

# Project idea form - small projects

Version 2.1

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

## Project Idea Form

Date of submission 30/05/2025

### 1. Project idea identification

Project idea name	Transport of green electrons and molecules: Value creation benefits through European cluster cooperation in the Baltic Sea Region
Short name of the project	TGreenEM
Previous calls	yes <input type="radio"/> no <input checked="" type="radio"/>
Seed money support	yes <input type="radio"/> no <input checked="" type="radio"/>

### 2. Programme priority

1. Innovative societies
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### 3. Programme objective

1.1. Resilient economies and communities
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### 4. Potential lead applicant

Name of the organisation (original)	Netzwerkagentur Erneuerbare Energien Schleswig-Holstein (EE.SH)
Name of the organisation (English)	EE.SH Schleswig-Holstein Renewable Energy Network Agency EE.SH
Website	www.ee-sh.de
Country	DE



Type of Partner	Business support organisation
	chamber of commerce, chamber of trade and crafts, business incubator or innovation centre, business clusters, etc.
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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.

The German BMW-go-Cluster and Network Agency Renewable Energies Schleswig-Holstein, EE.SH, is responsible for project management. The focus of the transnational cluster cooperation in the field of transporting green hydrogen and electricity are the regions: North Friesland, West Pomerania and Southern Denmark via the cluster cooperation. We expect definitive feedback from the desired clusters Pomeranian Green Hydrogen Cluster and the Green Cluster of Southern Jutland in the contracting phase.

### 5.1 Specific challenge to be addressed

The project Transport of green electrons and molecules: Value creation benefits through European cluster cooperation in the Baltic Sea Region or TGreenEM with Baltic Sea project partners respectively Baltic Sea clusters from Germany, Poland and Denmark aims to increase value creation in this context through the networking and cooperation of SMEs in the clusters from three European countries with a focus on the transport of green electrons (electricity) and molecules (hydrogen).

SMEs in particular find it difficult to penetrate the highly centralised energy transport sector. In view of the flexibilization of the grid infrastructure and the transport structure for green hydrogen that still needs to be developed, the TGreenEM project offers great opportunities to create real added value for added economic value in three EU countries through cluster cooperation in the Baltic Sea region, which should manifest itself in the medium to long term in business growth for SMEs from these countries and an increase in employment. Innovative and resilient economies and societies are necessary for the long-term prosperity of the Baltic Sea region. TGreenEM wants to reach this target via cluster collaboration. The idea is based on the thesis that complementary companies or, where applicable, even similar organisation of their companies with the common main goal of sustainable,

economic organisation of their companies will lead to better solutions for the existing market as a result of the cooperation or even to the development of new market potential and innovative new developments that would not be achievable for each company alone. The 3 clusters will bring together this transnational cooperation of companies, among other things with matchmaking in advance and the analysis of the respective cluster with regard to companies that are active in the field of electricity and hydrogen transport, and institutionalise this cooperation beyond the duration of the project via joint innovation circles. The clear focus is on increasing value creation in the target regions, at best combined with an increase in employment. Innovative and resilient economies and societies are necessary for the long-term prosperity of the Baltic Sea region. The German BMW-go-Cluster and Network Agency Renewable Energies Schleswig-Holstein, EE.SH, is responsible for project management and initiation. It is one of the six strategic clusters of the state of Schleswig-Holstein.

## 5.2 Focus of the call

The Programme actively supports the implementation of the EU Strategy for the Baltic Sea Region (EUSBSR) and its three objectives: Save the Sea, Connect the Region and Increase Prosperity. TGreenEM focuses on Priority 1 (+ Energy Transition): Innovative societies and especially resilient economies and communities. Innovative and resilient economies and societies are necessary for the long-term prosperity of the Baltic Sea region. On the one hand, TGreenEM aims to support measures to decarbonise the energy systems in the three Baltic Sea regions in order to reduce greenhouse gas emissions. This also includes measures to increase the production of renewable energy via efficient transport routes from locally available resources. On the other hand, TGreenEM aims to make the economy, especially SMEs, more resilient through co-operation and transnational cooperation in the dedicated Baltic Sea regions. The practised and learned cooperation of the EE.SH with Danish and Polish clusters will be implemented in this small project for the Interreg Baltic Sea Region within the Priorities 1-3 programme with a focus on the energy transition.

## 6. Transnational relevance

The aim of the transnational cluster cooperation in the field of transporting green hydrogen and electricity is to jointly support new ways of generating income for SMEs and at the same time to realise stronger networking between the regions: North Friesland, West Pomerania and Southern Denmark via the cluster cooperation in order to come closer together to our goal of innovative and climate-neutral societies and developing more resilient economies and communities in each Cluster-Region. In mid-May 2025, the transmission system operators (TSOs) of eight countries bordering the Baltic Sea jointly published an expert paper on more cross-border cooperation in the field of offshore wind energy and the associated electricity grid infrastructure. Baltic Offshore Grid Initiative (BOGI) - is to develop a joint roadmap to generate more offshore wind energy in the Baltic Sea and to supply the respective markets as efficiently as possible. This cooperation to strengthen Europe also concerns areas such as green hydrogen. Learning from each other and working together is a key accelerator and optimises the opportunity for economic participation, including for SMEs in the planned Baltic Sea target regions. 3 clusters will bring together this transnational cooperation of companies, among other things with matchmaking in advance and the analysis of the respective cluster with regard to



companies that are active in the field of electricity and hydrogen transport, and institutionalise this cooperation beyond the duration of the project via joint innovation circles.

## 7. Specific aims to be addressed

### Building trust that could lead to further cooperation initiatives

We are still trying to reach newly launched cluster initiatives next to the ones we named. EE.SH is one of the six strategic clusters of the state of Schleswig-Holstein. We support the renewable energy sector and thus links the implementation of a state-wide energy transition with economic policy objectives. Around 130 companies from the renewable energy sector are represented in this cluster. Some of these companies are involved in the transport and storage of green electrons and molecules. Innovations, sector coupling and hydrogen projects are fundamental focal points of the EE.SH's daily cluster work. TGreenEM is to strengthen Europe and it also concerns areas such as green hydrogen. Learning from each other and working together is a key accelerator and optimises the opportunity for economic participation, including for SMEs in the planned Baltic Sea target regions.

### Initiating and keeping networks that are important for the BSR

During execution phase, innovation circles will be initiated for cluster cooperation beyond the project for the SMEs in the field of transport of molecules and electrons, which will be organised online or physically twice a year, alternating between the three clusters. In this way, this cluster cooperation can become a valuable long-term development through the relationship building of existing clusters.

### Bringing the Programme closer to the citizens

We will support the publication of the project results (as intermediate results) with press / media work. As part of dissemination we will create a TGreenEM social media profile and posts to reach the citizens in North Friesland, West Pomerania and Southern Denmark next to the involved clusters and SMEs.

### Allowing a swift response to unpredictable and urgent challenges

The German BMW-Cluster and Network Agency Renewable Energies Schleswig-Holstein, EE.SH, is responsible for project management and initiation, one of the six strategic clusters of the state of Schleswig-Holstein and therefore well prepared for swift response to unpredictable and urgent challenges. Innovations, sector coupling and hydrogen projects are fundamental focal points of the EE.SH's daily cluster work.

## 8. Target groups

SMEs which are part of the three clusters. They find it in particular very difficult to penetrate the highly centralised energy transport sector. In view of the flexibilization of the grid infrastructure and the transport structure for green hydrogen that still needs to be developed, the TGreenEM project offers great opportunities to create real added value for added economic value in three EU countries through cluster cooperation in the Baltic Sea region, which should manifest itself in the medium to long term in business growth for SMEs from these countries and an increase in employment.

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. Business support organisation	It is about renewable energy clusters and clusters with a focus on the transport of green energy (electrons and molecules) that support SMEs in their work, growth and innovative expertise.	West Pomerania and Southern Denmark via the cluster cooperation. These regions are located in the countries that are part of the Baltic Offshore Grid Initiative (BOGI) and active in green hydrogen.
2. Small and medium enterprise	SMEs in particular find it difficult to penetrate the highly centralised energy transport sector. SMEs are driver for local value creation, innovation and employment.	Around 130 companies, mainly SMEs, from the renewable energy sector are part of EE. SH. We want to reach the SMEs in West Pomerania and Southern Denmark via the via the cluster cooperation.
3. Infrastructure and public service provider	SMEs in particular find it difficult to penetrate the highly centralised energy transport sector. We want to connect them with SMEs from the targeted regions.	Electricity grid operators from Denmark, Poland, Germany and Gas network operators for green hydrogen. - TGreenEM is about transport of green electrons + molecules in the targeted BSR.

## 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 Innovation

PA Energy

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 German BMW-go-Cluster and Network Agency Renewable Energies Schleswig-Holstein, EE.SH, is responsible for project management and initiation. It is one of the six strategic clusters of the state of Schleswig-Holstein. EE.SH supports the renewable energy sector and thus links the implementation of a state-wide energy transition with economic policy objectives. The target regions are North Friesland, West Pomerania and Southern Denmark. The dedicated clusters in West Pomerania and Southern Denmark will be named as part of the contracting phase. The targeted partner clusters are Pomeranian Green Hydrogen Cluster and the Green Cluster of Southern Jutland

## 11. Workplan

Each partner cluster in the target countries will reciprocally organise 3-day events focusing on the transport and storage of green molecules and electrons. We will introduce the SMEs to each other and familiarise ourselves with individual projects from the three clusters on site. With matchmaking, visits and a 1-day symposium with the chosen overarching theme, we will bring the SMEs in the EU Baltic Sea regions closer together and support transparent, solution-orientated cooperation. Over the 24-month execution period, 2 SME collaborations with TGreenEM are to be promoted per partner cluster. The 3 clusters will bring together this transnational cooperation of companies, among other things with matchmaking in advance and the analysis of the respective cluster with regard to companies that are active in the field of electricity and hydrogen transport, and institutionalise this cooperation beyond the duration of the project via joint innovation circles. In this execution phase, these innovation circles will be initiated for cooperation beyond the project, the SMEs in the field of transport of molecules and electrons, which will be organised online or physically twice a year, alternating between the three clusters. This will ensure the sustainability of this project and supports further cooperation beyond the project phase. Dissemination will be organized by EE.SH and



supported by the partner cluster for the publication of the project results with press/media work and TGreenEM social media profile and posts.

## 12. Planned budget

ERDF budget (planned expenditure of partners from the EU)	EUR 500.00
Norwegian budget (planned expenditure of partners from Norway)	EUR XXX
<b>Total budget (including preparatory costs)</b>	<b>EUR 500.00</b>

## 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	Is it possible to use the entire contract phase to determine the desired clusters or must this be determined by a certain point in this phase?
Questions related to budgeting and expenditure	Is the own contribution a mandatory part of the maximum budget of EUR 500,000 or can the own contribution of 20 per cent be considered in addition to this budget in order to keep the costs for the SMEs in the three regions as low as possible?
Any other questions	Are Norwegian partners obligatory? There are potential partners in Norway that could also be considered as cluster partners.

## 15. Additional information

The idea is based on the thesis that complementary companies or, where applicable, even similar organisation of their companies with the common main goal of sustainable, economic organisation of their companies will lead to better solutions for the existing market as a result of the cooperation or even to the development of new market potential and innovative new developments that would not be achievable for each company alone. We want to prove and deepen this thesis as part of the TGreenEM project.



### **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>