



RECOMMENDATIONS FROM THE CBSS YOUTH VISION GROUP

We, the CBSS Youth Vision Group¹, thank for the opportunity to give our input to the future visions of CBSS. We deliver our thoughts and recommendations based on a 24-hour effort and we are open to deepen our input and views if needed.

We, the CBSS Youth Vision Group, represent a variety of backgrounds, competences and experiences. We are willing to offer this pool of resources to the CBSS in the shape of an informal advisory group that can provide input, inspiration and a youth perspective.

We think that in general *the* current CBSS long-term priorities are relevant and we recommend that CBSS introduce a truly multi-disciplinary approach in the way the work is carried out. We have mapped out crucial issues and questions that can provide important input for a future vision. A vision requires coherent thinking – sector specific actions can't stand alone. We need to include horizontal perspectives such as equality, gender and diversity and address demographic changes, such as an aging population.

Our discussion has focused on a region, which is *safe and secure*, a population equipped with the relevant *skills/competences* to realize their potential and to meet the needs of society. We want *sustainable development* to ensure equal opportunities for people to live the life that they want now and secure the same opportunities for future generations. That requires also a respect and care for our shared sea and ecosystem.

We also want to turn attention to Baltic Sea regional identity. It is not a one-dimensional concept and calls for more reflections and discussions.

We recommend that CBSS rethink the approach, visual appearance and communication strategy based on which target audience the CBSS wants to focus on in the future.

Recommendations:

- A renewed vision of the CBSS is decisive for how to communicate policies and actions in the future
- Mapping out who you want to address regarding target audience – for the pre-informed and/or for all the people in the region? It can also mean differentiating target groups
- A more clear rhetoric and relevance for the everyday people
- Use different social media according to the identified target groups
- More possibilities for participation and interaction & inclusion of more voices
- Consider a makeover of cbss.org: more user-friendly, keep the content updated, be more emotional – use interviews, videos in order to engage a wider audience

Concerning the question of CBSS walking on two legs: political dialogue and practical cooperation

We see the role of CBSS being a hub for stimulating political dialogue, exchange of experiences, finding partners to team up with, pointing out to resources, being a channel to showcase best and next practices. In short supporting those, who want to engage in regional cooperation.

¹ CBSS Youth Vision Group met on 1-2 February 2018 and consisted of youth representatives from BSSSC, ERB, NORDEN Association, BSYD Alumni's, Latvian Youth Council, Member State Embassies and Ministries of Foreign Affairs.



Future projects and engaging in practical cooperation should not be dependent on external financing sources that could cause conflicts of interest. Projects jointly financed by contributions of the Member States could raise the political commitment considerably.

We have elaborated some food for thoughts starting with three themes: Education, Safe and Secure Region and Sustainable Development. This does not exclude other issues as well, but due to the lack of time we had to concentrate on a limited number of themes.

SUSTAINABLE DEVELOPMENT

- Invest in a holistic approach to sustainable development /mainstreaming cooperation on more levels
- Empowerment - a tool to go from theory to action
- Early implementation in school through sustainability literacy – invest in Go Green Generations
- Focus on bottom-up activities and education models; from the grass-root level
- Avoid polarisation between social, ecological and cultural sustainability
- CBSS as a multilateral platform for joint consultations
- Show the results using easier language and be specific
- Establish accreditation systems to encourage best practices

EDUCATION

- Create a shared online platform for students and teachers: inclusive online courses, apps and other tools
- Make recommendations for education at all levels addressing shared needs for the future, such as digital literacy, entrepreneurship, social skills, innovation, connectivity between the school and the world outside
- CBSS should advocate for vocational education in order to improve its reputation
- Lifelong learning programmes are needed
- Establish an exchange programme for high school students
- Make the importance of young teachers more visible
- Make mobility programmes for teachers, focusing on sustainability literacy
- Establish a Baltic labour market exchange programme, that arranges seasonal work for young people in the Baltic Sea Region

SECURITY

- Higher level of social trust – how to discuss it (an annual forum to increase the stakeholder involvement)
- Intercultural education models for increased integration
- Connection between inclusion and safety (holistic approach to human security and safe societies)
- New understanding of security in a wider sense; critical re-evaluation of soft/hard security
- Lack of integration mapped out as a major threat (to combine projects with a political agenda)
- Inclusive activities for all groups of society
- Transparency and openness to increase participation and engagement