



## Editorial

After a long and harsh winter, signs of spring appear all around the Baltic Sea.



The European Union got off to a fresh start, too. The Treaty of Lisbon entered into force and the new European Commission took office. BSSSC also started the second and

last year of the Hamburg Chairmanship full of vigour. The newsletter at hand offers you an insight into ongoing projects and events.

A particular focus is set on the topic of education. The Baltic Sea region needs to move faster towards a knowledge society if it wishes to ensure the continued well-being of its people in the light of the challenges posed by demographic trends and increasing globalization. The action plan of the EU's Strategy for the Baltic Sea Region reflects these common endeavours. The implementation phase of the Strategy will now test the added value of this new policy tool. Therefore, the European Commission will review the current status on the first ever Annual Forum. Of course, BSSSC is playing its part in this process.

Under the title "Qualifying the Region for the Future - Implementing the EU Baltic Sea Strategy" BSSSC will focus its Annual Conference in 2010 on the chances, challenges and changes for the Baltic Sea region in its development towards a knowledge-based society.

BSSSC is very pleased about the European Commission's plan to organize the Annual Forum back-to-back with BSSSC's Annual Conference in Tallinn in October of this year. Please mark these events in your agenda today. We are already looking forward to welcoming you in Tallinn!

For the time being I hope you will enjoy reading this newsletter.

With best regards

A handwritten signature in black ink, which appears to read 'Carsten-Ludwig Lüdemann'.

**Carsten-Ludwig Lüdemann**  
Chairman of BSSSC

## Towards a European knowledge society – challenges for the Baltic Sea Region

The Baltic Sea Region often is regarded as a front-runner in school education – different benchmarking results from PISA and TIMSS indicate this judgment. On the other hand universities of the region are rarely to be found amongst those heading for a pole position – at least a look at the international rankings seems to indicate this. The EU's Baltic Sea Strategy is heading for initiatives creating excellence in both fields of education by supporting cooperation between the different actors. Such players came together in Hamburg for a kick-off meeting.

On January 23rd and 24th, representatives of the European Commission, the German Ministry of Education, the Foreign Office and numerous universities among them from Uppsala, Vilnius and Hamburg attended the kick-off event of the priority area Education.

Three flagship projects were discussed in detail, which were seen as representative of the Baltic Region's sustained efforts to assert its claim as knowledge region.

The initiative of the Baltic University Programme (BUP) that was developed at the University of Uppsala met with particular interest of the conference participants. The BUP will provide a platform for more than 220 universities to address issues of mutual concern in the areas of sustainable development and environmental policy. Crucial to this project is the inclusion of students who will be able to participate in conferences and international courses and degree modules, financed by already existing EU programmes. The University of Applied Sciences in Hamburg, the Vilnius University and Uppsala University will form the backbone of this cooperation and seek to finance their joint efforts with the aid of the Baltic Sea Region Programme 2007-2013.

The Baltic Sea Academy as a project initiated by the Hanseatic Parliament in Hamburg was presented at the conference as well. The Academy's main objective is to strengthen the exchange between

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**Towards a European knowledge society**

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universities, technical colleges and enterprises. In light of the fact that 70% of employees in the Baltic region work for small and medium sized enterprises, a closer cooperation between these companies and institutions of tertiary education is particularly desirable, and key to future prosperity and growth in the region.

The participants of the kick-off event in Hamburg agreed to the fact that exchange programmes for students, as well as an improved comparability and compatibility of curricula across universities

and countries are of paramount importance for a joint educational policy. This process is not only relevant with regard to the full implementation of the Bologna process, but will be also highly relevant to the implementation of the education section of the Baltic Sea Strategy. For this, it is crucial to make use of the excellent facilities and impressive capabilities that educational institutions around the Baltic Sea already display. The conference in Hamburg made obvious that there is a promising base for further cooperation from which participating institutions can expand – the realisation of this expansion will now depend on the extent in which

cooperation and support can be generated in existing networks. BSSSC will certainly play an important role in the process by identifying and motivating partners to support a successful implementation of the Baltic Sea Strategy. BSSSC will follow up the discussions in the field of education during the upcoming Annual Conference in Tallinn in October. And – no question about that – the issue of developing the Baltic Sea Region as a knowledge region will be one of the main points of discussion during the next years.

**By Thomas Littmann,  
Free and Hanseatic City of Hamburg,  
Senate Chancellery, BSSSC Secretariat**



**BSSSC Projects**

Today the Baltic Sea Region is no uniform entity with one shared history and culture. Every state along the Baltic Sea coast regards history from its own national perspective with different historical parameters. One

riots in Estonia's capital Tallinn and roiled the Russian-Estonian relations.

The idea of developing a Baltic Sea History Book – as devised from Academia Baltica (Lübeck/Germany) – is to disclose, preserve and communicate Baltic

Sea history as the basis of a Baltic Sea identity. A widely shared identity can contribute to foster a common Baltic Sea memory by creating a feeling of unity rather than of enmity. To support a Baltic Sea identity based on a mutual understanding of history one has to start with educating young people. An adequate instrument can be the Baltic Sea History Book which does not present the history of the Baltic Sea Region as an addition of national histories, but as a mutual source of identity considering different points of view.

The Baltic Sea History Book is part of the project application "Baltic Sea Identity – Facilitating Regional Development through strengthening commons and overcoming barriers" which is supported by BSSSC to get funding by the EU Baltic Sea Region Programme. All components of the project are suitable to enable individuals for transnational cooperation and mobility by enforcing their mutual understanding. Furthermore, the project offers opportunities for cities, regions and organisations to benefit from common strengths and a Baltic Sea regional identity in sustainable marketing and branding efforts.

**By Marlene Rothe, Coordinator of  
BSSSC Working Group on Maritime Policy**

**Baltic Sea Identity – Baltic Sea History Book**

historic incident can be judged in different national ways. So was the end of the Second World War for instance the subject of controversial debates in 2005 between Russia and Estonia, Latvia and Lithuania: Did the Soviet Union occupy or liberate the Baltic States? Likewise, there are German-Polish controversies about how to commemorate the expulsion of Germans from Poland which caused political irritations. The relocation of a Bronze Soldier in Estonia led to

riots in Estonia's capital Tallinn and roiled the Russian-Estonian relations. The idea of developing a Baltic Sea History Book – as devised from Academia Baltica (Lübeck/Germany) – is to disclose, preserve and communicate Baltic Sea history as the basis of a Baltic Sea identity. A widely shared identity can contribute to foster a common Baltic Sea memory by creating a feeling of unity rather than of enmity. To support a Baltic Sea identity based on a mutual understanding of history one has to start with educating young people. An adequate instrument can be the Baltic Sea History Book which does not present the history of the Baltic Sea Region as an addition of national histories, but as a mutual

## BSSC Projects

The conservation of cultural heritage is one common goal in the Baltic Sea Region as

Due to the common history of the Baltic Sea Region the brick architecture de-

partners from almost all countries in the Baltic Sea Region plus Belarus and Russia

# CO<sub>2</sub>OL Bricks – Heritage preservation combined with climate protection in the Baltic Sea Region

well as the reduction of carbon dioxide. At this point, the project “CO<sub>2</sub>OL Bricks - Climate Change, Cultural Heritage & Energy Efficient Monuments” starts coordinated by the Department for Heritage Preservation of the Free and Hanseatic City of Hamburg. The department is currently developing the application for the 3rd call of the Baltic Sea Region Programme 2007-2013 (INTERREG IVB). The project will start in January 2011 if it receives the approval by the EU Commission and will be realized then within a period of three years.

Historic town hall in Stralsund, Germany  
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fines the townscape in many parts of our tradition-rich cities. These characteristics and therewith the attractiveness and competitiveness of the cities are endangered because of measures for energetic optimization which conduce to the requirements of climate protection.

The project CO<sub>2</sub>OL Bricks deals with the controversial aims of climate protection and heritage conservation in the field of historical buildings. After the first wave of technical improvement with modern heating, insulation, thermal insulation windows etc., conflicts appear between the refurbishment of buildings aiming reduction of the energy consumption versus the conservation of cultural heritage and protected historical buildings. Measures for energetic optimization involve the risk of changing the historical buildings completely included their historical value.

The new approach of CO<sub>2</sub>OL Bricks is to combine both controversial objectives. The project is going to find new technical solutions and put them into build reality by the development of transnational pilot projects. To ensure the realization of the theoretical and technical solutions additionally, the transnational coordination of knowledge and education of craftsmen, planners and the public is an aim of the project even as the development of new transnational market opportunities for specialised small and medium sized enterprises.

Beyond that CO<sub>2</sub>OL Bricks will develop a joint position on the integration of monument protection aspects in common and international climate protection concepts. In co-operation with project



Speicherstadt, historic warehouse district in Hamburg, Germany © piqs.de/Bonsel

a transnational declaration will be signed which harmonises the aspects of climate protection and heritage conservation.

**By Bendix Bürgener,  
Free and Hanseatic City of Hamburg,  
Ministry of Culture, Sports and Media,  
Department of Heritage Preservation**

## Climate & Environment



Ulla Hamilton, Vice Mayor Environmental and Traffic Division from Stockholm, and Janez Potočnik, European Commissioner for Science and Research © European Commission, 2010

The future success of climate and environmental protection in Europe is crucially dependent on cities' management of resources, particularly in reference to energy and climate. Cities

are very important to the citizens of Stockholm and involvement in sustainable development of the growing city is very high.

Hamburg won the award for the breadth of its environmental policy initiatives as well as ambitious goals for the future. Hamburg has reduced CO<sub>2</sub> emissions by 18% from 1990 to 2006. The efforts continue, with the Hamburg Senate aiming for a 40% reduction by 2020, climbing towards an 80% reduction by 2050. Hamburg's answer to the demands of the city's growing economy and increasing population is inward growth. Examples of this are the HafenCity, the largest urban development project in Europe built on the former harbour area, as well as the International Building Exhibition (IBA) in Wilhelmsburg.

Looking forward to 2011, Hamburg will become a Green Capital on wheels to communicate its green idea throughout Europe in the form of a train, containing a modern and interactive exhibition of ideas, which will travel through European countries disseminating experiences and best practices in new ways.

## Two metropolises of the Baltic Sea Area assigned as "European Green Capital"

with their capacity for innovation hold the greatest potential to contribute toward finding solutions to environmental problems.

The EU Commission awarded the title "European Green Capital" to two cities for their submitted concepts in environmental performance – an both are actually situated the Baltic Sea Area. The winner cities for this and the upcoming year are Stockholm in 2010 and Hamburg in 2011.

The coveted award is the recognition for an outstanding performance in environmental protection. Simultaneously, the EU Commission expects competing cities to increase their efforts in environmental protection, while learning from one another through the exchange of best practices.

Stockholm was awarded as the first European Green Capital for its long-term focus on environmental issues, good results and ambitious targets for the future. Stockholm's approach builds on the principle that the environmental aspects have to be integrated everywhere and at all times. Stockholm is determined to lower its CO<sub>2</sub> emissions, and has reduced it by 25% from 1990 to 2005. The target is to become totally fossil fuel free by 2050. Today CO<sub>2</sub> emissions are down to 3.4 tons per inhabitant per year. Environmental issues

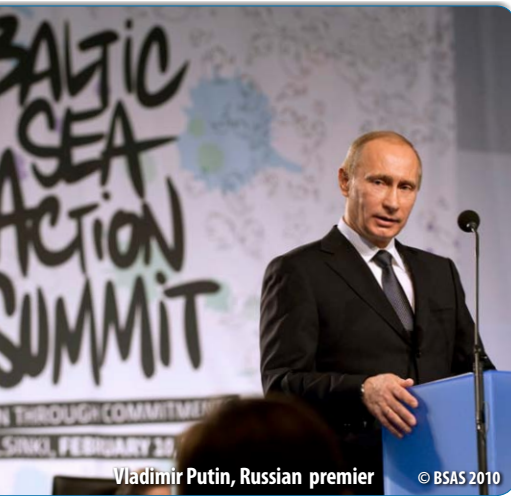
Further information on [www.hamburggreencapital.eu](http://www.hamburggreencapital.eu) or [international.stockholm.se/Stockholm-by-theme/European-Green-Capital](http://international.stockholm.se/Stockholm-by-theme/European-Green-Capital).

**By Dr. Britta Kastens, Free and Hanseatic City of Hamburg, Ministry of Urban Development and the Environment**



Delegation from Hamburg at the award ceremony in Brussels. Left to right: Mr. Klaus de Buhr, Mr. Lars Friedrichsen, Ms. Anja Hajduk and Mr. Christian Maaß © European Commission, 2010

## Climate & Environment



Vladimir Putin, Russian premier

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The Baltic Sea Action Summit "Saving the Baltic Sea" – this ambitious aim made up the credo to which purpose high ranking personalities gathered for the Baltic Sea Action Summit on 10 February 2010 in Helsinki, Finland. The Summit was characterized by the strife for action. This was clearly visible already by receiving the invitation: pure presence would not do, but

the commitment to a Baltic Sea saving idea or project was the entrance ticket to participation. Thus, the participant committed himself to concrete action within the framework of a project and with a time line of at least two milestones in the near future.

The Baltic Sea Action Summit was the exclusive key event of an initiative which was started by the Finnish President Tarja Halonen, the Finnish Prime Minister Matti Vanhanen and the Chairman

## Saving the Baltic Sea!

of the Baltic Sea Action Group, Ilkka Herlin, in May 2009. The innovative concept is similar to the Global Clinton Initiative, using the same method but aiming at different objectives on a global scale.

With its roots in the HELCOM Baltic Sea Action Plan, which was approved on political level by all bordering countries and the EU in November 2007, the Baltic Sea Action Summit aspires to implement the agenda of preliminary political work and to challenge political decision makers, business men, civil society and individuals to take action. Interaction between the different spheres and levels was strongly encouraged. The areas which were identified are eutrophication, hazardous substances, safe & environmentally friendly maritime activities and biodiversity.

BSSSC Chairman Carsten-Ludwig Lüdemann took part in the Baltic Sea Action Summit and represented the commitment of the BSSSC Working Group on Maritime Policy and the commitment of the Free and Hanseatic City of Hamburg. Both commitments intend to support safe & environmentally friendly maritime activities, BSSSC by contributing to the project Clean Baltic Shipping and Hamburg in cooperation with the Baltic Sea Forum e.V. by establishing an alliance of European cruise cities.

The consequences of this dynamic initiative and the implementation process of the manifold projects committed to save the Baltic Sea remain to be seen.

**By Judith Köhler, Free and Hanseatic City of Hamburg, Senate Chancellery, BSSSC Secretariat**

## 18th BSSSC Annual Conference

Europe needs to move faster towards a knowledge society if it wishes to ensure the continued social and economic well-being of its people in light of the

### Qualifying the Region for the Future

challenges posed by globalization and demographic trends. Therefore, BSSSC will focus its **18th Annual Conference on 12-14 October in Tallinn** on the chances, challenges and changes for the Baltic Sea region towards a knowledge-based society and towards the "Fifth Freedom" relating to the mobility of students, scientists and university teachers, as well as labour forces. A free movement of knowledge



Tallinn, Estonia © European Union 2010

serves innovation and the development of science – to make the Baltic Sea Region more competitive.

To achieve better results within Europe, regions have to strengthen their cooperation. Hence, the BSSSC Annual Conference will cope with the challenges of future cooperation in the fields of education and qualification. The Annual Conference will offer a platform for presenting regional, national and EU activities as well for discussion on topics such as: life-long learning, formal and informal education, mobility of work force, demographic change and migration, cooperation in the field of universities.

The topics are strongly interlinked with the implementation of the EU's Baltic Sea Strategy. Therefore, the European Commission will organise the **1st Annual Forum of the Strategy back to back with the BSSSC Annual Conference in Tallinn from 14 to 15 October 2010.**

The BSSSC Annual Conference is hosted by the Association of Estonian Cities, the Association of Estonian municipalities and the City of Tallinn who are looking very much forward to welcoming you in Estonia. Welcome to Estonia, welcome to Tallinn!

## News from Brussels



The new European Commission took up its work on 10th of February 2010. It is the first Commission under the Lisbon Treaty – the new basis for the growing European Union which went into force on 1st of December 2009. Finally, Europe has a new regulatory framework to facilitate policy-making. High-flying aspirations around the European Constitution and the hard landing after failed referenda in France and the Netherlands in 2005,

## Fresh start for the European Union

the tough negotiations under German Presidency in 2007 in order to restart the constitutional reform and set-backs after yet another failed referendum in Ireland 2008 – all of this is part of the European history book now. The Lisbon Treaty will now have to prove that it is sufficient to enable efficient policy-making on European level in a globalized world.

As the European Union gets off to a fresh start, BSSSC stays active in Brussels and continues to ensure that the Baltic Sea regions are heard on European level. The Committee of the Regions e.g. is organising a conference in Brussels on macroregional strategies on the 13th of April. Representatives from the Baltic Sea and the Danube region will be there to discuss the state of play of their respective macroregional strategies. BSSSC will be represented by David Hunt, our rapporteur on the Baltic Sea Strategy.

The North Sea region is looking for a strategy of their own and will discuss challenges and chances as regards this project. The conference, which for the first time brings together representatives from different macroregional strategies, could also be a good chance to define the overall added value of macroregional policy-making for the EU as such.

Tangible results in the implementation phase of the Baltic Sea Strategy are absolutely crucial to proof the added value of this new policy tool. Therefore the European Commission will review the state of play on the first ever Annual Forum. The European Commission agreed to jointly organise the Annual Forum back to back with the BSSSC Annual Conference in Tallinn from 13 to 15 October 2010. During these three days, the progress reports of the lead partners of the projects will be presented and discussed with high level representatives from all over the Baltic Sea and the European Level.

So, all eyes on BSSSC and our Tallinn hosts in October 2010, make sure you have this important date on your agenda!

**By Dr. Lars Friedrichsen, BSSSC Brussels Antenna**

## EU Baltic Sea Strategy

### Where are we?

DG Regio is working hard to make this strategy a success. For me there is no doubt that they like the “macro-region” approach to working with the 27 countries of the EU.

### Well, what are they doing?

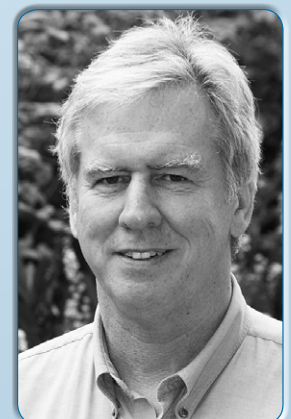
**Online:** The website is updated. It's well laid out with practical information of what is happening. Have a look: [ec.europa.eu/regional\\_policy/cooperation/baltic/index\\_en.htm](http://ec.europa.eu/regional_policy/cooperation/baltic/index_en.htm).

**Financing:** Meeting of programme and priority area coordinators 11 March. This is the second meeting and I know from Denmark that programme leaders are being firmly told by their national authorities that they must include strategy considerations is obligatory.

**Priority Areas:** Kick off meetings for the 15 priority areas to take place in the first quarter of 2010. The dates for many of these meetings can be found on the website under “events”.

**Actions:** An updated Strategy Action plan should be ready in April. The version I have seen ads about 20 flagship projects, updates who is taking on responsibility for priority areas and tidies up the wording. There is also a high Level meeting of representatives of 27 EU countries and CoR in April. Please note regional actors only to be invited for specific issues.

In summary I would say that the Commission deserves praise for its hard work to make sure that the member states are on board and that their flagship projects set sail. The “but” is that regional actors are at present on the sidelines. However we do have the Stakeholder Forum in October to look forward to.



**By David Hunt,  
B7 and BSSSC rapporteur on EU Baltic Sea Strategy**

## Youth Policy

For the past several years the BSSSC youth events have largely focused on the topics

participants will once more be a part of the entire BSSSC Annual Conference, have active discussions, dialogue, presentations with

exchange, news etc. and also with embedded social media platforms like Facebook, Youtube and Twitter. The website will be launched over the summer of 2010.

### New directions for BSSSC youth

revolving around the Baltic Sea Strategy and sustainable development. 2010 will bring some new discussions to the table.

As expected the network is somewhat shifting its focus to provide better input for the BSSSC Annual Conference in Tallinn in October 2010. There will be more exchange about qualification, education, vocational education, volunteer work, youth in and entering the labour market and other topics referring to these items.

The youth event will also move back towards a more participative model. Partici-

the decision makers, influencers and stakeholders on the ground. Hopefully, they will be heard and good ideas go both ways.

Linked but still separate of the annual youth event will be the development of a new BSSSC youth website. The website will be constructed together with a Non-Governmental-Organization called Estonian Emerging Media Alliance and will be given a fresh approach. We are expecting it to become a true modern-age platform that will provide a virtual space for communication, online debates, information

These new directions were confirmed during the meeting of the Working Group on Youth Policy that took place in Szczecin.

The BSSSC youth will most probably be having their next meeting in Hamburg in June and then gather again for the Annual Conference in Tallinn. Some of the upcoming discussions will decide the direction of the youth network beyond 2010 as there currently is little financing available so a new project to the Youth in Action Program is likely to be submitted by the end of this year.

**By Gerd Tarand**  
**BSSSC Youth representative**

## BSSSC Events



Baltic coast in spring time

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### 1st Meeting of CBSS Expert Group on Sustainable development/Baltic 21

▶ 13-14 April 2010, Vilnius

### Europe's macro-regions: Integration through territorial co-operation, Forum at the Committee of the Regions

▶ 13 April 2010, Brussels

### Baltic Sea NGO Forum

▶ 15-17 April 2010, Vilnius

### HELCOM Ministerial Conference

▶ 18-20 May 2010, Moscow

### HELCOM Ministerial Meeting

▶ 20 May 2010, Moscow

### BSSSC Board Meeting

▶ 20-21 May 2010, Stockholm

### 12th BDF Summit

▶ 1-2 June 2010, Vilnius

### 8th Baltic Sea States Summit

▶ 1-2 June 2010, Vilnius

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