

## Connecting Minds for a Sustainable Working Life and Healthy Ageing

Programme: A workshop on creating innovative solutions  
by engaging in cross-sectoral collaboration in the Baltic Sea region (BSR)

13 March 2024, at 13.00 to 15.30 CET, Online

### 1. Welcome and introduction

**Dr. Ülla-Karin Nurm**, NDPHS Secretariat, EUSBSR PA Health

**Mr. Anders Bergström**, Association Norden, EUSBSR PA Education

- Aim and objective of the workshop
- Introducing the two EUSBSR Policy Areas and the project partners

### 2. Economy of Wellbeing of People – the collaborative platform

**Mr. Anders Bergström**, Association Norden, EUSBSR PA Education

- Introducing the collaborative platform and the preparatory project in brief

### 3. A methodology for cross-sectoral collaboration across the Baltic Sea region

**Prof. Anita Villeruša**, Public Health and Epidemiology, Riga Stradins University (RSU)

**Assistant Professor Aija Bukova-Žideļūna**, Public Health and Epidemiology, RSU

- Presentation of a work in process of the collaboration concept

#### GROUP DISCUSSION 1

- Reflections on the concept and its attractiveness for stakeholders.
- Suggestions for adapting the concept to different groups of stakeholders.

#### HEALTHY BREAK - 10 min at 14.15

### 4. Introduction of the proposed three thematic focus areas

**Mr. Anders Bergström**, Association Norden, EUSBSR PA Education

- Ageing population, Ageism, and Intergenerational communication
- Education, skills development, lifelong learning and Occupational health and safety
- Mental health and Loneliness

#### GROUP DISCUSSION 2

- Do these three areas fit into your institutions/organisation's priorities?
- What is the added value of collaboration across the BSR for challenges like these?
- Would you like to add, change, or specify the thematic priorities suggested?

### 5. Conclusions and next steps

**Dr. Ülla-Karin Nurm**, NDPHS Secretariat, EUSBSR PA Health

**Mr. Imants Gross**, NDPHS Secretariat, EUSBSR PA Health

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Project partners:



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