



## **Guidelines for staging a seminar at the EUSBSR Strategy Forum 2016**

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The overall theme of the 7th Strategy Forum is the future of the Baltic Sea Region and how to achieve a common vision for 2030.

Any organisation or key stakeholder may apply for staging seminars at the EUSBSR Strategy Forum in Stockholm 8-9 November 2016 if they fulfil criteria and the content of the seminar fulfils the conditions of the programme. The Strategy Forum will provide with three categories of seminars.

All applications for seminars will be assessed by the Programming Committee.

The Programming Committee will strive for gender balance and balance in geographic representation in selection of organisers. Priority will be given to key stakeholders of the EUSBSR. Key stakeholders in this respect are mainly the European Commission, EUSBSR National Coordinators, Policy Area Coordinators, Horizontal Action Coordinators but can also be Flagship project leaders, PA/HA Focal Points, EUSBSR relevant financial institutions or other EUSBSR relevant institutions.

The Programming Committee will also strive for a balance between the sub-objectives under the three objectives Save the Sea, Connect the Region and Increase Prosperity in the Baltic Sea Region.

We recommend a combination of seminar and workshop together to involve the audience.

### **Category Political Seminar**

Timeframe: 30-90 minutes

The event covers a political topic or forum-relevant topic and is arranged as a dialog, debate or discussion.

### **Category Workshop**

Timeframe: 30-60 minutes.

The event covers a political topic or forum-relevant topic and is arranged as an interactive dialogue between audience and speakers.

### **Category Hot Chair/ Interview Seminar**

Timeframe: 30-45 minutes

The event covers a political topic or forum-relevant topic through interviews of one or several decision-makers or key stakeholders.

### **Criteria for all seminars**

- Seminar is open to all participants.
- Seminar specifically addresses one or more sub-objectives of the EUSBSR.



- Seminar programme clearly supports the thematic focus of the Forum. The overall theme is the future of the Baltic Sea Region and how to achieve a common vision for 2030.
- Content of seminar must be based on clear added value of macro regional cooperation for the Baltic Sea Region.
- Organisers should in one sentence present a clear description of the expected outcome of the event.

#### **Seminars will be given priority if they**

- Cover currently highlighted political topic.
- Have a high political relevance and political participation.
- Provide clear political guidelines.
- Cover cross cutting issues.
- Facilitate dialogue between different political levels (EU-national-regional/local).
- Provide a spectrum of opinions, new ideas, and new thinking.
- Include a diversity of speakers (e.g. political, private, business, NGO, academic, younger generation etc.).
- Introduce a youth perspective.
- Cover gender issues.

#### **Heading and description of seminar**

Number of characters (incl. blanks) for heading and description of seminar:

Heading:	100
Description:	300
Message to media:	100
Elaboration:	1000
Participants:	500

#### **Heading**

The heading should make clear which EUSBSR objective is addressed. The heading should guide the audience on the topic of the seminar but should not explain or market the organisation staging the event. Questions often create more interest and willingness to engage in dialogue than statements do.

#### **Description**

Describe the topic in factual and concrete terms. Define the intended category of seminar. Explain the relevance of the topic to the main theme of Vision for the Baltic Sea Region 2030 and in which way this theme is being addressed by the seminar. Using questions is a good way of exemplifying towards which angle the seminar is oriented. Consider the tone of the text – does the tone invite to a dialogue and debate?



**In the Heading and Description, avoid:**

- Slogans
- Abbreviations, acronyms, hashtags, exclamation marks
- Play with words that do not inform or clarify the message
- Information that is already found elsewhere (name of partners, names of individuals, webpage etc.).
- Anything that does not explicitly explain the content of the topic

**Message to media**

Describe your message in one sentence for news media.

**Elaboration**

This space allows for a more detailed description. This text should be drafted for the main target group of the seminar. It should clarify the angle of the debate or seminar and the expected outcome.

**Venue and time**

Estimation of number of participants, required time and desired technical equipment for the seminar.

**Organisation and partners**

Name of organisers, participants and partners of the seminar with name of speakers, titles, etc. Name of moderators. Clarification of link to the EUSBSR and the role the organisations might have with the EUSBSR.

**What happens next?**

The round of proposals for seminars may be submitted from March to May 2016.

Updated information and time schedule for the submission of proposal for seminars will be presented in the beginning of 2016 at the official website of the Forum:

[www.balticsea-region.eu/forum2016](http://www.balticsea-region.eu/forum2016).

After submitting your proposal, it will be assessed by the **Programming Committee of the Strategy Forum 2016**, based on the criteria and on our capacity (time and space) to include the proposal in the programme. The organisers of the Strategy Forum (i.e. the Swedish Government Offices, the Swedish Agency for Economic and Regional Growth, the Swedish Institute and the Nordic Council of Ministers) may propose or request changes in the content, the length of the session or format if deemed necessary. Final decision will be made by the Programming Committee and will be communicated by e-mail from the organisers.