



Project idea form - small projects

Version 2.1

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

Project Idea Form

Date of submission 03/06/2025

1. Project idea identification

Project idea name	Electronic Fertility Awareness Package for Health Care Professionals
Short name of the project	E-FERT
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

1.2. Responsive public services

4. Potential lead applicant

Name of the organisation (original)	Turun ammattikorkeakoulu
Name of the organisation (English)	Turku University of Applied Sciences
Website	https://www.turkuamk.fi/en/
Country	FI



Type of Partner	Higher education and research institution
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Contact person 1

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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.

Since a precise, concrete partner consortium has not yet been confirmed, it is not possible to assess whether the partners are new to this funding program.

5.1 Specific challenge to be addressed

In the last 70 years, the birth rate in Europe has nearly been cut in half. Low fertility poses a challenge to the economic and social sustainability of society. Fertility awareness is a relatively new concept that is gaining recognition. Fertility education is frequently overlooked due to a lack of agreement on what content should be included, who the target audience should be, and who should deliver it. Studies indicates that men aged 20-24 with lower levels of education are the least aware of how a woman's age affects fertility. Furthermore, their understanding of how their own lifestyle choices, obesity, and sexually transmitted diseases (STDs) impact fertility is even less than their knowledge of the age factor.

Fertility awareness among health care professionals has been found to be low and inaccurate. In addition, talking about it is perceived as a challenge. However, clients expect professionals to raise issues of fertility awareness, which are generally perceived as sensitive and private. It is important that professionals have access to reliable sources and different methods to promote fertility awareness with clients.

The significance of fertility awareness lies in its ability to educate and empower individuals, allowing



them to make informed and deliberate choices about reproduction. Public health care services and their professionals play a key role in promoting sexuality education among fertile-age young men. The project aims to provide tools and knowledge to health care professionals for fertility education. The long-term aim is to raise fertility awareness among young adults, particularly men aged 18 to 25.

5.2 Focus of the call

By developing digital e-learning material the project will overcome geographic and infrastructural challenges. The material will be free of charge and easily accessible online. This will improve access to fertility awareness in remote areas.

Electronic Fertility Awareness Package for Health Care Professionals will be planned, executed and evaluated in international co-operation with professionals from public health care organisations, NGOs and higher education institutions. Many of these organisations - and the customers they serve - operate in rural or small communities, ensuring that e-learning materials are tailored to meet the real needs of these rural and small community populations.

6. Transnational relevance

European Union citizens are having fewer children than they would like. This is known to undermine the well-being of those who want children. Low fertility is a challenge to the economic and social sustainability of society. Statistics show that Finland, Estonia and Lithuania have low fertility rates and the average age of first-time mothers has risen. The countries mentioned above are small countries in terms of population by European standards. Population decline is a threat to the sustainable development of countries.

7. Specific aims to be addressed

Building trust that could lead to further cooperation initiatives

Electronic Fertility Awareness Package for Health Care Professionals will be developed in collaboration with health care professionals, NGOs, fertile-age young men (18-25 years) as well as with higher education partners. This process lays the foundations for trust and solidarity. The steps, choices and results of the project will be documented in a transparent way, thus increasing transparency and trust.

Initiating and keeping networks that are important for the BSR

Organisations in partner countries are piloting the material in their own services with the final target group, among fertile-age young men, and sharing experiences and results, thus strengthening trust and co-operation. The material can be replicated in the participating countries and adapted to national

practices, including in the wider Baltic Sea Region. In addition, different co-operation networks can contribute to the development and dissemination of the content. The good practices generated by the project will be disseminated to other Baltic Sea countries. The co-operation network established during this project will also allow for further joint development work in the future.

Bringing the Programme closer to the citizens

Electronic Fertility Awareness Package for Health Care Professionals improves the skills and capacity of health care professionals to provide timely, equitable and client-centred fertility counselling, especially in small municipalities and rural areas where specialised services are limited.

The material will be produced in English and in the official languages of the partner countries. The e-learning material will be integrated into the fertility information service pathway of the participating countries' health service systems. These actions will ensure equality.

Allowing a swift response to unpredictable and urgent challenges

NOT

8. Target groups

The primary target group is health care professionals working with fertile-age young men (aged 18-25), e.g. public health nurses, nurses at military health care. The secondary target group is fertile-age young men.

These target groups will be involved in the design and implementation of the e-learning materials through workshops and piloting.

The NGOs role is being part of the development and also the dissemination of the project results.

The higher education partners are needed to create Electronic Fertility Awareness Package for Health Care Professionals. This ensures sufficient substance and methodological knowledge/expertise in the creation of e-learning materials. E-learning materials are a cost-effective and efficient way to disseminate tailored fertility information to different age groups. In addition, the higher education partners will train the health care professionals and NGO partners to use the materials.

The e-learning materials will be piloted with the target groups and evaluated. The final version will be developed based on this feedback.



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. Hospital and medical centre	Health care professionals working with fertile-age young men (aged 18-25), e.g. public health nurses, nurses at military health care.	-Finland -Estonia -Lithuania Regions will be defined later, but they will represent rural or remote area.
2. Higher education and research institution	The higher education partners are needed to create Electronic Fertility Awareness Package for Health Care Professionals.	Estonia or Lithuania and Finland
3. NGO	The NGOs role is being part of the development and also the dissemination of the project results.	Estonia and/or Lithuania and/ or 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 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

The planned composition of partners:

Health care professionals working with fertile-age young men (aged 18-25), e.g. public health nurses, nurses at military health care, will be involved. In Finland it is planned to have health care professionals from Finnish Defence Forces as they meet many target group aged men yearly from different parts from the country, including small communities and rural area. The other health care professionals will be chosen from Estonia and Lithuania. According to statistics Finland, Estonia and Lithuania share the similar demographic challenge as low fertility rates. These countries are small countries in terms of population by European standards.

In addition, a suitable NGO/NGOs working with young men will be added in the partnership at least from one of the countries.

Another higher education partner, either from Estonia or Lithuania, is needed to create Electronic Fertility Awareness Package for Health Care Professionals.

This consortium ensures sufficient substance and methodological knowledge/expertise. Furthermore this kind of consortium is needed for feedback gathering process, finalizing and dissemination.

11. Workplan

The project aims to provide tools and knowledge to health care professionals for fertility education. The long-term aim is to raise fertility awareness among young adults, particularly men aged 18 to 25. The project will create a versatile and user-oriented digital e-learning materials, combining self-paced tests and reflection exercises with comprehensive training modules. These e-learning materials will provide professionals concrete tools to raise awareness and understanding of the importance of fertility information, especially among young adult men.

During the project the consortium partners together with fertile-age young men will co-create, pilot and finalize the Electronic Fertility Awareness Package for Health Care Professionals. By the end of the project, the aim is for various organisations to adopt e-learning materials as part of their services.

The material includes user-based information on fertility, along with a variety of tests and reflection exercises, which will be co-created with the users. The materials will be created in English, and translated at least in Finnish, Estonian and Lithuanian.

The timeline of the project activities:



1. Factors affecting fertility:
age, over- and underweight, nutrition, tobacco and nicotine products, substance abuse, sleep, stress, exercise and Sexually Transmitted Diseases (STDs).

2. Fertility protection:
methods how to prevent unwanted infertility.

The timeline of the project activities:

1.10.-31.10.2026

Kick off meeting, review of the project plan and main responsibilities of each partners

1.11.2026- 31.3.2027

Development of education package (co-creation with users and workshops)

1.4.- 31.5.2027

The training of health care professionals in the use of the e-learning materials.

1.6.-30.11.2027

The health care professionals will pilot the e-learning materials with their clients. The feedback will be gathered from health care professionals and the adult young men. Also members of NGOs will participate in this process.

1.12.2027- 30.4.2028 The e-learning material will be finalized in co-operation with health care professionals, HEI and NGO partners.

1.5.-30.9.2028 International seminar (or national in each partner country, hybrid or on-line) and wider dissemination e.g. writing articles. Taking care of final reporting for funder.

12. Planned budget

ERDF budget (planned expenditure of partners from the EU)	EUR 495,000.00
Norwegian budget (planned expenditure of partners from Norway)	EUR XXX
Total budget (including preparatory costs)	EUR 495,000.00

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	We have also considered the use of artificial intelligence (AI). Would it add value for the project and its aims?
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Questions related to budgeting and expenditure	<i>(max. 1.000 characters incl. spaces)</i>
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Any other questions	<i>(max. 1.000 characters incl. spaces)</i>
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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>