



KLAIPEDA REGION SPECIALISATION STRATEGY 2030

DEVELOPMENT PROCESS

Development of coastal region development strategy focused on building maritime leadership and competitiveness

1. Challenge/problem addressed

- The first Regional Specialisation Strategy in the country: finding the ways of starting, developing and implementing such approach while adapting and localising existing international practice.
- Stakeholders' involvement: whole process was/is based on stakeholders volunteer work and wish to contribute to the overall vision and prosperity of the region.
- Breaking existing stereotypes of public sector.
- Harmonising common interests between different sectors – public, business, science, and society.

2. Main scale of governance involved: local / regional / national / international

- Active participation of regional and local stakeholders
- Targeted engagement and participation of national and international stakeholders (specific measures, consultations, experience exchange etc.)

3. Description of what and where was done

The Klaipeda region is the first and only region in Lithuania that actually works at the regional level and has clear directions for development and cooperation – the Klaipeda region's specialisation strategy 2030 (further KRSS2030). Strategy was built as a guarantee of Klaipeda Region's resilience, because it is the document approved by all different regional partners that is built on trust and in this way allows to achieve the set goals in a targeted manner, regardless of external disturbances and changes. The effective implementation of the KRSS will also ensure the achievement of the vision and ambition of the Klaipeda region to become a leader in the sustainable maritime economy in the Baltic Sea Region (BSR).

KRSS2030 establishes the agreement and joint vision of all quadruple helix representatives (public, business, science and academia and society) on how the Klaipeda Region must change and grow in the future.

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KRSS2030 is also important document for the development of Klaipeda Region as the Coastal (Blue) Region, by establishing the Region's ambition and vision to become a leader in the BSR of sustainable maritime economy that is rich in experiences for visitors and generous welfare for residents. Thus, KRSS2030 for the first time emphasises the essential resource and basis for regional potential – the Sea – as an essential axis for strengthening the region's development, cooperation, and future prosperity.

4. What sectors were involved?

Full quadruple helix – public, business, science and academia, society. Also, national government and institutions related with implementation of national regional policy.

5. Which target/interest groups / stakeholders were reached?

People who is responsible for strategic planning, building partnerships and cooperation. Also, local decision makers.

6. What methods were applied?

- Entrepreneurial Discovery Process is about prioritising investments based on an inclusive and evidence-based process driven by stakeholders' engagement and attention to market dynamics
- World cafe method
- Different activities implementing the co-creation approach
- Plenty of workshops, seminars, discussions, study visits, etc.

7. Lessons learned

- The importance of the open dialogue and communication.
- Lack of general understanding and knowledge about the regional policy and importance of multi-level governance.
- Effective implementation and transformation require resources (especially, financial). Without them, things are slower and require more extra effort and creativity.
- Strong leadership is needed to engage and promote contribution of broader stakeholders' network.
- Decision-makers are the most stubborn ones.

8. To which Multi-level Governance steps this valuable practice contributes?

The 1–3 steps

- Scoping and setting up governance structures,
- Stakeholder involvement,
- Solutions and implementation,

were implemented, and the step 4

- Evaluation and learning

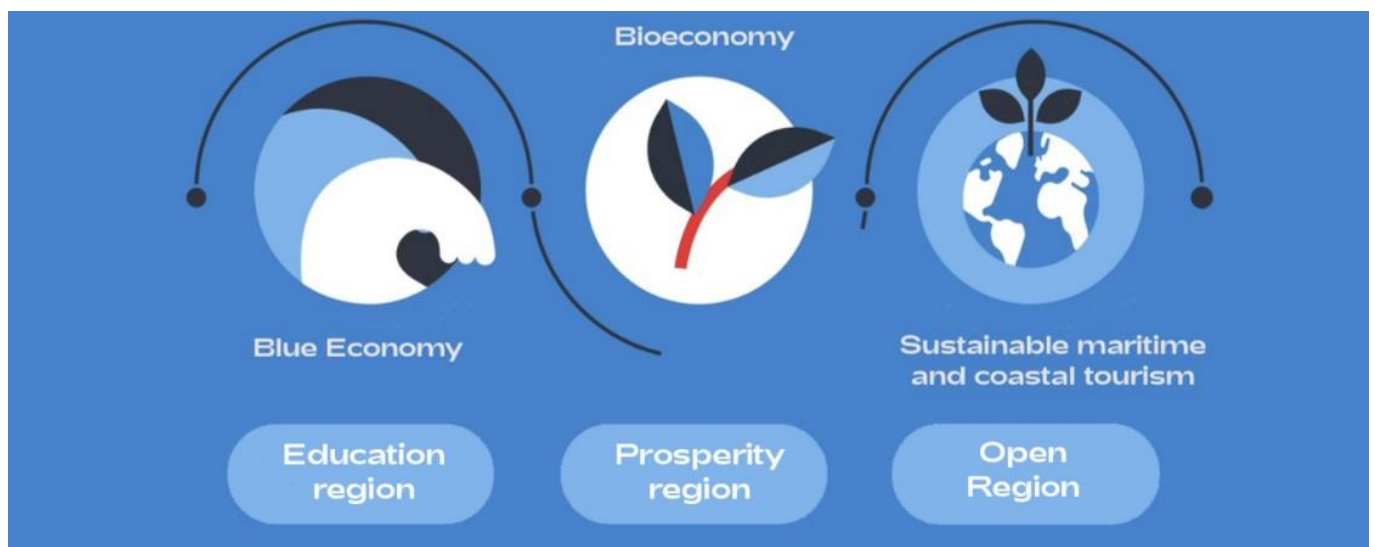
which will be addressed during the Baltic Sea2Land project.

9. Links to further information about the practice/case

More information about the KRSS2030 development and implementation process can be found in Association's Klaipeda Region webpage <https://klaipedaregion.lt/specializacija>.

More Association's Klaipeda Region news and recent activities regarding KRSS2030 can be found on our social media profiles: Facebook/LinkedIn.

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Presentation of KRSS2030 development process and implementation measures