhed, Assistant Director, IVL Swedish Environmental Research Institute
Jenny Hedman, Swedish Environmental Protection Agency
Åsa Stenmarck, Head, IVL Swedish Environmental Research Institute
Karin Nygård Skalman, Director, BSR Stars, VINNOVA, Sweden

COMMENTS:

Prof Erik Bonsdorff, Åbo Akademi, Finland
Professional Secretary Mikhail Durkin, HELCOM Secretariat
Allan Gromov, Councillor of International Cooperation, Estonian Ministry of the Environment

MODERATORS:

Andris Andrusaitis, Programme Manager, BONUS
Maxi Nachtigall, Adviser, Council of the Baltic Sea States

Logi 1 & Logi 2

CULTURAL DIALOGUE IN THE BALTIC SEA REGION – LET’S DO IT FASTER, STRONGER, BETTER!

The idea of the panel is to bring together representatives of local, regional, national and BSR level in order to start a dialogue on cultural cooperation, aiming at identifying topics of common interest and challenges that we face on the way to achieve it. The discussion will be focused on exploring the potential of activities on the macro-regional level, as well as on joint cooperation of stakeholders from different levels of governance. The panelists will discuss a better promotion and visualization of culture, creative industries and the cultural heritage of the Baltic Sea Region in order to strengthen these areas sustainably. Jointly raising the profile, i.e. joint marketing of cultural highlights and exciting events in the creative industries can help to exceed the attention threshold required when competing in the international arena. Culture and creative industries, tourism and regional marketing all benefit from this.

SPEAKERS:

Stefan Musiolik, EUSBSR PA Culture and Ministry of Justice, Cultural and European Affairs Schleswig-Holstein
Jaana Simula, Director of Cultural Affairs City of Pori and Vice Chair, Union of Baltic Cities Committee on Culture
Jan Widberg, Secretary General of the Baltic Sea Parliamentary Conference
Mikael Hoysti, Head of Department for Culture, Nordic Council of Ministers
Marcus Hagemann, Head of ARS BALTICA Secretariat
Ilze Gailite Holmberg, Senior Adviser Northern Dimension Partnership on Culture
Anna Ceynowa, EUSBSR PA Culture, Polish Ministry of Culture and National Heritage
Kurt Bratteby, Director of Department Global Programmes, Swedish Institute/ BalticLab

Maija Lummepero, Ministry of Education and Culture of Finland, CBSS Senior Officials Group on Culture

Theatre Foyer

GENDER, INNOVATION AND SUSTAINABLE GROWTH IN THE BALTIC SEA REGION

Gender equality is one of key components of sustainable development. This is, however, a new area for all actors involved: policy makers, researchers, civil society and private sector. The Round Table will discuss how to make a link between gender equality, innovation and sustainable growth in terms of a conceptual framework, policy oriented research and existing good practices. During the workshop the proposal for a flagship project under the EUSBSR, namely the BSR Partnership Platform for Gender Equality, in Innovation and Sustainable Growth and Development based on a Quadruple Helix concept will be also presented. The discussion will include pre-conditions for mobilizing women's economic and innovative potential such as equal wage for equal work for women and men as well as effective measures to reconcile work and family life for employees as well as entrepreneurs.

SPEAKERS:

Prof. Danuta Hübner, Chair of Committee on Regional Development, European Parliament (video message)
Prof. Marija Ausrine Pavilioniene, MP of the Parliament of the Republic of Lithuania
Ewa Debska, Deputy Director, European Department, Ministry of Foreign Affairs, Poland
Erik Kiesow, Senior Adviser, EU Coordination Secretariat, Prime Minister's Office, Sweden
Maria Grönroos, Nordic Information on Gender, University of Gothenburg, Sweden
Colin Wolfe, European Commission, Directorate General for Regional and Urban Policy, Competence Centre Macro-regions and European Territorial Cooperation

Inger Danilda, Chairwomen Quadruple Learning, Innovation & Gender Expert, Portugal
Britt-Marie Söderberg Torstensson, President, Winnet Sweden, Europe

MODERATOR:

Ewa Ruminska Zimny, International Women's Forum, Warsaw School of Economics, Poland

17:00

Logomo Hall 1

Closing Plenary Session: "FROM TURKU ONWARDS"

The closing plenary will bring up the main topics and conclusions of the event with reflections on the future of cooperation in the Baltic Sea Region.

SPEAKERS:

Erja Tikka, Ambassador for Baltic Sea Issues, EUSBSR Rotating NCP Chair, Ministry for Foreign Affairs of Finland
Dr. Ilze Rūse, Director of the European Department, Ministry of Foreign Affairs, Latvia: "Welcome to the 6th EUSBSR Annual Forum in Latvia"
Lene Espersen, Chairman of Baltic Development Forum

MODERATORS:

Emily Wise, Public Policy Consultant
Pawel Swieboda, President DemosEuropa

NETWORKING VILLAGE PROGRAMME

REGINAN KANKUT

AT THE NETWORKING VILLAGE STAGE

“*Reginan kankut*” consists of five performing arts students from the Arts Academy of Turku. The group performs in the Networking Village during the breaks.

11:00 – 11:30

BREAK AND NETWORKING VILLAGE PROGRAMME

11:10

INTRODUCING PA EDUCATION AND HA INVOLVE

How does effective cross border cooperation in the region look like? There are much more possibilities for finding partners, developing new projects and starting long-term cooperation, than you think. Introducing Priority Area Education and Horizontal Action Involve in the Strategy. PA Education covering three policy areas namely education, youth and labour mobility. HA Involve aiming at strengthening multi-level governance as well as involving civil society, business and academia.

SPEAKER:

Anders Bergström, Priority Area Coordinator / Horizontal Action Leader, PA Education / HA Involve, EU Strategy for the Baltic Sea Region (EUSBSR)

11:20

INTERACT Point Turku

The presentation will focus on one easily searchable database containing around 80% of all projects and project-partners of Territorial Cooperation / INTERREG. It's a unique database with comprehensive information both on the overall context and on relevant details. You can find data per field of interest (from 'Improving transport connections' to 'Cultural heritage and arts' and 'Demographic change and immigration', among a total number of 42 keywords to your search), per country and territory, and much, much more.

SPEAKER:

Rafael Agostinho, Project Manager, KEEP & Capitalisation, INTERACT Point Turku

11:30 - 13:00

Networking Village workstreams BALTIC LAB WORKSHOP – BALTIC IS THE NEW BLACK, Swedish Institute and CBSS

Introducing Balticlub, a joint Swedish Institute and Council of the Baltic Sea States Leadership & Talent Programme

for Creativity and Entrepreneurship.

The aim of the programme Balticlub is to boost Baltic Sea regional cooperation by bringing about fresh ideas for the future. Programme Managers Mirjam Kūlm (CBSS) and Mikael Olsson (SI) will introduce Balticlub as a concept along with a trailer for the upcoming Balticlub film. There will be comments by Baiba Liepa, INTERACT Point Turku, and presentations from three of the Balticlub 2.0 projects: business development agency for creative industries Frön, an anthropological expedition to the shorelines of the Baltic Sea titled The Beach Institute & an educational innovation initiative The Leap. For more information on Balticlub go to www.balticlub-online.eu and www.vimeo.com/balticlub/welcome.

SPEAKERS:

Mirjam Kūlm, Media & Communications, Council of the Baltic Sea States
Mikael Olsson, Project Leader, Ph.D. Swedish Institute, Baltic Sea Unit

13:00 - 14:00

LUNCH AND NETWORKING VILLAGE PROGRAMME

13:05

Culturability BSR - Culture for sustainable development is one of the flagship projects under the EU Action Plan for the Baltic Sea Region

The project is creating action by using culture as a driver for sustainable development – and through displaying and demonstrating encourage multiplication of good/best/next practices for culture and sustainability in the Baltic Sea Region developing a number quality high impact projects. Projects already in the pipeline includes “Guts” a

Project to Boost and Artistic and creative interventions by Artist into sustainability debates, “Goodeeday”, using Social Platforms and “Apps” to engage citizens in being sustainable in their everyday life and “Green Box for Healthy Space”. All projects are partnerships between diverse actors (artists, cities, business, Social Entrepreneurs etc.). Core to the process are a number of “meets” where stakeholders from the whole BSR region meets. Next one will be 12-13 June in Riga - where the event will be form part of Riga 2014.

SPEAKER:

Simon Drewsen Holmberg, Director, The Danish Cultural Institute in Estonia, Latvia and Lithuania, and Main Consultant Culturability BSR

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13:15

BONUS - PRESENTATION OF THE JOINT BALTIC SEA RESEARCH AND DEVELOPMENT PROGRAMME

Interviews coordinator(s) of new BONUS innovation project(s) started in spring and summer of 2014 about the value they add through their work to the theme of Blue Growth and prosperity of the region. From the BONUS exhibition, as well as the parallel work stream “Successful cooperation: research, development and innovation” taking place the same afternoon at 15:30, more information about the twenty new BONUS projects can be found. Welcome!

SPEAKER:

Dr Kaisa Kononen, Executive Director of BONUS

13:25

SUBMARINER

The *SUBMARINER* Network promotes sustainable and innovative uses of marine resources. It offers a cooperation platform to related actors and initiatives in the Baltic Sea Region. Managing director Angela Schultz-Zehden will present the vision and setup as well as current priorities and activities of the *SUBMARINER* Network.

SPEAKER:

Angela Schultz-Zehden, Managing director, *SUBMARINER* Network for Blue Growth EEIG

13:35

SCIENCE LINK

Science Link is an EU funded project which promotes innovation and growth in the Baltic Sea Region by the formation of a network of scientific research centers, universities, regional development groups and industry. This presentation will provide an overview of the project, highlights of scientific collaborations and discuss possible future directions.

SPEAKER:

Katariina Röbbelen-Voigt, *Projekträger DESY, Project Manager SCIENCE LINK*

13:45

THE CENTRAL BALTIC PROGRAMME

2014-2020 – How will the Central Baltic Programme 2014-2020 contribute to stronger economy, cleaner environment and improved quality of life?

What are the changes and improvements we want to achieve? How will we work to achieve new Central Baltic businesses and more exports via cluster co-operation? What does an “excellent project” look like and how does it contribute to these goals?

SPEAKER:

Project Manager Üleri Alamets, *Central Baltic Programme 2014-2020*