

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	FUTUREMAKERS LAB
Short name of the project	FUTUREMAKERS LAB
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)	Urząd Miejski w Dzierzgoniu
Name of the organisation (English)	Municipal of Dzierzgoń
Website	www.dzierzgon.pl
Country	PL



Type of Partner	Local public authority
	municipality, etc.

Contact person 1

Name	Szymon Kamiński
Email	szymon.kaminski@dzierzgon.pl
Phone	0048 55 276 25 01 ext. 03

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.

All partners have previous experience in project participation: the Municipality of Dzierzgoń, Guldborgsund Kommune, and Stadtgespräche e.V.

5.1 Specific challenge to be addressed

Rural and smaller municipalities increasingly face complex digital, climate, and socio-cultural challenges that lead to the disintegration of local communities, erosion of trust in public institutions, and information exclusion. Increasing misinformation, lack of knowledge about climate change, and low ecological awareness negatively affect residents' quality of life and social cohesion—especially among youth.

Smaller towns are particularly affected as they:

Lack systematic ecological education and competencies to recognize misinformation;

Do not have tools or practices for creative cooperation and building a shared vision for the future;

Struggle with a lack of spaces for intergenerational dialogue and inter-institutional cooperation;

Often do not know how to protect themselves against digital threats or actively participate in social and environmental processes;



Cannot identify the impact of climate change on their environment and lifestyle, leading to passivity instead of resilience.

A comprehensive, flexible, and replicable approach is needed, combining educational, cultural, and digital activities to engage residents around shared goals. The solution should strengthen informational and environmental competencies, rebuild social trust, and create durable local and international cooperation mechanisms.

The project addresses this challenge by:

Creating local educational and cultural spaces (living labs) supporting cooperation and creativity;

Implementing practical tools to counter misinformation and build ecological awareness;

Engaging youth in co-creation processes and developing solutions at local and supra-local levels;

Developing digital, soft, and civic skills through training and artistic activities;

Building an international partnership network supporting knowledge exchange and joint learning.

5.2 Focus of the call

The project focuses on strengthening social resilience in small and rural municipalities through the integration of digital, cultural, and environmental education. It targets combating misinformation, developing civic competencies, and building partnerships fostering cross-sectoral and intergenerational collaboration.

Scope includes:

Creating and implementing educational and cultural spaces (living labs) as places of community integration and co-creation of social and ecological content;

Organizing training and workshops for children, youth, and public institution staff, developing digital, informational, and environmental competencies;

Testing and implementing misinformation countermeasures tailored to local realities and applicable across communities;

Conducting artistic and educational activities supporting intergenerational dialogue, ecological awareness, and active social participation;

International cooperation involving experience exchange and adaptation of good practices;

Developing educational materials and tools designed for replication and distribution in various environments.

The project involves close cooperation with local institutions—schools, libraries, cultural centers, offices, and NGOs—and active participation of residents, especially children and youth, in needs diagnosis and activities implementation. Practical, community-based learning and cooperation are prioritized.

6. Transnational relevance

The partnership between Dzierzgoń (Poland), Guldborgsund Kommune (Denmark), Stadtgespräche (Germany), and Stevns Erhverv (Denmark) creates a unique platform for experience exchange, combining diverse approaches to education, culture, and misinformation prevention. All these locations are rural or small-town areas facing limited access to modern tools and the need to build cohesion against digital and climate challenges.

Poland brings experience in community activation through culture and arts. The Danish approach emphasizes cooperation and youth engagement. The German partner offers solutions based on civic dialogue and social inclusion.

The project develops tools—living labs, workshops, and training—that practically counter misinformation, educate, integrate, and strengthen local identity. The diversity of approaches ensures solutions are universal, durable, and ready for application in the Baltic Sea region. The result is an innovative transnational educational and cultural platform enhancing community resilience to digital and climate challenges and promoting ecological awareness and digital responsibility.

Living labs are spaces where residents develop digital and ecological skills, learn to recognize fake news, and build intergenerational dialogue. Workshops are adapted to local needs and based on sharing good practices, ensuring scalability and flexibility.

Combining local culture, project-based education, and civic participation creates an innovative social model that not only combats misinformation but also builds lasting cooperation across generations and institutions.

This model can be implemented in other Baltic Sea regions, creating more resilient, integrated communities capable of adapting to future challenges.

7. Specific aims to be addressed

Building trust that could lead to further cooperation initiatives

A key goal is to build trust in local communities by creating interactive educational and cultural spaces—living labs. These spaces integrate children, youth, public institutions, and social organizations, enabling joint activities, workshops, debates, and artistic projects.

Co-creating content and solutions tailored to local needs fosters trust rebuilding and strengthens social bonds. Experience exchange with international partners allows building lasting relationships between



communities locally and beyond.

Training and integrative activities increase openness and mutual understanding among social groups, laying the foundation for future cooperative initiatives.

Initiating and keeping networks that are important for the BSR

The project builds and strengthens lasting cooperation networks among local communities, educational institutions, and international partners in the Baltic Sea Region. These networks enable the exchange of knowledge, good practices, and tools in digital education, culture, and misinformation prevention.

Living labs—interactive spaces of cooperation between generations and institutions—serve as venues for workshops, debates, and artistic activities. These joint actions build trust, fostering lasting social integration and international cooperation.

BSR networks serve as platforms for experience exchange and intergenerational dialogue and form the basis for local community development. This allows replication of tested solutions and initiation of further activities to enhance digital and ecological resilience in the region.

Bringing the Programme closer to the citizens

The project creates and strengthens living labs engaging children, youth, public institutions, and social organizations in joint educational, artistic, and digital activities.

Participants actively co-create solutions responding to local needs, which supports trust building, intergenerational integration, and the enhancement of digital, civic, and ecological competencies.

International cooperation facilitates experience exchange and development of lasting partnership networks in the Baltic Sea Region. This support helps local communities fight misinformation, counter digital threats, and strengthen ecological awareness, collectively improving quality of life and social resilience.

Allowing a swift response to unpredictable and urgent challenges

The project supports quick and effective responses of local communities to digital, climate, and social challenges by developing flexible educational and cultural tools and fostering intergenerational and cross-sector cooperation that strengthen community spirit and civic awareness.

Implementation includes:

Creating living labs—spaces for co-creating solutions and responding to threats;

Developing digital and civic competencies to recognize misinformation and adapt to climate change;

Building local and international cooperation networks for experience exchange and rapid action;
Organizing training and workshops engaging diverse social groups, enhancing integration and resilience;

Implementing replicable tools in small and rural municipalities that contribute to sustainable development and social security.

8. Target groups

The project involves a wide range of stakeholders—both direct and indirect—who will participate in activities or benefit from tools and outcomes. These groups reflect the project’s focus on misinformation resilience, digital inclusion, cultural education, and ecological awareness. A core aim is ensuring scalability and replication across rural and small-town areas in the Baltic Sea Region.

1. Public Institution Employees

Staff from schools, libraries, cultural centers, local governments, and NGOs. Through training, workshops, and living labs, they gain skills in countering misinformation, civic engagement, and sustainable programming. Tested approaches can be adapted across regions.

2. Children and Youth

Young people are co-creators in workshops, debates, and artistic actions. They build digital, civic, and ecological competencies and influence local decisions. Youth-driven solutions will be shared across transnational networks.

3. Local Communities and Opinion Leaders

Residents, activists, and local NGOs help restore trust, promote digital and ecological awareness, and co-create solutions rooted in real needs—transferable across rural contexts.

4. Universities and Experts

Academic partners support diagnostics, evaluation, and scalable tool development, ensuring knowledge quality and supporting international knowledge sharing.

5. International Partners

They offer diverse cultural and institutional views, test adaptable models, and co-create solutions in digital education, misinformation, and sustainability.

6. Seniors (Indirect Group)

Seniors benefit from improved access to educational tools on fake news, climate awareness, and digital inclusion—supporting lifelong learning and intergenerational dialogue.

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 governance, education, and cultural policy	Poland, Denmark, Germany

2. Education/training centre and school	Formal/non-formal education, youth development	Poland, Denmark, Germany
3. NGO	Community development, civic education, inclusion	Poland, Germany, Denmark
4. Interest group	Youth engagement, digital literacy, climate action	Poland, Denmark, Germany
5. Higher education and research institution	Social research, misinformation, climate education	Poland, Germany, Denmark

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 Culture

PA Education

PA Secure

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

This project brings together a purpose-built consortium of three core partners—Dzierzgoń Municipality (PL), Guldborgsund Kommune (DK), and Stadtgespräche e.V. (DE) whose distinct local strengths are fused into a cross-national framework designed to tackle disinformation, strengthen civic and ecological literacy, and build community resilience.

Dzierzgoń Municipality offers deep experience in community activation through arts, youth co-creation, and cultural programming in under-resourced rural areas. Its participatory approach anchors the project in grassroots realities and ensures that outcomes are rooted in authentic needs. Yet, to

scale beyond local impact, Dzierzgoń benefits from the structured governance models of its partners.

Guldborgsund Kommune contributes robust frameworks for youth inclusion, environmental education, and civic engagement. Embedding these into municipal practice. It offers tested models for intergenerational cooperation and sustainability education. In return, it gains adaptable community activation tools from Dzierzgoń and inclusive dialogue methods from the German partner.

Stadtgespräche e.V., a civic innovation NGO, brings expertise in dialogue facilitation, social inclusion, and disinformation resilience. Their tools for building trust and narrative counteraction complement the cultural and educational models of the other partners. They, in turn, benefit from new youth-led and ecological learning formats, adaptable to Germany's small-town contexts.

Though not direct implementers, Stevns Erhverv (DK) plays a vital role in bridging digital and ecological skills with rural entrepreneurship. Their involvement ensures that developed competencies can translate into long-term social innovation. They act as a testbed for economic relevance and sustainability.

The Association of Polish Communes Euroregion Baltic, as an associated partner, amplifies the project's visibility and transfer potential across the BSR. It offers strategic dissemination channels, networks for knowledge sharing, and policy advocacy capacity to support long-term regional uptake. Together, this partnership is a co-creation engine designed for transferability, transparency, and impact across national borders—addressing shared challenges with shared capacity.

11. Workplan

Q1 (Months 1–3): Project Mobilization & Shared Vision

Transnational kick-off meeting (online/hybrid led by Dzierzgoń) to align vision, goals, and milestones.
Set up internal collaboration tools (Google Workspace).
Needs assessment in each region (interviews, youth/institution surveys).
Launch low-cost dissemination strategy (press kits, school newsletters, radio).
Develop a monitoring and evaluation framework with baseline indicators.
Coordinate with associated partners for visibility and early engagement.

Q2 (Months 4–6): Local Anchoring & Capacity Building

Stakeholder mapping and engagement (youth councils, educators, NGOs).
Train local facilitators using existing infrastructure (e.g., libraries, schools).
Design living labs using community spaces (no new infrastructure).
Virtual co-design sessions with shared templates for workshop content.
Partner knowledge exchange via peer webinars (recorded, reused).

Q3 (Months 7–9): Pilot Activation

Soft launch of living labs in schools, libraries, cultural centers.
Initial youth workshops on civic/digital themes and role-play.
First intergenerational debates identifying shared challenges.
Study visit to Guldborgsund – small team, public outreach.

User feedback gathered through short forms (print + online).

Q4 (Months 10–12): Iteration & Adaptation

Continue and adapt living lab activities based on feedback.

Develop low-cost tools (cards, PDFs, zines).

Partner “lab swap” – regions adopt each other’s tools.

Produce short video clips via local youth/media groups.

Submit interim evaluation and refine implementation plan.

Q5 (Months 13–15): Scale-Up & Co-Creation

Youth-led policy workshops; results feed replication manual.

Artistic outputs (murals, storyboards, podcasts).

Study visit to Stadtgespräche e.V. for storytelling exchange.

Expand labs to more schools/institutions.

Begin modular toolkit documentation (print/web-ready).

Q6 (Months 16–18): International Integration & Transfer

Host youth panels across countries (via schools, councils).

Finalize adaptable toolkit (PDFs, print; shared in libraries).

Hold expert roundtables with academia, local leaders (low-cost venues).

Stevns Erhverv leads workshops on rural innovation and skills.

Q7 (Months 19–21): Sustainability & Community Legacy

Plan sustainability with local governments and schools.

Archive tools via municipal websites, USB kits, school repositories.

Replication workshops in new municipalities (Polish Communes).

Draft bilingual policy briefs and transfer manuals.

Hold final artistic/community showcases.

Q8 (Months 22–24): Project Wrap-Up & Future Cooperation

Final conference + partner meeting in Dzierzgoń (low-cost venue).

Showcase final outputs: toolkit, briefs, art, video testimonials.

Dissemination campaign (school events, screenings, regional press).

Final report submitted by Dzierzgoń.

Sign MoUs to formalize long-term Baltic Sea Region partnership.

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 0.00
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	How can we best design “living labs” to engage intergenerational groups sustainably in small rural communities? What strategies ensure outputs are both locally relevant and transferable internationally? How can pilot activities be structured for measurable and scalable results? What are best practices for involving youth councils and non-formal education across countries? How should we evaluate soft skills development like trust-building and digital resilience to align with Interreg requirements? Additionally, how can we effectively balance online and offline activities to maximize participation? Any advice on documenting co-creation processes for reporting would be helpful.
Questions related to budgeting and expenditure	Could you clarify which specific cost categories are eligible under the Interreg Baltic Sea funding, especially regarding staff, subcontracting, and travel? What are the rules on indirect costs and their calculation? How strict is the documentation requirement for expenses like training and workshops? Are costs for pilot activities and development of educational materials fully eligible? How should we handle cost-sharing or co-financing from associated partners? Also, what are the acceptable accounting methods for reporting and auditing? Any guidance on budget flexibility during the project timeline would be appreciated.
Any other questions	How flexible is the approach to piloting educational and cultural activities —can partners adapt pilots based on local feedback? What mechanisms for peer-to-peer review and mutual learning between partners are recommended to ensure quality and relevance? Are there best practices for documenting lessons learned during pilot phases? How can the project ensure the scalability and replicability of pilot tools across different cultural contexts? What support is available for adapting digital and artistic tools during the project? Finally, how can living labs effectively engage diverse community groups, especially youth and seniors, throughout the pilot and evaluation stages?

15. Additional information

Main Objective: Strengthen social resilience to digital threats through educational, artistic, and civic activities that build digital, environmental, and social skills, foster intergenerational dialogue, and expand local/international partnerships.



Objectives:

1. Identify local needs and test scalable tools to counter disinformation, build networks across sectors.
2. Develop digital and civic skills via cultural “living labs,” art, ecology workshops, and training for youth and institutions.
3. Facilitate international cooperation through study visits, partner meetings, and joint creation of adaptive educational models.
4. Ensure sustainability by linking communities, schools, and authorities; promote replication via translated tools and shared best practices.

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>