

# 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	"Digital Step in the Creative Economy" – Development and implementation of a digital platform for the creative economy sector in the region.
Short name of the project	CreativeDigitalStep
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
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### 3. Programme objective

1.1. Resilient economies and communities
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### 4. Potential lead applicant

Name of the organisation (original)	SA Ida-Viru Ettevõtluskeskus
Name of the organisation (English)	SA Ida-Viru Entrepreneur Center
Website	www.ivek.ee
Country	EE



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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<b>Contact person 2</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.

Our organisation is participating in this programme for the first time.  
 Our partner in Latvia, Vidzeme planning region.  
 We are looking for a partner from Finland.

### 5.1 Specific challenge to be addressed

The Ida-Viru region in Estonia is currently facing new and complex economic changes. Influenced by EU policies, the long-standing economic model that has been developed over the past 100 years is being phased out, and there is a pressing need to build a new one. However, the region lacks entrepreneurial initiative and currently has the lowest level of business activity in Estonia. Additionally, Ida-Viru is a multicultural region, home to a large Russian-speaking community, which includes people of various ethnic backgrounds, such as Ukrainians. We are in need of new skills, encouragement from international cooperation partners, and inspiring examples from both other Estonian regions and abroad. To support regional development, we aim to enhance internal communication within the county through the creation of a digital platform, which would be accessible to all local municipalities and small businesses in the region. The goals of the digital platform are: To consolidate all regional events into one central platform. To create a shared digital database of rentable spaces and equipment, providing a clearer overview of the region's available resources.



## 5.2 Focus of the call

The digital platform will support: 1) Community engagement, by enabling local communities to showcase and promote their events and activities across the wider region. 2) Small businesses, by providing a comprehensive overview of regional events, creating collaboration opportunities to promote their products and services. 3) Community and small business activity, as well as service development, by making various spaces and equipment more accessible and better utilized. 4) Digital skills development in the region, as contributing to the platform requires users to structure, describe, and promote their services or products in a clear and digital-friendly way. 5) Regional tourism promotion, as the platform will offer easily accessible, up-to-date information in one place, which is highly valuable for visitors.

## 6. Transnational relevance

Such a digital platform is especially important for both Estonia and Latvia in regions with small villages and dispersed settlements.

## 7. Specific aims to be addressed

Building trust that could lead to further cooperation initiatives

The creation of the digital platform requires broad-based cooperation both within individual communities and across the region as a whole. Since each event organiser or service provider will be responsible for entering information about their events or available spaces onto the platform, it is essential to focus on both promoting the platform locally and developing digital skills within the community. Additionally, effective cooperation is needed to ensure that information about various events is shared and accessible across the entire region.

Initiating and keeping networks that are important for the BSR

In today's complex and rapidly changing world, cooperation across different levels and finding common ground is more important than ever before. This is especially true in border regions and within more closed or isolated communities. In Estonia, we are currently witnessing a shift: there is a growing desire within the Russian-speaking community to establish stronger connections both with the rest of Estonia and with neighbouring countries in the region. However, small entrepreneurs often lack the resources to build these connections on their own. Our aim is to empower creative entrepreneurs in both the Ida-Viru region of Estonia and the Vidzeme region of Latvia. Through supporting creative entrepreneurship, we also aim to encourage more women to become actively involved in business and in the non-profit sector.

Bringing the Programme closer to the citizens

N/A



Allowing a swift response to unpredictable and urgent challenges

N/A

## 8. Target groups

Direct target groups: 1) Various event organisers from the public, private, and non-profit sectors. 2) Local municipalities. 3) Local residents. Indirect target group: 1) Tourists visiting the region

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	Active participation in the community; enhancement of digital skills, joint regional marketing	Ida-Viru County, EE; Vidzeme, LV
2. Local public authority	Ensuring information exchange; promoting the region	Ida-Viru County, EE; Vidzeme, LV
3. NGO	Active participation in the community; enhancement of digital skills; joint regional marketing	Ida-Viru County, EE; Vidzeme, LV

## 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

1) SA Ida-Viru Entrepreneur Center, EE, as Lead Partner (IVEC);

Ida-Viru Entrepreneurship Centre (IVEC) is a regional development centre that has developed entrepreneurship, consulted starting and active entrepreneurs and third sector in Ida-Virumaa for the past 20 years. IVEC hosts the first Estonian regional film fund (since 2013) in creative industries sector, since 2022 IVEC has been running a regional creative cluster to support the development of the sector, which has helped IVEC to comprehend the scope and potential of the regional creative industries. IVEC will be the lead partner of the project and bears the responsibility for implementing the following activities:

- project overall coordination, including organization of project management team meetings and steering group meetings, partner level reporting and project overall reporting;
- designing the project programme;
- organizing participants search and selection in EE;
- organizing thematic trainings
- organizing creative industry focus day in EE;

promoting the results of the project in the communication channels of IVEC and with the help of regional media.

2) Vidzeme Planning Region, LV, as Partner (VPR)

VPR is an experienced regional development organization with a wide spectrum of expertise in the field of regional entrepreneurship development.

The most relevant and recent knowledge and experience that will be used for implementation of the current project was gathered in the frames of executing Entrepreneurship Support Measures in Vidzeme Planning Region (Entrepreneurship in Vidzeme) project (2021 – 2024). With the aim to develop the entrepreneurship environment of Vidzeme Planning Region (VPR) and reduce social exclusion by promoting employment and competitiveness opportunities in the region.

VPR will be the second partner of the project and bears the responsibility for implementing the

following activities:

- project overall coordination, including organization of project management team meetings and partner level reporting;
- designing the digital entrepreneurship programme;
- organizing participants search and selection in LV;
- organizing thematic trainings and study trips to Gotland or to Aalto Uni in Finland;
- organizing creative industry focus day in LV;
- promoting the results of the project in the communication channels of VPR and with the help of regional media. All the activities listed above will be designed, planned and implemented in cooperation with IVEC.

## 11. Workplan

1) Development of a digital platform in cooperation between the Vidzeme region in Latvia and the Ida-Viru region in Estonia. Platform development meetings will be held between partners and with the IT developer. 1.1.) Development of the platform's functionality – in collaboration with an IT developer; 2) Various trainings for creative economy entrepreneurs in both Latvia and Estonia will be organised to support the development of their products and services – including digital marketing, website creation, design, and service development. 3) Creative economy focus days will take place in both Latvia and Estonia to showcase the creative industries and share success stories, especially in border regions and sparsely populated areas. 4) Piloting of the platform in Latvia. 4.1.) Various promotional activities for the digital platform will be carried out in both regions – in Latvia and Estonia. 4.2.) Platform implementation – training for users in both Latvia and Estonia.

## 12. Planned budget

ERDF budget (planned expenditure of partners from the EU)	EUR 200,000.00
Norwegian budget (planned expenditure of partners from Norway)	EUR XXX
<b>Total budget (including preparatory costs)</b>	<b>EUR 200,000.00</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	Activities and outputs
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project

Questions related to financial topic  
budgeting and expenditure

Any other questions N/A

## 15. Additional information

N/A

### 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>