



SUMMARY OF THE THEMATIC FOCUS

Joint meeting of the Education, Science and Culture Committee
and the Economics, Energy and Innovation Committee
10–11 September 2026, Lithuania

Advancing the Baltic creative economy and tourism competitiveness through a shared cultural identity

The Baltic States share a rich cultural heritage and strong creative potential that can serve as drivers of regional growth, international visibility, and tourism development. The discussion will explore opportunities to strengthen awareness of a common Baltic identity among residents, visitors, and global audiences. Particular attention will be given to joint initiatives that support the cultural and creative economy, advance the implementation of an international marketing and communication strategy for the Baltic region, and promote a unified approach to tourism development. By enhancing cooperation and coordinated promotion, the Baltic States can increase their attractiveness as a cultural destination, strengthen tourism competitiveness, and unlock new opportunities for sustainable economic growth across the region. For this reason, the Committees request the answers to the following questions and proposals for cooperation activities:

- What are the key elements that define a shared Baltic identity, and how can they be communicated more effectively? What role can culture, education, media, and public diplomacy play in strengthening awareness of the Baltic region internationally?
- Which cultural and creative sectors offer the greatest potential for regional cooperation and economic growth? How can the Baltic States better support cross-border collaboration among artists, creative entrepreneurs, cultural institutions, and businesses?
- Have there been any developments regarding the creation of the international marketing and communication strategy for the Baltic region (*BA recommendation*)? What is necessary to intensify work on such a strategy?
- What are the main challenges currently affecting the international competitiveness of Baltic tourism? Which concrete joint actions should be prioritised over the next five years to strengthen the Baltic region's position as a competitive tourism destination?
- Are there any attempts to create a unified tourism strategy for the Baltic States, and what are the developments in this area?

Promoting responsible and innovative Artificial Intelligence in education and research across the Baltic States

Artificial Intelligence is rapidly transforming education, research, and innovation, creating new opportunities to enhance learning outcomes, accelerate scientific discovery, and strengthen economic competitiveness. This discussion will explore how the Baltic States can harness the benefits of AI while addressing challenges related to academic integrity, digital skills, ethics, and governance. Participants will examine the role of AI in advancing research and innovation, supporting talent development, and fostering a competitive knowledge-based economy across the region. The discussion will also focus on ensuring the responsible, ethical, and trustworthy use of AI in line with

democratic values and fundamental rights, as well as opportunities for closer regional cooperation. By developing a common Baltic vision for AI, the Baltic States could strengthen their position as leaders in innovative, human-centred, and trustworthy artificial intelligence. Therefore, the Committees wish to receive answers to the following questions and also proposals for cooperation activities:

- How can AI be effectively integrated into Baltic education systems to improve learning outcomes and student engagement? How can the Baltic States ensure that AI enhances rather than replaces critical thinking, creativity, and human interaction in education?
- In which sectors can the Baltic States gain the greatest competitive advantage through AI research and innovation? What opportunities exist for developing joint Baltic AI research projects and innovation ecosystems?
- What principles should guide the development and deployment of AI in the Baltic States? How can policymakers ensure transparency, accountability, and human oversight in AI systems?
- What should be the key objectives of a common Baltic approach to artificial intelligence? Which areas would benefit most from closer regional cooperation, such as education, research, innovation, infrastructure, or regulation? What concrete actions should be prioritised over the next five years to advance a shared Baltic vision for AI?