



Project idea form - small projects

Version 2.1

Registration no. (filled in by MA/JS only) _____

Project Idea Form

Date of submission 28/05/2025

1. Project idea identification

Project idea name Provoke joy in youth for regional food systems in the Baltic Sea Region

Short name of the project Provoke Joy

Previous calls yes ☐ no ☒

Seed money support yes ☐ no ☒

2. Programme priority

1. Innovative societies

3. Programme objective

1.1. Resilient economies and communities

4. Potential lead applicant

Name of the organisation (original) Centria-ammattikorkeakoulu

Name of the organisation (English) Centria University of Applied Sciences

Website <https://net.centria.fi>

Country FI



Type of Partner	Higher education and research institution
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Contact person 1

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Contact person 2

Name	<i>(max. 100 characters incl. spaces)</i>
Email	<i>(max. 100 characters incl. spaces)</i>
Phone	<i>(max. 100 characters incl. spaces)</i>

Which organisation(s) in the planned partnership take part in a project within the Interreg Baltic Sea Region Programme for the first time? Please list the respective partners.

Gut Einern e.V. (DE) (only as AO to the FoodLoops project)

5.1 Specific challenge to be addressed

The agricultural sector has long been the backbone of economies and rural life in the Baltic Sea Region, providing food, resources, and jobs for countless generations. However, with the declining interest among young people pursuing careers in the whole food value chain, the sector faces major challenges. This trend not only hinders the potential for revitalising rural economies but also threatens food security and the overall sustainability of agricultural practices.

At the same time, the gap between urban and rural youth's opportunities and well-being is increasing. There's a need for more rural-urban connected and targeted education and engagement programs in schools. To address these challenges, municipalities and schools play an important role in bridging the gap between rural and urban areas, and young people and the agriculture sector. But one thing that tends to be forgotten by municipalities when dealing with the challenges that need strong and urgent collaboration, is to bring Joy to the table.

Municipalities and schools need collaborative and innovative methods and strategies, to trigger joy



and passion in youth at an early age about agriculture, aimed to inspire and empower young people to become the next generation of agricultural leaders and innovators.

5.2 Focus of the call

The agriculture is changing, and it needs young minds to lead the way. School-supported agriculture with education and awareness raising activities, has a great potential to attract a new generation of farmers, rural entrepreneurs, and community leaders across the Baltic Sea Region, to transform agriculture and revitalise rural areas.

However, joy is essential for cultivating resilience, a sense of groundedness, and mental well-being. Introducing children to agricultural literacy from an early age through local agricultural in the classroom activities can nurture genuine interest, even if they are not initially from a farming background.

The Provoke Joy project suggests an efficient way to provide municipalities and schools with a missing and vital part within regional development planning. Effectively, a rural-urban collaborative approach strategy – a design method to revive the interests of the young population and bring urban and rural youth, and agriculture sector interaction closer, by bridging the rural-urban opportunity divide.

6. Transnational relevance

In recent years it has become evident that agriculture is changing, and it needs young minds to lead the way. Reviving the youths' interest in farming, food production and rural areas, is a complex challenge that needs closer collaboration within the program area among stakeholders.

By collaborating with partners and organisations from different countries in the BSR, not only can we learn from each other's experiences and share knowledge, but also come up with innovative solutions. This collaboration allows us to achieve greater scale and impact than we could individually, as we combine resources and expertise. Additionally, partnering across borders enables us to work with a variety of sectors, align strategies, advocate for supportive policies, and drive innovation.

7. Specific aims to be addressed

Building trust that could lead to further cooperation initiatives

The project's primary purpose is to help local- and regional municipalities and schools to build partnership with the agriculture sector, to increase the urban-rural cooperation, and to secure long-term sustainability, growth and vibrant rural areas.

Additionally, by engaging the target groups and the stakeholders in the project activities, and providing them with fresh perspectives, energy and concrete methods, we will strengthen the regional cooperation.



Initiating and keeping networks that are important for the BSR

Young people play an essential role in ensuring the future sustainability and competitiveness of Baltic Sea Region's agricultural sector and rural areas. Their contributions are key to addressing challenges such as climate change, rural depopulation, and the economic viability of farming. The project scope in whole and the customised activities offer a networking space for target groups and stakeholders to be involved in the development, share knowledge and experience. Building these relationships cultivates community and regional engagement.

Bringing the Programme closer to the citizens

Encouraging the younger generation to see farming not just as a tradition or a choir, but as an exciting and rewarding career choice is essential. The future of farming depends on young people with fresh ideas, modern skills, and the drive to innovate and adapt to changing needs. By engaging them in the project activities and showing them the diverse opportunities within agriculture, we can spark a passion for farming and ensure its continued success.

Allowing a swift response to unpredictable and urgent challenges

N/A

8. Target groups

Local and regional authorities are at the forefront of responding and taking the lead to food security and sustainable development. They are also the voices of local food, reporting back to the national government, and they have a role in maintaining public trust.

The regional public authorities need collaboration, partnership, knowledge and understanding about on how to increase the involvement of youth in agricultural development, and how to secure a next generation of farmers and agricultural professionals. They need implementation methods, strategies, evaluation, and policy development.

Local municipalities are pioneers and drivers of sustainability and social transformation processes. They therefore play a key role in multi-stakeholders' engagement and are the link between schools and the agriculture sector.

Schools can support the local strategy for the future of food, through collaborative efforts, innovation, and a commitment to inclusivity. By engaging them in the project activities, this can support them to facilitate the development and delivery of meaningful learning opportunities for their students.

Farmers and food producers is the educational body to raise awareness in classes about the importance of modern agriculture, the stewardship of the rural environment, animal welfare, and the benefits of nutritious local food.

Please use the drop-down list to define up to five target groups that you will involve through your project's activities.	Please define a field of responsibility or an economic sector of the selected target group	Specify the countries and regions that the representatives of this target group come from.
1. Local public authority	Local city municipality responsible for; - youth and education - rural development - innovation - public and mental health - communications and engagement - creative industries	- Central Ostrobothnia region (FI) - Uppsala region (SE) - North Rhine-Westphalia region (DE)
2. Regional public authority	Local city municipality responsible for; - youth and education - rural development - innovation - public and mental health - communications and engagement - creative industries	- Central Ostrobothnia region (FI) - Uppsala region (SE) - North Rhine-Westphalia region (DE)
3. Education/training centre and school	Primary- and upper secondary schools.	- Central Ostrobothnia region (FI) - Uppsala region (SE) - North Rhine-Westphalia region (DE)
4. Small and medium enterprise	Farmers, agricultural professionals, and experts in fields like sustainability and agribusiness.	- Central Ostrobothnia region (FI) - Uppsala region (SE) - North Rhine-Westphalia region (DE)

9. Contribution to the EU Strategy for the Baltic Sea Region

Please indicate if your project idea has the potential to contribute to the implementation of the Action Plan of the EU Strategy for the Baltic Sea Region (<https://eusbsr.eu/implementation/>).

yes ☒ no ☐

Please select which policy area(s) of the EUSBSR your project idea contributes to most.

PA Education

PA Innovation

PA Culture

The MA/JS may share your project idea form with the respective policy area coordinator(s) of the EUSBSR. You can find contacts of PACs at the EUSBSR website (<https://eusbsr.eu/contact-us/>).

☐ If you disagree, please tick here.

10. Partnership

The consortium is a cross-sectoral partnership composed of a public authority, NGO, SME and public higher education institution from four programme countries; FI, DE, SE, and LT.

The partnership has an extensive geographic and thematic reach. Each partner has many years of working with a range of projects focused on sustainability, circular food systems, and transnational collaborations. Additionally, reducing risk and uncertainty in integration capability in this multi-partner project is done through collaborative partners that share some of the risks while benefiting from the pooled expertise.

All partners have an active role in the work packages and also the role to connect and engage the local target-and stakeholder groups in the project activities.

The list of partners and some additional roles:

1. Lead Partner - Centria University of Applied Sciences

Takes the overall responsibility as the Lead Partner. Research and expertise support in youth and rural development.

Co-lead the development of the solution, output and the monitoring process.

2. Sustainable Gastro (LT)

Farm to fork specialisation, design of interactive and solution-oriented activities, communication- and project management, and support for the development of the solution and output.

Potential partners to be confirmed:

3. Uppsala municipality (SE)

Facilitate local and transnational activities, increase urban, peri-urban and rural school-community collaboration, target group engagement. Co-develop the output.

4. Gut Einern e.V. (DE)

Facilitate local and transnational activities, increase urban, peri-urban and rural school-community collaboration, target group engagement. Co-develop the output.

Potential AOs:

Kokkola municipality (FI)

Keski-Pohjanmaan koulutusyhtymä KPEDU (FI)

Wuppertal City Council (DE)

Uppsala Food Council (SE)

Region Uppsala (SE)

Vallentuna municipality (SE)

Lithuanian Youth Council - LiJOT (LT)

11. Workplan

Our solution is a design method to provoke joy using unconventional approaches. The aim is to bring learning to life and excite the children and young adults in schools about farming and rural life, about the journey of food from farm to fork in the ever-changing, diverse agricultural industry. It's also important to remove the perception of rural areas being disconnected from cities.

Most farmers have smartphones and can use that technology to bring the farm right into the classroom, instead of bringing the classroom to the farm.

Students taking part in the piloting activities will be able to regularly chat live to their matched farmer from their classrooms. In these sessions they discuss ideas, ask questions, share knowledge and gain a 'real-time' understanding of farming across the seasons. This connection allows a one-to-one relationship to develop between a single class and one farmer.

Rural classes will be able to visit the farms and take part in some of the hands-on activities, and mainstream to the urban classes.

The urban classes will visit urban farms and technology run indoor farms, which they'll learn and mainstream to the rural classes.

During summer holiday, urban-rural farmers market and events etc. will give the opportunity to visit the participating farms with school and municipality planned and supported activities, and with the students' families as well. Here urban and rural classes would meet.

This solution will be able to showcase and provide the piloting classes with the benefits, opportunities and solutions in rural and urban agriculture, to empower them with knowledge for future career choices. It also has the great potential to become a good practice and easily be replicated in other regions.

Work package:

GoA 1 – Aug/Sep 2026

Kick-off and engaging target- and stakeholder groups. First partners' physical meeting.

GoA 2 – Sep-Dec 2026

A1- Research and mapping current activities and best practices on collaboration between municipalities, agriculture sector and schools in the project regions.

A2- Ideation and conceptualising the solution in cooperation with all partners and target groups.

GoA 3 – Jan-Nov 2027

Piloting of the design method and its activities in project regions in cooperation with all partners and target groups.

- farming directly to students through virtual classroom sessions
- farmers' summer and harvest events
- urban-rural children's visits

GoA 4 – Dec 2027-Mar 2028

Collect, analyse and assemble piloting results in cooperation with all partners.

Development of a self-assessment tool. This tool will support the users on the evaluating and reflection process on future projects aiming to centre and trigger joy.

A1 - Evaluate and review lessons learned.

A2 - Transferring solutions; final dissemination of findings, results and transfer of solution to target- and stakeholder groups in the project regions and potentially to fellow regions.

12. Planned budget

ERDF budget (planned expenditure of partners from the EU)	EUR 500,000.00
Norwegian budget (planned expenditure of partners from Norway)	EUR XXX
Total budget (including preparatory costs)	EUR 500,000.00

13. Project consultation

Please indicate if you wish to have a consultation (online meeting) with the MA/JS to discuss your project idea

yes ☒ no ☐

14. Questions to the MA/JS

Questions related to the content of the planned project *(max.1.000 characters incl. spaces)*



Questions related to budgeting and expenditure *(max. 1.000 characters incl. spaces)*

Any other questions *(max. 1.000 characters incl. spaces)*

15. Additional information

(max. 1.000 characters incl. spaces)

Your account in BAMOS+

Please remember that to officially submit your application you need to access our electronic data exchange system BAMOS+. More information about the process of applying for your account in BAMOS+ you will find here:

<https://interreg-baltic.eu/gateway/bamos-account>