



NEWSLETTER

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NEWS

Energy efficiency and climate protection are the future markets for SMEs within the Baltic Sea Region

An EU Commissioner said at the Hanseatic Conference: it is necessary to educate experts and inform consumers

Energy efficiency and climate protection are not only important objectives of environmental protection policy, but also an exceptionally significant market for SMEs in the Baltic Sea Region. Development and production of energy-efficient technical devices and renewable energy sources, their designing, assembly and maintenance may keep and create many new jobs in the region.

Using this chance, the Office for Urban Development and Environmental Protection in Hamburg with the Baltic Sea Academy and the Hanseatic Parliament organised in Hamburg and international conference concerning energy efficiency and climate protection within the Baltic Sea Region from 11-13 May 2011.



Photo 1: Reception at the Town Hall and meeting with Senator Jutta Blankau

Further press release was issued after the Hanseatic Conference in 2011 and partners can submit them to the local and regional press:

The EU Commissioner G. Oettinger at the Hanseatic Conference

During the three-day Hanseatic Conference the representatives of the world of science, SMEs and experts from 11 Baltic States, developing common projects for the future. New technologies, especially successful projects, support programmes, and international cooperation were presented.

Günther Oettinger, the EU Commissioner for Energy touched upon the importance of modernisation of old buildings at the Hanseatic Conference: "At present, modernisation of old buildings is more important than the construction of new energy-efficient houses." Here the potential of savings is much bigger and in view of that the amount of savings in new construction is trifling. Its generation leaves children large debts in the public portfolio. "That is why modernisation of old construction is the best form of generation justice" – said G. Oettinger.



Photo 2: Günther Oettinger, the EU Commissioner for Energy at the Hanseatic Conference in Hamburg

The development of new technologies is an essential condition of resources and climate protection. The mere technique is, however, insufficient. It needs to be optimally applied in practice in small companies by craftsmen and users. It means that the development of technology needs to go hand in hand with



the knowledge of experts and users. "Technical progress in the area of renewable energies and energy efficiency is so fast that fundamental additional training is necessary every 5 years in this domain." – said Oettinger. EU Commissioner for Energy invited the representatives of the Hanseatic Parliament to Brussels in order to develop jointly the possibility of supporting appropriate training programmes in the next financing period from 2014.



Photo 3: Jürgen Hogeforster, PhD, Chairman of the Hanseatic Parliament submits The Concept of Energy Policy for the Baltic Sea Region to Günther Oettinger, the EU Commissioner

SMEs from Hamburg will gain profits

In Hamburg 99% of all companies are small and medium-sized enterprises which provide almost 70% of all jobs. A similar role is performed by SMEs in the whole Baltic Sea Region. The SME segment in Hamburg and Northern Germany may gain from the development of the energy and environmental protection sector, as well as cooperation within the Baltic Sea Region connected with them. Crafts in Hamburg established already in 1985 the Centre for Energy, Water and Environmental Technology, in order to develop economy through ecology. Owing to this, an innovative advantage has been gained, which is now bringing fruit, giving SMEs from Hamburg a leading role in the Baltic Sea Region.

The Baltic Sea Region is regarded as the most innovative region of Europe – it is very strong economically, but it has not exploited its potential yet. INTER-GROUP of the European Parliament describes it as a region with future of global position, as a strong, productive, efficient and profitable pillar of the EU with clear identity. Especially in the area of energy and environmental protection the Baltic Sea

Region, with Hamburg as an important metropolis in the south, has the best prospects to gain a leading position at the global market.



Photo 4: Max A. Hogeforster, PhD, Chairman of the Baltic Sea Academy at the 6th Hanseatic Conference

The whole of the results from the Hanseatic Conference will be published in a special book. Thus, the Hanseatic Parliament and the Baltic Sea Academy would like to include the results of the Conference into the current discussion on the Baltic Sea strategy.

Baltic Sea Academy and Hanseatic Parliament

The Baltic Sea Academy encompasses 15 universities and colleges from 9 countries of the Baltic Sea Region which in a special way focus on the transfer of knowledge and technologies as well as research and development works for small and medium-sized enterprises.



Photo 5: Prof Vytas Navickas, PhD from the Pedagogical University in Vilnius reports on the working group results



Hanseatic Parliament is an organisation of small and medium-sized companies, associating 45 chambers of industry, commerce and crafts from 11 countries of the Baltic Sea Region, which include 450,000 SMEs. The partners implement at present a 3-year EU project aiming at the support of energy efficiency and climate protection in SMEs in the BSR.

Report from the second period of the QUICK project implementation

Till the deadline of submission of a comprehensive report from the project to the Joint Technical Secretariat (28 February 2011) we did not have available reports from four partners from the first stage. Therefore, the Joint Technical Secretariat determined a new deadline for the QUICK project, i.e. 4 April 2011. We submitted our report before the deadline, unfortunately reports from 6 partners who failed to finish the first level control were still missing.

Currently our report is checked at the Joint Technical Secretariat. As soon as we receive the EU subsidies, we will make money transfers to the partners.

QUICK Flagship Project BSR strategy

Key Themes of the Future Educational Policy in the Baltic Sea Region

QUICK is a flagship project within the EU Baltic Sea Strategy. On the basis of the Hanseatic Conference 2010 on educational policy and the discussions in the QUICK Working Group "Strategies", the following key themes in the EU Baltic Sea strategy were introduced.

Opportunities for the future Baltic Sea Region

The Baltic Sea Region is deemed the most innovative and economically strong region of Europe which has not exploited its potential yet. At the same time, however, there is the emergence of revolutionary developments which can strongly limit the economic dynamics of the Baltic Sea Region and which require an increased commitment, especially in terms of educational policy.

Changes in labour markets

Such an evolution of educational policy is the key to the design of a fulfilling life and the social integration of each young person. Such improvements are also prominent in the interest of the economy which faces a completely different labour market situation.

Quantitative and qualitative constraints

In the next 20 years, the number of employed persons in all the Baltic States with the exception of

Sweden will decrease by 5 - 18 per cent. The quantitative problems cause a substantial intensification of qualitative constraints. The requirements of companies towards trainees are high and still increasing. Personal and social skills are equally important to the factual knowledge. In most Baltic Sea States an increasing number of graduates lack the required competences.

Increased competition

There is a growing competition for skilled young people among SMEs, large enterprises, universities/colleges and government agencies. Moreover, small and medium-sized enterprises, which provide about 70 per cent of jobs, threaten that they become losers and are pushed towards lower levels. Securing trainees with good qualifications and high level of innovation is a question of survival for SMEs in the Baltic Sea Region.

Local employment potential and immigration

Increased immigration to the Baltic Sea Region is required; attractive educational offers are a crucial factor here. Above all, the domestic potential should be exploited in a better way. Educational policy must ensure that the proportion of young people leaving school without qualifications as well as non-trainable adolescents is reduced significantly. No young person should be excluded, everyone deserves a second chance.

Holistic education

The overvaluation of purely intellectual ideals of education has to be contrasted with the eminent character of education which appeals to all senses and encourages the acquisition of all intellectual, artistic and manual skills equally. School education always seems to lead to more uniformity. Much more individualised instruction with personal learning objectives and success is urgently needed.

Promoting weaker learners and strong learners

Such holistic education with a promotion of individual talents is needed urgently both for learners with disabilities and for stronger learners. An elite education is not sufficiently pronounced in many countries and it should no longer be a taboo. Systematic promotion of the strongest without the exclusion of the weakest is the decisive factor for the integration for all.

Early childhood education

Early childhood education must be greatly expanded on the basis of the example of a few Baltic States. This includes sufficient number of places in kindergartens and a mandatory one-year preschool with the best and best-paid teachers.



Priority for quality improvements

The mere creation of new structures cannot bring any lasting improvement if they are not preceded by far-reaching cultural reforms with improvements in quality. Evolution of cultures almost inevitably leads to the growth of new structures.

School structures perform a secondary role, also a structured educational system can bring success in the case of high-level permeability. Long learning together is not a prerequisite for good school education but it facilitates teaching personal and social competences and promotes sustainable integration. The success in most Baltic States suggests that learning together should be implemented as long as practicable.

Increasing attractiveness and quality in vocational education

The attractiveness of vocational training has decreased very sharply in all Baltic States and in some countries it reached a proportion of 10-15 per cent of graduates going through vocational training, which is an alarmingly low level. The proportion of practice in vocational education must be increased significantly, especially in countries with educational systems. Wherever possible, training should take place in the dual system.

Admission requirements and differentiation

The introduction of uniform Baltic Sea Region entrance requirements of vocational training which is determined job-specifically is desirable. Specific ways of vocational education need to be introduced with complete transparency for children with learning disabilities but also for stronger learners.

Openness and transparency of the educational system

Vocational education is too separated from other branches of education and quickly leads to dead ends. A complete transparency in vocational education as well as between vocational education, general education and university education with smooth transitions and recognition possibilities is urgently needed. This includes also the Baltic-wide right to study with fellowship or specialist degree, following the example of some Baltic States.

Dual bachelor degree courses of study

Young people avoid vocational training and prefer studies. However, most courses are largely theoretical and not sufficiently focused on the practical issues of SMEs, which cannot obtain a sufficient number of entrepreneurs and skilled workers despite a large number of students. Dual courses of study which combine vocational training or activity with studies have to be established on a broad basis.



International exchange

Stays abroad during training and professional activities promote increasingly important international knowledge and experience, and at the same time personal and social skills. The Baltic-wide unambiguous recognition of vocational training and further training qualifications is a crucial prerequisite.

Educational and regional economic policy

Moreover, the reduced transport and communication costs increase the mobility of production factors. Companies migrate to locations with higher potential of professionals and workers, to locations with attractive educational opportunities and diverse labour markets. The local competition for (highly) skilled workers is more intense. A uniform educational policy in the Baltic Sea Region has to be anchored in the EU Baltic Sea strategy and ensure that this competition takes place not only within the Baltic Sea Region; to the contrary, through excellent education it strengthens the competitiveness of the whole Baltic Sea Region towards other regions and expands the existing projections.

Highest priority for the educational policy

The considerable opportunities of the Baltic Sea Region can only be exploited at the highest level of innovation and excellent qualifications. Educational policy is also to a large extent connected with locational, regional and spatial planning policy. Education promotes innovations and competitiveness and includes the main support task for small and medium-sized enterprises. Educational policy must therefore be superior to all other policies and needs to enjoy highest priority also in the EU Baltic Sea Strategy. Politics, economy and society of the Baltic



Sea Region must address their outstanding position of educational policy and recognise that the investment in human capital is the safest and the most profitable investment.



ACTIVITIES IN THE QUICK PROJECT

10 March 2011: meeting of the working group 2 „Communication and Information“ in Riga.

10 and 11 March 2011: the second training course „Service for SMEs“ in Riga, with 30 participants.

23 and 24 March 2011: the second Energy seminar „Solar Energy - Techniques and applications“ in Tallinn. The very high number of 60 applications demonstrates the great interest and the extraordinary importance of this topic for SMEs.

14 April 2011: meeting of the working group 4 „Research + Development“ and the working group 7 „Strategies“ in Vilnius.

15 and 16 April 2011: the third business forum in Vilnius. This successful event was perfectly organized by the Vilnius Chamber for Commerce, Industry and Crafts. We thank them for this!

11 May 2011: meeting of the steering group and the working group 3 „Networking and Clustering“ in Hamburg.

11 - 13 May 2011: the sixth Hanseatic Conference in Hamburg „Energy Efficiency and Climate Protection around the 'Mare Balticum'“ had a great success (s. page 1).

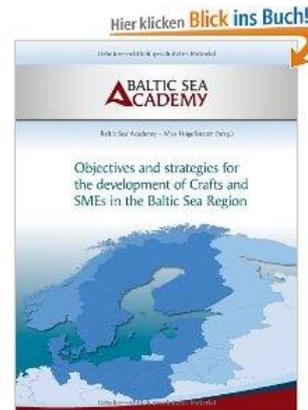
FURTHER EVENTS

The Hanseatic Parliament presented on 5 and 6 May 2011 the QUICK project results at the conference "Green Groth in the Baltic Sea Region", adopted by the Baltic Development Forum in Riga.

On 6 May 2011 the Hanseatic Parliament participated in a workshop with Norwegian politicians in Hamburg in order to clarify issues for intensive cooperation in the future.

On 17 and 18 May 2011 the Baltic Sea Academy took part at a conference at the St. Petersburg University of Service and Economics and presented there and the results of the project QUICK.

Publishing series of the Baltic Sea Academy



Baltic Sea Academy started publishing its own books. The following volumes have been published recently:

Volume 1: Objectives and strategies for the development of Crafts in the Baltic Sea Region (in English, German, Polish and Russian). Publishing house: Books on Demand; ISBN: 978.3842326125.

Volume 2: Strategies of educational policy today and tomorrow around the Mare Balticum (in English and German). Publishing house: Books on Demand; ISBN: 978.3842359215.

PROJECT QUICK - SCHEDULE FOR THE SECOND HALF 2011

6-8 June 2011: Energy seminar III "Energy-saving construction and renewable energy systems" in Brest/Belarus.



29 August 2011: Meeting of the Baltic Sea Academy "R&D Network" in Hamburg

20-21 September 2011: Train the Trainer Seminar III "Service for SMEs" in Cottbus

30 September 2011: Conference "Increase of Attractiveness of Vocational Training" in Panevėžys/Lithuania

20 October 2011: Meeting of the working group WP 5 + 6 „Qualification + Cooperation" in Panevėžys/Lithuania

21-22 October 2011: Business forum IV „BConstruction Technologies" in Panevėžys/Lithuania

4 November 2011: Meeting of the working group WP 4 „Research and Development" in Poznan, Poland

4 November 2011: Meeting of the working group WP 1 „Steering" in Poznan, Poland

16 November 2011: Members Meeting Hanse-Parlament e. V. and Baltic Sea Academy e. V. in Warsaw

17 November 2011: General meeting QUICK project in Warsaw

Please note these dates in your calendars. You will get separate invitations to all events.

FURTHER EVENTS

7 September 2011: Riga Food Fair and Expert Round Table for companies of the Food Industry

11-13 October 2011: International fair and congress "acqua alta 2011" in Hamburg

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