Project idea form - small projects

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

Project Idea Form

Date of submission   02/06/2025

1. Project idea identification

Project idea name	Archer: Adapting Cultural Heritage to Emergency Responses and Desinformation Threats
Short name of the project	ARCHER
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)	Ośrodek Postaw Twórczych Zamek
Name of the organisation (English)	Centre for Creative Expression Zamek
Website	https://www.zamek.wroclaw.pl/
Country	PL

Type of Partner	Local public authority
	municipality, 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. In the planned that at least two organisations will be participating in the ARCHER project for the first time. These organisations are: - LP Centre for Creative Expression Zamek - PP02 Foundation for Landscape Protection

5.1 Specific challenge to be adressed

According to the Climate change impacts and adaptation in Europe report, the Baltic Sea Region is expected to experience the most significant changes in average temperature and precipitation levels (pp. 20–22). These changes will lead to rapid environmental transformations and an increased risk of pluvial and flash flooding, as well as extreme weather events. Cultural heritage is particularly vulnerable to these threats. The growing frequency of such events highlights the urgent need for risk mitigation measures and emergency response plans tailored to heritage sites. These plans should enable rapid, effective responses to sudden and unpredictable challenges, supporting the long-term resilience of cultural heritage and local societies and its identity.

Local public authorities and NGOs working with heritage assets are often the first to face these challenges. Their ability to respond is limited by the lack of accessible, comprehensive data on vulnerability, hazards and asset value – key components of risk analysis. This data is frequently fragmented and incomplete, making it difficult for heritage institutions and local actors to assess and manage risk without substantial resources. There is a clear need for a systematic approach: the creation and implementation of structured frameworks for risk assessment and emergency response,

specifically designed for the protection of cultural heritage. Sectoral agencies involved in crisis response and monument protection also need tools that facilitate cooperation and mutual understanding in emergency situations.

A second emerging challenge is the growing impact of misinformation and cybersecurity threats. The Baltic Sea region is particularly exposed due to its complex historical background and geopolitical position. Cultural heritage has become a key target in these conflicts, as it plays a vital role in shaping national identities as well as European or regional identity. The spread of misinformation undermines trust in local authorities and cultural or education institutions, which leads to increased radicalization, a weakening of social cohesion and a loss of credibility. The problem concerns many public entities often responsible for the most valuable heritage. This reduces their ability to carry out integrative and educational functions and creates new demands for adaptability, including support for displaced populations and actions to counter disinformation.

5.2 Focus of the call

The Archer project supports heritage sites in peripheral regions struggling with limited funding and insufficient sectoral backing in monument protection. These areas face specific vulnerabilities – while local heritage shapes regional identity, it also creates serious management challenges. The project promotes diverse perspectives and encourages meaningful newcomer involvement to bring fresh input and foster wider engagement. Well integrated into local contexts, Archer addresses urgent disaster management needs in heritage protection, enhancing community resilience through practical solutions and stakeholder cooperation. It focuses on key risks – climate change impacts and disinformation – which increasingly threaten social cohesion and cultural heritage.

Archer contributes significantly to EUSBSR Strategy objectives. It tackles emergency management challenges by developing a joint risk assessment methodology for cultural heritage, reducing response times and improving protection measures. The project supports climate adaptation by addressing natural hazards affecting built heritage. Its efforts to counter disinformation targeting heritage also reinforce community resilience. Archer's transnational approach supports regional connectivity and aligns closely with policies aimed at safeguarding Baltic Sea region heritage and strengthening regional identity – particularly in times of crisis.

6. Transnational relevance

The issues described in the challenge are particularly visible in the Baltic Sea Region. Addressing them effectively requires regional cooperation, as no single country can fully capture the complexity of the problem or develop solutions applicable across the area. A multinational partnership enables a broader understanding, drawing on diverse experiences and expertise. There is a clear need to foster international and cross-sectoral collaboration to develop innovative, replicable solutions. Hazards such as floods or disinformation frequently affect several countries simultaneously, especially in a geographically and socially interconnected region like the Baltic Sea. Building links between sites, institutions, and communities is therefore essential for effective risk mitigation.

Many cultural heritage assets in the region are defined by shared histories and values – such as the legacy of the Hanseatic League, WWII or Cold War experiences, or a common Baltic identity. Their protection requires coordinated approaches, to create strong, cohesive of the broader regional narrative. Cooperation strengthens both national identities and a shared Baltic and European identity. This counters disinformation and the nationalistic misuse of heritage, and builds resilience based on solidarity.

Transnational collaboration also enables meaningful comparisons between heritage protection systems and cooperation models across sectors – including climate, civil protection, and heritage protection. Sharing challenges and procedures allows partners to approach the issue from multiple perspectives. A joint project facilitates the harmonization of methods, increases the interoperability of emergency protocols, and supports the development of common heritage risk management standards. Such cooperation makes it possible to create tools and scenarios ready for implementation beyond national contexts, increasing the regional relevance and scalability of project outcomes.

7. Specific aims to be adressed

Building trust that could lead to further cooperation initiatives

Developing a joint strategy tailored to diverse national conditions in the region creates a foundation for international dialogue and trust-building. Two institutions involved in the project are participating in the Interreg Baltic Sea Region Programme for the first time, offering a valuable opportunity to build trust both between themselves and with future project partners. The project covers broad thematic areas, enabling multi-directional development and the potential to generate new initiatives and long-term cooperation in the region.

Initiating and keeping networks that are important for the BSR

Project activities are designed to support sustainable networking and knowledge exchange across the region. They will include targeted events for policymakers, participation in international conferences, and educational activities for local communities, schools, and heritage professionals. This approach will foster new collaborations, increase regional capacity, and help extend cooperation to new countries and institutions within the Baltic Sea Region.

Bringing the Programme closer to the citizens

The project raises awareness of the vulnerability of cultural heritage to climate change, emphasizing its value for local identity and resilience. Public engagement will include educational and communication activities that highlight the relevance of cultural heritage protection. By making heritage risks more visible and relatable, the project helps bring the Programme closer to citizens and supports their involvement in shaping a sustainable future for their communities. A crucial part of combating disinformation is engaging local communities and strengthening their ties to heritage through the implementation of transnational and regional narratives – the project cannot succeed without active citizen involvement.

Allowing a swift response to unpredictable and urgent challenges

The project enhances the capacity of heritage actors to respond swiftly to emergencies caused by climate change and disinformation. We will develop practical tools and frameworks for risk assessment and emergency planning, adapted to the specific needs of cultural heritage sites. These will be co-created with local authorities, NGOs, and crisis management institutions. The project will also facilitate

cross-sector training and simulations to improve coordination and preparedness. By addressing the lack of accessible data and common procedures, we aim to reduce response times and improve the protection of vulnerable heritage. Additionally, we will explore methods to counter the impact of disinformation campaigns targeting cultural assets, thereby strengthening institutional credibility and social cohesion in the region.

8. Target groups

The following target groups are planned to be involved: cultural centres across BSR, NGOs active in heritage management and environmental issues, public authorities (especially local authorities, but regional authorities might also be involved), sectoral agencies such as those involved in crisis management.

	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.	Education/training centre and school	Educational institutions in culture and heritage drive anti-disinformation, build protective narratives, foster public trust and promote risk awareness to safeguard cultural heritage.	Countries of project partners (e.g. Poland, Lithuania, Finland and Estonia), especially regions related to location of project partners.
2.	NGO	Local heritage organizations deeply understand threats and sensitive elements, enabling the design of customized, practical solutions for effective and sustainable future implementation.	Countries of project partners (e.g. Poland, Lithuania, Finland and Estonia), especially regions related to location of project partners.

3. Local public authority	Local authorities implement solutions to raise heritage awareness and address threats locally. They manage most valuable assets and have decisive voice in strategy implementation.	Countries of project partners (e.g. Poland, Lithuania, Finland and Estonia), especially regions related to location of project partners.
4. Sectoral agency	Building links between crisis response and heritage protection agencies to enable efficient procedures and mutual understanding of both perspectives.	Countries of project partners (e.g. Poland, Lithuania, Finland and Estonia), especially regions related to location of project partners.

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

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 ARCHER project partnership will consist of institutions from eligible areas of the Baltic Sea Region (final partnership still to be confirmed). Partners will be selected to represent diverse perspectives from countries significantly affected by climate change and disinformation challenges impacting cultural heritage sites. They will combine practical heritage management experience with academic research capabilities, providing a comprehensive skill base necessary for delivering complete and practical outputs.

The lead partner, Centre for Creative Expression Zamek, is an experienced organization in cultural activities located in the Leśnica Castle, serving as a well-known promoter of local heritage. The institution's primary goal is cultural education through art and creative activities, promoting innovative problem-solving methods. It provides expertise in heritage management and offers the perspective of a local entity responsible for risk management and counteracting disinformation.

Foundation for Landscape Protection serves as project partner, having participated in numerous heritage projects. Specializing in transnational EU-funded project cooperation, it provides expertise in project coordination, communication, and heritage risk management. The foundation has partnered in projects concerning heritage management (ForHeritage), sustainability (SDGCultheritage) and heritage risk management (SAGA, INACO).

Partners to be Added:

It is planned that three additional partners from Baltic region countries (e.g. Lithuania, Estonia, Finland) will join the partnership, including local authorities and cultural institutions managing heritage sites. Also, it is planned that one research center or university from the Baltic Sea Region will be engaged to provide expertise.

11. Workplan

All activities will be organised in one WP. Planned group of activities:, and disseminating knowledge among stakeholders in the Baltic Sea Region.

Group 1 – Natural risks to built heritage – Activities include literature review, surveys with local authorities, NGOs, and agencies responsible for monument protection, plus analysis of regional cultural heritage characteristics. Selected pilot sites will be assessed for vulnerability, value and exposure to climate-related threats. The outcome will be a detailed report providing comprehensive overview of natural hazards to heritage in the Baltic Sea Region, supporting local authorities in safeguarding cultural assets and fostering international cooperation.

Group 2 – Disinformation as a risk to heritage – This component addresses disinformation and political tensions impact on cultural heritage and cultural institutions. Key activities include developing transnational network of institutions, NGOs and heritage managers countering disinformation, sharing case studies and identifying mitigation strategies. The group will create guidelines enhancing resilience in contexts involving educational initiatives, safeguarding heritage and anti-disinformation actions. An international conference will facilitate knowledge exchange, resulting in practical recommendations for NGOs, local authorities and education centres on responding to disinformation targeting cultural heritage.

Group 3 – Joint methodology for risk assessment – Building on Groups 1 and 2 data, this group develops integrated methodology assessing both natural and information-related heritage risks. The methodology draws upon best practices from previous Interreg projects like INACO and ProteCHt2save, incorporating current heritage risk assessment trends including climate change hazard data. The framework will be tailored to pilot sites needs and made publicly available to cultural heritage agencies and local authorities.

Group 4 – Piloting solutions – The joint methodology will be implemented at selected sites across project partners' territories, representing diverse heritage types in varying contexts. Key outcomes include site-specific risk assessments, vulnerability profiles, and mitigation strategies addressing both climate- and disinformation-related risks, serving as models for other sites.

Group 5 – Dissemination and awareness raising – Ongoing dissemination ensures broad awareness and

uptake of findings and tools. Educational initiatives target heritage professionals, local communities and authorities to raise awareness of cultural heritage vulnerability and emergency preparedness. Local events and workshops at pilot sites foster community engagement. Engagement with policymakers through dedicated events encourages integration of outcomes into regional risk management strategies. International forums participation ensures wide knowledge reach supporting heritage and community resilience efforts.

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	Is the content of this draft proposal in line with the programme expectations?
Questions related to budgeting and expenditure	Since the simplified method will apply, we don't have any questions.
Any other questions	We are interested in knowing how many PIFs have been submitted and how many projects you plan to approved. Also, when results are planned to be announced.

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