

# Project idea form - small projects

Version 2.1

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

## Project Idea Form

Date of submission 02/06/2025

### 1. Project idea identification

Project idea name	WAVE – Designing Out Waste in Baltic Coastal Communities
Short name of the project	WAVE
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

3. Climate-neutral societies
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### 3. Programme objective

3.1. Circular economy
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### 4. Potential lead applicant

Name of the organisation (original)	Clean - Danmarks vand- og miljøklynge
Name of the organisation (English)	Clean - The Danish Water and Environmental Cluster
Website	<a href="https://www.cleancluster.dk/en/">https://www.cleancluster.dk/en/</a>
Country	DK



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

#### Contact person 1

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#### Contact person 2

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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.

Kristinestad (visitkristinestad)

### 5.1 Specific challenge to be addressed

Tourism-related small and micro-enterprises operating in small coastal areas across the Baltic Sea Region (BSR)—including cafés, kiosks, marinas, food vendors, guesthouses, and service providers—are heavily dependent on traditional linear business models. These models typically involve the consumption of large volumes of single-use items and inefficient waste handling, especially during peak tourism seasons. As a result, these businesses contribute disproportionately to local waste pressures, particularly in areas where public waste infrastructure is limited or overburdened.

The core challenge lies in the limited awareness, capacity, and access to practical circular economy (CE) solutions among these businesses. Despite increasing expectations for the tourism sector to lead in sustainability, many small operators struggle to transition due to a lack of tailored guidance, fragmented support systems, and minimal exposure to scalable, tested circular innovations. Additionally, waste challenges are not uniformly understood or addressed across regions, resulting in lost opportunities for shared learning and cooperation.

Our target group—small tourism-related businesses in coastal communities in Denmark, Poland,

Sweden, and Finland—faces common yet locally nuanced challenges, such as (1) elimination of single-use plastics and packaging, (2) reduction and circular handling of food waste, and (3) improved sorting and recycling in public and semi-public spaces around harbours and visitor zones.

By addressing these challenges, the project will help unlock the untapped circular potential of the coastal tourism economy, making a meaningful contribution to Programme Objective 3.1: Circular Economy by: helping businesses transition to circular models through tailored matchmaking and support; supporting civil society and entrepreneurial initiatives that promote circularity in tourism; linking circular and bioeconomy solutions for waste reduction and resource valorisation; integrating circular economy insights into regional tourism and waste management planning.

## 5.2 Focus of the call

This project directly supports the cohesive development of small coastal areas in BSR by empowering tourism-related small and micro-enterprises to transition toward more sustainable, circular practices. These enterprises play a central role in the economic and social fabric of rural and peripheral coastal communities across Denmark, Poland, Sweden, and Finland. However, these regions face seasonal economic volatility, limited access to circular solutions, and increasing environmental pressures, particularly during peak tourism seasons.

The project will address these challenges through transnational cooperation, promoting cross-border knowledge sharing, local capacity building, and tailored matchmaking with existing circular economy solution providers. In doing so, it will unlock economic opportunities tied to green innovation, improve waste management practices, and enhance the liveability and environmental resilience of these communities—contributing directly to the Programme's aim of transforming challenges into opportunities.

By working closely with local stakeholders—including municipalities, tourism associations, and associate partners like Slottsholmen Marina and Västervik Framåt—the project is deeply rooted in local territorial contexts. It reflects the realities of demographic and socio-economic conditions of small places, while creating new circular pathways for local income generation.

## 6. Transnational relevance

The challenge of transitioning small tourism-related businesses in coastal areas to circular economy models is shared across the Baltic Sea Region (BSR), yet the conditions, regulations, infrastructure, and available support systems differ significantly between countries.

Transnational cooperation is essential to identify both common challenges and region-specific barriers, enabling peer learning and adaptation of best practices. By bringing together partners from Denmark, Poland, Sweden, and Finland, the project will create a platform for cross-border exchange of tested solutions, helping businesses learn from one another's successes and failures. This avoids duplication of effort and accelerates progress by leveraging existing tools, innovations, and networks—particularly those accessible via Clean and the International Cleantech Network (ICN). Moreover, the seasonal nature of tourism, the pressure on waste infrastructure, and the limited uptake of circular practices



are not confined to national borders.

Only through a transnational approach can we develop scalable, transferable models that respond to both local nuances and regional priorities, supporting the cohesive and sustainable development of small coastal areas across the BSR.

## 7. Specific aims to be addressed

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

Our project serves as a first step in building meaningful collaboration between partners from Denmark, Poland, Sweden, and Finland to tackle circular economy challenges in small coastal tourism areas. Trust is developed by bringing together tourism-related businesses, local actors, and cleantech providers to jointly identify shared challenges and explore common ground across different regional contexts. Through knowledge sharing sessions, and collaborative problem-solving, stakeholders will co-create ideas and map out realistic pathways to adopt existing circular solutions. This process fosters transparency, mutual understanding, and confidence in working together—essential foundations for deeper future cooperation, joint project development, and cross-border policy alignment across the BSR.

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

This project initiates a transnational network that connects small tourism-related businesses, regional tourism organizations, circular economy experts, and cleantech solution providers across Denmark, Poland, Sweden, and Finland. By fostering structured collaboration through joint mapping activities, thematic workshops, and matchmaking sessions, the project lays the foundation for a lasting network focused on circular innovation in small coastal areas. This network will serve as a platform for continued exchange of good practices, policy learning, and access to market-ready circular solutions tailored to the needs of coastal tourism economies. The aim is to maintain momentum beyond the project's lifetime and provide long-term support for small actors seeking to transition from linear to circular models, thereby strengthening the BSR's overall circular economy ecosystem.

### Bringing the Programme closer to the citizens

The project brings the Programme closer to citizens by engaging small tourism-related businesses and local community actors as key co-creators in the transition to a circular economy. Through participatory mapping, on-site dialogues, and regional workshops, we will actively involve cafés, kiosks, guesthouses, marinas, and other local service providers in identifying pressing waste-related challenges and barriers to circularity. By directly matching these locally rooted actors with cleantech providers offering practical solutions, the project empowers communities to take ownership of the green transition. This inclusive, ground-up approach not only strengthens the visibility and relevance of the Interreg Baltic Sea Region Programme in everyday contexts but also promotes citizen-driven change aligned with European sustainability goals.

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

N/A

## 8. Target groups

The project focuses on tourism-related small and micro-enterprises in coastal communities across Denmark, Poland, Sweden, and Finland as its primary target group. These businesses—such as cafés, marinas, guesthouses, kiosks, and other local service providers—are directly affected by the challenges of seasonal waste surges, reliance on single-use items, and limited access to circular economy solutions. Their daily operations have a tangible impact on local waste generation and resource use, particularly during peak tourist seasons. At the same time, they have the potential to drive meaningful change by adopting more sustainable practices and influencing visitor behavior.

Local and regional public authorities are also a key target group, especially those responsible for tourism development, environmental management, and waste infrastructure. Their involvement is essential to ensure that circular solutions identified through the project are embedded in local policies and supported through public services.

In addition, interest groups such as tourism associations, operating in coastal areas will be engaged as important voices in identifying local challenges, mobilising participation, and fostering awareness. These organisations are also partners of the project, and are close to citizens and have the capacity to activate local networks in support of a more circular tourism economy.

All target groups will be actively involved in project activities such as challenge mapping, regional workshops, dialogue events, and matchmaking with cleantech solution providers. Their insights will shape the project outcomes, and they are expected to benefit directly from the knowledge, connections, and tools developed through transnational collaboration.

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. Small and medium enterprise	Operate in the coastal tourism economy (e.g accommodation, food, marinas, and visitor-oriented retail,) with direct impact on local waste generation and sustainability & circular solutions providers	Denmark, Poland, Sweden and Finland

2. Local public authority	Responsible for local waste management, tourism planning, environmental regulations, and supporting sustainable development in coastal communities.	Denmark, Poland, Sweden and Finland
3. Interest group	Represent and support local tourism actors; promote sustainable tourism practices; facilitate knowledge sharing, networking, and capacity building among businesses.	Poland, Sweden and Finland

## 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 Tourism

PA Innovation

PA Bio-economy

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 project partnership currently brings together four core partners from Denmark, Poland, Sweden, and Finland, ensuring comprehensive representation of the Baltic Sea Region's small coastal tourism areas. The partnership is strategically designed to combine expertise in circular economy solutions with deep local knowledge of tourism sector dynamics.



CLEAN, based in Denmark, is a national cluster specialising in environmental and cleantech innovation and serves as the secretariat of the International Cleantech Network. As the lead partner, CLEAN is responsible for coordinating the consortium and plays a central role in matchmaking and knowledge-sharing activities. With access to a vast network of circular solution providers, CLEAN is ideally positioned to identify relevant innovations and connect them with tourism-related businesses in the partner regions.

The Pomorskie Tourism Board in Poland and Visit Skåne in Sweden are both regional tourism organisations with strong links to local tourism SMEs. Their involvement is crucial in the initial stages of the project, particularly in the status quo analysis and stakeholder engagement activities. Their understanding of local realities and access to relevant actors allow them to accurately map waste-related challenges and mobilise businesses and communities that are directly affected.

Kristinestad, a coastal municipality in Finland, has joined the partnership as the fourth core partner. Known for its commitment to sustainability and innovation, Kristinestad brings valuable insights from the Finnish tourism context and will actively contribute to all workstreams, from baseline assessments to stakeholder engagement and solution uptake. Their inclusion enhances the project's geographic and institutional diversity, strengthening the cross-regional learning potential of the consortium.

In addition to the core partners, two associated partners from Sweden—Marina Västervik and Västervik Framåt—are engaged in the project. While not directly implementing activities, they are keen to follow the project's development and contribute with local insights. They are also expected to benefit from the outcomes and help disseminate results within their networks.

This carefully composed partnership reflects a balance of technical expertise, stakeholder access, and geographic diversity.

## 11. Workplan

The project is structured around four interlinked work strands that collectively aim to empower tourism-related SMEs in small coastal areas of the Baltic Sea Region (BSR) to reduce waste and adopt practical circular economy practices, in Denmark, Poland, and Sweden, and Finland.

1. The first phase focuses on mapping the status quo of waste practices within tourism-linked businesses. Each partner region will produce a regional waste baseline report and a visual waste flow map, identifying where and how waste is generated and highlighting the most critical pressure points. These outputs will form a shared knowledge base for all project regions.

2. Building on this foundation, the second phase involves challenge identification and stakeholder engagement. Regional tourism actors, businesses, and local authorities will be invited to co-creation workshops—three regional and one cross-regional—designed to uncover operational and systemic barriers to circularity. These sessions will also foster peer learning and cross-regional reflection. An integrated challenge report will synthesize insights across all regions, forming the basis for matchmaking with cleantech solution providers.



3. The third phase introduces a structured solution matchmaking process between tourism SMEs and circular economy providers. Leveraging CLEAN's extensive network and its role as the International Cleantech Network (ICN) secretariat, the project will curate a portfolio of relevant CE providers offering solutions in three key intervention areas: 1) eliminating single-use plastics and packaging, 2) reducing and circularising food waste, and 3) improving waste sorting and behaviour in public spaces. Three regional and one cross-regional matchmaking events will enable direct dialogue, and three pilot agreements between SMEs and providers will be formalised to initiate uptake of solutions. While no technical pilot is planned, the agreements will be designed to serve as early implementation steps and inspire broader replication.

4. The final phase is dedicated to knowledge sharing and awareness raising. A practical toolkit will be developed, featuring case studies, how-to guides, and checklists that showcase real experiences and promote further adoption across the BSR. Communication materials and a final webinar will help disseminate the findings widely, also engaging associated partners and external stakeholders.

Throughout all phases, the project will actively involve three key target groups: tourism-related SMEs (as end users and adopters of circular solutions), local public authorities (as enablers of systemic and infrastructure changes), and tourism associations (as conveners and multipliers). These groups will participate in co-creation workshops, matchmaking events, and dissemination activities.

## 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
<b>Total budget (including preparatory costs)</b>	<b>EUR 500,000.00</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	Can we consider tourism associations as "interest groups" under the Programme's classification, or do they fall under another specific category?
	Would the inclusion of matchmaking activities between SMEs and solution providers from outside the BSR (through International cleantech network) be considered eligible, as long as the solutions are applied within BSR regions?





	<p>Since small projects are not expected to pilot solutions, are formal collaboration agreements between SMEs and solution providers sufficient as an output to demonstrate uptake?</p> <p>Should associated partners also submit letters of commitment, and by when?</p>
Questions related to budgeting and expenditure	n/a
Any other questions	n/a

## 15. Additional information

We would like to inform you that we have already consulted with the coordinators of Policy Area Tourism, who expressed their support for the relevance of our concept. We also plan to consult with the coordinators of PA Innovation and Bioeconomy. In addition, we aim to engage associated partners from all four target regions by October.

### 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>