

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	MUFA tackles the challenges in promoting preventive, accessible and timely support for multicultural families. By mapping the phase and perceptions of staff using digital governance tool in three countries.
Short name of the project	MUFA
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
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4. Potential lead applicant

Name of the organisation (original)	Turku AMK Joukahaisenkatu 3 20520 Turku kirjaamo@turkuamk.fi Puhelinvaihe: 02 263 350
Name of the organisation (English)	Turku University of Applied Sciences Joukahaisenkatu 3



20520 Turku
Finland

Website	https://www.turkuamk.fi/en/
Country	FI
Type of Partner	Higher education and research institution

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.

5.1 Specific challenge to be addressed

The purpose of MUFA is to explore the preventive, accessible and timely support for multicultural and vulnerable families including war veterans. By mapping the phase and perceptions of every nation's identified staff using a digital governance tool; the project resets the mindset of the family employees to uptake the governance participatory method adjusted to designated target group of multicultural and vulnerable families including war veterans by each partner organisation. The purpose is to identify pain points and resistance areas, optimize training and change management, tailor communication for various contexts in the operating service areas and further investment. Lastly the e governance tool equips social and family workers with the skills and tools to meet their profession's evolving demands.

Tuas is responsible for coordinating the project and producing the content of the digital governance tool together with the partners. It is responsible for the technical development of the digital tool. Tuas has strong experience in international projects and health technology development. Tuas has experience in digital health and social care solutions and development of usability evaluation and user testing. Tuas has a larger project budget, as a coordinator and is involved in technical implementation: expertise, time and financial resources during the project.

The both University of Gdansk and Mykolas Romeris University from Lithuania have a strong knowledge in social and family work, its development and social political competence. They have extensive experience in international projects. They have identified multicultural competency development needs in social work. The University of Gdańsk excels in Baltic region enterprise activities and is well- connected in research and social enterprise within Baltic Sea Region.

5.2 Focus of the call

Digital governance tool can significantly enable improved communication, transparency and enhanced civic participation in small rural communities. Digital solutions such as digital governance platforms drive co-creation and participatory driven decision making; streamlines social services multicultural work, which can be particularly challenged in marginalized groups. The digital governance platform connects communities by social enterprise and collaboration. Overall, the digital governance tool bridges the gap between local authorities and citizens and therefore strengthens the local capacity and can bring investments.

6. Transnational relevance

The Baltic regional collaboration facilitates digital co-operation, balances civic innovation trust-based society. Relevance constitutes shared resources, knowledge, cross-border funding and broader peer review. Mutual understanding is built on goodwill, ethical principles cultural and educational exchange. Consequently, the digital governance tool strengthens governance; enhances Professional Practice and creates capacity- building.

7. Specific aims to be addressed

Building trust that could lead to further cooperation initiatives

Communication with access in various languages; visual view and guidance adapted for diverse clients and families; integrated feedback system for both users and staff; AI/chatbot assistant for culturally sensitive questions and a secure digital space for co-creating support plans between families and social workers; a dashboard for tracking progress, flagging missing documents, and providing timely alerts and. The co-creation of a digital governance tool facilitates common goals such as, a shared platform for decisions, processes and outcomes. It will support real-time evidence-based data sharing and reduce duplication in social care governance practices that will improve lives of multicultural families.

It will promote inclusion and equity from diverse regions sharing the same geographical challenges dispersed communities, aging populations and urban and rural divides.

It is important have different stakeholders from different nations integrate communities for social cohesion.

Initiating and keeping networks that are important for the BSR

It is important have different stakeholders from different nations, integrate communities and use frameworks such as Baltic Interreg. Small manageable sized projects support the coastal regions. The co-creation is fluid collaboration with local social enterprises(s) and scientific institutions. The regional differences are voiced within the digital tool. Sustainability and sharing costs and benefits are shared fairly.

Bringing the Programme closer to the citizens

The benefits to local employees and service users can be brought forward with case stories. Co-creation of the governance tool with service users and staff with local consultations. Mufa allows testing of usability, real time monitoring through the digital governance platform and direct platform for public messaging. Real time dashboard offers role response tracking and fast rollout to partners and key stakeholders.

Allowing a swift response to unpredictable and urgent challenges

Contingency actions would increase tech audit, fall back solution, data protection and cyber security expert to perform testing. The activation of swift contingency plan would include how to manage project delay including partner issues, policy shifts within government changes and project branding and messaging.

8. Target groups

Multicultural families and vulnerable clients such as refugees and war veterans represent a particularly vulnerable and often overlooked group. Their experiences, trauma, and specific needs require tailored approaches. This meaningful topic is not widely addressed yet, incorporating it brings a unique and meaningful dimension to the project. Multicultural families and respective allocation of vulnerable families and clients is decided by individual nations.

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. Higher education and research institution	Co-developing solutions for theoretical framing and conceptual definition; co-design the roles with target groups; setting ethical practice by embedding in policy and institutional dialogue	Poland, Lithuania and Finland
2. Infrastructure and public service provider	Provides a work package lead with technical and digital support for social innovation. Provides Nordic Baltic Project evaluation framework .	Finland
3. NGO	Offers localised and regional impactful dialogue in engagement with target groups	Lithuania, Finland, Poland
4. Business support organisation	Provides comparative policy analysis and offers dissemination of knowledge transfer	Poland, Finland, Lithuania
5. Higher education and research institution	Builds the e-governance Platform	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

PA Innovation

PA Education



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

Poland

Polish associated partner has extensive experience in community-based relations, working closely with local communities to understand their needs. They have developed strong relationships with community leaders and organizations, they have practical competencies.

UNIWERSYTET GDAŃSKI | UNIVERSITY OF GDANSK

Instytut Pedagogiki, Wydział Nauk Społecznych

Institute of Pedagogy/ Faculty of Social Sciences

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Lithuania

The University of Gdansk and Mykolas Romeris University have a strong knowledge in social and family work, its development and social political competence. They have extensive experience in international projects.

Mokslo kokybės ir analizės skyrius | Research Quality and Analysis Office

Mykolo Romerio universitetas | Mykolas Romeris University

Mokslo ir inovacijų centras | Research and Innovation Centre

Didlaukio g., Vilnius LT-08303 | L-402

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The project PIF is still in negotiation process with autonomous non-governmental organizations from Lithuania and Poland.

11. Workplan

Workplan (activities and outputs)

Target countries Finland, Poland and Latvia

Phase 1 3 mnths Initiation and governance

- develop shared theory of change and governance
- align project scope and roles

Phase 2 4-6 mnths Deep dive and Mapping



- country specific policy
 - stakeholder analysis
- Phase 3 7-9 mnths Co-create design and concept development
- development of e-governance tool
 - testing user flows validation of concept with stakeholders
 - Policy check
- Phase 4 Testing 10-13 mnths
- pilot testing
 - Collect and analyse usage data and feedback
 - accessibility audit
- Phase 5 Implementation and capacity building 14mnth-17 mnths
- train employees
 - train service users and clients
 - onboarding and support
- Phase 6 Refinement and Scaling Design 18-21 mnths
- Policy engagement
 - tech and digital strategy
- Phase 7 Sustainability and evaluation
- hosting arrangements
 - local champions and institutional buyins
 - training train the trainers model
 - reports and advocacy

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	<p>How would co-creation and participation mechanisms (focus groups, advisory boards and workshops) and inputs ensure continuous input from target groups?</p> <p>Cultural sensitivity and social cohesion is taken into consideration with</p>
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	<p>individual countries communication, materials and service delivery. Do you see there is relevance to these aspects?</p> <p>What e-governance digital tool(s) in your experience creates successful and meaningful real-time feedback and evaluation?</p> <p>How much the multicultural families, vulnerable clients in your view can influence the project and change adaptation?</p>
Questions related to budgeting and expenditure	<p>Do you propose an eligibility and/or contingency set aside for community driven initiatives or emergent needs raised by target groups?</p> <p>How much do we have to allocate capacity building funds for target groups or can we exempt?</p> <p>What and how much legacy and sustainability we need to address during the life span of the 2 year project ?</p>
Any other questions	<p>Do you see value in exploring co-social enterprise model in the application?</p>

15. Additional information

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>