



**23rd BSSSC Annual Conference**  
**23-25 September 2015, Visby, Sweden**  
**“Digital Agenda – New Chances and Challenges for the  
Regions of the Baltic Sea”**



PROGRAMME

**BSSSC Annual Conference**

**23-25 September Visby, Sweden**

**Venue: Wisby Strand Congress & Event, Gotland  
Strandvägen 4, SE-621 55 Visby, Sweden**

**Tuesday, 22 September 2015**

12:00- CPMR Baltic Sea Commission Executive Committee meeting (for invitation only)

**Wednesday, 23 September 2015**

9:00-16:00 Youth event (for invitation only)

9:00-12:00 CPMR Baltic Sea Commission Executive Committee meeting (for invitation only)

12:00-13:30 Lunch (BSSSC and CPMR Baltic Sea Commission Boards, for invitation only)

13:30-16:30 BSSSC Board meeting (for invitation only) at “Leuviden”

16:00-17:30 **Registration open**

17:00-18:30 Meetings of the national delegations

19:30-21:00 **Welcome Reception** at Gotland’s Museum “Fornsalen”, Strandgatan 14, 62156 Visby, <http://www.gotlandsmuseum.se/>

**Thursday, 24 September 2015**

09:00 Registration open

09:30-10:45 **Session I – Opening of the 23rd BSSSC Annual Conference**  
at Congress Hall “Wisby”  
Moderator: **Ms. Meit Fohlin**

Speakers:

**Mr. Ossi Savolainen** – BSSSC Chairman, Regional Mayor of Helsinki-Uusimaa

**Ms. Meit Fohlin** – Region Gotland

**Ms. Saga Carlgren** – Region Gotland

**Ms. Anke Spoorendonk** – Minister of Justice, Cultural and European Affairs of Schleswig-Holstein, EUSBSR coordinating region

**Mr. Jacek Śladewski**, First Counsellor, Head of Political Section

Embassy of Poland, Sweden – Representative of CBSS Polish Chairmanship

10:45-11:30 Coffee break with interaction



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11:30-13:00

**Session II – launch the topic Digital Agenda**

Moderator: **Ms. Meit Fohlin**

Speakers:

**Keynote: Towards Digitalization – new opportunities for regions and cities:**

**Mr. Markku Markkula** – President of the Committee of the Regions

**Mr. Flemming Stender** – Director, Baltic Development Forum (BDF)

**Ms. Anne Ståhl-Mousa** – Gotland Digital Agenda

Questions and interaction

13:15-14:30

Lunch

14:30-16:30

**Session III – parallel sessions – *for detailed information about parallel sessions see annex***

**Session III a)**

**Fostering Economic Growth and Access to Culture through digital technologies**

at “Leivide”

Host and organizer: Schleswig-Holstein, Germany

Moderator: **Mr. Stefan Musiolik** – Ministry of Justice, Cultural and European Affairs of Land Schleswig-Holstein / EUSBSR Priority Area Culture

Speakers:

**Dr. Lissa Holloway-Attaway**, Associate Professor of Media Arts, Aesthetics and Narration, University of Skövde

**Ms. Torun Ekstrand**, Kulturcentrum Ronneby Municipality / SWE, Project “Think Tank Transbaltic”

**Mr. Olaf Gerlach-Hansen**, Danish Cultural Institute, Project “Culturability” of the Nordic Council of Ministers

**Ms. Olga Knudsen**, Swedish Institute, Project “Baltic Lab”

**Session III b)**

**Digital evolution – youth, education and digital agenda**

at Congress Hall “Wisby”

Host and organizer: BSSSC Youth Network

Chair: **Ms. Malgorzata Ludwiczek**, coordinator for the BSSSC youth network

Moderator: **Ms. Nellija Karpušenkova** – youth network representative in the BSSSC Board



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Speakers:

**Mr. Gerd Tarand**, former member of the Board from the youth network,  
Estonia

**Ms. Kirsti Slettevoll**, head of “Nettskolen Buskerud” and **Ms. Sigrun  
Bergseth**, adviser in the Education department, Buskerud County

**Mr. Henrik Bergqvist**, PicHit.me, Gotland, Sweden

**Session III c)**

**Transport in the context of the Digital Agenda**

at “Linde”

Host and organizer: Vest-Agder, Norway

Moderator: **Mr. Jon Halvard Eide**, Special Adviser at Vest-Agder County  
Council

Speakers:

**Mr. Michael Glotz-Richter**, City of Bremen "Development of autonomous  
transport solutions & technologies – a game changer for the next decades"

Logistic forwarder, operator or project representative (tbc)

Public authority or project representative (tbc)

Representative of the subject Autonomous vehicles (tbc)

**Session III d)**

**Smart specialization and maritime policy**

at “Lojsta”

Host and organizer: CPMR Baltic Sea Commission Maritime Working Group  
and Uusimaa Regional Council

Moderator: **Mr. Jaakko Mikkola**

Speakers:

**Mr. Lucas Bosser**, policy analyst, CPMR

**Mr. Juha Valtanen**, Programme Manager, Machine Technology Center Turku  
Ltd

**Ms. Åsa Bjerling**, Executive Secretary, CPMR Baltic Sea Commission

16:00-17:00

Coffee break



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17:00-18:00

**Session IV**

Moderator: **Ms. Meit Fohlin**

Report from the parallel sessions

Youth participation – marking an important part of the BSSSC work. 10 years of youth delegates in the BSSSC Board. Interaction with former youth Board members and ceremony.

Conclusion of the first day and bridge to second day.

20:00-22:30

**Dinner**

**Friday, 25 September 2015**

at Congress Hall “Wisby”

8.45

Registration for Interreg-session

9:00-11:00

**Interreg – turning ideas into projects**

**Organizer:** Interreg Central Baltic Programme

in co-operation with Interreg Baltic Sea Programme, Interreg South Baltic Programme and Swedish Institute

In the 25th anniversary year of the Interreg cooperation, the Central Baltic, South Baltic and Baltic Sea Region Interreg Programmes, together with Swedish Institute join forces in presenting and discussing new funding opportunities for territorial cooperation. The aim of the session is to build a dialogue between the participants and the programmes allowing for sharing, learning and encouraging the BSSSC regions to make more use of the Interreg opportunities. To this end, benefits and challenges of cooperation projects for regional authorities will be discussed and practical hints for project applications will be provided.

Moderator:

**Mr. Hans Bjurbäck**, Information Officer, Central Baltic Programme

11:00-11:30

**Coffee break**



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- 11:30-12:30                    **Closing session - Bridging into the future and closing of the 23rd BSSSC AC 2015**
- Moderator: **Ms. Meit Fohlin**
- Speakers:  
**Ms. Heli Halla-aho** – Secretary General of the BSSSC, Presentation of the Conference resolution  
Presentation of the results of the BSSSC Youth Event  
**Ms. Meit Fohlin**, Conclusion and results of the conference  
**Mr. Ossi Savolainen** – BSSSC Chairman, Regional Mayor of Helsinki-Uusimaa
- 12:30-14:00                    Lunch



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**ANNEX – PARALLEL SESSIONS ON THURSDAY, 24<sup>TH</sup> OF SEPTEMBER, AT 14:30-16:30**

**Parallel Session III a.) Fostering Economic Growth and Access to Culture through digital technologies**

Moderator: **Mr. Stefan Musiolik**

**Introduction**

**Mr. Stefan Musiolik:** Introduction to the topic and short presentation of related activities within the EUSBSR Policy Area Culture & Creative Sectors

**Key Note Speeches**

**Dr. Lissa Holloway-Attaway**, Assoc. Professor of Media Arts, Aesthetics and Narration, University of Skövde:  
Cultural heritage – Opportunities offered by digitization

**Ms. Torun Ekstrand**, Kulturcentrum Ronneby Municipality, project Think Tank Trans-baltic  
Arts & culture – Experimental approaches using digital media

**Mr. Olaf Gerlach-Hansen**, Danish Cultural Institute, project Culturability  
Gaming – Gaming as a driver of sustainable development

**Ms. Olga Knudsen**, Swedish Institute, project BalticLab  
Creative industries – Digital technologies as a chance for young CCI start-ups

**Panel Discussion**

“Digital meets culture – Fresh solutions for a sustainable and competitive Baltic Sea Region”

Moderator: **Mr. Stefan Musiolik**

Panelists: **Key-note speakers**



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**Parallel session III b) “Digital evolution” – youth, education and digital agenda**

*Organiser: BSSSC youth network*

**Topics to be covered:**

- How digitalisation has changed our education and society - digital natives vs digital foreigners
- Use of electronic devices in school – social network in education - new skills – e-inclusion
- Motivation and encouragement to use new technology – digital society (e-participation, e-voting, etc.)

**Chair:** **Ms. Malgorzata Ludwiczek**, coordinator for the BSSSC youth network

**Moderators:** **Ms. Hanna Kivimäki** and **Ms. Nellija Karpušenkova** – youth network representatives in the Board

- Welcome and introduction to the WS

**Interventions:**

- eEstonia - youth and the digital agenda by **Mr. Gerd Tarand**, former member of the Board from the youth network, Estonia
- What characterizes good net-based education, and how does it challenge teaching in the traditional classroom by **Ms. Kirsti Slettevoll** head of "Nettskolen Buskerud" and **Ms. Sigrun Bergseth**, Buskerud County Administration, Norway
- Motivation and use of new technology by **Mr. Henrik Bergqvist**, PicHit.me, Gotland, Sweden

Discussion – input to the BSSSC work toward 2020



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**Outline for parallel session III c.) - Transport in the context of the Digital Agenda**

- 14:30 – 14:45:           **Introduction to the session**  
**Mr. Jon Halvard Eide**, Vest-Agder County Council (NO)
- Purpose of session
  - Policy frameworks and relevant EU programmes
  - Introduction of speakers
- 14.45 – 15:05:           **Presentation 1: Role and potential of ICT tools and intelligent transport  
solutions in freight transport**  
*By logistic forwarder, operator or project representative*
- 15:05 – 15:30:           **Presentation 2: Role and potential of ICT tools and intelligent transport  
solutions in passenger transport**
- 15:30 – 16:00:           **Presentation 3: Autonomous vehicles – state of development, prospects,  
regulatory and technological requirements for large scale roll-out**
- 16:00 – 16:30:           **Discussion and recommendations for the way forward**
- 16:30:                      **End of session**

If time allows there might be a short break at a convenient point in the program.