



# **EUSBSR** EU STRATEGY FOR THE BALTIC SEA REGION

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**How to communicate about governance and  
policy topics in a compelling way?**

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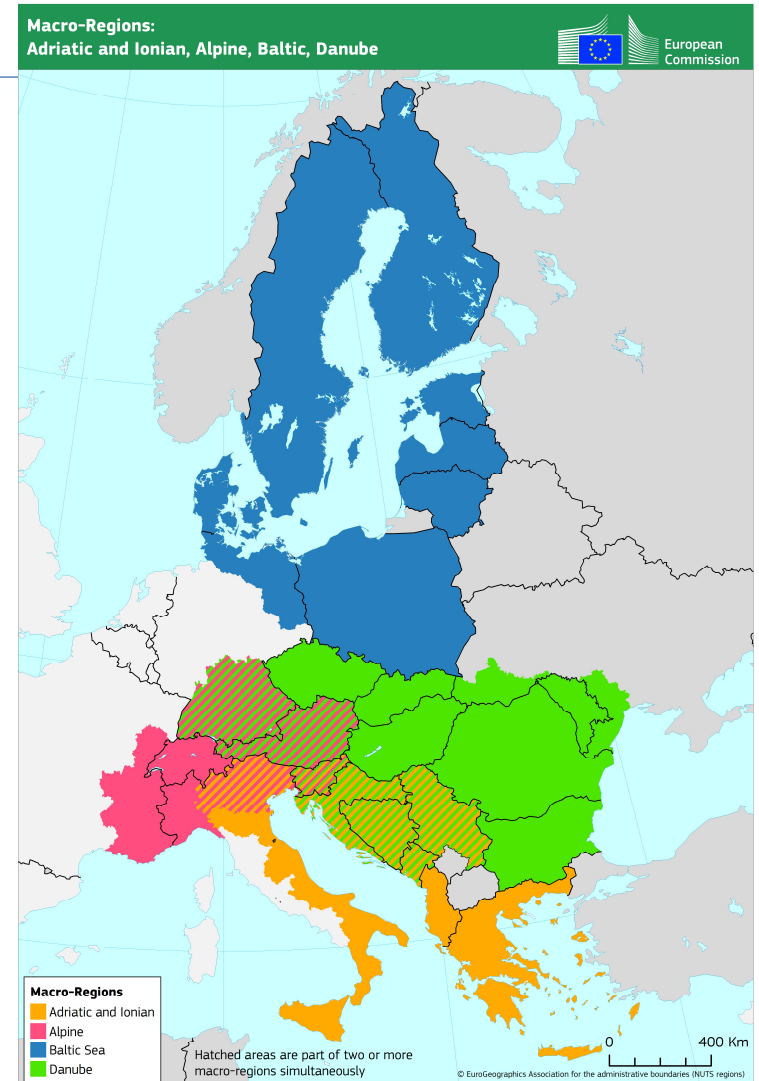
**Interreg**  
Baltic Sea Region



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## EU macro-regional Strategies

- Does your programme operate in one of the macro-regions?
- Are you in regular contact with the macro-regional strategy/strategies for your region?



The three objectives of the EU Strategy for the Baltic Sea Region are

- **SAVE THE SEA**
- **CONNECT THE REGION**
- **INCREASE PROSPERITY**

We reduce overlaps and strengthen synergies among existing networks and organisations.



## How to communicate about governance and policy topics in a compelling way?

Give them success stories.



## Success stories - How to identify one?

In Annual Reporting, we ask the Policy Area Coordinators to identify good cases with the help of the following criteria:

- Clear evidence of positive impact
- Several countries working together
- Lasting effect, after our intervention is over

After finding the cases, I develop them into full stories.





## Success stories - Challenges

- Was the positive impact because of the Strategy?
  - Or was it a successful project?
- Change takes time
  - ...reporting periods are short.
- Finding the good cases and developing them into full stories takes time.
  - ...which we rarely have.



## Impact pathway and indicators

### Resources, such as

- Policy Area Coordinator and Steering Group organizations
- Personal / financial resources
- Interreg Baltic Sea Region assistance
- Previous outputs

### Direct results, such as

- Stakeholder events
- Projects generated
- Solutions developed
- Recommendations presented to decision makers
- Facilitation of best practice exchange
- Research/policy papers/newsletters published
- Funding pooled for the Action

### (Self-) sustaining effects, such as

- Broad uptake of new solutions
- Improved policies implemented
- New legislation adopted
- More stakeholders engaged
- Impact on agenda setting
- Changed attitudes and mindsets
- More funding aligned

### Positive changes in the „real world“ with regard to the Strategy's main objectives, such as

- Reduced number of oil spill accidents
- Lower level of unemployment
- Share of renewable energy sources
- Increased number of night-train connections
- Less nutrients in the Baltic Sea

### EUSBSR's main objectives

- Save the sea
- Connect the region
- Increase prosperity

Inputs


Outputs

Outcomes


Impact


Objectives

## Highlighting the thematic success stories - hard & unrewarding


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"The [EU Strategy for the Baltic Sea Region](#) is an important framework for shifting the political focus to the national and regional level, and the close cooperation with the Policy Area Coordinators has been, and remains, extremely valuable", ...more



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**Cooperation with IMPACT**  
Showing the positive impact of the EU Strategy for the Baltic Sea Region

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Good news for us who like our drinking water clear and safe!

Starting this week, EU countries must monitor per- and polyfluoroalkyl ...more

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Some good news to start off this year! [#PAHazards](#) will continue to support knowledge building and sharing good practices on preventing and remediating PFAS in the Baltic Sea Region in 2026!

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## Keeping the cooperation format on the agenda - fun & rewarding

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This week, we were invited to present the experiences of the [EU Strategy for the Baltic Sea Region](#) at the meeting of the Commission for Territorial Cohesion Policy and EU Budget ([European Committee of the Regions](#)), during the ...more



 with [Moray Gilland](#)

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### Norway joins EU cooperation on the Baltic Sea

Press release | Date: 18/05/2026

[Les på norsk](#)

The European Commission today announced the inclusion of Norway as a new member country in the EU Strategy for the Baltic Sea Region (EUSBSR). Norway will become the ninth member of the strategy.

## Maybe we are using the wrong media?



Annual Forum 2026, Tallinn. Photo: Andras Kralla



## What would I do more / differently if there was time?

- Devote more time to mapping and writing the stories
- Come up with a way for more people to easily access the good cases and use those in their communication
- Produce more videos for Social Media, maybe!





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**Thank you!**

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