



# **EUSBSR** EU STRATEGY FOR THE BALTIC SEA REGION

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## **Baltic Sea Strategy Point**

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**Interreg**  
Baltic Sea Region



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## 2023 priorities for the BSP as defined by the NCG

- Prepare **monitoring and evaluation guidelines** to be used by PACs.
- Draft a **communication plan**, including internal and external communication.
- Targeted **capacity building**, including on funding opportunities for PACs.
- Ensuring **technical support** to the NCG and, where possible, also to PACs.
- Strategic and practical **assistance to the Annual Forum**.

## BSP application in a nutshell

The Baltic Sea Strategy point (BSP) is a service provider that ensures well-functioning EUSBSR governance as per the Action Plan (AP).

The consortium identified 4 challenges to address:

- 1) the impact of the EUSBSR is unknown,
- 2) the interdependent EUSBSR governance system requires efficient maintenance of interlinkages,
- 3) the complexity of the EUSBSR hinders prompt adaptability, and
- 4) the high personnel turnover results in significant knowledge loss.

## How we work

- A deliberately small and agile team consisting of
  - a core group of **5 personnel working 100% for the BSP**
  - 2 advisors supporting as needed + assistants
- Each person with their own responsibilities but **all support each other as needed**
- Two organizations **working as one** through a smooth online environment
  - **Regular internal processes** (weekly meetings and substitution logic etc.) as if we were all working in the same office
- As associated partner we have Eastern Norway County Network (ENCN) to support **cooperation with Norway**
- We have divided the PAs between the team so that there is a designated person for each PA

A guiding principle in our work is that we while we work for you, we also work **WITH you.**

**Baltic Sea Strategy Point  
(BSP)**  
Project Manager



**Administration**  
Administrative Officer

- Technical support
- Management support

**Communication**  
Communication Officer

- Communication management
- Internal communication
- External communication
- Communication support

**Cross-sectoral  
Cooperation**  
Coordination Officer

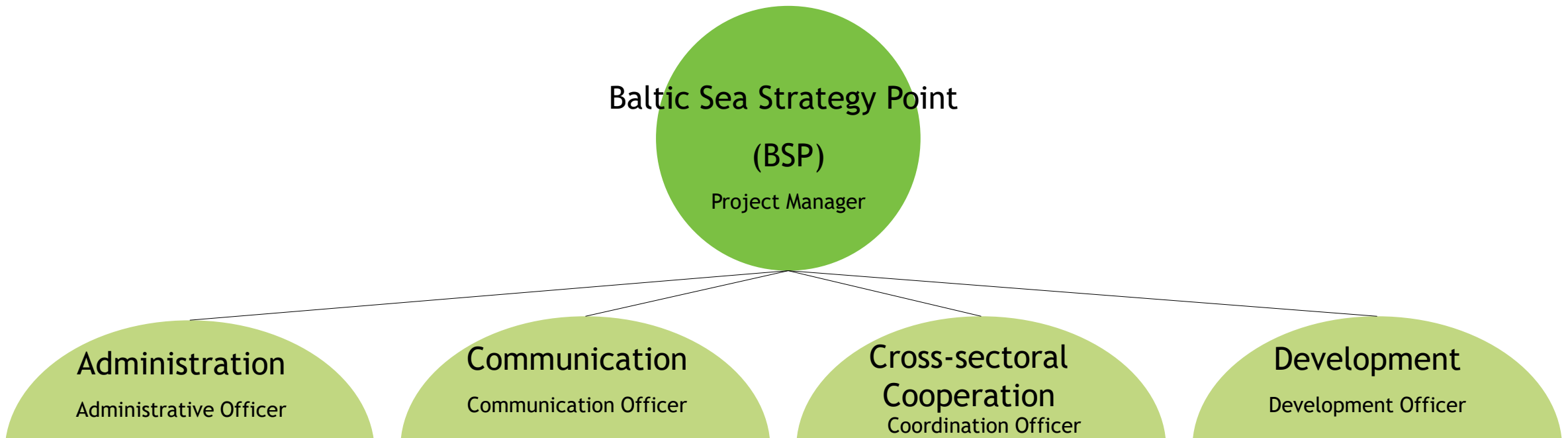
- Knowledge sharing
- Pooling of funding

**Development**  
Development Officer

- Development support
- Institutional memory
- Monitoring & evaluation

## Project manager - Juhani Ailio

- First point of contact
- Manages the projects internal administration (from finances to workflows)
- Supports each officer in their responsibilities as needed but focus on the work with the NCG and Presidency, communication planning, pooling of financing, M&E
- Represents the BSP and supports the NCG and Presidency in representing the EUSBSR externally



## Administrative Officer - Viktoriia Hladii

- Provides management and operational support to the governance of the EUSBSR
- Supports smooth functioning of NC group and EUSBSR Presidency
  - providing technical support to the meetings, drafting governance documents, running silent procedures, publishing public documents on the website.
- Builds institutional memory of the EUSBSR
  - collecting and archiving the EUSBSR related documents on specially developed collaboration platform, gradually streamlines the documentation processes in the EUSBSR.
- Ensures the continuity of the EUSBSR governance
  - providing support to the NC and PAC newcomers; develops templates and best practices.
- Cooperates with the counterparts from other macro-regional strategies to collect and retain best practices and exchange of knowledge.



### Administration

Administrative Officer

Technical support

Management support

## Communication Officer - Anja Karppinen

- Planning, monitoring, and evaluating the EUSBSR communications
- Smooth internal communications
  - Mapping suitable channels and making sure everyone is comfortable using them and sees the value of using them
- Effective external communications
  - Increasing the number of actors aware of the EUSBSR, and eventually participating in the implementation
- Enabling and supporting consistent communication
  - Providing key stakeholders (= you) with the information, tools, and materials needed to implement purposeful communication

Inputs from the NC group and PACs have a key role in the planning process.  
Thank you in advance!



### Communication

Communication Officer



Communication management

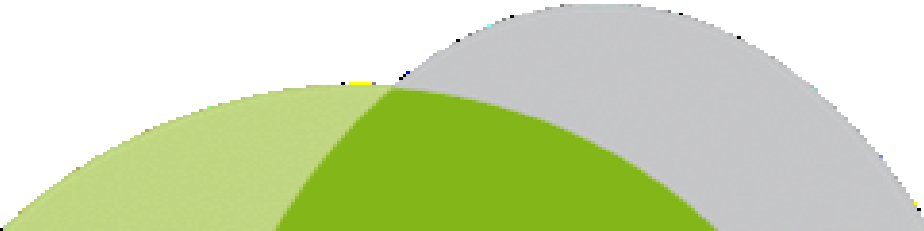

Internal communication

External communication

Communication support

## Coordination Officer - Felix Ferkau

- Strengthen knowledge sharing between PAs
  - Organizing team-building events among PACs
  - Regular exchange between PACs on integration of climate actions into PA
  - Enable exchange of best practices on how to involve non-EU countries
- Support to navigate the EU funding landscape
  - Enable efficient pooling of funding
  - Facilitate discussions between the NCG, DG Regio, PACs and representatives of funding programmes on pooling of funding
  - Enable exchange of experiences between PACs and MAs on how EUSBSR and programmes cooperate
  - Facilitate exchange between experienced PACs and new PAC members on financing sources



### Cross-sectoral Cooperation

Coordination Officer

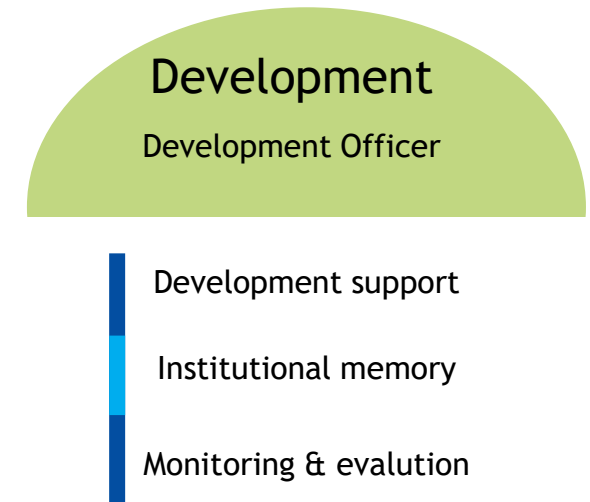


Knowledge sharing

Pooling of funding

## Development Officer - Dr. Tom Schumacher

- Facilitating institutional development
  - Needs assessment analysis
  - Suggesting topics for development
  - Developing a tool for long term planning
  - Collect and develop best practices of PA governance
- Advancing institutional memory
  - Establishing a collaboration platform for collecting and sharing of knowledge
  - Offer online introduction training to EUSBSR newcomers
- Developing a universal framework for monitoring and evaluation to assess and possibly increase the effect of EUSBSR implementation



## Advisers

- Follow the work of the BSP daily and participates where possible
- Support and advise the core personnel, especially the Project Manager
- Focus on following BSR and EU cooperation and communicating the EUSBSR



Deputy Director

**Kirsi Ahlman**



Hamburg

Head of Baltic Affairs Desk (ST21)

**Dr. Stefanie Wodrig**



**EUSBSR**  
EU STRATEGY  
FOR THE BALTIC  
SEA REGION