

1. Identification

Call

Date of submission

A1 - split

26/09/2024

1.1. Full name of the project

SUPPORTING PA EDUCATION AND PA HEALTH

37 / 250 characters

1.2. Short name of the project

PA EDU PA HEALTH

16 / 20 characters

1.3. Programme priority

4. Cooperation governance

1.4. Programme objective

4.2 Macro-regional governance

1.6. Project duration

Implementation start

01/01/2022

Implementation end

31/12/2026

Duration of implementation phase
(months)

60

Closure start

01/01/2027

Closure end

31/03/2027

1.7. Project summary

PA EDU

This project will support the PA Education (PA EDU) coordinators in the implementation of PA EDU actions outlined in the EUSBSR Action Plan and in the PA EDU Work Plan endorsed by the Steering Group. Furthermore, the project will facilitate the generation of project ideas in support of those actions. These projects will improve the implementation formats (flagships/collaborative platforms/missions), broaden and expanding the funding of these missions and support more structured policy dialogues. Furthermore, cross-PA and cross-MRS collaboration will be improved involving for example collaboration on social innovation with PA INNOVATION and on sustainable and healthy working life with PA HEALTH. Finally, it is of specific importance in this project to further develop the national implementation of PA EDU in all Member States and Norway where monitoring and evaluation systems will be introduced.

PA HEALTH

The project will support the PA HEALTH Coordinator in the implementation of the PA HEALTH Actions in the EUSBSR Action Plan and facilitate the generation of project ideas in support of those actions.

1,124 / 1,500 characters




1.11. Project Budget Summary

Financial resources [in EUR]		Planned project budget
ERDF	ERDF co-financing	967,999.52
	Own contribution ERDF	241,999.88
	ERDF budget	1,209,999.40
NO	NO co-financing	0.00
	Own contribution NO	0.00
	NO budget	0.00
NDICI	NDICI co-financing	0.00
	Own contribution NDICI	0.00
	NDICI budget	0.00
RU	RU co-financing	0.00
	Own contribution RU	0.00
	RU budget	0.00
TOTAL	Total Programme co-financing	967,999.52
	Total own contribution	241,999.88
	Total budget	1,209,999.40

2. Partnership

2.1. Overview: Project Partnership

2.1.1 Project Partners

No.	LP/PP	Organisation (English)	Organisation (Original)	Country	Type of partner	Legal status	Partner budget in the project	Active/inactive	
								Status	from
1	LP	Norden Association Sweden	Föreningen Norden Sverige	 SE	NGO	a)	423,500.00 €	Active	01/01/2022
2	PP	Free and Hanseatic City of Hamburg	Freie und Hansestadt Hamburg	 DE	Regional public authority	a)	181,499.40 €	Active	01/01/2022
3	PP	Secretariat of the Northern Dimension Partnership in Public Health and Social Well-being (NDPHS)	Secretariat of the Northern Dimension Partnership in Public Health and Social Well-being (NDPHS)	 SE	International governmental organisation	a)	605,000.00 €	Active	01/01/2022

2.1.2 Associated Organisations

No associated organisations found

2.2 Project Partner Details - Partner 1

LP/PP	Lead Partner		
Partner Status	Active		
Active from	01/01/2022	Inactive from	

Partner name:

Organisation in original language	Föreningen Norden Sverige	25 / 250 characters
Organisation in English	Norden Association Sweden	25 / 250 characters
Department in original language	n/a	3 / 250 characters
Department in English	n/a	3 / 250 characters

Partner location and website:

Address	Vasagatan 28	13 / 250 characters	Country	Sweden
Postal Code	111 20	6 / 250 characters	NUTS1 code	Östra Sverige
Town	Stockholm	9 / 250 characters	NUTS2 code	Stockholm
Website	www.norden.se	13 / 100 characters	NUTS3 code	Stockholms län

Partner ID:

Organisation ID type	Organisation number (Organisationsnummer)
Organisation ID	802002-4546
VAT Number Format	SE + 12 digits
VAT Number	N/A <input checked="" type="checkbox"/>
PIC	n/a

Partner type:

Legal status	a) Public
Type of partner	NGO
Sector (NACE)	94.99 - Activities of other membership organisations n.e.c.

Partner financial data:

Role of the partner organisation in this project:

Lead Partner in this project and Lead-PAC in PA EDU. The project based on the Work Plan endorsed by the Steering Group is implemented in close cooperation between the two PAC organisations.

189 / 1,000 characters

Has this organisation ever been a partner in the project(s) implemented in the Interreg Baltic Sea Region Programme?

Yes

2.2 Project Partner Details - Partner 2

LP/PP	Project Partner		
Partner Status	Active		
	Active from	01/01/2022	Inactive from

Partner name:

Organisation in original language	Freie und Hansestadt Hamburg	28 / 250 characters
Organisation in English	Free and Hanseatic City of Hamburg	34 / 250 characters
Department in original language	Abteilung für Internationale Zusammenarbeit	43 / 250 characters
Department in English	Department for International Affairs	36 / 250 characters

Partner location and website:

Address	Hermannstraße 15	16 / 250 characters	Country	Germany
Postal Code	20095	5 / 250 characters	NUTS1 code	Hamburg
Town	Hamburg	7 / 250 characters	NUTS2 code	Hamburg
Website	https://www.hamburg.de/international/	37 / 100 characters	NUTS3 code	Hamburg

Partner ID:

Organisation ID type	Tax (identification) number (Steuer(identifikations)nummer)		
Organisation ID	DE118509725		
VAT Number Format	DE + 9 digits		
VAT Number	N/A <input type="checkbox"/> DE118509725		
PIC	998928602		

Partner type:

Legal status	a) Public	
Type of partner	Regional public authority	Regional council, etc.
Sector (NACE)	84.11 - General public administration activities	

Partner financial data:

Role of the partner organisation in this project:

Project partner in this project and Co-PAC in PA EDU. The project based on the Work Plan endorsed by the Steering Group is implemented in close cooperation between the two PAC organisations.

190 / 1,000 characters

Has this organisation ever been a partner in the project(s) implemented in the Interreg Baltic Sea Region Programme?

Yes

2.2 Project Partner Details - Partner 3

LP/PP	Project Partner		
Partner Status	Active		
Active from	01/01/2022	Inactive from	

Partner name:

Organisation in original language	Secretariat of the Northern Dimension Partnership in Public Health and Social Well-being (NDPHS)	96 / 250 characters
Organisation in English	Secretariat of the Northern Dimension Partnership in Public Health and Social Well-being (NDPHS)	96 / 250 characters
Department in original language	Secretariat of the Northern Dimension Partnership in Public Health and Social Well-being (NDPHS)	96 / 250 characters
Department in English	Secretariat of the Northern Dimension Partnership in Public Health and Social Well-being (NDPHS)	96 / 250 characters

Partner location and website:

Address	Wollmar Yxkullsgatan 23	23 / 250 characters	Country	Sweden
Postal Code	SE-118 50	9 / 250 characters	NUTS1 code	Östra Sverige
Town	Stockholm	9 / 250 characters	NUTS2 code	Stockholm
Website	www.ndphs.org	13 / 100 characters	NUTS3 code	Stockholms län

Partner ID:

Organisation ID type	Organisation number (Organisationsnummer)	
Organisation ID	934003-4041	
VAT Number Format	SE + 12 digits	
VAT Number	N/A <input checked="" type="checkbox"/>	0 / 50 characters
PIC	892266432	9 / 9 characters

Partner type:

Legal status	a) Public	
Type of partner	International governmental organisation	HELCOM, BSSSC, CBSS, VASAB, etc.
Sector (NACE)	99.00 - Activities of extraterritorial organisations and bodies	

Partner financial data:

Role of the partner organisation in this project:

Project partner, PA Health PAC

30 / 1,000 characters

Has this organisation ever been a partner in the project(s) implemented in the Interreg Baltic Sea Region Programme?

Yes

3. Relevance

3.1 Context and challenge

PA EDU

Contribute to increased prosperity that presupposes access to quality education and training for all, an effective and inclusive welfare system and a well-functioning labour market supporting geographical, professional, and socio-economic mobility. In science and research, we face an increased global competitiveness where, even though our macro-region is performing well, we can do more by a closer collaboration, making best use of our resources together in BSR. An important Action is the one on integration of migrants where a quick response is needed. To deliver on these challenges PA EDU need to engage a wide range of stakeholders in its activities and more strategic in flagships (missions). The implementation of Action Plan take primarily place in currently 4 flagships. All 4 are based on membership with different categories of members; passive (receive newsletters/attend conferences/workshops), active (participate in co-creation/joint development of policies, methods, and structures) and strategic (coordinate transnational working groups/platforms). Members are national, regional, and local actors from public sector, academia, and civil society. This concept with missions will be further elaborated in this project. Specific challenges to be addressed relates to funding missions and national implementation in MS and neighbouring countries

PA HEALTH

The Baltic Sea Region is facing complex health and social challenges, for example insufficient adaption of the health and social sector to the needs of an ageing population, the aftermath of the COVID-19 pandemic, including its impact on people's mental health, the negative impact of climate change on humans health as well as health disparities between countries and regions. These challenges cannot be addressed in the health and social sector alone. This is why PA Health focuses its efforts within the EUSBSR on cooperation with other sectors, identifying synergies and co-creating multi-disciplinary solutions.

1,999 / 2,000 characters

3.4 Project objective

Your project objective should contribute to:

Macro-regional governance

PA EDU

Macro-regional strategies are implemented by engaging stakeholders cross-sectorial, transnational and based on multilevel involvement in co-creation targeted solutions to complex societal challenges outlined in an Action Plan. PA EDU are one of the frontrunners in developing implementation formats to deliver these targeted solutions. We name them flagships or missions. At present 4 such flagships exist and deliver on set indicators and targets in 3 of 4 Actions in the Action Plan. The support to project generation will be used to develop a suitable implementation format to deliver on the 4th Action on integration of migrants and in science, research and social innovation. Important for the governance of PA EDU is to further develop and maintain the implementation formats, to reach and engage more stakeholders, to align funding for the implementation formats and to engage in policy dialogues reaching the pursued policy impact set in the Action Plan. Finally cross-PA and cross-MRS collaboration will become an integrated part of the implementation. Cross-PA collaboration is foreseen in social innovation with PA INNO and in healthy ageing with PA HEALTH.

PA HEALTH

The objective of the project is to strengthen the NDPHS Secretariat's capacity to fulfill its role of coordinator of the EUSBSR PA Health and to support the implementation of the three Actions identified by PA Health in the EUSBSR Action Plan.

Activities within the project will:

1. Coordinate the work of PA Health, including its governance through the PA Health Steering Group
2. Promote active and healthy ageing in the Baltic Sea Region (flagship process)
3. Promote the Health in All Policies/Economy of Wellbeing approach (flagship process)
4. Engage new stakeholders from different levels into the work of PA Health
5. Promote the development of new project ideas and project applications in alignment with PA Health's actions and priorities

1,944 / 2,000 characters

3.4.1 Additionality (only for the EUSBSR policy area coordinators)

PA EDU

NORDEN ASSOCIATION

The secretariat in Stockholm and the board are both involved in the implementation of PA EDU. For example, supporting with relevant contacts to stakeholders in Sweden and in the other countries in the Nordic region, awareness raising of EUSBSR in general in Sweden take part in events and produce articles in own magazine, practically with staff resources supporting communication and with organizing workshops, policy dialogues and other events. The mission as PAC and this project is not contributing to the statutory tasks of the Norden Association. The project strengthens the Norden Associations legitimacy and help recruiting new members.

FREE AND HANSEATIC CITY OF HAMBURG

The Senate Chancellery (major's office) is contributing, besides the PAC duties, by engaging ministries and institutions in Hamburg in the implementation of PA EDU Action Plan. One of the Hamburg ministries is flagship leader for the Baltic Science Network (BSN) and another ministry is an active member in the Baltic Sea Network for the European Social Fund. Furthermore, it raises awareness to the EUSBSR and PA EDU in Hamburg and beyond. As a federal state, it is very well-suited to incorporate matters of PA EDU into the multi-level governance system.

PA HEALTH

The project will provide financial resources to NDPHS Secretariat and the PA Health SG, needed for effectively coordinating PA Health, including recruitment of necessary staff and technical work on coordination of policy action processes as well as communication and advocacy activities. While the mission as PAC and this project are not contributing to the NDPHS statutory tasks, the Partnership is committed to the task of PA coordinator and all structures of the organization (Sec, Expert Groups and managing bodies) will be involved in the implementation of this role by creating links to national and regional health authorities and raising awareness of EUSBSR in partner countries and relevant professional networks.

1,999 / 2,000 characters

3.4.2 Support to project generation (only for the EUSBSR policy area coordinators)

Please indicate whether you apply for additional funding to support generation of new projects and work with project idea developers.

Yes

Please define your aim on supporting generation of new projects and working with project idea developers. Please describe the planned activities in section 5 "Work plan", in a separate group of activities. Please indicate there if you plan a deliverable.

PA EDU

The aim of the support to generate new projects will be targeted to Action 2: "International excellence and wider participation in science and research" and Action 4: "Recognising potential – easing the way for migrants" in the Action Plan as well as to social innovation. Action 2 has a flagship, "Baltic Science Network" under reconstruction and Action 4 does not yet has an implementation format, a flagship or similar in operation. Preparations have been made by identifying, reaching, and gathering stakeholders for first dialogues on the priorities of this Action. An example is the conference held in Hamburg in autumn 2019 gathering 150 participants from most parts of BSR. Furthermore, possible funding sources of the flagship has been explored focusing on ESF+ and AMIF. Social innovation is a priority PA EDU share with PA INNO and joint activities are planned to be part of this project.

PA HEALTH

With the support to project generation, PA Health aims to fund activities related to outreach to new actors to be involved in the implementation of projects and providing support, guidance and advice to potential project implementers, including identifying adequate funding sources. Furthermore, PA Health will conduct a needs assessment for future projects on mental health.

1,294 / 2,000 characters

3.10 Horizontal principles

Horizontal principles	Projects's direct impact
Sustainable development	positive
Non-discrimination including accessibility	positive
Equality between men and women	positive

4. Management

Allocated budget

4.1 Project management

☒ Please confirm that the lead partner and all project partners will comply with the rules for the project management as described in the Programme Manual.

If relevant, please indicate any other important aspects of the project management, e.g. external entity supporting the lead partner in the management of the project, advisory board, steering committee, any other relevant working groups, etc.

PA EDU

Strategic management is done in 2 fora: CORE GROUP and STEERING GROUP. Members of CORE GROUP are the management of respective Hamburg (Senate Chancellery) and Norden Association in Sweden together with 2 PACs and Communication Officer. Members of STEERING GROUP are representatives from line ministries in all 8 MS.

PA HEALTH

Strategic management of PA Health is done by the PA Health SG consisting of senior representatives of the Ministries of Health of the NDPHS partner countries.

493 / 500 characters

4.2 Project financial management

☒ Please confirm that the lead partner and all project partners will comply with the rules for the financial management and control as described in the Programme Manual.

If relevant, please indicate any other important aspects of the financial management, e.g. external entity supporting the lead partner, positions planned for financial management, involvement of special financial experts (e.g. for public procurement), etc.

PA EDU

The financial management within the Norden Association in Sweden is done by one experienced economist. She has participated in trainings organized by Interreg BSR programme.

PA HEALTH

The financial management is the responsibility of the Director together with the Accountant of the NDPHS Secretariat.

310 / 500 characters

4.3 Input to Programme communication

If relevant, please describe other important aspects of project communication that you plan to introduce, e.g. a communication plan, opening and closing events, social media channel(s) etc.

PA EDU

A new communication plan will be elaborated introducing more of policy dialogues on relevant topic on the political agendas of the 8 MS. In this respect debate articles will be introduced.

PA HEALTH

PA Health has recently developed a Communication Strategy, which will be implemented with the help of the project. It includes communication on the PA Health website, on the NDPHS channels as well as during events.

422 / 500 characters

4.4 Cooperation criteria

Please select the cooperation criteria that apply to your project. In your project you need to apply at least three cooperation criteria. Joint development and joint implementation are the obligatory ones you need to fulfill in your project.

Cooperation criteria

Joint Development ☒

Joint ☒

Implementation

Joint Staffing ☐

Joint Financing ☒

5. Work Plan

	Number	Work Package Name												
	1	PA EDUCATION - implementing the Action Plan with its 3 years Work Plan												
		<table><tr><th>Number</th><th>Group of Activity Name</th></tr><tr><td>1.1</td><td>COORDINATION</td></tr><tr><td>1.2</td><td>COMMUNICATION AND POLICY DIALOGUES</td></tr><tr><td>1.3</td><td>IMPLEMENTATION</td></tr><tr><td>1.4</td><td>FUNDING</td></tr><tr><td>1.5</td><td>PROJECT GENERATION</td></tr></table>	Number	Group of Activity Name	1.1	COORDINATION	1.2	COMMUNICATION AND POLICY DIALOGUES	1.3	IMPLEMENTATION	1.4	FUNDING	1.5	PROJECT GENERATION
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1.3	IMPLEMENTATION													
1.4	FUNDING													
1.5	PROJECT GENERATION													
	2	PA HEALTH - Implementing the Action Plan												
		<table><tr><th>Number</th><th>Group of Activity Name</th></tr><tr><td>2.1</td><td>Coordination and governance</td></tr><tr><td>2.2</td><td>Communication and events</td></tr><tr><td>2.3</td><td>Implementation of PA Health Actions</td></tr><tr><td>2.4</td><td>Project initiation support</td></tr></table>	Number	Group of Activity Name	2.1	Coordination and governance	2.2	Communication and events	2.3	Implementation of PA Health Actions	2.4	Project initiation support		
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2.1	Coordination and governance													
2.2	Communication and events													
2.3	Implementation of PA Health Actions													
2.4	Project initiation support													
	3	PA EDUCATION - implementing the Action Plan with its 2 years Work Plan for 2025 and 2026												
		<table><tr><th>Number</th><th>Group of Activity Name</th></tr><tr><td>3.1</td><td>Coordination</td></tr><tr><td>3.2</td><td>Communication and Policy Dialogues</td></tr><tr><td>3.3</td><td>Implementation</td></tr><tr><td>3.4</td><td>Funding</td></tr><tr><td>3.5</td><td>Project Generation</td></tr></table>	Number	Group of Activity Name	3.1	Coordination	3.2	Communication and Policy Dialogues	3.3	Implementation	3.4	Funding	3.5	Project Generation
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	4	PA HEALTH - Implementing the Action Plan 2025-2026												
		<table><tr><th>Number</th><th>Group of Activity Name</th></tr><tr><td>4.1</td><td>Coordination and Governance</td></tr><tr><td>4.2</td><td>Communication and events</td></tr><tr><td>4.3</td><td>PA Health Action Plan</td></tr><tr><td>4.4</td><td>Project idea generation</td></tr></table>	Number	Group of Activity Name	4.1	Coordination and Governance	4.2	Communication and events	4.3	PA Health Action Plan	4.4	Project idea generation		
Number	Group of Activity Name													
4.1	Coordination and Governance													
4.2	Communication and events													
4.3	PA Health Action Plan													
4.4	Project idea generation													

Work plan overview

Period: 1 2 3 4 5 6 7 8 9 10											Leader
WP.1: PA EDUCATION - implementing the Action Plan with its 3 years Work Plan											PP1
A.1.1: COORDINATION											PP1
D.1.1: Well-functioning internal and external coordination	D	D	D	D	D	D					PP1
A.1.2: COMMUNICATION AND POLICY DIALOGUES											PP1
D.1.2: A well-functioning communication and policy dialogue	D	D	D	D	D	D					PP1
A.1.3: IMPLEMENTATION											PP1
D.1.3: Action Plan is being implemented delivering on the set indicators and	D	D	D	D	D	D					PP1
A.1.4: FUNDING											PP1
D.1.4: Widened financial opportunities for the implementation of the Policy A	D	D	D	D	D	D					PP1
A.1.5: PROJECT GENERATION											PP2
D.1.5: New implementation formats explored and established with project id	D	D	D	D	D	D					PP2
WP.2: PA HEALTH - Implementing the Action Plan											PP3
A.2.1: Coordination and governance											PP3
D.2.1: Well-functioning coordination and governance of PA Health	D	D	D	D	D	D					PP3
A.2.2: Communication and events											PP3
D.2.2: Well-functioning communication and event implementation	D	D	D	D	D	D					PP3
A.2.3: Implementation of PA Health Actions											PP3
D.2.3: Action Plan is being implemented	D	D	D	D	D	D					PP3
A.2.4: Project initiation support											PP3
D.2.4: New project ideas generated and developed	D	D	D	D	D	D					PP3
WP.3: PA EDUCATION - implementing the Action Plan with its 2 years Work Plan for 2025 and 2026											PP1
A.3.1: Coordination							D	D	D	D	PP1
D.3.1: Well-functioning internal and external coordination							D	D	D	D	PP1
A.3.2: Communication and Policy Dialogues											PP1
D.3.2: A well-functioning communication and policy dialogue							D	D	D	D	PP1
A.3.3: Implementation											PP1
D.3.3: Action Plan is being implemented delivering on the set indicators and							D	D	D	D	PP1
A.3.4: Funding											PP1
D.3.4: Widened financial opportunities for the implementation of the Policy A							D	D	D	D	PP1
A.3.5: Project Generation											PP2
D.3.5: An overview of project ideas generated and organisations involved in							D	D	D	D	PP2
WP.4: PA HEALTH - Implementing the Action Plan 2025-2026											PP3
A.4.1: Coordination and Governance							D	D	D	D	PP3
D.4.1: Well-functioning coordination and governance of PA Health							D	D	D	D	PP3
A.4.2: Communication and events											PP3
D.4.2: Well-functioning communication and event implementation							D	D	D	D	PP3
A.4.3: PA Health Action Plan											PP3
D.4.3: Current EUSBSR Action Plan is being implemented and new EUSBS							D	D	D	D	PP3
A.4.4: Project idea generation											PP3
D.4.4: New project ideas generated and developed							D	D	D	D	PP3

Deliverables overview

Code	Title	Description
D 1.1	Well-functioning internal and external coordination	<ul style="list-style-type: none"> Minutes from Steering Group meetings Memo notes from Core Group meetings and PAC team meetings Yearly reports to the Group of National Coordinators and Interreg BSR Every second year reports to DG REGIO
D 1.2	A well-functioning communication and policy dialogue	<ul style="list-style-type: none"> Communication plan, developed and implemented Website, updated and maintained Communication in connection with own activities Engaging stakeholders across the Baltic Sea Region in policy dialogues on topics relevant to this Policy Area Disseminating results from the flagships in form of debate articles and seminars/workshops
D 1.3	Action Plan is being implemented delivering on the set indicators and targets.	<ul style="list-style-type: none"> An overview of existing flagships, status and need of support Flagships performing well and delivering to set indicators in the Action Plan A national implementation well embedded in strategic development on local, regional, and national levels in the 11 countries Operationalize Action 4 delivering on indicators and targets for this Action The Policy Area collaborating when relevant with pan-Baltic organisations
D 1.4	Widened financial opportunities for the implementation of the Policy Area.	<ul style="list-style-type: none"> Contribute to a well-functioning alignment of funding using the mainstream programmes and AMIF for the implementation of the Policy Area. A comprehensive overview on relevant EU programmes for the funding of the Policy Area implementation Functional Baltic Sea Region network for CBC/ENI-programmes (focus on PO1 and PO4) BSR Innovation Express introduced offering synchronized calls.
D 1.5	New implementation formats explored and established with project ideas generated and developed	<ul style="list-style-type: none"> 1 flagship (policy-action process) or similar established and financed addressing science and research (Action 2) 1 flagship (policy-action process) or similar established and financed addressing integration of migrants (Action 4) 1 flagship (policy-action process) or similar established and financed supporting social innovation (complement to the competence centres established on national and European levels) <p>The flagships are implementation format (policy-action processes or missions) able to accommodate stakeholders, absorb funding and deliver on set indicators and targets. Projects targeting Interreg TN/CBC, ERDF, ESF+ and AMIF. In mainstream programmes using synchronized calls to build transnational partnerships involving member states in BSR.</p>
D 2.1	Well-functioning coordination and governance of PA Health	<ul style="list-style-type: none"> Minutes from Steering Group meetings Every second year reports to DG REGIO
D 2.2	Well-functioning communication and event implementation	<ul style="list-style-type: none"> Maintained PA Health website 3 workshops Collection of PA Health communication outputs
D 2.3	Action Plan is being implemented	<ul style="list-style-type: none"> Overview of AgeFLAG activities Overview of HiAP activities List of new stakeholders engaged in PA Health work
D 2.4	New project ideas generated and developed	<ul style="list-style-type: none"> List of projects ideas generated, supported and provided feedback to List of project applications supporting PA Health Actions submitted for funding Mental health projects needs assessment
D 3.1	Well-functioning internal and external coordination	<ul style="list-style-type: none"> Minutes from Steering Group meetings Memo notes from Core Group meetings and PAC team meetings Yearly reports to the Group of National Coordinators and to 2 national NCs Every second year reports to DG REGIO Updated Actions for PA Education within the EUSBSR Action Plan
D 3.2	A well-functioning communication and policy dialogue	<p>COMMUNICATION</p> <ul style="list-style-type: none"> Updates on LinkedIn Articles on the website Contributions to EUSBSR newsletters <p>POLICY DIALOGUES</p> <ul style="list-style-type: none"> Engaging stakeholders across the Baltic Sea Region in policy dialogues on topics relevant to this Policy Area. Disseminating results from the flagships in form of debate articles, conferences and seminars/workshops.
D 3.3	Action Plan is being implemented delivering on the set indicators and targets.	<ul style="list-style-type: none"> Flagships performing well and delivering to set indicators in the Action Plan The Policy Area collaborating when relevant with pan-Baltic organisations
D 3.4	Widened financial opportunities for the implementation of the Policy Area.	<ul style="list-style-type: none"> Align funding to the implementation of the Action Plan, by gathering information on possible funding and share the information with relevant stakeholders. Contribute to an increased knowledge among financial programmes on the added value with EUSBSR and PA Education in particular.
D 3.5	An overview of project ideas generated and organisations involved in the development of those ideas	<ul style="list-style-type: none"> Active involvement in relevant formats, such as Engagement Days at the Annual Forum Stakeholder mapping and proactive inclusion of relevant stakeholders into PA EDU's cooperation structures Consulting in the project generation process
D 4.1	Well-functioning coordination and governance of PA Health	<ul style="list-style-type: none"> Minutes from Steering Group meetings Biennial reports to DG REGIO
D 4.2	Well-functioning communication and event implementation	<ul style="list-style-type: none"> Maintained PA Health website 3 workshops Collection of PA Health communication outputs

D 4.3	Current EUSBSR Action Plan is being implemented and new EUSBSR Action Plan is adopted	<ul style="list-style-type: none">• Overview of PA Health activities and achievements for current Action Plan• Adopted PA Health Actions in revised EUSBSR Action Plan
D 4.4	New project ideas generated and developed	<ul style="list-style-type: none">• List of projects ideas generated, supported and provided feedback to• List of project applications supporting PA Health Actions submitted for funding• Overview of funding opportunities

Work package 1

5.1 Title of the work package

PA EDUCATION - implementing the Action Plan with its 3 years Work Plan

71 / 100 characters

5.2 Aim of this work package

Free and Hanseatic City of Hamburg together with Norden Association in Sweden are sharing the assignment as Policy Area Coordinators for Policy Area Education. A 3-years Work Plan has been developed and describes how the two coordinators plan to fulfil this assignment in the period 1 January 2022 to 31 December 2024. The Work Plan has been endorsed by the PA EDU Steering Group in a meeting on 15 March 2022. The aim of the Work Package is to provide PA EDU coordinators with the capacity to successfully coordinate the Policy Area and to support others in their contribution to PA EDU Actions. The Work Plan is divided into five group of activities: (1) coordination, (2) communication and policy dialogues, (3) implementation, (4) funding and (5) project generation.

773 / 2,000 characters

5.3 Work package leader

Work package leader 1 PP 1 - Norden Association Sweden

Work package leader 2 PP 2 - Free and Hanseatic City of Hamburg

5.4 Work package budget

Work package budget 25%

5.6 Activities, deliverables, outputs and timeline

No.	Name
1.1	COORDINATION
1.2	COMMUNICATION AND POLICY DIALOGUES
1.3	IMPLEMENTATION
1.4	FUNDING
1.5	PROJECT GENERATION

WP 1 Group of activities 1.1

5.6.1 Group of activities leader

Group of activities leader PP 1 - Norden Association Sweden

A 1.1

5.6.2 Title of the group of activities

COORDINATION

12 / 100 characters

5.6.3 Description of the group of activities

OBJECTIVES

To fulfil the obligations as Policy Area Coordinator (PAC) outlined in the EUSBSR Action Plan with a well-functioning internal coordination between the two PACs, Core Group (CG) and Steering Group (SG). Furthermore, a well-functioning external coordination with the Group of National Coordinators (NCG), Baltic Sea Strategy Point (BSSP) other PACs, other macro-regional strategies (MRS) and with the EU Commission (for PA Education relevant Directorate Generals).

ACTIVITIES

- Internal coordination within the partnership: meetings with the PAC team (PACs + communication officer), meetings with the Core Group and meetings with the Steering Group,
- External coordination within EUSBSR, with EU COM and cross-MRS
- Reporting to Interreg BSR, NCG, national NCs and DG REGIO

TARGETS

- 2 yearly Core Group meetings
- 2 yearly Steering Group meetings
- 2 yearly reports (Interreg BSR/NCG) and one every second year (DG REGIO)

938 / 3,000 characters

5.6.4 This group of activities leads to the development of a deliverable



D 1.1

Title of the deliverable

Well-functioning internal and external coordination

51 / 100 characters

Description of the deliverable

- Minutes from Steering Group meetings
- Memo notes from Core Group meetings and PAC team meetings
- Yearly reports to the Group of National Coordinators and Interreg BSR
- Every second year reports to DG REGIO

210 / 2,000 characters

5.6.6 Timeline

Period: 1 2 3 4 5 6 7 8 9 10

WP.1: PA EDUCATION - implementing the Action Plan with its 3 years Work Plan

A.1.1: COORDINATION

D.1.1: Well-functioning internal and external coordination

WP 1 Group of activities 1.2

5.6.1 Group of activities leader

Group of activities leader PP 1 - Norden Association Sweden

A 1.2

5.6.2 Title of the group of activities

COMMUNICATION AND POLICY DIALOGUES

34 / 100 characters

5.6.3 Description of the group of activities

OBJECTIVES

To develop and implement the communication plan with an external communication stimulating new stakeholders to engage in the Policy Area implementation. To involve stakeholders cross-sectorial, multilevel, and transnational. Supported by a well-functioning and regularly updated website making it easy to engage, find information and contacts. Furthermore, to initiate own policy dialogues and engage in others policy dialogues relevant to this Policy Area. To place the Policy Area in relevant policy discussion contexts.

ACTIVITIES

- Develop a communication plan
- Maintain and update the website including with news flashes
- Prepare articles, interviewing stakeholders engaged in the Policy Area
- Social media activities and campaigns
- Communication in connection with own seminars and workshops, facilitating online meetings including use of tools such as MURAL
- Communication in connection with Annual Forums
- Thematic seminars and workshops on topics both in line with the Action Plan and relevant to the policy discussions at the time.
- Prepare debate articles on relevant topics, placing them in leading media in Member States and neighbouring countries

TARGETS

- 6 news flashes per year
- 2 social media campaigns per year
- 2 yearly seminars or workshops
- 1 yearly debate article.

1,313 / 3,000 characters

5.6.4 This group of activities leads to the development of a deliverable



D 1.2

Title of the deliverable

A well-functioning communication and policy dialogue

52 / 100 characters

Description of the deliverable

- Communication plan, developed and implemented
- Website, updated and maintained
- Communication in connection with own activities
- Engaging stakeholders across the Baltic Sea Region in policy dialogues on topics relevant to this Policy Area
- Disseminating results from the flagships in form of debate articles and seminars/workshops

337 / 2,000 characters

5.6.6 Timeline

Period: 1 2 3 4 5 6 7 8 9 10

WP.1: PA EDUCATION - implementing the Action Plan with its 3 years Work Plan

A.1.2: COMMUNICATION AND POLICY DIALOGUES

D.1.2: A well-functioning communication and policy dialogue

WP 1 Group of activities 1.3

5.6.1 Group of activities leader

Group of activities leader

A 1.3

5.6.2 Title of the group of activities

IMPLEMENTATION

14 / 100 characters

5.6.3 Description of the group of activities

OBJECTIVES

To implement the Action Plan with 4 Actions supported by flagships (missions). Engaging stakeholders in the implementation of the Action Plan from the countries covered by EUSBSR. Securing well-functioning dialogues between the Policy Area with its flagships and relevant stakeholders in each country.

ACTIVITIES

- Conduct an inventory of existing flagships, on performance, BSR coverage, funding and potential to deliver to the indicators in the Action Plan
- Together with members of the Steering Group and flagship leaders organize the national implementation of the Policy Area in the 11 countries.
- Operating a helpdesk for flagship leaders providing guidance on primarily stakeholder engagement, funding and policy dialogues
- Organize yearly capacity building workshops with flagships leaders and the members of Steering Group, jointly or separately to strengthen flagship performance and national implementation
- Operationalize Action 4
- Further develop implementation formats targeting Action 3 together with colleagues in PA HEALTH and PA INNO in relation to social innovation.
- Maintain dialogues with relevant pan-Baltic organisations such as CBSS, BSPC, NCM, BSSSC and UBC.

TARGETS

- 1 inventory (2022)
- 9 plans for national implementation (8MS + Norway)
- 2 capacity building workshops per year

1,327 / 3,000 characters

5.6.4 This group of activities leads to the development of a deliverable



D 1.3

Title of the deliverable

Action Plan is being implemented delivering on the set indicators and targets.

79 / 100 characters

Description of the deliverable

- An overview of existing flagships, status and need of support
- Flagships performing well and delivering to set indicators in the Action Plan
- A national implementation well embedded in strategic development on local, regional, and national levels in the 11 countries
- Operationalize Action 4 delivering on indicators and targets for this Action
- The Policy Area collaborating when relevant with pan-Baltic organisations

427 / 2,000 characters

5.6.6 Timeline

Period: 1 2 3 4 5 6 7 8 9 10

WP.1: PA EDUCATION - implementing the Action Plan with its 3 years Work Plan

A.1.3: IMPLEMENTATION

D.1.3: Action Plan is being implemented delivering on the set indicators and

WP 1 Group of activities 1.4

5.6.1 Group of activities leader

Group of activities leader PP 1 - Norden Association Sweden

A 1.4

5.6.2 Title of the group of activities

FUNDING

7 / 100 characters

5.6.3 Description of the group of activities

OBJECTIVES

To gather information on possible funding of the Policy Area and offer advice to stakeholders engaged in this Policy Area. To take part in meetings with the four BSR Managing Authority (MA) networks when relevant and to support development of similar structures for the funding of the Policy Area.

ACTIVITIES

- Engage in dialogue with relevant EU programmes on funding the implementation of this Policy Area.
- Support the establishments of Baltic Sea Region networks for CBC/ENI-programmes, Erasmus+, AMIF and Horizon Europe.
- Take part in meetings with the MA-networks providing information on investment needs in flagships.
- Exploire possibilities to establish BSR Innovation Express a programme offering synchronized calls (ERDF/ESF+).

TARGETS

- 4 meetings in the Baltic Sea Network – European Social Fund per year
- 4 meetings on cross-MRS funding organized by DG REGIO per year.

900 / 3,000 characters

5.6.4 This group of activities leads to the development of a deliverable



D 1.4

Title of the deliverable

Widened financial opportunities for the implementation of the Policy Area.

75 / 100 characters

Description of the deliverable

- Contribute to a well-functioning alignment of funding using the mainstream programmes and AMIF for the implementation of the Policy Area.
- A comprehensive overview on relevant EU programmes for the funding of the Policy Area implementation
- Functional Baltic Sea Region network for CBC/ENI-programmes (focus on PO1 and PO4)
- BSR Innovation Express introduced offering synchronized calls.

395 / 2,000 characters

5.6.6 Timeline

Period: 1 2 3 4 5 6 7 8 9 10

WP.1: PA EDUCATION - implementing the Action Plan with its 3 years Work Plan

A.1.4: FUNDING

D.1.4: Widened financial opportunities for the implementation of the Policy Area

WP 1 Group of activities 1.5

5.6.1 Group of activities leader

Group of activities leader

A 1.5

5.6.2 Title of the group of activities

PROJECT GENERATION

18 / 100 characters

5.6.3 Description of the group of activities

BACKGROUND

In the EUSBSR Action Plan PA EDU has 4 Actions. Two of them have functional flagships (policy-action processes) namely Action 1 with the flagship School to Work (S2W). The flagship was established in 2015. In Action 3 the flagship Baltic Sea Labour Forum (BSLF) established in 2009. Action 2 has a so-called flagship project, Baltic Science Network (BSN) that needs to be further developed into a flagship (policy-action process). In Action 4 there is so far no flagship established.

OBJECTIVES

To explore suitable implementation formats (policy-action processes) for two Actions (2 and 4), develop one or more projects in each Action. Starting activities within these projects that delivers on set indicators and targets in the Action Plan. The aim of the project generation is to initiate and start building sustainable collaboration structures (policy-action process) with suitable funding. In Action 2 from preferably ERDF and/or Horizon Europe. In Action 4 from preferably ESF+ and/or AMIF. Furthermore, together with colleagues in PA INNO explore suitable implementation formats promoting social innovation in BSR aiming at a joint, cross-PA flagship (policy-action process) with the working name "BSR Social Innovation"

ACTIVITIES

- 3 task forces, one for each of the three priorities will be appointed with key stakeholders exploring possibilities for organizing the implementation including structure, thematic focus, stakeholder analyses and funding. The task forces will start working in September 2022 and present results including applications at the latest in June 2023.
- Policy dialogues will be organized in different formats primarily as workshops (online and in Member States).
- Feasibility studies will be launched in the three priorities, possibly funded by external funds (Swedish Institute, ESF+ and others), paving the way for projects funded by mainstream programmes or centrally managed programmes.

TARGETS

- 1 flagship (policy-action process) or similar established and financed addressing science and research (Action 2)
- 1 flagship (policy-action process) or similar established and financed addressing integration of migrants (Action 4)
- 1 flagship (policy-action process) or similar established and financed supporting social innovation (complement to the competence centres established on national and European levels)

2,369 / 3,000 characters

5.6.4 This group of activities leads to the development of a deliverable



D 1.5

Title of the deliverable

94 / 100 characters

Description of the deliverable

- 1 flagship (policy-action process) or similar established and financed addressing science and research (Action 2)
- 1 flagship (policy-action process) or similar established and financed addressing integration of migrants (Action 4)
- 1 flagship (policy-action process) or similar established and financed supporting social innovation (complement to the competence centres established on national and European levels)

The flagships are implementation format (policy-action processes or missions) able to accommodate stakeholders, absorb funding and deliver on set indicators and targets. Projects targeting Interreg TN/CBC, ERDF, ESF+ and AMIF. In mainstream programmes using synchronized calls to build transnational partnerships involving member states in BSR.

768 / 2,000 characters

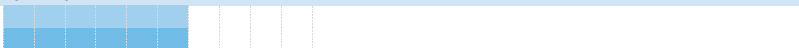
5.6.6 Timeline

Period: 1 2 3 4 5 6 7 8 9 10

WP.1: PA EDUCATION - implementing the Action Plan with its 3 years Work Plan

A.1.5: PROJECT GENERATION

D.1.5: New implementation formats explored and established with project id



Work package 2

5.1 Title of the work package

PA HEALTH - Implementing the Action Plan

40 / 100 characters

5.2 Aim of this work package

The NDPHS Secretariat is coordinating Policy Area Health under the EUSBSR. This work plan describes how this assignment is planned to be fulfilled in the period 1 January 2022 to 31 December 2024.
The work package includes the coordination and governance of PA Health, PA Health communication and increasing visibility, support to PA Health Actions in the EUSBSR Action Plan and project initiation support.
The aim of the work package is to provide the NDPHS Secretariat with the capacity to successfully coordinate the Policy Area and to support others in their contribution to PA Health Actions.

600 / 2,000 characters

5.3 Work package leader

Work package leader 1 PP 3 - Secretariat of the Northern Dimension Partnership in Public Health and Social Well-being (NDPHS)

Work package leader 2 Please select

5.4 Work package budget

Work package budget 25%

5.6 Activities, deliverables, outputs and timeline

No.	Name
2.1	Coordination and governance
2.2	Communication and events
2.3	Implementation of PA Health Actions
2.4	Project initiation support

WP 2 Group of activities 2.1

5.6.1 Group of activities leader

Group of activities leader

PP 3 - Secretariat of the Northern Dimension Partnership in Public Health and Social Well-being (NDPHS)

A 2.1

5.6.2 Title of the group of activities

Coordination and governance

27 / 100 characters

5.6.3 Description of the group of activities

OBJECTIVES

To fulfill the obligations as Policy Area Coordinator (PAC) outlined in the EUSBSR Action Plan with a well-functioning internal coordination between the NDPHS Secretariat and the PA Health Steering Group (SG). Furthermore, a well-functioning external coordination with the Group of National Coordinators (NCG), Baltic Sea Strategy Point (BSSP) other PACs, other macro-regional strategies (MRS) and with the EU Commission

ACTIVITIES

- Internal coordination: meetings with the Steering Group, day-to-day liaison with Steering Group
- External coordination within EUSBSR, with EU COM and cross-MRS
- Reporting to Interreg BSR, NCG, national NCs and DG REGIO.

TARGETS

- 0,8 NDPHS Secretariat staff members assigned to PAC work
- 2 yearly Steering Group meetings
- 2 yearly reports (Interreg BSR/NCG) and one every second year (DG REGIO)

862 / 3,000 characters

5.6.4 This group of activities leads to the development of a deliverable

☒

D 2.1

Title of the deliverable

Well-functioning coordination and governance of PA Health

57 / 100 characters

Description of the deliverable

- Minutes from Steering Group meetings
- Every second year reports to DG REGIO

81 / 2,000 characters

5.6.6 Timeline

	Period: 12345678910									
WP.2: PA HEALTH - Implementing the Action Plan										
A.2.1: Coordination and governance										
D.2.1: Well-functioning coordination and governance of PA Health										

WP 2 Group of activities 2.2

5.6.1 Group of activities leader

Group of activities leader PP 3 - Secretariat of the Northern Dimension Partnership in Public Health and Social Well-being (NDPHS)

A 2.2

5.6.2 Title of the group of activities

Communication and events

24 / 100 characters

5.6.3 Description of the group of activities

OBJECTIVES

To implement the communication plan with an external communication stimulating new stakeholders to engage in the Policy Area implementation. Regularly communicating about PA Health activities and achievements through various channels (website, social media, etc.). Develop new forms of communication (e.g. Podcasts). Organize events and participate in events relevant to PA Health

ACTIVITIES

- Further develop and operationalise PA Health communication strategy
- Maintain and update the PA Health website embedded into EUSBSR website
- Social media activities, website updates, etc.
- Develop new communication outputs, e.g. a podcast
- Produce PA Health branded items and promotional material when needed
- Organise workshops alongside the EUSBSR Annual Forums 2022, 2023 and 2024
- Engage in other events on behalf of PA Health to increase visibility

TARGETS

- 3 EUSBSR Annual Forum workshops
- 5 updates on PA Health activities per year
- 1 new communication output

996 / 3,000 characters

5.6.4 This group of activities leads to the development of a deliverable



D 2.2

Title of the deliverable

Well-functioning communication and event implementation

55 / 100 characters

Description of the deliverable

- Maintained PA Health website
- 3 workshops
- Collection of PA Health communication outputs

95 / 2,000 characters

5.6.6 Timeline

Period: 1 2 3 4 5 6 7 8 9 10

WP.2: PA HEALTH - Implementing the Action Plan

A.2.2: Communication and events

D.2.2: Well-functioning communication and event implementation

WP 2 Group of activities 2.3

5.6.1 Group of activities leader

Group of activities leader PP 3 - Secretariat of the Northern Dimension Partnership in Public Health and Social Well-being (NDPHS)

A 2.3

5.6.2 Title of the group of activities

Implementation of PA Health Actions

35 / 100 characters

5.6.3 Description of the group of activities

OBJECTIVES

To support the implementation of the Actions of PA Health:

1. Promote active and healthy ageing in the Baltic Sea Region
2. Promote the Health in All Policies (HiAP) approach
3. Engage more stakeholders into the work of PA Health

ACTIVITIES

- Implementation of the roadmap on active and healthy ageing in the Baltic Sea Region (PA Health AgeFLAG Flagship process)
- Operationalising the PA Health HiAP Flagship process
 - Promoting the economy of well-being: contribution to the Sustainable and Healthy Working life cooperation platform
 - cooperation on promoting the interaction between cultural and healthcare sector
 - Continuing work on impact of climate change on human health and promoting One Health approach between human, veterinary and environmental sector, in particular with a focus on the impact of antibiotic production and consumption on levels of AMR in the environment
 - Initiating cross-PA cooperation
- Developing a concept for improved stakeholder outreach and implementation

TARGETS

- 2 activities of AgeFLAG roadmap implemented
- 2 new cross-PA cooperations initiated
- New stakeholders engaged in PA Health work

1,180 / 3,000 characters

5.6.4 This group of activities leads to the development of a deliverable



D 2.3

Title of the deliverable

Action Plan is being implemented

32 / 100 characters

Description of the deliverable

- Overview of AgeFLAG activities
- Overview of HiAP activities
- List of new stakeholders engaged in PA Health work

118 / 2,000 characters

5.6.6 Timeline

Period: 1 2 3 4 5 6 7 8 9 10

WP.2: PA HEALTH - Implementing the Action Plan

A.2.3: Implementation of PA Health Actions

D.2.3: Action Plan is being implemented

WP 2 Group of activities 2.4

5.6.1 Group of activities leader

Group of activities leader

A 2.4

5.6.2 Title of the group of activities

26 / 100 characters

5.6.3 Description of the group of activities

OBJECTIVES

To generate ideas for cooperation projects promoting the health and well-being of people in the Baltic Sea Region, in particular projects supporting PA Health Actions in the EUSBSR Action Plan, to increase stakeholders awareness and knowledge about relevant funding sources, to increase the amount and quality of projects oriented on health and well-being, submitted to relevant funding sources

ACTIVITIES

- Keeping overview of available funding sources and distributing information about calls within the PA Health network, exploring possibilities for health and well-being related projects within existing funding programmes (Interreg BSR, CBC programmes, ESF, Swedish Institute, etc.)
- Support to PA Health stakeholders in the development of project ideas and applications through capacity building activities (e.g. organization of information and training events, providing one-on-one feedback to project ideas, facilitating search for relevant project partners and setting-up of consortiums)
- Providing feedback to projects applying for Interreg BSR funding through the mechanisms established by the Interreg BSR programme, maintaining relationships with project developers for future possible cooperations
- Cooperation with PA EDU on establishing a Sustainable and Healthy Working life cooperation platform to generate cross-sectoral project ideas and develop further a policy action process.
- Mental health projects needs assessment: review of stakeholders, priorities and funding opportunities in the field of mental health in the Baltic Sea Region & organisation of a policy lab

TARGETS

- 1 application for Seed funding for the Sustainable and Health Working Life cooperation platform submitted to ESF
- 8-10 project ideas generated, support and/or provided feedback to
- 1 mental health projects needs assessment

1,855 / 3,000 characters

5.6.4 This group of activities leads to the development of a deliverable



D 2.4

Title of the deliverable

41 / 100 characters

Description of the deliverable

- List of projects ideas generated, supported and provided feedback to
- List of project applications supporting PA Health Actions submitted for funding
- Mental health projects needs assessment

197 / 2,000 characters

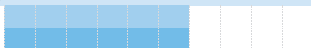
5.6.6 Timeline

Period: 1 2 3 4 5 6 7 8 9 10

WP.2: PA HEALTH - Implementing the Action Plan

A.2.4: Project initiation support

D.2.4: New project ideas generated and developed



Work package 3

5.1 Title of the work package

PA EDUCATION - implementing the Action Plan with its 2 years Work Plan for 2025 and 2026

88 / 100 characters

5.2 Aim of this work package

Free and Hanseatic City of Hamburg together with Norden Association in Sweden are sharing the assignment as Policy Area Coordinators for Policy Area Education. A 2-years Work Plan has been developed for the extension 2025-2026 and describes how the two coordinators plan to fulfil this assignment in this period. The Work Plan has been endorsed by the PA EDU Steering Group in a meeting on 9 September 2024. The aim of this work package is to provide PA EDU coordinators with the capacity to successfully coordinate the Policy Area and to support others in their contribution to PA EDU Actions. The Work Plan is divided into five group of activities: (1) coordination, (2) communication and policy dialogues, (3) implementation, (4) funding and (5) project generation.

769 / 2,000 characters

5.3 Work package leader

Work package leader 1PP 1 - Norden Association Sweden

Work package leader 2PP 2 - Free and Hanseatic City of Hamburg

5.4 Work package budget

Work package budget15%

5.6 Activities, deliverables, outputs and timeline

No.	Name
3.1	Coordination
3.2	Communication and Policy Dialogues
3.3	Implementation
3.4	Funding
3.5	Project Generation

WP 3 Group of activities 3.1

5.6.1 Group of activities leader

Group of activities leader PP 1 - Norden Association Sweden

A 3.1

5.6.2 Title of the group of activities

Coordination

12 / 100 characters

5.6.3 Description of the group of activities

OBJECTIVES

To fulfil the obligations as Policy Area Coordinator (PAC) outlined in the EUSBSR Action Plan with a well-functioning internal coordination between the two PACs, Core Group (CG) and Steering Group (SG). Furthermore, a well-functioning external coordination with the Group of National Coordinators (NCG), Baltic Sea Strategy Point (BSP) other PACs, other macro-regional strategies (MRS) and with the EU Commission (for PA Education relevant Directorate Generals).

ACTIVITIES

- Internal coordination within the partnership: meetings with the PAC team (PACs + communication officer), meetings with the Core Group and meetings with the Steering Group,
- External coordination within EUSBSR, with EU COM and cross-MRS
- Reporting to Interreg BSR, NCG, national NCs and DG REGIO.
- Contributing to EUSBSR Action Plan update

TARGETS

- 2 yearly Core Group meetings
- 2 yearly Steering Group meetings
- 2 yearly reports (Interreg BSR/NCG) and one every second year (DG REGIO)

979 / 3,000 characters

5.6.4 This group of activities leads to the development of a deliverable



D 3.1

Title of the deliverable

Well-functioning internal and external coordination

51 / 100 characters

Description of the deliverable

- Minutes from Steering Group meetings
- Memo notes from Core Group meetings and PAC team meetings
- Yearly reports to the Group of National Coordinators and to 2 national NCs
- Every second year reports to DG REGIO
- Updated Actions for PA Education within the EUSBSR Action Plan

280 / 2,000 characters

5.6.6 Timeline

Period: 1 2 3 4 5 6 7 8 9 10

WP.3: PA EDUCATION - implementing the Action Plan with its 2 years Work Plan for 2025 and 2026

A.3.1: Coordination

D.3.1: Well-functioning internal and external coordination

WP 3 Group of activities 3.2

5.6.1 Group of activities leader

Group of activities leader PP 1 - Norden Association Sweden

A 3.2

5.6.2 Title of the group of activities

Communication and Policy Dialogues

34 / 100 characters

5.6.3 Description of the group of activities

COMMUNICATION

OBJECTIVES

To implement the communication plan with an external communication stimulating new stakeholders to engage in the Policy Area implementation. To involve stakeholders cross-sectorial, multilevel, and transnational. Supported by a well-functioning and regularly updated website making it easy to engage, find information and contacts.

What do we want our communication to achieve?

- Increase interest and awareness of PA Education and the EU Strategy for the Baltic Sea Region.
- Demonstrate the benefit and added value of collaborating across borders and sectors.
- Involve stakeholders cross-sectorial, multilevel, and transnational.
- Reach and engage new stakeholders in the Policy Area implementation.

ACTIVITIES

CONTENT

- Good and concrete examples The EUSBSR is a complicated structure to communicate. We will communicate through concrete examples and by showing what we do and how we do it, rather than focusing on the strategy and it's structures. The purpose is to show positive examples of cross-sectorial, multilevel, and transnational collaboration and in the long run involve new stakeholders.
- Interviews with stakeholders engaged in the Policy Area and voices of participants in workshops etc.

COMMUNICATION CHANNELS

- Personal meetings and networks
- Website: <https://www.eusbsr.eu/> (PA Education)
- Social media – LinkedIn (PA Education and personal accounts)
- Mail: Newsletters (EUSBSR and PA Education summer/Christmas letter)
- The Norden Association's website and social media

TARGETS

The frequency of communication will vary over the year and depending on channels.

- Updates on LinkedIn will be posted on a regular basis to show the daily work of the PACs. The posts will primarily consist of photos with stakeholders and short information and reflections. Posts can include links to articles on the website.
- Articles on the website will be published in connection with own events, such as seminars and workshops, and in connection with the Annual Forum.
- A digital newsletter will be sent out twice.

POLICY DIALOGUES

OBJECTIVES

To initiate own policy dialogues and engage in others relevant to this Policy Area. Place the Policy Area in relevant policy discussion contexts.

ACTIVITIES

Organize thematic seminars and workshops on topics both in line with the Action Plan and relevant to the policy discussions at the time. Include relevant stakeholders in the Action Plan update.

TAFGETS

- 3 to 4 online workshops
- 1 yearly workshop / policy dialogue, e.g. in connection with the Annual Forum.

2,556 / 3,000 characters

5.6.4 This group of activities leads to the development of a deliverable

✓

D 3.2

Title of the deliverable

A well-functioning communication and policy dialogue

52 / 100 characters

Description of the deliverable

COMMUNICATION

- Updates on LinkedIn
- Articles on the website
- Contributions to EUSBSR newsletters

POLICY DIALOGUES

- Engaging stakeholders across the Baltic Sea Region in policy dialogues on topics relevant to this Policy Area.
- Disseminating results from the flagships in form of debate articles, conferences and seminars/workshops.

338 / 2,000 characters

5.6.6 Timeline

	Period: 1 2 3 4 5 6 7 8 9 10									
WP.3: PA EDUCATION - implementing the Action Plan with its 2 years Work Plan for 2025 and 2026										
A.3.2: Communication and Policy Dialogues										
D.3.2: A well-functioning communication and policy dialogue										

WP 3 Group of activities 3.3

5.6.1 Group of activities leader

Group of activities leader

PP 1 - Norden Association Sweden

A 3.3

5.6.2 Title of the group of activities

Implementation

14 / 100 characters

5.6.3 Description of the group of activities

OBJECTIVES

To implement the Action Plan with 4 Actions supported by flagships (policy-action processes/collaborative platforms). Engaging stakeholders in the implementation of the Action Plan from the 10 countries covered by EUSBSR including Norway and Ukraine. Securing well-functioning dialogues between the Policy Area with its flagships and relevant stakeholders in each country.

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ACTIVITIES

- Offering support to members of the Steering Group to jointly organize the national implementation of the Policy Area in the 8 EU Member States, Norway and Ukraine.
- Operating a helpdesk for flagship leaders providing guidance on primarily stakeholder engagement, funding and policy dialogues
- Organize yearly capacity building workshops with flagships leaders and the members of Steering Group, jointly or separately to strengthen flagship performance and national implementation
- Maintain dialogues with relevant pan-Baltic organisations such as CBSS, BSPC, NCM, BSSSC and UBC.
- Kick-off and implementation of two new flagships, Economy for the Wellbeing of People (main responsibility: Norden Association) and BSR Integrate NOW (main responsibility: Senate Chancellery Hamburg).

TARGETS

- When agreed with the respective members of the Steering Group develop plans for national implementation.
- 2 capacity building workshops per year

1,340 / 3,000 characters

5.6.4 This group of activities leads to the development of a deliverable

☒

D 3.3

Title of the deliverable

Action Plan is being implemented delivering on the set indicators and targets.

79 / 100 characters

Description of the deliverable

- Flagships performing well and delivering to set indicators in the Action Plan
- The Policy Area collaborating when relevant with pan-Baltic organisations

155 / 2,000 characters

5.6.6 Timeline

	Period: 12345678910									
WP.3: PA EDUCATION - implementing the Action Plan with its 2 years Work Plan for 2025 and 2026										
A.3.3: Implementation										
D.3.3: Action Plan is being implemented delivering on the set indicators and										

WP 3 Group of activities 3.4

5.6.1 Group of activities leader

Group of activities leader PP 1 - Norden Association Sweden

A 3.4

5.6.2 Title of the group of activities

Funding

7 / 100 characters

5.6.3 Description of the group of activities

OBJECTIVES

To gather information on possible funding of the Policy Area and offer advice to stakeholders engaged in this Policy Area. To take part in meetings with the Managing Authority (MA) networks when relevant and to support development of similar structures for the funding of the Policy Area.

ACTIVITIES

- Engage in dialogue with relevant EU programmes on funding the implementation of this Policy Area, in particular with Interreg BSR, e.g. providing support in the establishment of project platforms
- Support the establishments of Baltic Sea Region networks for CBC/ENI-programmes, Erasmus+ and Horizon Europe.
- Take part in meetings with the MA-networks providing information on investment needs in flagships.
- Liaise with relevant stakeholders responsible for funding within the European Commission, e.g. DG EMPL ESF+ Coordination Unit.

TARGETS

- Take part in one meeting per year with the Baltic Sea Network – European Social Fund (MA-network for ESF+).

970 / 3,000 characters

5.6.4 This group of activities leads to the development of a deliverable



D 3.4

Title of the deliverable

Widened financial opportunities for the implementation of the Policy Area.

75 / 100 characters

Description of the deliverable

- Align funding to the implementation of the Action Plan, by gathering information on possible funding and share the information with relevant stakeholders.
- Contribute to an increased knowledge among financial programmes on the added value with EUSBSR and PA Education in particular.

287 / 2,000 characters

5.6.6 Timeline

Period: 1 2 3 4 5 6 7 8 9 10

WP.3: PA EDUCATION - implementing the Action Plan with its 2 years Work Plan for 2025 and 2026

A.3.4: Funding

D.3.4: Widened financial opportunities for the implementation of the Policy /

WP 3 Group of activities 3.5

5.6.1 Group of activities leader

Group of activities leader

PP 2 - Free and Hanseatic City of Hamburg

A 3.5

5.6.2 Title of the group of activities

Project Generation

18 / 100 characters

5.6.3 Description of the group of activities

To explore suitable implementation formats (policy-action processes/collaborative platforms) for PA EDU Actions. Liaising with project applicants and projects of various funding sources in implementation potentially contributing to PA EDU Actions. Developing own project ideas. Depending on the outcome of the Action Plan update, streamlining of activities and relevant stakeholders towards the respective objectives. Furthermore, together with colleagues in PA INNO explore suitable implementation formats promoting social innovation in BSR aiming at a joint, cross-PA flagship (policy-action process/collaborative platform) with the working name "BSR Social Innovation".

674 / 3,000 characters

5.6.4 This group of activities leads to the development of a deliverable

☒

D 3.5

Title of the deliverable

An overview of project ideas generated and organisations involved in the development of those ideas

99 / 100 characters

Description of the deliverable

- Active involvement in relevant formats, such as Engagement Days at the Annual Forum
- Stakeholder mapping and proactive inclusion of relevant stakeholders into PA EDU's cooperation structures
- Consulting in the project generation process

240 / 2,000 characters

5.6.6 Timeline

Period: 12345678910

WP.3: PA EDUCATION - implementing the Action Plan with its 2 years Work Plan for 2025 and 2026

A.3.5: Project Generation

D.3.5: An overview of project ideas generated and organisations involved in

Work package 4

5.1 Title of the work package

PA HEALTH - Implementing the Action Plan 2025-2026

50 / 100 characters

5.2 Aim of this work package

The NDPHS Secretariat is coordinating Policy Area Health under the EUSBSR. This work plan describes how this assignment is planned to be fulfilled in the period 1 January 2025 to 31 December 2026. The work package includes the coordination and governance of PA Health, PA Health communication and increasing visibility, support to PA Health Actions in the EUSBSR Action Plan, develop new PA Health Actions for the update of the EUSBSR Action Plan and project initiation support. The aim of the work package is to provide the NDPHS Secretariat with the capacity to successfully coordinate the Policy Area and to support others in their contribution to PA Health Actions.

670 / 2,000 characters

5.3 Work package leader

Work package leader 1 PP 3 - Secretariat of the Northern Dimension Partnership in Public Health and Social Well-being (NDPHS)

Work package leader 2 PP 3 - Secretariat of the Northern Dimension Partnership in Public Health and Social Well-being (NDPHS)

5.4 Work package budget

Work package budget 15%

5.6 Activities, deliverables, outputs and timeline

No.	Name
4.1	Coordination and Governance
4.2	Communication and events
4.3	PA Health Action Plan
4.4	Project idea generation

WP 4 Group of activities 4.1

5.6.1 Group of activities leader

Group of activities leader PP 3 - Secretariat of the Northern Dimension Partnership in Public Health and Social Well-being (NDPHS)

A 4.1

5.6.2 Title of the group of activities

Coordination and Governance

27 / 100 characters

5.6.3 Description of the group of activities

OBJECTIVES

To fulfil the obligations as Policy Area Coordinator (PAC) outlined in the EUSBSR Action Plan with a well-functioning internal coordination between the NDPHS Secretariat and the PA Health Steering Group (SG). Furthermore, a well-functioning external coordination with the Group of National Coordinators (NCG), Baltic Sea Strategy Point (BSP) other PACs, other macro-regional strategies (MRS) and with the EU Commission.

ACTIVITIES

- Internal coordination: meetings with the Steering Group, day-to-day liaison with Steering Group and its Chair
- External coordination within EUSBSR, with EU COM and cross-MRS
- Reporting to Interreg BSR, BSP, NCG, national NCs and DG REGIO.

TARGETS

- 1 NDPHS Secretariat staff members assigned to PAC work
- 2 yearly Steering Group meetings
- 2 yearly reports (Interreg BSR/NCG/BSP) and 1 every second year (DG REGIO)

872 / 3,000 characters

5.6.4 This group of activities leads to the development of a deliverable



D 4.1

Title of the deliverable

Well-functioning coordination and governance of PA Health

57 / 100 characters

Description of the deliverable

- Minutes from Steering Group meetings
- Biennial reports to DG REGIO

70 / 2,000 characters

5.6.6 Timeline

Period: 1 2 3 4 5 6 7 8 9 10

WP.4: PA HEALTH - Implementing the Action Plan 2025-2026

A.4.1: Coordination and Governance

D.4.1: Well-functioning coordination and governance of PA Health

WP 4 Group of activities 4.2

5.6.1 Group of activities leader

Group of activities leader PP 3 - Secretariat of the Northern Dimension Partnership in Public Health and Social Well-being (NDPHS)

A 4.2

5.6.2 Title of the group of activities

Communication and events

24 / 100 characters

5.6.3 Description of the group of activities

OBJECTIVES

To implement the communication plan by engaging in external communications activities that encourage new stakeholders to participate in the initiatives to implement the PA Health action plan. This includes regularly sharing updates on PA Health activities and achievements through various channels (e.g. website, social media.). Additionally, organize and participate in events relevant to PA Health.

ACTIVITIES

- Continued implementation of PA Health communication strategy
- Maintain and update the PA Health website embedded into EUSBSR website
- Social media activities, website updates, etc.
- Produce other communication outputs, e.g. Podcasts, when appropriate
- Produce PA Health branded items and promotional material, when needed
- Organise workshops alongside the EUSBSR Annual Forums 2025 and 2026
- Engage in other events on behalf of PA Health to increase visibility
- Support communication efforts of PA Health stakeholders, e.g. relevant projects, project platforms, other PAs, etc.

TARGETS

- 3 EUSBSR Annual Forum workshops
- 5 updates on PA Health activities per year
- 1 other communication output (e.g. podcast)

1,158 / 3,000 characters

5.6.4 This group of activities leads to the development of a deliverable



D 4.2

Title of the deliverable

Well-functioning communication and event implementation

55 / 100 characters

Description of the deliverable

- Maintained PA Health website
- 3 workshops
- Collection of PA Health communication outputs

94 / 2,000 characters

5.6.6 Timeline

Period: 1 2 3 4 5 6 7 8 9 10

WP.4: PA HEALTH - Implementing the Action Plan 2025-2026

A.4.2: Communication and events

D.4.2: Well-functioning communication and event implementation

WP 4 Group of activities 4.3

5.6.1 Group of activities leader

Group of activities leader

A 4.3

5.6.2 Title of the group of activities

21 / 100 characters

5.6.3 Description of the group of activities

OBJECTIVES

To support the implementation of the Actions of PA Health:

1. Promote active and healthy ageing throughout the life-course in the Baltic Sea Region
2. Promote the Health in All Policies (HiAP) approach
3. Engage more stakeholders into the work of PA Health Revision of actions and potentially development of new actions for the revised EUSBSR Action Plan to be in place by 2026.

ACTIVITIES

- Implementation of the roadmap on active and healthy ageing in the Baltic Sea Region (PA Health AgeFLAG Flagship process)
- Promoting the economy of well-being: contribution to the Sustainable and Healthy Working life cooperation platform
- Cooperation on promoting the interaction between cultural and healthcare sector in the field of mental health
- Initiating further cross-PA cooperation
- Supporting the transfer of project results to the policy level by engaging with project platforms relevant to the PA Health Actions
- Revision of PA Health Actions for the new EUSBSR Action Plan in coordination with PA Health SG, BSP and NCG

TARGETS

- Established cooperation with 1 or more Interreg project platforms relevant to health and social well-being
- New PA Health Action Plan adopted

1,207 / 3,000 characters

5.6.4 This group of activities leads to the development of a deliverable



D 4.3

Title of the deliverable

85 / 100 characters

Description of the deliverable

- Overview of PA Health activities and achievements for current Action Plan
- Adopted PA Health Actions in revised EUSBSR Action Plan

134 / 2,000 characters

5.6.6 Timeline

Period: 1 2 3 4 5 6 7 8 9 10

WP.4: PA HEALTH - Implementing the Action Plan 2025-2026

A.4.3: PA Health Action Plan

D.4.3: Current EUSBSR Action Plan is being implemented and new EUSBS

WP 4 Group of activities 4.4

5.6.1 Group of activities leader

Group of activities leader PP 3 - Secretariat of the Northern Dimension Partnership in Public Health and Social Well-being (NDPHS)

A 4.4

5.6.2 Title of the group of activities

Project idea generation

23 / 100 characters

5.6.3 Description of the group of activities

OBJECTIVES

To generate ideas for cooperation projects promoting the health and well-being of people in the Baltic Sea Region, in particular projects supporting PA Health Actions in the current and future EUSBSR Action Plan.

ACTIVITIES

- Support to PA Health stakeholders in the development of project ideas and applications
- Providing feedback to projects applying for Interreg BSR funding
- Continued cooperation with PA EDU on establishing a Sustainable and Healthy Working life cooperation platform
- Identify suitable funding sources for projects supporting the implementation of the future PA Health Actions in the EUSBSR Action Plan TARGETS
- 8-10 project ideas generated, support and/or provided feedback to
- 1 overview of funding opportunities for projects supporting future PA Health Actions

811 / 3,000 characters

5.6.4 This group of activities leads to the development of a deliverable



D 4.4

Title of the deliverable

New project ideas generated and developed

41 / 100 characters

Description of the deliverable

- List of projects ideas generated, supported and provided feedback to
- List of project applications supporting PA Health Actions submitted for funding
- Overview of funding opportunities

190 / 2,000 characters

5.6.6 Timeline

Period: 1 2 3 4 5 6 7 8 9 10

WP.4: PA HEALTH - Implementing the Action Plan 2025-2026

A.4.4: Project idea generation

D.4.4: New project ideas generated and developed

6. Indicators

Indicators

Output indicators		Result indicators		
Output indicator	Target value in number	Result indicator	Target value in number	Please describe how the project partners and, if relevant, associated organisations will continue cooperation for strengthening the multilevel governance of the EUSBSR after the end of the project.
RCO 118 - Organisations cooperating for the multilevel governance of macroregional strategies	3	RCR 84 - Organisations cooperating across borders after project completion	3	<p>PA EDU The two project partners have been working together since 2013 and plan to continue doing so also after this project. Furthermore, this PA develop and maintain implementation formats that are not solely depending on funding by individual projects. These sustainable collaboration platforms are named flagships or missions. Today the four flagships are School to Work (S2W) coordinated by Swedish Association of Local Authorities and Regions, Baltic Sea Labour Forum (BSLF) coordinated by Norden Association in Sweden, Baltic Science Network (BSN) coordinated by Hamburg Ministry of Science, Research and Equality and Baltic University Programme (BUP) coordinated by Uppsala University. Two new flagships are being prepared. One on integration of migrants, BSR Integrate NOW and one on the Economy of Wellbeing of People, succeeding BSLF. In this project one more such flagship will be added within social innovation.</p> <p>PA HEALTH PA Health is developing two flagship processes: Active and Healthy Ageing and Health in All Policies (HiAP)/Economy of Well-being. Both involve tight collaboration with other PAs.</p>

7. Budget

7.1 Breakdown of planned project expenditure per cost category & per partner

No. & role	Partner name	Partner status	CAT1 - Staff	CAT7 - Other costs	Total partner budget
1 - LP	Norden Association Sweden	Active 01/01/2022	302,500.00	121,000.00	423,500.00
2 - PP	Free and Hanseatic City of Hamburg	Active 01/01/2022	129,642.43	51,856.97	181,499.40
3 - PP	Secretariat of the Northern Dimension Partnership in Public Health and Social Well-being (NDPHS)	Active 01/01/2022	432,142.86	172,857.14	605,000.00
Total			864,285.29	345,714.11	1,209,999.40

7.2 Planned project budget per funding source & per partner

No. & role	Partner name	Partner status	Country	Funding source	Co-financing rate [in %]	Total [in EUR]	Programme co-financing [in EUR]	Own contribution [in EUR]
1-LP	Norden Association Sweden	Active 01/01/2022	SE	ERDF	80.00 %	423,500.00	338,800.00	84,700.00
2-PP	Free and Hanseatic City of Hamburg	Active 01/01/2022	DE	ERDF	80.00 %	181,499.40	145,199.52	36,299.88
3-PP	Secretariat of the Northern Dimension Partnership in Public Health and Social Well-being (NDPHS)	Active 01/01/2022	SE	ERDF	80.00 %	605,000.00	484,000.00	121,000.00
Total ERDF						1,209,999.40	967,999.52	241,999.88
Total						1,209,999.40	967,999.52	241,999.88

7.3 Spending plan per reporting period

	EU partners (ERDF)		Total	
	Total	Programme co-financing	Total	Programme co-financing
Period 1	118,335.00	94,668.00	118,335.00	94,668.00
Period 2	118,333.00	94,666.40	118,333.00	94,666.40
Period 3	118,333.00	94,666.40	118,333.00	94,666.40
Period 4	118,333.00	94,666.40	118,333.00	94,666.40
Period 5	118,333.00	94,666.40	118,333.00	94,666.40
Period 6	118,333.00	94,666.40	118,333.00	94,666.40
Period 7	124,999.85	99,999.88	124,999.85	99,999.88
Period 8	124,999.85	99,999.88	124,999.85	99,999.88
Period 9	124,999.85	99,999.88	124,999.85	99,999.88
Period 10	124,999.85	99,999.88	124,999.85	99,999.88
Total	1,209,999.40	967,999.52	1,209,999.40	967,999.52