

UMBRELLA 2.0

AWARENESS

RAISING EVENT



27/04/2021
10.00-15.00 CET

The Awareness Raising Event is an occasion to “raise the awareness” on the current “hot topics in the Baltic Sea Region” related to sustainability tackling the EU Green Deal, the EUSBSR and UN SDGs. The event’s scope is to promote Umbrella 2.0 and inspire local actors from civil society and the public sphere to undertake actions that can contribute to important sustainable goals.

Europe is working on the upcoming programming period 2021-2027, and the perception is that we need to go all in the same direction. This event strives to inform about policies and strategies and facilitate their access to bottom-up initiatives, presenting a preview of the learning process that Umbrella 2.0 aims to provide to its beneficiaries.



UMBRELLA 2.0 AWARENESS RAISING EVENT

10:00 WELCOME & INTRODUCTION

1. Introducing Umbrella 2.0
Magda Leszczyna-Rzucidło, Project Leader, Head of the International Permanent Secretariat Euroregion Baltic
2. Get to know the Partners!
 - Euroregion Baltic - **Johanna Rönn**, representative of ERB Presidency in 2021, Blekinge Region, Sweden
 - Union of the Baltic Cities - **Marko Paunovic**, Head of UBC Antenna in Brussels
 - Baltic Sea States Sub-regional Cooperation - **Marta Czarnecka - Gallas**, BSSSC Secretary General
 - Funding & cooperation opportunities by Swedish Institute - **Gabor Schneider**, Programme Manager, Swedish Institute

+ Warm up session/ ice-breaking via Menti.com

11:00 SDGS & EUSBSR

Olga Zuin, Programme Coordinator of Baltic 2030, Council of the Baltic Sea States

11:30 "ENTRY POINTS" TO EUSBSR COOPERATION

Initial results from the Umbrella 2.0 Interviews with EUSBR Policy Area Coordinators

Sebastian Magier, Vestanda AB, Umbrella 2.0 Expert

- Q&A

12:00 LUNCH BREAK

13:00 WELCOME BACK

Q&A session about the Baltic Sea Cooperation related to EUSBSR, SDGs and EU Green Deal

Send us your questions in advance and we will have experts answering them live!

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13:30 BREAK-OUT SESSIONS / THEMATIC WORKGROUPS (60 MINUTES)

How to engage more local actors to EUSBSR/SDGs and EU Green Deal topics in the Baltic Sea Region? *Round Table format*

1. Circular Economy

Key intervention, Diet for a Green Planet by Hans von Essen, Senior Adviser at BERAS International Foundation,

Intervention by local stakeholder: Anna Kopek, CMO at ZeroBan Foundation, Poland – producers of bags and gadgets from recycled roll-ups as an inspiration;
Moderation by: **Krystyna Wróblewska**

Related to:

EUSBSR - Policy Area Bioeconomy

EU GREEN DEAL: environment, area planning/quality, local production, hospitality and information/commitment./ the transformation of agricultural and rural areas

SGDs no.:



2. Culture and Tourism

Key intervention by Kaarina Williams, EUSBSR PA Culture Coordinator, BSSSC

Intervention by local stakeholders: Nils Jacobsen, CittaSlow Sokndall, Norway

Moderation by: **Marta Czarnecka - Gallas**, BSSSC

Related to:

EUSBSR - Policy Area Culture / Policy Area Tourism

EU GREEN DEAL: the transformation of agricultural and rural areas / Sustainable transport

SGDs no.:



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3. Education

Key intervention by Anders Bergström, EUSBSR PA Education Coordinator, *Transformation for school to work (based on the Flagship example)*

Intervention by local stakeholder: FabLab Vilnius

Moderation by: **Valentina Scandola**, Euroregion Baltic

Related to:

EUSBSR - [Policy Area Education](#) / [Policy Area Innovation](#)

The policy area 'Education' covers three policy areas:

- education including primary and secondary schools, tertiary education, adult education and nonformal education;
- research;
- employability meaning improving the transition from education to the labour market;

EU GREEN DEAL: Transition to a circular economy

SGDs no.:



4. Biodiversity strategy for 2030 – incl. water issues

Key intervention by Björn Grönholm, Union of the Baltic Cities Sustainable Commission & City of Turku, *Transformation of cities – toward more sustainable, biodiverse and resilient cities*

Intervention by local stakeholder: Magdalena Gajewska, Coordinator of EcoTech Center, Gdansk University of Technology, *The importance and challenges for nature based solution in urban water management*

Moderation by: **Marko Paunovic**, Union of the Baltic Cities

Related to:

EUSBSR - [Policy Area Nutri](#) / [Policy Area Hazards](#)

EU GREEN DEAL: [Preserving Europe's natural capital](#)

SGDs no.:



To define the concrete results we will use an on-line open-board tool.

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14:30 PLENARY & CONCLUSIONS

Moderator: **Krystyna Wróblewska**

- Report from 4 workshops
- Umbrella 2.0 next steps - **Magda Leszczyna-Rzucidło**, Euroregion Baltic, Project Leader

15:00 THANK YOU & GOODBYE!