



Strategic Framework for Cross-Sectoral Partner Collaboration Network for Health and Well-being in the Baltic Sea Region

Economy of Wellbeing of People

Connecting Minds for a Sustainable Working Life and Healthy Ageing

Anita Villeruša, Aija Bukova- Žideļūna, Lauma Sprinģe, PHAL

Workshop: Transferring Social Innovations Across the Baltic Sea Region

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Latvijas
Sabiedrības
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The goal of the project “Welfare Economics Cooperation Platform” (EWP)

- to create a cross-sectoral cooperation platform in the Baltic Sea Region (BSR), which aims to find common and, innovative solutions to promote the implementation of the concept of the welfare economy, placing economy concept, which puts people at the center.

Cross-sectoral cooperation

- **Cross-sectoral cooperation** is a collaborative effort in which partners from different sectors (public, private, and non-profit) pool their resources to provide joint solutions for the common benefit and address problems and complex challenges.
- UN 2030 Agenda for Sustainable Development and Sustainable Development Goal 17, which reads “Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development”, **recognizes multi-stakeholder partnerships as important vehicles** <https://sdgs.un.org/topics/multi-stakeholder-partnerships>

Diversity of partnership

- Partnership in the healthcare system
- International partnerships
- Academic and research collaboration
- Community-Based Partnerships
- Government and Non-Governmental Organization (NGO) Partnerships
- Public-Private Partnerships (PPPs)
- Industry and Healthcare Provider Partnerships
- Technology Partnerships

Benefits of partnership and cooperation

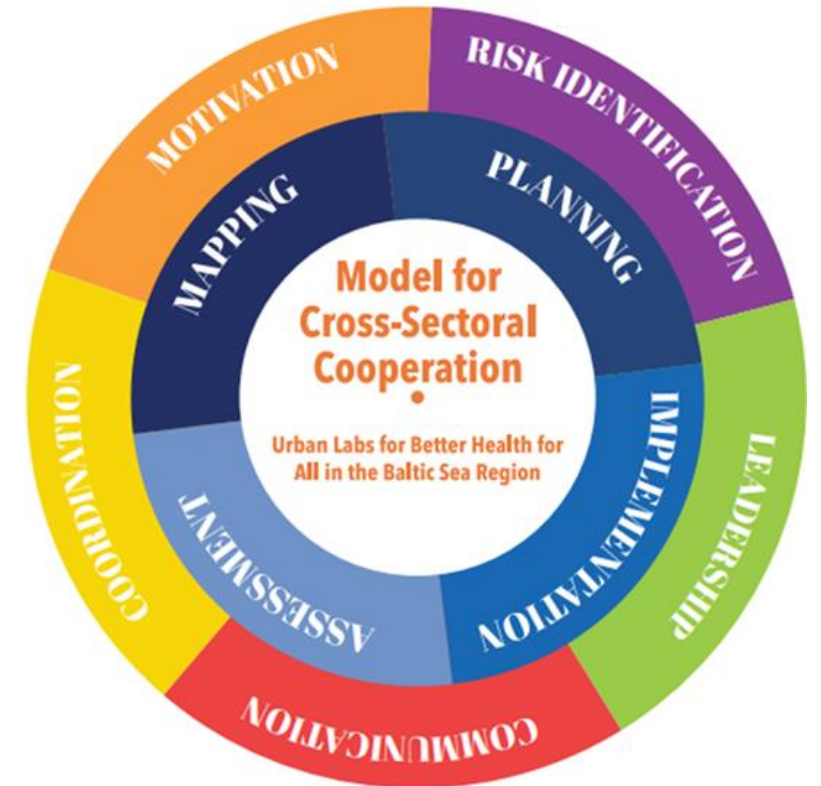
- Improving system performance
- Greater impact on population health
- Increases the possibility of solving global problems
- Expanding effective prevention programs and policies
- Promotes innovation, knowledge sharing and economic growth
- Use resources more efficiently and reduce expenses
- To ensure the sustainability of the health system
- Promotes sharing of similar interests and knowledge, as well as shared views, opinions and perspectives
- Monitor performance, secure risks and improve transparency
- Improves and multiplies forms of cooperation

Partnership building process

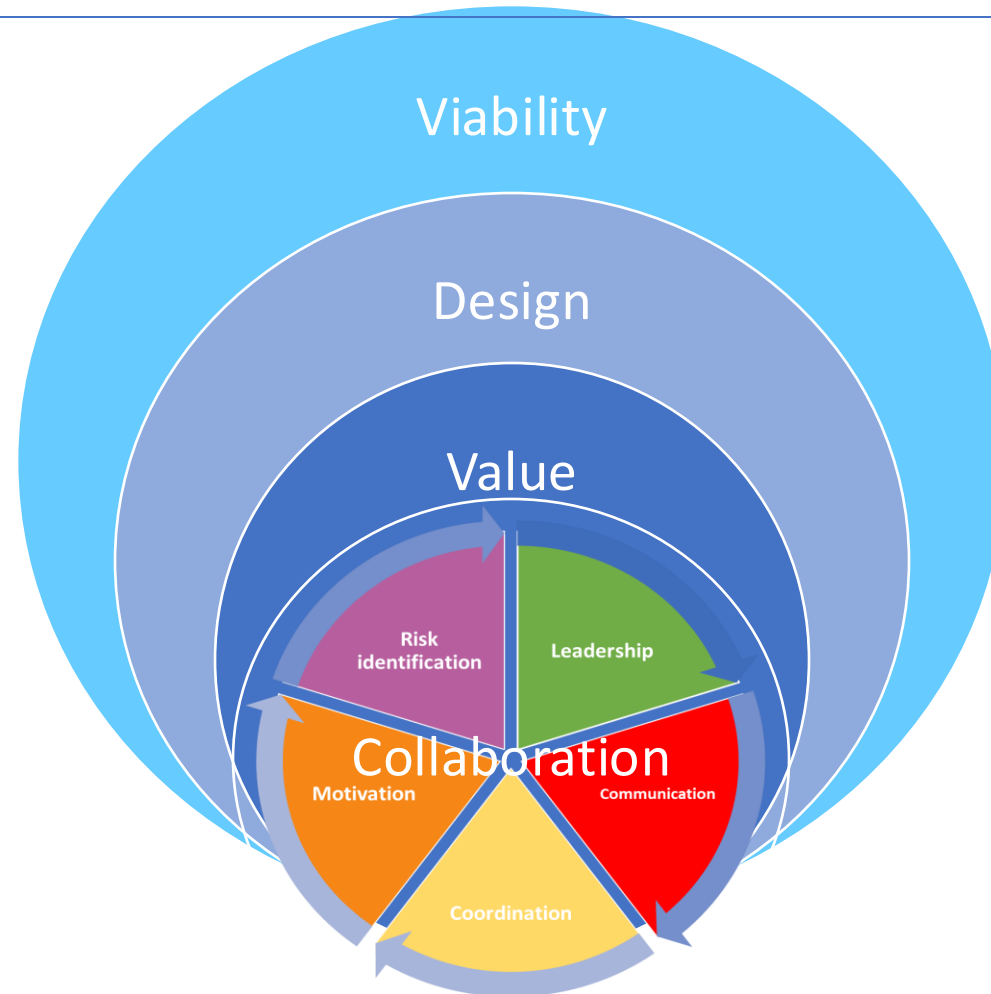
- Find partners
- Establish clear objectives.
- Maintain effective communication
- Adapt to change
- Develop a cooperation network of partners

Theoretical frame for the collaborative platform

- The Model of boosting the cross-sectoral cooperation for health and wellbeing in cities
<https://www.healthyboost.eu/material/publication/model-cross-sectoral-cooperation-integrated-and-sustainable-urban-policies>
- Open System Model (Katz & Kahn, 1978)
- A Causal Model of Organizational Performance and Change (Burke, W. W., & Litwin, G. H. (1992))



Environment for collaboration



Key elements of a collaborative environment

- **common "Value" for partnership** (the common goals, mutual benefits, approved cooperation needs, opportunities and challenges, matching individual and common values)
- **collaborative design** (an organizational model of cooperation, format, guidelines, legal framework, the funding model, monitoring and evaluation system)
- **network viability** (analysis of perspectives and risks, long terms goals and objectives, define performance indicators, communication, dissemination of the results, ensure and monitor continuity, promotion of experience exchange, learning and knowledge transfer).

Opinions of potential network members

Survey analysis of potential cooperation network participants

Participant survey: online responses collected by the Norden Association until March 3, 2024.

Key insights:

Expectations: Respondents identified personal and institutional benefits from the cooperation platform, focusing on knowledge sharing and problem-solving in the Baltic Sea region.

Competences and Contributions: Participants highlighted the skills and experiences they are ready to contribute, emphasizing the platform's potential for experience exchange and collaboration.

Impact on Policymaking: Cross-sectoral collaboration was seen as beneficial for health and well-being policymaking in the region, adding value to long-term solutions.

Analysis of the online workshop

An online workshop with participating stakeholders on March 13, 2024.

Key insights:

Involvement & Transparency: Engaging end-users from the start of project planning and maintaining transparency within public organizations fosters ownership and active participation.

Clear Structures & Agreements: Defining tasks, timeframes, and legal agreements, especially in financial matters, ensures accountability, alignment, and smooth cooperation.

Sustaining Cooperation: Strong personal relationships, shared goals, and mutual benefits, such as learning and growth, drive long-term engagement and success in collaboration efforts.

Case study: The Northern Dimension Partnership in Public Health and Social Well-being

An online meeting with a focus group of representatives on April 3, 2024.

Key insights:

Cross-Sectoral Involvement: The organization engages various sectors beyond traditional health, including culture, academia, and small businesses, to promote broader collaboration and innovation.

Recognized Need for Improvement: Better resource utilization and proactive involvement from member countries are essential for enhancing the organization's impact.

Fostering Synergy: The organization emphasizes creating synergy between different operational approaches to promote innovation and inclusivity..

Case study: Tehnopol Science and Business Park – Tehnopol HealthTech Community

An online meeting with a representative from Tehnopol Science and Business Park on May 30, 2024.

Key insights:

Expanded Membership & Collaboration: The network has grown its partnerships across sectors and operates independently, generating support through services and international projects.

Valuable Member Benefits: Members gain access to mentorship, training, EU projects, and networking opportunities through an annual participation fee, fostering growth and innovation.

Strategic Engagement & Metrics: The network actively engages with public strategies, measures progress using specific metrics, and collaborates with government bodies to improve policymaking.

Recommendations for the methodology and model for cross-sectoral collaboration for the future Flagship platform

1. Use an evidence-based approach for collaborative network creation
2. Secure Funding
3. Leverage existing network for expansion
4. Ensure broad participant representation
5. Foster cooperation within a network
6. Promote the value of "shared collaboration"
7. Design collaborative environment
8. Ensure viability and sustainability

Thank you!

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