

ONE BSR Newsletter 1/2014

Welcome to read the third ONE Baltic Sea Region Newsletter

Last six months, the ONE BSR project has taken giant steps in branding and marketing of the Baltic Sea Region. A common destination guide is created to attract US tourism operators to the area, and an online map provides useful information for foreign investors interested in the region. Other highlights of this newsletter are e.g.

- ONE BSR project meeting looks to the future
- BSR promotion in the US started successfully
- Brain drain and talents a challenge for the coherence of the Baltic Sea Region
- New ONE BSR film on talents
- Live Like Locals – Final report of the pilot project published
- Upcoming events

The ONE BSR newsletter is published every six months to keep you updated on our achievements and events. Read the newsletter below or online at the ONE BSR website

www.onebsr.eu/newsletters

ONE BSR project meeting looks to the future

In February ONE BSR project partners gathered in Riga to discuss the status and next steps of the project. As the end of the project is coming closer, the gaze was turned to the future and life after the project. What do we do with the project results? How do we continue the good work for the common Baltic Sea Region? In the opening session, Mr Matti Ollinkari, Senior Expert from the Economic Development Division of the City of Helsinki, reminded the partners of the challenges ahead: they need to look at the scenery after the project, and come up with ideas, what to do in the future.

<http://onebsr.eu/2014/04/02/one-bsr-in-riga/>

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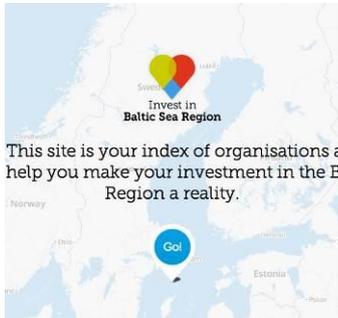
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Investment promotion players in one map



The new Baltic Sea Region IPA Directory lists all Baltic Sea Region investment promotion agencies with the goal of making it easier for the customers to find help when considering the BSR as an investment location. The directory is presented as an interactive map, available at www.investinbsr.com. It lets you search for investment promotion agencies by location and by focus areas. Also, any publicly funded investment promotion agency or other non-profit organization actively doing invest in activities is invited to submit their data. The service is

free of charge.

<http://onebsr.eu/2014/03/31/investment-promotion-players-one-map/>

BSR promotion in the US started successfully

Five Baltic metropolises started their common promotion to the US travel trade and media on a common roadshow on 18-20 March. The cities of Hamburg, Helsinki, Riga, St. Petersburg and Warsaw were presented to travel professionals and media in New York, Boston and Chicago. The road show was a success, US media and travel trade were highly interested in the Baltic Sea Region. "By most of the tour operators who attended the roadshow the Baltic Sea Region is considered as a new and mostly underestimated destination to sell", says Nadja Biebow, ONE BSR project manager with Hamburg Tourist Board.

<http://onebsr.eu/2014/04/01/bsr-promotion-in-the-usa/>

Save the date: ONE BSR final event on 4 September

One BSR final event will call together the project partners, stakeholders, and policy makers from all levels of governance to present and reflect upon the outcomes of the ONE BSR project and the future of the region. What are the facets of a common BSR identity and how can they be used for joint marketing and promotion? Concrete examples and tools will be presented by partners working with tourism, talent retention, investment promotion and BSR identity, providing food for thought for panel discussions and workshops. Creative illustrations and performances based on the results will sum it all up in a fresh way that will surprise and inspire us all! More information will be published on www.onebsr.eu soon.

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Cities of Baltic Sea Region published common destination guide

Five amazing Baltic Sea metropolises introduce themselves in a new common destination guide. Hamburg, Helsinki, Riga, St. Petersburg and Warsaw present their advantages and most important sights and must-sees, event highlights and give suggestions for itineraries. The destination guide is produced primarily for the US travel trade in order to attract more tour operators to sell the region.



<http://onebsr.eu/tourists/one-bsr-destination-guide/>

Together against talent retention challenges in the Baltic Sea Region

The first meeting of the ONE BSR Advisory Board on talent retention agreed on the need of collaboration in attracting and keeping foreign talents in the region. "It is important that the countries around the Baltic Sea Region collaborate because we need to expand the pool of talents. Otherwise we will lag behind", says one of the Advisory Board members, Tine Horwitz, CEO of a Danish Consortium for Global Talent.

<http://onebsr.eu/2014/01/31/talents-retention-advisory-board/>

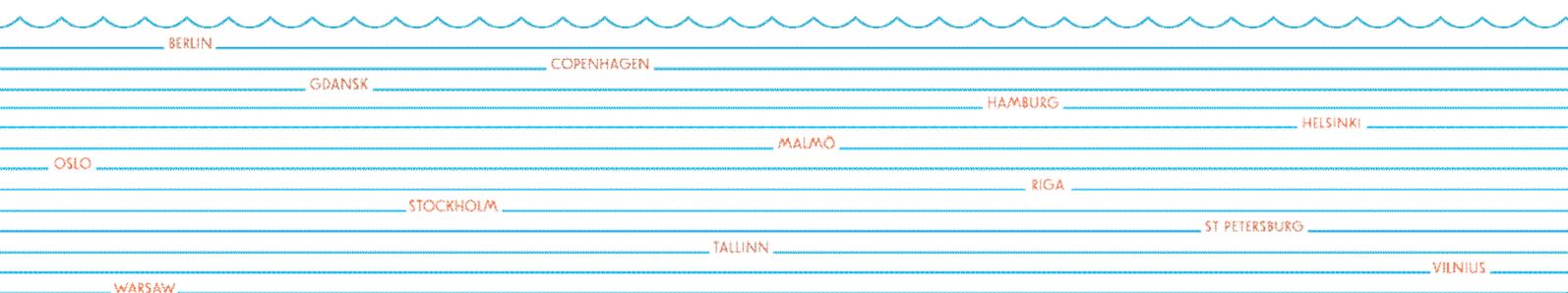
Meet the talents in the new ONE BSR film

Who are the talented students and professionals that the universities, companies and cities around the Baltic Sea Region are trying to attract and keep in the area? The ONE BSR -project invited four talents from and outside the region to Gdansk last October to talk about their experiences in studying and working in the area. The latest ONE BSR -film tells about the dreams and motivations of these young professionals.

<http://onebsr.eu/2014/02/18/home-common-lake-meet-four-talents-baltic-sea-region/>

Brain drain and talents a challenge for the coherence of the Baltic Sea Region

For the period 2008 – 2013 the divide between the western and the eastern part of the Baltic Sea Region has widened in terms of brain drain. This is a key conclusion based on a compilation of data from the World Economic Forums annual global competitiveness reports for the period. The



data compilation is part of a study performed by ScanBalt® fmba for the ONE BSR project, co-financed by the Baltic Sea Region Programme 2007-2013.

<http://onebsr.eu/2014/03/14/brain-drain-baltic-sea-region/>

Live like locals with the Japanese tourists



The final report of the Live Like Locals project sums up the transnational tourism product development carried out in two projects, BaltMet Promo 2010-2011 and the ONE BSR in 2013. The report gives a detailed description on the background of the pilot project and how it was carried out. It also provides useful tips how similar transnational projects should be organized, and what are their challenges.

<http://onebsr.eu/2014/04/03/live-like-locals-report/>

Over the language barrier into the Finnish labour market

For international talent finding employment in Finland is often hindered by a lack of Finnish language skills. Many highly educated immigrants are lost to the Finnish labour market as they must leave the country after being unable to find employment. Experts in the Helsinki metropolitan region created solutions for promoting the Finnish language learning and employability of highly educated immigrants.

<http://onebsr.eu/2013/11/19/language-barrier-finnish-labour-market/>

New publication on identity in the BSR and beyond

A new report "Facets of Identity – the Baltic Sea Region and beyond" was unveiled at the one-day conference on Baltic Sea Region identity, branding and communications organized on 9 December in Helsinki, Finland. The One BSR project will complement the scenery by publishing the "Portfolio of BSR identities", currently being elaborated by the consulting company Tendensor, in 2014.

<http://onebsr.eu/2013/12/19/facets-of-identity/>

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RELATED EVENTS

BSR Urban Forum on Smart Cities

23 April Riga, Latvia

Baltic Development Forum together with the UBC Board and the City of Turku have taken the initiative to prepare a concept for a "Baltic Sea Region Urban Forum for Smart Cities". The draft of the concept will be presented and evaluated in a workshop in Riga during the Energy Cities annual meeting.

<http://www.bdforum.org>

Turku Baltic Sea Days

1-5 June 2014, Turku, Finland

During the first week of June 2014, the City of Turku will be the venue for major maritime, business and cultural events as the Turku Baltic Sea Days and its various conferences and events bring experts, decision-makers, political and business leaders from around the Baltic Sea region to the city. The conferences, meetings and events include the 10th Summit of the Prime Ministers of the Council of the Baltic Sea States (CBSS), the 16th Baltic Development Forum Summit and the 5th Annual Forum of the EU Strategy for the Baltic Sea Region, and the XII Baltic Sea NGO Forum.

<http://onebsr.eu/2013/12/09/turku-baltic-sea-days/>

<http://www.turku.fi/Public/Default.aspx?nodeid=19463&contentlan=2&culture=en-US>

IPA Forum

9-10 June 2014, Helsinki, Finland

IPA Forum brings together the inward investment promotion professionals from around the Baltic Sea Region - and beyond. The event is targeted at anyone working in the field of inward investment promotion. The program is built around interesting keynotes on FDI trends in the region and examples and possibilities for regional cooperation in the investment promotion work. The official media partner of the event is fDI Intelligence by Financial Times. More information, program and registration will be available in www.investinbsr.com/ipaforum.

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Part-financed by the European Union
(European Regional Development Fund)

ONE BSR Final event

4 September 2014, Helsinki, Finland

The final event of the ONE BSR project will present the results of the project and further boost the co-operation through round table discussions, workshops and artistic presentations. The event calls together the project partners, stakeholders, and policy makers from all levels of governance to present and reflect upon the outcomes of the ONE BSR project and future of the region. Further information will be published soon at www.onebsr.eu.

ONE Baltic Sea Region (ONE BSR) project aims to increase the competitiveness of the Baltic Sea Region by marketing it as one unity. Together with 17 partners from around the region, the project identifies key elements for the image and identity building of the region, and brings up the best that the region has to offer for international investors, talents and tourists.

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Project duration: 9/2012 – 9/2014

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Funding: European Regional Development

Fund, INTERREG IVB, Baltic Sea Region

Programme

2007-2013

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