

**Committee of Senior Representatives (CSR)
Twenty Second Meeting
Reykjavik, Iceland
16-17 October 2013**

Reference	CSR 22/5.4/Info 1
Title	Status update for the NDPHS BSR Conference and the Baltic Leadership Programme
Submitted by	Secretariat
Summary / Note	<p>This document provides an overview of the current status of the preparations of the NDPHS Conference and the Baltic Leadership Programme originally discussed during the previous CSR Meeting (cf. document CSR 21/6.3/1).</p> <p>The Meeting participants may wish to share their possible suggestions concerning:</p> <ul style="list-style-type: none"> - Speakers and moderators for the panels; - The whole schedule, <p>and advise if a topic, roundtable, or potential presentation is missing.</p>
Requested action	For information and advice

Introduction

1. Conference: Preparing health initiatives for 2014-2020

The NDPHS Secretariat has received funding (an EU Strategy for the Baltic Sea Region (EUSBSR) Technical Assistance grant) to, *inter alia*, hold a regional conference aimed at supporting the organizations implementing projects in the Baltic Sea Region in the area of public health. The conference will be a side-event of the forthcoming EUSBSR 4th Annual Forum, which will be held on 11-12 November 2013 in Vilnius, Lithuania.

2. Baltic Leadership Programme

The Swedish Institute has offered to partner with the NDPHS to bring together individuals who lead their respective organizations in public health and social wellbeing in the Baltic Sea area for PA Health at **no cost** to the NDPHS and the participants and with **minimal time requirements** for the Secretariat. The Swedish Institute's Baltic Leadership Programme aims to deepen cross-cultural perspectives, reinforce professional skills and unite experts in the region in a long lasting and active network. Invited participants will widen their contact network in the Baltic Sea Region and strengthen their joint capability to complete their work within the EU and Baltic Sea Region frameworks.

The Conference and the Leadership Programme are connected in that recruitment for both will result from the same call for papers and that the participation of a small selection of conference participants in the Leadership Programme will help support the conference's success.

Background

1. Conference: Preparing health initiatives for 2014-2020

The focus of the conference will be to help prepare the activities in the area of health for the **2014-2020 programming period**. The conference aims to help find ways to reduce fragmentation among interventions by improving strategic cooperation and coordination in the design and implementation of projects, improving the flow of information among stakeholders, and better coordinating project and policy development efforts. When developing new projects, it is important not only to follow the priorities agreed on by the BSR countries and the European Commission, but also to **take into account both lessons learned from the projects implemented in the BSR thus far as well as the strategic priorities set out by the NDPHS and, finally, other relevant policies in the region.**

The aim of the conference is to **support project proposal development so they are ready for submission to funding programmes** already for the first calls for project proposals during the next programming period (i.e. in year 2014). Whereas a number of financiers/financing instruments – including the EU with its various programmes – support numerous projects aiming to improve health in the BSR, the amount of funding is by far not sufficient to tackle the issues at stake as there are also other competing important needs. To that end, it is of utmost importance to **spend money effectively and in a focused way.**

2. Baltic Leadership Programme

The opportunity for PA Health to participate in this Programme will prepare a small number of individuals **before** the conference who, in being freshly informed and introduced, could potentially help guide discussions and help the roundtables they participate in to understand their work in the wider ND/BSR perspective. It also will give the NDPHS, as a Priority Area Coordinator, a unique opportunity to support the development of projects for the 2014-2020 period from a combined technical/financial angle that not many other PAs will have.

The Programme is designed to make the most of common strengths and future potential of the participating countries – Sweden, Estonia, Lithuania, Latvia, Poland, Russia, Belarus and Ukraine as well as Finland, Norway, Denmark, and Germany.

The Programme will be comprised of two weeks of intensive work separated into two modules where participants will:

- Consolidate a thematic platform on “Health issues” in the Baltic Sea Region, connected mainly to the priorities of the EUSBSR but also to other initiatives in the region;
- Build a strong transnational team (network) of dynamic leaders in the Baltic Sea Region;
- Get insight into and influence the design of the new programming period of the EU.

The foreseen activities of each module include:

- Module 1:
 - Welcome to Sweden and to the Baltic Leadership Programme;
 - Introduction to Dynamic Leadership and Project Management;
 - EU projects/transnational project management;
 - Idea generation and project development techniques;
 - Intercultural understanding and communication;
 - Leadership, teamwork and organizational culture in a rapidly changing context.

- Module 2:
 - Welcome to Brussels and introduction to Module 2;
 - The dynamics of Brussels – a sense of place, governmental system and opportunities;
 - Strategic considerations – connecting to strategies and policies;
 - Looking ahead – the new programming period;
 - Funding opportunities for health initiatives;
 - EU projects/transnational project management.

Current status

In early July, the Secretariat distributed via email a call for papers covering both the conference and the Leadership Programme to Expert Groups, Task Groups, and various other key NDPHS collaborators. Each recipient was asked to distribute the call to relevant potential project partners, including organizations the NDPHS has not yet worked with. In late July, the Secretariat distributed the call to organizations that had lead cross-border health and social well-being projects in the Northern Dimension area during the 2007-2013 programming period plus a few other regional stakeholders.

With a due date of 4 September, the Secretariat received 43 responses to the call for papers. The responses suggested 78 individuals participate in the Conference and 43 of those also participate in the Baltic Leadership Programme. 25 of the 43 responses suggested holding a roundtable. The country breakdown of individuals suggested to attend the conference was: 16 RU, 16 LT, 12 FI, 9 LV, 9 SE, 2 DK, 3 IS, 3 PL, 2 DE, 1 EE, 1 BY, 1 Brussels and 1 Sofia (both IOM Regional Offices).

1. Baltic Leadership Programme

The Swedish Institute has secured external coordinators for the Baltic Leadership Programme. Development of the programme has begun and is the responsibility of the external coordinators and the Swedish Institute.

The dates of the Programme have been set. Module 1 of the Programme will take place in Stockholm from 28 October to 1 November while Module 2 will take place in Brussels from 9 December to 13 December.

The Swedish Institute, on the recommendation of the NDPHS Secretariat, is in the process of inviting about 20 participants from a range of countries and disciplines to participate in the program. Recruitment for the SI Baltic Leadership Programme for PA Health was decided *also* as a result of the call for papers for the regional conference. The idea is that those who participate in the Leadership Programme are also present at the conference, if reasonable.

2. Conference: Preparing health initiatives for 2014-2020

Date: 12 November 2013 (as a side event of the EUSBSR Annual Forum to be held on 11-12 November 2013).

Location: Le Méridien, Vilnius, Greitkelis A2, 19-as km · Vilnius, LT-03005 Lithuania. (same venue as for the EUSBSR Annual Forum)

Financial support: The NDPHS Secretariat will cover the costs of travel, accommodation (one night) and per diems for the invited participants.

Schedule and speakers (first draft, subject to updating and revisions):

11-12 November	Participant arrival.
11 November 13:00 to 18:00	NDPHS Conference registration
12 November	The NDPHS will hold its conference on this day since the EUSBSR Annual Forum mostly focuses on the environment all day. Activities will be timed to encourage other Annual Forum attendants to visit our interdisciplinary sessions.
9:00	Welcome Marek Maciejowski , NDPHS Secretariat Director
9:05 to 9:45	Panel: Health policy priorities and perspectives in the region (TBD, European Commission representative). Title TBD. Moderator TBD (TBC) Eduard Salahov , Russian Ministry of Health. The Strategy of social and economic development of the North-West Federal District of the Russian Federation for the period until 2020.
9:45 to 10:00	Break
10:00 to 11:00	Panel: Lessons from regional health projects implemented in EU and non-EU countries during 2007-2013 Moderator TBD (TBD, an Imprim project partner). Title TBD (TBD, an ADPY project partner). Title TBD Maia Rusakova , NGO Stellit. Title TBD
11:00 to 11:15	Break
11:15 to 12:00	Presentation: Financial instruments for 2014-2020 Daniel Sköld , EuroSolutions Consulting and Baltic Leadership Programme Coordinator. New funds are coming to our region for good project proposals. Shawna Robert , NDPHS Secretariat. How health and social well-being project proposals can compete with those in more prioritized sectors?
12:00 to 13:00	Lunch
13:00 to 13:15	Introduction to the roundtable session Marek Maciejowski and Shawna Robert , NDPHS Secretariat

13:15 to 16:45	<p>Roundtables (topics subject to revisions)</p> <ol style="list-style-type: none"> 1. “Future benefits of eHealth in the BSR“ (contact: eHealth for Regions Network, anna-lena.pohl@fh-flensburg.de). The eHealth roundtable participants will join the other roundtables for the first hour and then convene at their own table to discuss their work and what they have heard from the other tables. 2. Alcohol and substance abuse related problems: recognition, prevention, and intervention (contact: Bernt Bull, Chair of the NDPHS Expert Group on Alcohol and Substance Abuse, bernt.bull@hod.dep.no) 3. Combating HIV and TB through a joint regional action (contact: Outi Karvonen, ITA of the NDPHS Expert Group on HIV/AIDS and Associated Infections, outi.karvonen@thl.fi) 4. Primary health care responds to demographic changes (contact: Simo Kokko, Member of the NDPHS Expert Group on Primary Health and Prison Health Systems, simo.kokko@kuh.fi) 5. Injuries at work – a hidden tragedy (contact: Wiking Husberg, Chair of the NDPHS Task Group on Occupation Safety and Health, wiking.husberg@stm.fi) 6. Regional cooperation for containment of antibiotic resistance (contact: Emily Sellström, Coordinator of the NDPHS Task Group on Antimicrobial Resistance, emily.sellstrom@smi.se) 7. Effective and efficient implementation of national public health and social well-being strategies (contact: Mikko Vieonen, Chair of the NDPHS Expert Group on Non-Communicable Diseases related to Lifestyles and Social and Work Environments, m.vienonen@kolumbus.fi)
16:45 to 16:55	<p>Wrap up of the roundtable discussions Silvija Juscenko and Shawna Robert, NDPHS Secretariat</p>
16:45 to 17:00	<p>Closing Marek Maciejowski, NDPHS Secretariat Director (TBC, conflict with EUSBSR NCP/PAC/HAL meeting)</p>