

BSR SOCIAL INNOVATION

– exploring the possibilities for a flagship

welcome to a workshop where we will elaborate on macro-regional added-values, potential stakeholders and thematic priorities of this potential flagship.

28 October 2021 at 09.00 to 10.30 (CEST)
using ZOOM and MURAL



Your hosts today

Baltic Institute for Regional Affairs (BISER) / Poland
Magda Leszczyna-Rzucidło

European Social Fund Agency / Lithuania
Asta Jurgutė

Social Innovation Centre / Latvia
Renāte Lukjanska

Norden Association / EU Strategy for the Baltic Sea Region / Sweden
Anders Bergström



PROGRAMME

- 09.00 Welcome - framing the workshop, introduce the programme
- 09.05 **What is a macroregional strategy and what and what can a flagship offer?**
Mr Anders Bergström, Policy Area Coordinator, PA Education, Science and Social affairs
- 09.30 **Co-creation - working in groups** of four using MURAL
- 10.10 **Reflections**
- 10.20 Agree on **next steps** and on who do what
Dr Magda Leszczyzna-Rzucidło, President, Baltic Institute for Regional Affairs (BISER)
- 10.30 Closure



Some words before we start

- Presentations will be sent afterwards.
- Please mute your microphone when not talking.
- Please use the chat for questions and comments.

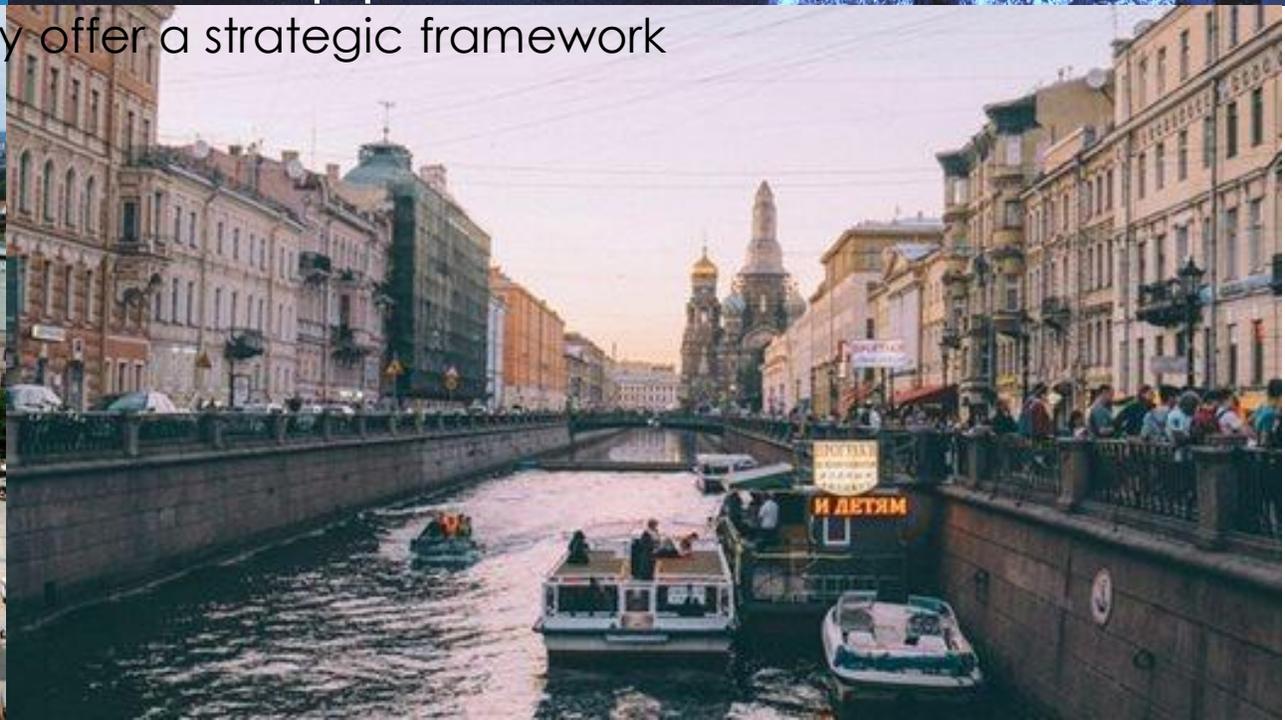




EUSBSR
EU STRATEGY
FOR THE BALTIC
SEA REGION



Common challenges and opportunities the macro-regional strategy offer a strategic framework



WHY are macro-regional strategies needed?

- Complex societal challenges call for impactful responses
- Resources need to be pulled together cross-sectorial, multilevel and transnational
 - ➡ we need to make better use of our membership in the European Union
- Long term collaboration needed in order to tackle complex societal challenges
- Moving targets and goals – new dynamic, calls for agility
- Need to engage stakeholders who can contribute and who can bring about change
 - ➡ call for larger implementation formats than single projects
- Co-creative action formats – collaborative platforms, learning in-action, networks

And HOW are they implemented?

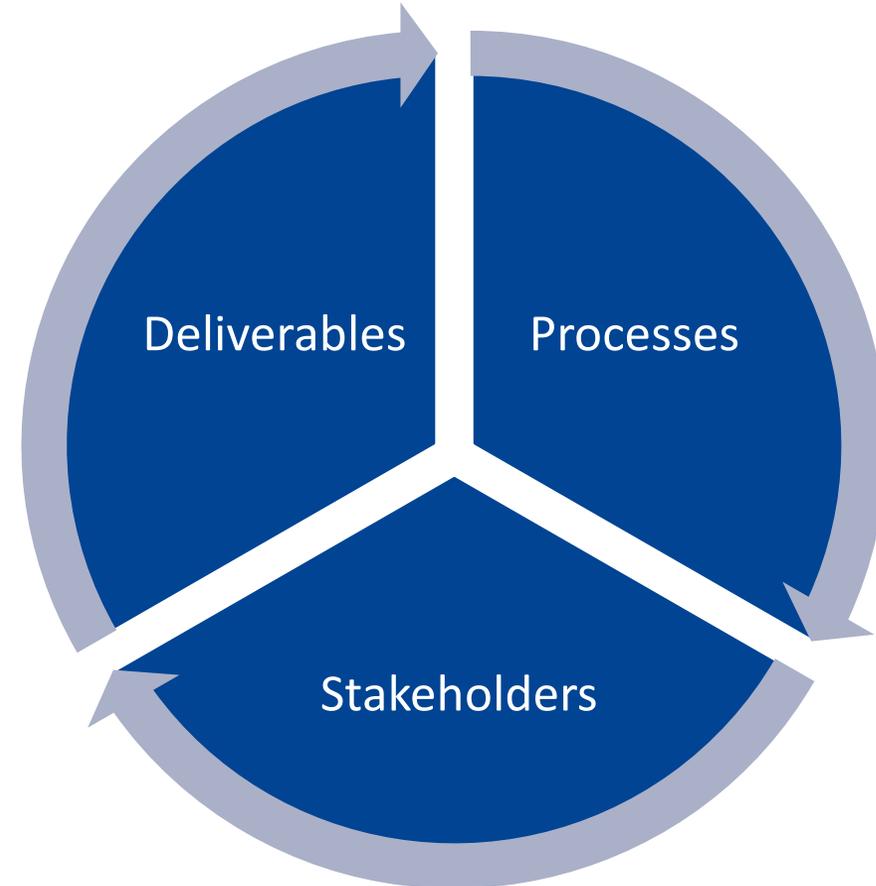
Flagships – “policy-action processes”



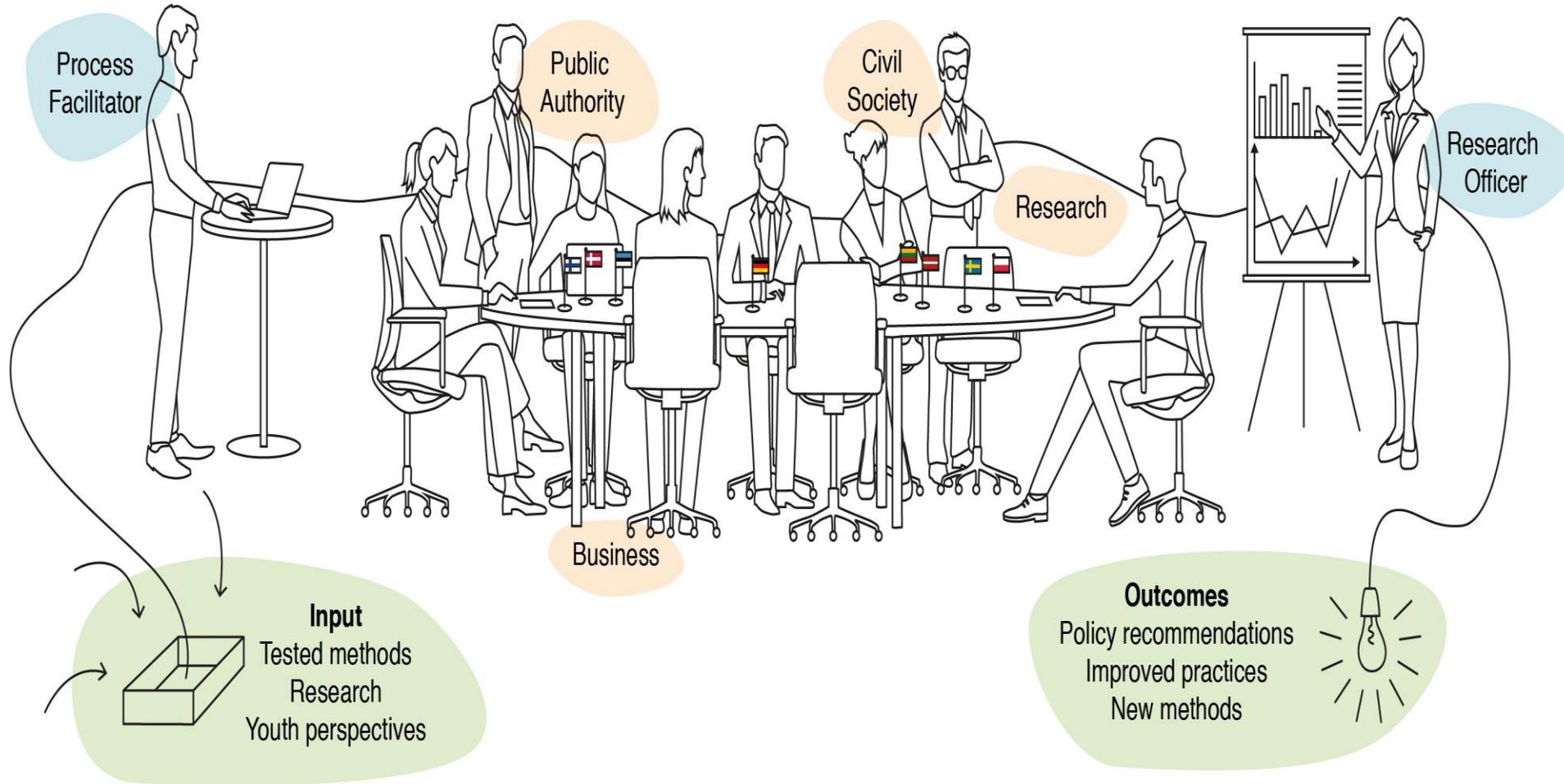
Flagship or “policy-action process”

- Flagship is a **process** that pursues an agreed policy impact in response to complex macro-regional challenge.
- **Thematic policy-action processes** bring together larger group of multi-level stakeholders, projects and policy-making processes. **Engage stakeholders from various levels and sectors.**

Flagships are built on three key pillars



Thematic working groups – engines of the flagships



Flagship or “policy-action process”

- Flagships are “**homes**”/“**containers**” or **simply frameworks** for projects, project clusters, project platforms and various forms of policy work - from open policy dialogues to policy-writing workshops.
- Working in **flagships clearly sets macro-regional strategies apart from the EU programmes**. It is exactly there where the synergy between the EUSBSR and the EU programmes lie.
- Flagship is **coordinated by a flagship leader**. An institution or organisation with a long term commitment to the issue at hand and with capacity to coordinate the policy-action process.



How does flagships emerge?

1. Identify and define the **macro-regional added value** – Why addressing this challenge jointly?
2. What **perspectives needs to be reflected** and integrated?
3. **Stakeholder analyses** – who can bring about change and what competences are needed?
4. **Modelling the structure** with flagship leader, thematic working groups etc.
5. What **financing** are needed and what programmes can be used?

4 Policy Areas in one

education, science, employability and integration

2 Policy Area Coordinators

Hamburg (Senate Chancellery) together with Norden Association in Sweden

1 Steering Group

Line Ministries of Education, Science and Employment in 8 Member States

4 Actions out of 43 in total in EUSBSR

1. Preventing early school leaving and improving transition from school to work
1 flagship: School to Work
2. International excellence and wider participation in science and research
2 flagships: Baltic Science Network and Baltic University Programme
3. A labour market for all, using resources of longer lives
1 flagship: Baltic Sea Labour Forum
4. Recognising potential – easing the way for migrants

EXAMPLE of a Flagship

School to Work (S2W)



A flagship within the Baltic Sea Strategy

To improve the members' ability to smoothen the transition for youth from school to work within the Baltic Sea Region, by providing a transnational platform for learning, development and innovation.

AIMS

- Stimulate transnational understanding and learning
- **Provide a platform** for developing and testing measures
- Better **disseminate successful methods** and knowledge
- **Inspire** to new initiatives, projects and partnerships
- **Promote** the allocation of funding for transnational activities
- **Influence policy** and decision makers on local, regional, national and European level.



Organisation of the flagship School to Work



Coordinating Group

- SALAR
- Norden Association
- City of Turku

FLAGSHIP SCHOOL TO WORK

Leader of the Flagship

Swedish Association of Local Authorities and Regions

Advisory Board

- All 8 Member States
- National level
- Mandate

EDUCATION & TRAINING

EARLY SCHOOL LEAVING

INTEGRATE NEETs

- ⦿ More than 200 members
- ⦿ All 8 MS represented – aiming for more members from neighbouring countries
- ⦿ Authorities, organisations, municipalities, ministries etc.

BSR Social Innovation

- an emerging flagship?

Exploring possibilities



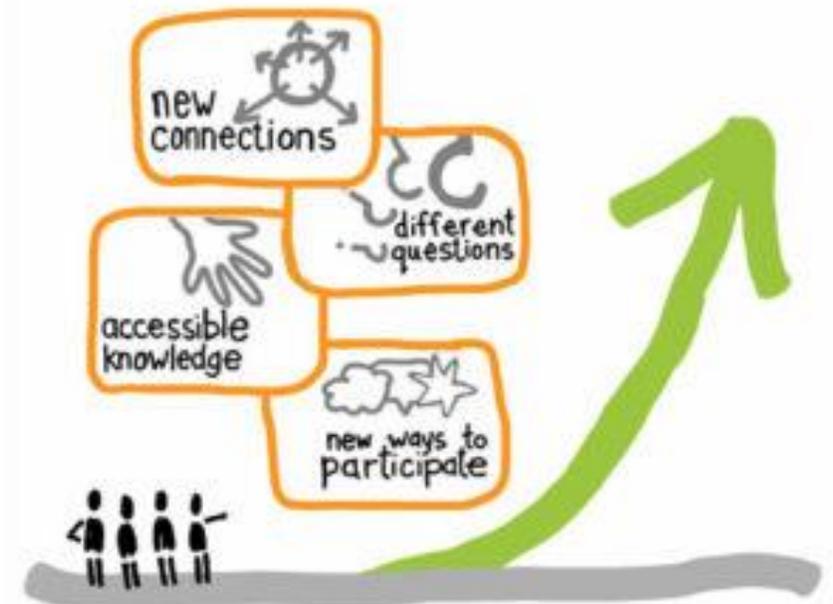
Why social innovation?

- The unparalleled **challenges** at global, national and territorial levels **demand new strategies** and tools to successfully address them.
- **Social innovation is part of the solution**, as it aims to provide innovative solutions to unsolved social problems, putting social value creation at the heart of their mission.
- “...**social innovation does not have fixed boundaries**; it cuts across all sectors (the public sector, private sector, third sector and household)” (Mulgan and Pulford 2010, p. 14).
- **social entrepreneurship is not the same as social innovation**, since it is focused on solving a problem through business, but social innovation search to solve the problem through a number of different forms.



Why a BSR Social Innovation flagship?

- **The aim** of the flagship BSR SOCIAL INNOVATION is to **deliver policy briefs and new methods** targeting complex societal challenges.
- Stakeholders will be invited to co-create, cross-sectorial, transnational, and multilevel. Besides co-creating solutions, the flagship will offer **exchange on good practices related to how to organize and promote social innovation.**
- Potentially, the flagship will be cross-Policy Areas besides PA Education Science and Social affairs support PA Innovation and PA Culture.
- Flagship can absorb funding from ESF+ through synchronized calls or via the centralized calls on social innovation



How to organize the BSR Social Innovation flagship?

POSSIBLE ORGANISATION

- Thematic working groups for co-creation, partner search and matchmaking events, action research, mapping ecosystems and exchange with relevant stakeholders and policy processes in member states and on EU level.
- **A membership based organisation** where stakeholders finance themselves with help of project funding or own funding. For the infrastructure (digital platform, coordination, facilitation of multi-stakeholder dialogues and action research) the coordinating organisations will target ESF+ (national and regional projects based on synchronised calls).

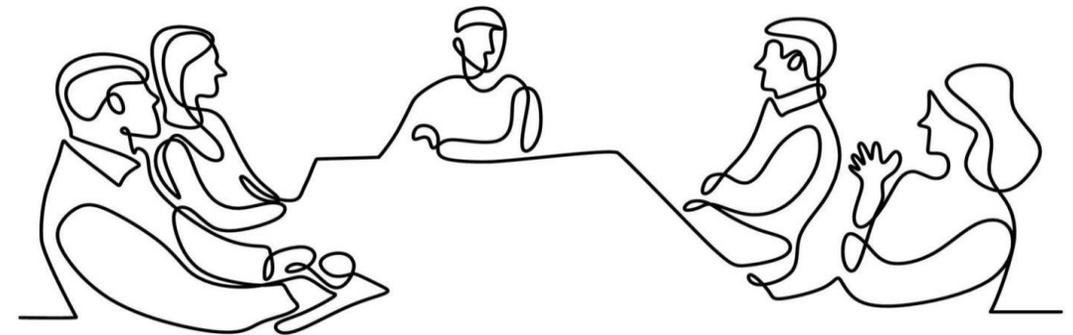
EXPECTED IMPACT

- Strengthened cross-sectoral cooperation and sectoral capacity building in the field of social innovation.



3 KEY questions to be discussed today

- What is the macro-regional added value provided by this potential flagship?
- What group of stakeholders should be involved – both for reaching policy impact and for providing expertise/ sharing good practice?
- First thoughts on thematic priorities – possible platforms for collaboration within the flagship.



REFLECTIONS from the discussions in groups



Building a Flagship together

- Summarizing the results from this workshop and prepare a proposal to the PA Education Steering Group meeting on 25 November 2021
- If positive received the building will start. Exploring funding opportunities for the start, establishing the flagship. Possible sources are Interreg Baltic Sea Region, Swedish Institute, European Social Fund.
- Next workshop in January/February 2022 designing the flagship, preparing an application or more.





Hope to build the flagship together with you!