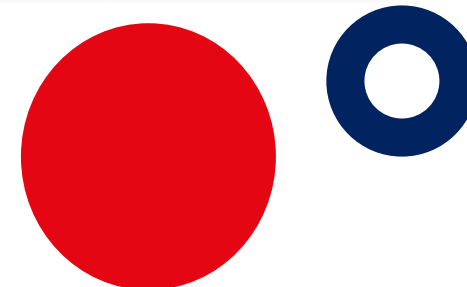




A MOMENT TO LOOK BACK

BSSSC Day of Cities and Regions

**A heartfelt thank you to everyone for the great teamwork,
energy and contribution that made the event possible**



Social media performance

BSSSC Day of Cities and Regions | four channels

10.2K+

Instagram views

1.6K

accounts reached

+25

Instagram followers

+18

Facebook net growth

+50

LinkedIn followers

Instagram Primary event channel

Real-time stories, reels and speaker videos drove the strongest visibility and interaction.

Facebook Strong organic reach

1,236 unique viewers; the Thank you post reached ~1.1K views and the opening post ~898.

LinkedIn Clear audience growth

The event posts generated interest and added 50 followers, reaching 623.

X Supporting presence

Selected event posts maintained visibility across channels; the profile had 424 followers.

WHAT STOOD OUT

Visibility matters.

Timely, visual communication extended the event beyond the room — engaging wider audiences and strengthening BSSSC visibility.



Why it worked

The key elements that shaped a strong and engaging event

- **Engaging atmosphere**

Positive energy, strong moderation and facilitation created an open and engaging setting for exchange.

- **Networking mattered**

Informal interactions and cooperation among Baltic Sea actors were among the strongest elements.

- **Balanced programme**

Balanced geographical coverage, effective speeches and clear Call to Action elements worked well.

- **Strong partnerships**

Support from the City of Tallinn, cooperation with Interreg BSR Secretariat, BSSSC colleagues and Ukrainian partners added clear value.

TAKEAWAY

Content, facilitation & partnerships

created the space for people to connect.



"The BSSSC Day of Cities and Regions was especially valuable for municipalities and regional actors, as it created opportunities for direct dialogue, networking, and exchange of concrete experiences."

What to take forward

The lessons learnt from the event debrief



Keep the successful core — create more room for participation and exchange.

- **Smaller panels**

Create more focused discussions and stronger audience engagement.

- **More networking time**

Protect more time for meaningful informal exchange and relationship-building.

- **Youth throughout**

Integrate young people more consistently across the full programme.

- **Timing & format**

Avoid Monday scheduling where possible and consider a longer, full-day event format.

FOLLOW-UP

Share outcomes more actively with regional and national stakeholders and keep strengthening Baltic Sea networks.



Thank you!



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