



Connecting Minds for Better Working Life and Healthy Ageing An Economy of Wellbeing Collaboration Platform in the Baltic Sea Region

In this brief, we highlight some of the societal challenges in the countries around the Baltic Sea concerning working life and health, and our initiative aimed at tackling these issues and fostering a more prosperous and sustainable Baltic Sea Region. You are invited to join this effort.

Transnational collaboration to jointly address societal challenges

The Baltic Sea region is facing a set of major societal challenges that demand our collective attention and concerted efforts. These challenges span across various facets of our communities, as described in [the European Union Strategy for the Baltic Sea Region](#) (EUSBSR) Action Plan. The Strategy constitutes a comprehensive framework designed to:

- enhance cooperation and sustainable development for improving society's ability to create new and inclusive services that can help people and organisations in the long term;
- develop a more connected region over time.

To make this vision a reality, governments and regions, healthcare and social service providers, academia, and civil society need to work together.

The EUSBSR coordinators for Policy Area Health and Policy Area Education

Recognising the urgency and complexity of the challenges concerning the Policy Areas of Health and Education and realising that no one organisation or country can solve them on its own, the two Policy Areas will gather competences, organisations, and sectors. The invitation is to contribute as well as gain added-value by engaging in an organised cross-sectoral collaboration that promotes sustainable work environments and active and healthy ageing.

The idea is to bring together regional actors and expertise around three topics:

- Ageing population, ageism, and intergenerational communication
- Education, skills development, lifelong learning and occupational health and safety
- Mental health and loneliness

If your organisation is interested or active in one of these areas, or if you are called upon by authorities and legislators to act on specific trends or problems or if your organisation or sector experiences challenges within these areas and needs to come up with a solution, this initiative can be a place to start.

Collaboration based on the concept of Economy of Wellbeing for Sustainable Working Life with Healthy and Active Ageing

What is an Economy of Wellbeing?

The Economy of Wellbeing is a policy orientation and governance approach which aims to put people and their wellbeing at the centre of policy and decision-making. Taking wellbeing into account in all policies is vital for sustainable and resilient societies in the European Union. The wellbeing-focused economy will measure the happiness, health, and quality of life of individuals and communities. It shifts the focus from GDP to a holistic approach, ensuring equal

access to basic needs, promoting work-life balance, investing in mental health and social support, prioritising environmental sustainability, and fostering strong social connections.

What does the Economy of Wellbeing mean in the context of creating a Sustainable Working Life with Healthy and Active Ageing?

The changing world of work with the rise of green economy, digitalisation, AI, and new work routines such as remote work requires adaptability and diverse and constantly shifting qualifications and skills. The Economy of Wellbeing promotes lifelong learning and re-skilling to foster adaptability and support people in remaining in work throughout an extended working life.

Physical, social and mental health are other pillars of a sustainable working life and healthy population. A state of well-being in which individuals can realise their own abilities and can cope with the stress of life and contribute to community is a precondition for a productive economy. Improving health and reducing the stigma around mental disorders create an inclusive and self-sufficient work environment, ultimately boosting the economy and society.

Building a transnational platform for collaboration

Against this background, we are now preparing the ground by:

- mapping potential stakeholders within [a project financed by the Swedish Institute](#);
- developing a methodology and toolbox for co-creation that can be adapted to the priorities of the stakeholders.

The members of the platform will be offered different levels of involvement:

- To directly connect with prospective project partners and likeminded professionals
- To exchange best practices and share experiences on the topics of their interest
- To take part in thematic events
- To participate in the co-creation of policy briefs or other publications
- To coordinate a thematic working group for a topic or project.

In addition to the activities at the mentioned engagement levels, the platform will offer its members to share projects and ideas as well as arrange or participate in workshops and conferences.

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