

Guidelines for staging a seminar at the 7th Strategy Forum for the Baltic Sea Region

Updated 7 March 2016

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

Submission of proposal for seminars

Any organisation or key stakeholder may apply for staging seminars at the 7th Strategy Forum of the EUSBSR in Stockholm 8-9 November 2016 if they fulfil criteria and the content of the seminar fulfils the conditions of the programme. The 7th Strategy Forum of the EUSBSR will provide with three categories of seminars. All applications for seminars will be assessed by the Programming Committee.

Please send your seminar application to Mrs Petra Gråberg at the Swedish Institute via e-mail strategyforum@si.se no later than May 17

Time Schedule

The round of proposals for seminars may be submitted from March to 17 May 2016
Updated information will be presented at the official website of the Forum:

www.balticsea-region.eu/forum2016

After submitting your proposal, it will be assessed by the **Programming Committee** of the the 7th Strategy Forum of the EUSBSR, based on the criteria and on our capacity (time and space) to include the proposal in the programme. The organisers of the 7th Strategy Forum of the EUSBSR (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.

Stakeholders

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 7th Strategy Forum of the EUSBSR. 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, it is recommended to 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.