



# 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 Rural Wellbeing

Short name of the project Rural Wellbeing

Previous calls yes ☒ no ☐

Short name of the previous project BASCIL

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) Krinova Incubator & Science Park

Name of the organisation (English) Krinova Incubator & Science Park

Website www.krinova.se



Country	SE
Type of Partner	Business support organisation
	chamber of commerce, chamber of trade and crafts, business incubator or innovation centre, business clusters, etc.
<b>Contact person 1</b>	
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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.

Podlaskie Agricultural Department (Poland)  
 Latgale Tourism Association (Latvia)

### 5.1 Specific challenge to be addressed

Across the Baltic Sea Region, rural areas face demographic decline, youth outmigration, and economic fragility - yet they possess rich cultural heritage, traditional knowledge, and pristine natural environments. This project proposes to transform these rural strengths into a tangible wellbeing offering through Rural Wellbeing services - transnational experiences rooted in nature and tradition, designed to promote both economic resilience for local SMEs and improved wellbeing for residents and visitors.

The rich natural resources in BSR area combined with old traditions can be used for stress relief, for finding emotional balance and restoring physical health. 2023 global statistics for wellness/wellbeing tourism show that the industry is making an excellent recovery after pandemic, and predictions for future are even more positive. According to latest analyses of global tourism trends, the older or mature world citizens are focusing more on a work/life balance that considers not only their physical well-being but also their mental and spiritual well-being. Millennials and Generation Zs now value meaningful experiences over accumulating material wealth. This has resulted in people choosing

wellness and wellbeing tourism to travel aimed at promoting mental health and overall well-being by means of physical, spiritual and psychological health activities. BSR rural areas have a good potential to be an attractive wellbeing tourism destination for domestic as well as for foreign visitors from neighbouring countries. Wellness tourism is now seen as bringing about a mental or mind reboot, a way to relax or get out of your comfort zone.

There are several service providers operating in BSR rural areas, who are offering for visitors in professional way different services and programmes like sauna rituals, guided walks in nature trails and landscape, meditation and relaxation sessions, rural spa treatments combined with local herbs from our nature etc.

The Rural Wellbeing offer is intended to provide the visitors with feelings of emotional, physical and spiritual wellbeing. The services available can be successfully used by visitors seeking for nature getaway destinations in rural areas.

## 5.2 Focus of the call

Project is supporting the cohesive development of small place in rural areas in BSR region (Poland, Sweden, Estonia, Latvia, Lithuania) through designing the common Rural Wellbeing solution for rural SME's/tourism service providers- how the surrounding nature and other nature-based resources/ knowledge can be integrated efficiently to the attractive and sustainable tourism offer. It enables to generate new tourism income and to offer new employment opportunities for rural citizens. Project aims to strengthen identity and cultural pride, and to attract new generations of visitors looking for restorative, meaningful travel.

To revitalise small rural areas through the development of nature-based wellbeing tourism focused on four key pillars:

- \* Nature trails (walking, forest bathing, guided outdoor exploration)
- \* Sauna and spa treatments rooted in local tradition
- \* Traditional food and healthful local cuisine
- \* Slow, place-based experiences that promote rest, recovery, and mental health

## 6. Transnational relevance

This project creates a shared framework that can be adapted to diverse local contexts. While each region has its own traditions - be it Estonian sauna culture, Lithuanian forest walking, or Baltic spa rituals - wellbeing through food, nature and tradition is a unifying theme. By working together, regions can co-create offers, benchmark success, inspire one another, and promote the Baltic Sea Region as a leading destination for rural wellbeing. Identifying common added values of rural wellbeing experiences and promoting larger area together to the selected target groups in domestic and foreign markets enables to achieve better results in visitor numbers.

Through the joint development of the solution in cooperation with relevant experts and capacity building actions the expertise transfer in many aspects will take place between partners and involved service providers. Knowledge transfer and sharing best practice in using natural resources and cultural heritage in development and marketing of rural areas as wellbeing tourism destination enables to create high-quality tourism product addressing the specific needs of selected target groups, also more

attractive and efficient marketing messages, materials etc.

## 7. Specific aims to be addressed

Building trust that could lead to further cooperation initiatives

The project builds long-term trust by engaging three lighthouse SMEs per partner country (Sweden, Estonia, Latvia, Lithuania, Poland) as active contributors to both regional and transnational activities. These SMEs serve as pilots, advisors, and co-developers, ensuring grassroots ownership and relevance. Through cross-border exchange, peer learning, and co-creation of wellbeing offers, the project fosters trust between local actors, public institutions, and transnational partners. This bottom-up structure lays a solid foundation for future joint initiatives in rural development, sustainable tourism, and SME collaboration beyond the project's lifespan.

Initiating and keeping networks that are important for the BSR

*(max. 1.000 characters incl. spaces)*

Bringing the Programme closer to the citizens

Rural Wellbeing brings the Programme closer to citizens by anchoring its activities in everyday rural life. It empowers local entrepreneurs, producers, and communities to shape nature-based wellbeing experiences rooted in food, culture, and health traditions. Through public events, test visits, and storytelling, citizens will see concrete benefits of transnational cooperation. The selected SMEs act as bridges between EU-level ambitions and real-life impact, helping to make the Programme visible, tangible, and relevant in areas where people live, work, and wish to stay.

Allowing a swift response to unpredictable and urgent challenges

N/A

## 8. Target groups

- \* Local SMEs in wellness, nature tourism, traditional food, and accommodation
- \* Rural communities experiencing economic and demographic decline
- \* Tourists and visitors interested in health, wellbeing, and authentic local culture
- \* Youth and entrepreneurs seeking sustainable, rural-based business models



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	Local SMEs in wellness, nature tourism, traditional food, and accommodation	(max. 200 characters incl. spaces)
2.	(max. 200 characters incl. spaces)	(max. 200 characters incl. spaces)

## 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

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

Podlaskie Agriculture Department (Poland)  
 NGO Estonian Rural Tourism Organisation (Estonia)  
 Lithuanian Countryside Tourism Association (Lithuania)  
 Krinova Incubator & Science Park (Sweden)  
 Latgale Tourism Association (Latvia)

## 11. Workplan

\* Mapping and selection of a small number of SMEs in each partner region having high potential for implementing Rural Wellbeing concept



- \* Workshops and exchange on rural wellbeing experience design and storytelling
- \* Development and testing of "Rural Wellbeing" offers – curated packages or circuits featuring nature trails, sauna/spa experiences, and local food, incl. marketing tools
- \* Designing tools for adapting the "Rural Wellbeing" concept at company level- questionnaire/criterias for evaluating available resources and potential, practical guidelines for designing and promoting the "Rural Wellbeing" offers to domestic and foreign visitors

## 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
<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 *(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>