

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	Support for sports organisations in marginalised rural areas.
Short name of the project	RuralAreasSport
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

3. Programme objective

1.1. Resilient economies and communities
--

4. Potential lead applicant

Name of the organisation (original)	Towarzystwo Sportowe Iron Man
Name of the organisation (English)	Sport Association Iron Man
Website	www.max-sports.pl
Country	PL



Type of Partner	NGO
	Non-governmental organisations, such as Greenpeace, WWF, etc.

Contact person 1

Name	Rafal Nocon
Email	rafal.nocon@max-sports.pl
Phone	+48 506 024205

Contact person 2

Name	Marek Cebula
Email	marek.cebula@pro11.pl
Phone	+48 756776716

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.

All partners take part in a project within the Interreg Baltic Sea Region Programme for the first time.

5.1 Specific challenge to be addressed

Poland in particular, but also the other participating countries, is struggling with rural depopulation. A change in the age structure, an increase in the number of adults and older people, requires an appropriate response from local community organisations, including sports clubs. Sports clubs are often the only and most active organisations operating in a locality. Therefore, it is necessary to develop new working methods, to involve seniors and older people more closely:

- both in the organisational activities of sports clubs, such as volunteering, management and working as coaches,
- as well as in the physical activities of older residents,

Until now, the prevailing model in village clubs has been that children and young people are mainly active, older people have at most been present as supporters. The demographic challenges pose new challenges and expectations for local clubs. Our project addresses them: we want to prepare training materials for volunteers, showcase good practices, and train local activists to operate under new conditions.

5.2 Focus of the call

The project is particularly supporting the cohesive development of rural areas in Poland, villages and small towns.

These areas experiencing challenges significant to the social and economic fabric of their local communities not only within Poland but also in many other European countries.

The project goal is to contribute to unlocking the potential of rural areas in developing them into attractive places to live and work for different generations.

Sports clubs, facing difficulties resulting from demography and migration, are still important institutions operating in the local community. However, they must change, create a more recreational, health-promoting offer, integrating residents, including those who do not want to be athletes but want to lead an active life.

The aim of the project will be to develop educational materials, guide and organisational support for sports volunteers and coaches focused on the new challenges facing rural sports clubs.

This will be a challenge resulting from the regional social situation, the defined needs of the local community. It will also be an attempt to solve the pressing needs of local communities in rural areas throughout Poland.

Project includes measures improving quality of life and creating better prospects for people to remain in the places they consider home.

6. Transnational relevance

In Poland, there is a lack of model projects aimed at rural sports clubs.

Only in the Opole region, there are about 600 of them (340 are football clubs). Unfortunately, the trend is decreasing, i.e. more and more clubs are being closed, mainly due to the lack of young people practicing sports regularly.

Our foreign partners, from Sweden and Denmark, have experience, as well as networks of contacts that can be used in planned activities in Poland. In both of these countries, small sports clubs organize more recreational events for seniors and adults, more systematic events increasing health-promoting activity, including mental health.

Activities that integrate new residents, such as immigrants from other countries, including culturally foreign ones, are important. All of these activities can be carried out by small sports clubs, provided that their attitudes can be changed and their activities directed towards socially expected activities.

In Poland, we need to use this experience, change the attitude of people managing clubs and give

them specific tools.

7. Specific aims to be addressed

Building trust that could lead to further cooperation initiatives

The general goal of the project is to contribute to unlocking the potential of rural areas in developing them into attractive places to live and work for different generations.

In order to achieve this goal, it is necessary to establish a broad cooperation of many organisations interested in this objective, both from Poland and from the other BSR countries.

We carry out all our projects based on the lessons and experiences of previous ideas. We develop partnerships and continue formal and informal collaborations. Our cooperation with DanaCup has been going on for about 15 years, back in 2017 we realised the first international seminar for women's football coaches, funded by the EU programme - Leonardo da Vinci.

The cooperation with NYSA Sweden is just beginning, but we have many plans related to, for example, elite player qualifications and exchanges of youth sports volunteers. A joint BSR initiative, will help to maintain and develop this cooperation in the long term.

Initiating and keeping networks that are important for the BSR

(max. 1.000 characters incl. spaces)

Bringing the Programme closer to the citizens

Our entire project will be aimed at over 400 people, sports volunteers of small organizations operating in rural areas. They will not only be the direct target group, but we want them to be multipliers, i.e. after the implementation of the first activities, they will help in recruitment, implementation, evaluation and dissemination.

Allowing a swift response to unpredictable and urgent challenges

(max. 1.000 characters incl. spaces)

8. Target groups

Our direct target group is 400 peoples:

- volunteers of Polish sports clubs from rural areas,
- sport trainers working at rural areas, interesting to develop their competences in new approaches,
- representatives of sport federations, who will increase our network, disseminate activities and results



and will ensure the durability of the project,

d. representatives of local municipalities. In the Polish legal system, supervision over sports clubs rests with local authorities. They also have the ability and responsibility to support and inspire sports associations to open up to new challenges. This is an important group that will ensure the sustainability and financing of the project after its formal closure.

We will try to recruit a maximum of 2 people from one organization for cooperation: national and foreign trainings and workshops.

These will be people of all ages, adults, residents of rural areas, actively involved as volunteers, trainers or administrative staff of local sports clubs.

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. NGO	sport clubs from rural areas, main target group, which will implement the project results	Poland
2. Education/training centre and school	International and national partners, sport federations, which will develop the project activities, disseminate and will ensure the durability of the project.	Poland, Sweden, Denmark
3. Regional public authority	Municipalities providing financing and organizational support	Poland

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 Health

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

We have confirmed partnership with 2 partners:

1. Dana Cup Travel, is an Danish NGO implementing sporting events, training of coaches and staff of sports clubs. We have previously cooperated in mobility projects and want to use the potential of the partner in organising training courses. The partner's task will be to organize the training program and provide expert support with our training materials.
2. National Youth Sports Association, NYSA Sweden - is an training institution, with excellent network in swedish sport club and federations. The partner's task will be to organize the training program and provide expert support with our training materials.

We are still looking for institutions from Baltic Countries, that could help organise an international training programme with experience in rural areas. However, it is important to note that both partners bring sufficient value to the project and the fulfilment of the objectives is possible in the partnership presented.

To implement the project, we also intend to create a national partnership, organizations with the potential and interested in supporting the activities or using the results:

1. Regional Football Associations. We have very good contacts in many of the 16 regional associations in Poland. Football is the most popular discipline in rural areas, so they will be the platform for recruitment and promotion,
2. Regional Associations of LZS (Rural Areas Sports Teams) - this is a polish large nationwide platform for cooperation of small interdisciplinary sports clubs,
3. In order to promote the involvement of older people in the activities of small sports clubs, we will appoint a council of ambassadors, experienced coaches and athletes aged 60+, who will be used to popularise the project's assumptions.

11. Workplan

The structure of a small project consists of one work package, but we plan a series of actions aimed at changing the situation of the target group.

1. Develop "Best Practice Manual" summarising ideas and opportunities for volunteers and trainers working in small sports clubs in rural areas.



The manual will be the joint work of an international team of experts.

2. Promotion campaign supporting sport clubs, volunteers and social engagement in rural areas,
3. Study visits for representatives of local municipalities and sport federations in Sweden and Denmark to see practical ideas, how to support local sport clubs in rural areas and support them in activities that activate the local community
4. Series of domestic and foreign training courses for volunteers, trainers and administrators of sports clubs operating in rural areas,

12. Planned budget

ERDF budget (planned expenditure of partners from the EU)	EUR 350,000.00
Norwegian budget (planned expenditure of partners from Norway)	EUR XXX
Total budget (including preparatory costs)	EUR 350,000.00

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>