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	Cycling for Well-being & Sustainable Change Lab
Short name of the project	CWSC-Lab
Previous calls	yes ◉ no ○
Short name of the previous project	ProGreS
Seed money support	yes ○ no ◉

2. Programme priority

	3. Climate-neutral societies

3. Programme objective

	3.3. Smart green mobility

4. Potential lead applicant

Name of the organisation (original)	Kaakkois-Suomen ammattikorkeakoulu
Name of the organisation (English)	South-Eastern Finland University of Applied Sciences (Xamk)
Website	www.xamk.fi

Country	FI
Type of Partner	Higher education and research institution

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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.

NBS Northern Business School – University of Applied Sciences, Germany
University of Skövde, Sweden

5.1 Specific challenge to be adressed

University campuses across the Baltic Sea region face a persistent challenge of car-centric transport habits among students and staff. This leads to increased emissions, traffic congestion, and negative effects on health and well-being. Although cycling offers a low-emission, inclusive, and health-promoting alternative, its uptake remains limited due to infrastructural shortcomings, perceived safety risks, adverse weather, long commuting distances, and a general lack of motivation or tailored support.

These barriers are especially relevant for university students and staff, who often lack accessible, attractive, and reliable cycling options. Studies conducted in Finland and Germany show that fewer than half of young adults cycle regularly, and in some regions the trend is declining. Furthermore, the COVID-19 pandemic has contributed to increased physical inactivity, stress, and anxiety—particularly among the student population.

CWSC-Lab tackles this challenge by promoting cycling as a smart and sustainable mobility solution in

and around campus areas, aligning with Programme Objective 3.3 “Smart Green Mobility.” The project integrates behavioural change interventions, infrastructure pilots, digital tools (e.g. GPS-based heatmaps, wellness monitoring), ambassador programmes, and collaborative models between universities and municipalities to co-develop and test effective solutions.

The approach is practical, data-driven, and participatory, allowing interventions to be adapted to different campus contexts. By combining infrastructure improvements with digital engagement and peer-based feedback loops, CWSC-Lab addresses the dual challenge of reducing transport emissions and promoting mental and physical well-being. The expected result is a scalable, transferable model that can be applied widely across the Baltic Sea region.

5.2 Focus of the call

CWSC-Lab supports the cohesive development of small places and rural areas by focusing on university campuses that often act as central hubs in their communities. Many partner campuses are located outside large metropolitan centres, in medium-sized cities and peripheral regions where mobility challenges and car dependency are common due to limited public transport options.

The project addresses these structural issues by promoting cycling as a low-cost, sustainable, and health-enhancing mobility option. This is especially relevant for students and staff living in surrounding rural areas who face long distances and lack flexible, accessible transport alternatives. By offering viable cycling solutions, the project helps reduce social exclusion and increases day-to-day accessibility.

Through close cooperation between universities and municipalities, CWSC-Lab develops pilot-based models tailored to local needs. These models aim to improve infrastructure, promote behavioural change, and support well-being. The project ensures participation of target groups through ambassador programmes, feedback mechanisms, and co-creation.

Ultimately, CWSC-Lab contributes to greener, healthier, and more inclusive communities, helping smaller and less connected areas transition toward smart and sustainable mobility.

6. Transnational relevance

Cycling behavior, mobility infrastructure, and transport-related well-being challenges are widely shared across university campuses in the Baltic Sea region. At the same time, each country and region faces unique conditions shaped by climate, topography, city planning, and cultural attitudes toward cycling. These differences require a transnational approach to determine which solutions can be effectively transferred and where local adaptation is needed.

CWSC-Lab brings together higher education institutions and municipalities from Finland, Sweden and Germany to jointly develop and pilot interventions aimed at increasing sustainable cycling. This cooperation enables partners to exchange good practices, compare policy frameworks, and benchmark mobility solutions across contexts. It also supports the co-creation of digital tools—such as heatmap tracking and wellness monitoring—tested in multiple urban and regional settings, from small cities to large metropolitan areas.

The diversity of partner locations allows the project to test solutions under varying conditions and to collect comparative data that strengthens the validity and transferability of results. Through cross-border collaboration, partners can accelerate learning, avoid duplication, and achieve more impactful and widely usable outcomes than would be possible in isolated national efforts.

Without a transnational framework, the project would risk being too narrowly focused and unable to reflect the broader dynamics of the Baltic Sea region. The joint development of scalable tools and cooperation models ensures that the project contributes meaningfully to shared challenges and fosters sustainable change across regional borders.

7. Specific aims to be adressed

Building trust that could lead to further cooperation initiatives
CWSC-Lab builds trust by enabling long-term cooperation between universities, cities, and mobility stakeholders across the Baltic Sea region. Through joint piloting, ambassador programmes, and shared digital tools, partners engage in open dialogue, co-creation, and mutual learning. Addressing common challenges transparently strengthens relationships and creates a foundation for future initiatives on sustainable mobility, well-being, and digital innovation.
Initiating and keeping networks that are important for the BSR
CWSC-Lab initiates a transnational network of universities, municipalities, and mobility stakeholders committed to promoting sustainable cycling and student well-being in the BSR. The project connects actors across different regions and urban scales, enabling continuous exchange beyond the project scope. Through ambassador programmes, co-creation platforms, and digital tools, CWSC-Lab builds structures for lasting cooperation. The established network will serve as a platform for follow-up projects, joint policy development, and regional knowledge transfer.
Bringing the Programme closer to the citizens
CWSC-Lab brings the Programme closer to citizens by actively involving students, university staff and local residents in all project phases. Through ambassador groups, public campaigns, and participatory pilots, citizens co-shape cycling solutions. Digital tools like apps and heatmaps support visibility and engagement. By improving everyday cycling conditions and well-being, the project delivers tangible, positive impacts. Citizens experience how EU cooperation directly improves their daily lives and creates shared value across borders.
Allowing a swift response to unpredictable and urgent challenges
N/A – This aim is not directly addressed in the scope of the CWSC-Lab project.

8. Target groups

1. University students and staff – As daily users of campus transport systems, they are central to both

the problem and the solution. They will participate in surveys, pilot activities, ambassador programs, and feedback sessions. Their experiences, needs, and ideas will directly shape the solutions developed and tested in the project.
2. University administrations – These actors play a key role in shaping campus infrastructure, policies, and support services. Their involvement ensures institutional backing for implemented measures and long-term sustainability of project outcomes.
3. City and municipal authorities – They influence urban mobility infrastructure and policies around campus areas. Their collaboration is essential to developing shared cycling routes, parking facilities, and safety improvements that extend beyond campus boundaries.
4. Technology and mobility partners – Companies offering digital tools, wellness tracking, or cycling equipment will support piloting and monitoring, enabling data-driven decision-making and innovation.

	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	Sustainable campus development, student well-being, behavioral research, and promotion of low-emission mobility in the higher education context.	Finland, Germany, Sweden
2.	Local public authority	Urban mobility planning, infrastructure development, and promotion of sustainable and safe transport solutions at the local level.	Finland, Germany, Sweden
3.	Small and medium enterprise	Development of digital mobility tools, wearable health tech, and innovative cycling solutions supporting behavior change and data-driven decision-making.	Finland, Germany, Sweden

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 Transport

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 project brings together a well-balanced and complementary partnership of higher education institutions and local public authorities from Finland, Sweden, and Germany.

South-Eastern Finland University of Applied Sciences, Xamk (Finland) acts as the lead partner and contributes expertise in sustainable campus development, mobility behavior analysis, and digital well-being monitoring. Xamk has conducted campus mobility research and coordinates the Active Life Lab, which specializes in measuring physical activity and stress through digital tools.

NBS Northern Business School (Germany) brings experience from previous cycling-related initiatives and has co-led mobility surveys that revealed key barriers to student cycling. NBS emphasizes mental well-being and the potential of cycling as a post-pandemic recovery tool for young people.

University of Skövde (Sweden) contributes knowledge in public health, behavior change, and applied health promotion. Its perspective strengthens the Nordic approach and adds value through collaboration with local authorities.

The partnership reflects a strategic diversity in urban settings: from smaller and mid-sized university towns like Kotka (FI) and Skövde (SE), where infrastructure is still evolving, to a major metropolitan context like Hamburg (DE), which offers a more complex mobility environment and scalability opportunities. This variation allows for piloting and evaluating cycling solutions across different urban scales, improving the project's transferability potential across the Baltic Sea Region.

All participating universities are located in cities facing mobility-related challenges typical of their size and geography. The involvement of local municipalities will be critical during the pilot phase for testing context-sensitive interventions in cycling infrastructure, behavioral campaigns, and cooperation

models.

We also plan to strengthen the partnership by involving small and medium enterprises (SMEs) specializing in cycling infrastructure, wearable technology, or digital mobility tools. These actors will play a key role in piloting and monitoring technological and behavioral solutions.

11. Workplan

OBJECTIVES
CWSC-Lab aims to promote regular cycling among university students and staff, improving well-being and supporting sustainable mobility. Key objectives include:
Testing how universities can drive behavioral change toward cycling, with focus on stress reduction and mental health.
Exploring how cities and municipalities can encourage sustainable mobility choices among campus users.
Leveraging digital tools (e.g., heatmaps, mobile apps) to support data-driven infrastructure improvements.
Developing cooperation models between universities and municipalities for shared mobility efforts.
Establishing ambassador groups to act as role models, test solutions, and provide feedback.
Including measurable indicators related to health and well-being, such as physical activity and stress levels.
Comparing baseline and final outcomes using surveys, digital tools, and interviews.

ACTIONS
To achieve these goals, the project will:
Conduct targeted problem analysis through surveys, interviews, and workshops to identify cycling barriers and opportunities.
Develop and pilot practical solutions such as bike parking, social facilities, shared bicycles, and awareness campaigns, in partnership with cities and universities.
Create collaborative structures (e.g., joint working groups) for university-city cooperation.
Engage users through ambassadors, feedback channels, and co-creation workshops.
Test digital tools (e.g., GPS heatmaps, wearables) to gather user data and inform improvements.
Implement a university ambassador program to promote cycling and document experiences.
Explore cooperation with industry actors for testing demo bikes and digital tools supporting both physical and psychological monitoring.

RESULTS
Expected outcomes include:
A validated and transferable practical guideline for promoting cycling in campus settings.
Measurable growth in cycling rates on pilot campuses.
Tangible improvements in campus cycling infrastructure.
Proven models for university-city collaboration on mobility.
Increased awareness and positive attitudes toward cycling among students and staff.
Practices and tools applicable to other campuses across the region.
Evidence of improved physical and mental well-being among participants.

Documented ambassador stories showcasing real-world change.
A digital framework supporting smart, safe cycling environments.

The final outcomes will be directly used by participating universities, municipalities, and mobility-related organisations. They are designed to be adopted and scaled by other higher education institutions and public authorities across the Baltic Sea Region.

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	Are there any recommended practices or expectations for how digital tools (e.g. wellness monitoring, GPS tracking) should be aligned with data protection regulations within Interreg projects?
Questions related to budgeting and expenditure	Are costs related to demo equipment (e.g. bicycles or wearable devices used in pilot activities) considered eligible if used for testing purposes and not retained after the project? Can external service providers (e.g. for app development or data analysis) be subcontracted if in-house expertise is not available?
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