

1.5 Short project summary – background, rationale, aims, content and results

BaltNet is a direct output of the Seagull II project aimed at facilitating the implementation of the Joint Development Programme (JDP) of Euroregion Baltic (ERB), designed during Seagull DevERB project. Both Seagull project were co-financed with BSR Interreg IIIB assistance. Seagull II set up eight reference networks to work with JDP. The one dealing with labour market issues will be further developed within BaltNet project to include a permanent cooperation Working Group (WG) of regional labour market institutions working closely with ERB regional secretariats. WG will have the main priority of addressing SBA Measure 1.2 as well JDP in its part concerning labour market integration. Institutions cooperating within WG will exchange information and set information sharing standards, methodology, regional employment policies etc. (with particular focus on demand and supply of labour force, recognition of professional qualifications, vocational training and education, recruitment procedures and professional requirements). Internet meetings and a number of study visits will be held. Study visits will enable familiarisation with specific issues concerning labour market. A report concerning present situation on labour markets in ERB regions (a diagnosis and SWOT analysis) and guidelines/directions for integration of common ERB labour market will be written. Pilot training programme for small and medium size entrepreneurs will be developed to increase their competence and mobility on the cross-border labour market. Database with key labour market indicators and measures in South Baltic regions will be generated on project website. The main aim of the project is to develop cooperation and closer integration of labour market institutions within ERB. Main direct aims of the project and in consequence its results are well established permanent network, improved knowledge and understanding of the situation on ERB labour markets, tools and methods for future cooperation developed within BaltNet.

2. Partnership

Lead Partner: Office of the Marshal of the Pomorskie Voivodeship

Partner 2 Voivodeship Labour Office in Gdańsk

Partner 3 ERB International Permanent Secretariat

Partner 4 Job Centre Bornholm

Partner 5 Labour Office Karlshamn

Partner 6 Labour Office Karlskrona

Partner 7 Klaipeda Employment Agency?

Associated organizations or partners: ERB regional Secretariats (in Sweden: Karlskrona, Växjö, Kalmar; in Denmark Ronne on Bornholm; in Poland Olsztyn; Baltijsk in Kaliningrad Oblast) and Employment Agency Kaliningrad

3.1 Description of initial situation/challenges

Present situation within the Euroregion Baltic is characterised by great disparities in labour demand and supply across ERB member regions, growing employment needs in the long term healthcare sector, insufficient knowledge and professional qualifications of potential employees, inadequate foreign language skills, prejudices, political and administrative barriers, barriers in the free movement of services, and the risk of brain-drain. The ERB has the ambition to become a model for labour market integration at its best – between old and

new EU countries and also Kaliningrad Oblast of Russian Federation. The member regions are – or have direct access to – major employers within public sector. They should adopt common guidelines on the integration of labour and promote the EU's free movement of labour.

The implementation of the BaltNet and activities planned within the project should result with better use of the labour markets potential in ERB member regions as well as better understanding between member regions and strengthening the ERB identity.

3.2 Project objectives

General:

According to the South Baltic Programme priority Economic Competitiveness general objective of the project is strengthen liaisons between labour market institutions of the South Baltic regions

Direct:

- 1) Closer integration of labour market institutions within Euroregion Baltic - development of permanent network.
- 2) Exchange of knowledge, experiences and best practices
- 3) Better use of labour markets potentials
- 4) Facilitate mobility of the labour force
- 5) develop tools and methodology to combat negative process on labour markets in ERB regions
- 6) Increase competence and mobility of SMEs on the cross-border market
- 7) Promotion of mobile labour market

3.3 Short description of the project methodology

Activities planned within the project should result with achievement of planned aims in the way described below. By organizing and taking part in study visits partners will exchange information and best practices on specific issues. Trainings for partner's employers will provide knowledge of specific regulations, law, structures etc. in each region (country). On-line meetings will ensure permanent contact between partners. This will ensure exchange of knowledge and permanent contact within the network. Cooperation with chambers of commerce in order to prepare training programme and provide trainings to SMEs will be aimed to increase competence and mobility of SMEs. Report planned within the project
All actions which will be take during the project implementation will contribute to better use of the potential and promotion of mobile labour market.

3.4 Activities – detailed description

Project will be divided into 4 components

Component 1 Labour Market Networking

Activities within the component:

6 study visits:

1. Support for vocational activation of the unemployed and creation of workplaces based on cultural, natural and geographical resources; Pomorskie, June 2009
2. experience from ESF implementation, Bornholm, September 2009
3. Centre of raising qualifications and competences for youngsters (17-24 years old), Vägvisaren Karlskrona and Utredningsenheten Ronneby May/June 2010
4. Programs against long-term-unemployment?, Karlshamn, September 2010
5. Exchange of information on qualifications recognition and systems of vocational education, Kaliningrad, May/June 2011

6. Klaipeda, September 2011

The study visits will be combined with trainings for project partners on situation, rules, structure and law concerning labour market in ERB regions

- On-line meetings - at least 6 meetings to each visit and training
- Trainings for SMEs organized in cooperation with Chamber of Crafts for Small and Medium Enterprises from Gdańsk – 2 years language course (English and Russian – official ERB languages); 3 training sessions on starting and developing business in ERB countries and 3 training sessions on EU funds accessible to SMEs

Expected outcome:

Permanent network (ERB Working Group)

Improved knowledge and understanding about situation on labour market in each region

Number of trainings provided to SMEs (30-50 firms)

Component 2 Monitoring and Analyses

5 fragmentary reports on situation in each country: Sweden, Denmark, Poland, Lithuania, Russia

REPORT concerning present situation on labour markets in ERB regions (diagnosis and SWOT analyse) and guidelines & direction for integration of common ERB labour market.

Component will twice a year provide information on key labour market indicators and measures in South Baltic Region

Expected outcome

Improved knowledge about labour market institutions and their organisation

A report presenting a diagnosis of the situation on the ERB labour market. The report will include expertise – prognosis on development of regional labour markets in ERB regions .

Component 3 Project Management

All decisions taken by Project Steering Committee will be based on a consensus.

Office of the Marshal of the Pomorskie Voivodeship will be responsible for overall project management and will take administrative and financial responsibility for the project.

Division of tasks is defined in partnership agreement.

3 Steering Committee meetings / a year (9 during the 36 months of the project implementation) will take place to ensure implementation.

2 conferences (Kick-off, 2009 and Final, 2011) will be organized

Expected outcome

Efficient management of the project

Progress & financial reports

Component 4 Communication and Dissemination

internal and external communication (communication strategy)

promotion of the project and its' results (website and information materials)

Expected outcome

Website/Database where all information concerning demand and supply of labour force, recognition of professional qualifications, vocational training and education, recruitment procedures and professional requirements et cetera will be available.

A number of promotion materials (informing about the project and its results).

3.9 Cross-border criteria for the project

Joint development

The project drafting team (Working Group) has been established as a result of the works within Social reference network set up during Seagull II. The project has been disused and agreed by all partners (from 5 countries) to be involved. 22nd February 2008 among others formal Social Working Group based on reference network was established. The WG meet twice in Gdańsk during 2008 and there were a lot of e-mail consultations between project partners.

Joint implementation

The responsibility for each of 4 project components will be divided as follows: C1 Labour Market Networking – Job Centre Bornholm; C2 Monitoring and Analyses - Voivodeship Labour Office in Gdańsk; C3 Management - Office of the Marshal of Pomorskie Voivodeship; C4 Communication and Dissemination – International Permanent Secretariat of ERB. Moreover each labour market partner institution will prepare one study visit and will be involved in preparing training session concerning labour market in its region. Each of ERB regional secretariat will be involved in promotion activities and dissemination of the project results.

Joint staffing ????

Joint financing ????

3.10 Cross-border impact description

Cross-border approach is inherently present in all ERB activities. It's outputs will respond to the challenges of ERB labour market especially in the field of advancing integration in ERB area.

3.11 How does the project correspond to the programme objectives?

Exchange of information and best practices, study visits, trainings and other activities within the project will result with development of practical solutions to improve the situation on labour market. The permanent and sustainable network of labour market institutions will be establish.

3.12 Project target groups

Regional labour market institutions will be final beneficiary benefit from cross-border co-operation and new solutions. Local communities in ERB regions will be ultimate beneficiary - benefit from the improvement of the situation on local labour markets.

3.14 Correlation of the project with other the European Union Programmes

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3.15 Communication and promotion activities

Lead partner will carry out the promotion and information activities by:

- Promotion of the project on Kick-off and its' results during Final conference.
- Continuously updating project website
- Promotional materials
- Press kits

All partners will be responsible for sharing information and promotion of the project and its results within stakeholders in their regions.

4 Project management

The Board of Euroregion Baltic consisting of 1 representative of each member region will constitute Steering Committee of the project. SC will secure transnational ownership of the project, strong political support to its activities, and effective communication and reporting system. SC will meet 3 times a year (9 meetings during the BaltNet implementation period) to discuss progress and results of the project and to make decisions requested by the project manager.

The Lead Partner will appoint project manager and engage project information officer and financial manager . All partners will appoint or engage regional project coordinators.

The lead partner will be responsible for implementation of all the activities within the BaltNet project. However division of tasks will be specified in partnership agreement.

5 Additional information

Project partners will make a frequent use of e-facility (Marratech system – already tested by ERB on-line meeting system) for daily communication.