

Project idea form - small projects

Version 2.1

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

Project Idea Form

Date of submission 04/06/2025

1. Project idea identification

Project idea name	Building resilient local communities by cultivating culinary traditions
Short name of the project	Culinary traditions
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)	Urząd Marszałkowski Województwa Mazowieckiego w Warszawie
Name of the organisation (English)	Office of the Marshal of the Mazovian Voivodeship in Warsaw
Website	www.mazovia.pl
Country	PL



Type of Partner	Regional public authority
	regional council, etc.

Contact person 1

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Contact person 2

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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.

The Marshal's Office of the Mazowieckie Voivodeship in Warsaw is participating in the Interreg Baltic Sea project for the first time. Respective partners it is regional and local authorities and NGO involved in promoting culinary traditions (mostly from Finland, Germany: Berlin, Brandenburg, or other).

5.1 Specific challenge to be addressed

Rural communities need to build their resilience and develop, acquire new skills and experiences. This is an ongoing process for the entire population, but rural areas are affected by limited access to innovative activities and services.

Our challenge in this project is to activate rural communities, enable them to deepen their knowledge and acquire new skills.

At the same time, the challenge we face is the dangerous process of losing knowledge of culinary heritage. Our task is to save from oblivion and pass on to younger generations knowledge and information on culinary traditions and good practices.

We want to activate rural communities by showing them the added values resulting from culinary heritage. It is important that culinary traditions that have been born over the centuries do not fade into oblivion, replaced by fast food and times of life on the run.

The young generation is particularly sensitive to this element, as they lead most aspects of their lives on the Internet, often closing themselves off from tradition.

Reaching this group of recipients will allow us to protect culinary heritage and show what values flow from it.

Culinary traditions are inextricably linked to the spirit of zero waste, because our previous generations paid special attention not to waste food. In today's world, where so much food ends up in the trash, it is important to remind ourselves how to deal with such a problem and what actions our grandmothers and great-grandmothers took a long time ago to make the most of seasonality in the kitchen and good planning.

5.2 Focus of the call

The project aims to develop the social and economic development of the Baltic Sea region. The aim of the project is to build the resilience of the local community by cultivating culinary traditions in rural areas in the Baltic Sea region and reducing the depopulation of these areas and improving the competitiveness of local food producers. The production of traditional high-quality food is an important potential of rural areas, which are struggling with, among others, the problem of social and economic exclusion. The development of food processing in rural areas can also contribute to the diversification of jobs, which is very important for these areas affected by depopulation. Activities related to the promotion of local and regional food contribute to the increase in the attractiveness of living in rural areas, improving the quality of life of local communities - challenges faced by the entire Baltic Sea region. Conducting workshops on culinary traditions for residents of rural areas and not wasting food for young people in schools promotes the activation of the local community, improving the quality of life, and exchanging knowledge, including between different regions. This type of training helps to equalize the opportunities for all residents to use them. The aim of the project is to improve the quality of life in rural areas while protecting the culinary heritage and preventing food waste.

6. Transnational relevance

The project will contribute to the creation of more resilient, better economically developed, culturally diverse and rich and environmentally sustainable rural areas in the Baltic Sea region.

International cooperation will allow to learn about initiatives related to cultivating culinary traditions in the Baltic Sea region and their impact on local communities, and especially demographic phenomena such as depopulation, ageing societies, counteracting the exclusion of residents of rural areas. Transnational cooperation in the dissemination of culinary traditions will support the equalization of the level of development between rural and urban areas, but above all it will result in reaching and transferring the culinary heritage to a wide range of European recipients. This will allow the local community to be interested in the topic, increase its importance and indicate the essence of the problem.

The dissemination of good practices and culinary traditions on a European scale will lead to an increase in demand for local, traditional products, which will translate into less dependence on industrial food and potentially reduce food losses in supply chains.

Joint actions will show that the problem of protecting culinary heritage is a global challenge and requires international solidarity, especially among countries of the Baltic Sea region with similar cultures.

International cooperation will allow for gathering information on the most effective forms of support for the protection of cultural heritage such as culinary traditions.

Transnational cooperation is essential for the effective promotion of local cuisine as a driving force for



rural development within the Interreg Baltic Sea Region programme, as rural areas in the Baltic Sea region face similar problems, such as an ageing population, youth migration, limited economic opportunities and the need to protect cultural heritage.

7. Specific aims to be addressed

Building trust that could lead to further cooperation initiatives

The project is primarily intended to create resilient communities and economies in the Baltic Sea region. Culinary traditions are an important part of the cultural heritage of the region and an element of the identity of the local community. Actions will be taken to develop rural and peripheral areas, improve the quality of life and resilience of communities, and support local initiatives. The aim of the project is social integration and a common identity, improving the quality of life and creating better conditions for people to want to stay in their hometowns. The project is to increase the attractiveness of life and improve the quality of life by engaging people in common activities.

Initiating and keeping networks that are important for the BSR

N/A

Bringing the Programme closer to the citizens

The project will be introduced to citizens by reaching out with information about culinary traditions. Information activities on the cultivation of traditional methods of food production in different countries and regions will be available on the Internet on the websites of the program partners.

Allowing a swift response to unpredictable and urgent challenges

N/A

8. Target groups

Educational and training centres and schools - conducting training on culinary traditions, providing participants with knowledge and information on traditions and good practices in beekeeping, dairy, herbal, bakery, pickle production, short food distribution chains.

Small and medium-sized enterprises - presentation of traditional products made from local raw materials using traditional production methods, entered on the List of Traditional Products or with quality certificates during industry events such as food fairs.

Regional and local authorities - implementation of projects aimed at activating the local community, deepening knowledge, exchanging and acquiring new skills and experiences, e.g. competitions,



seminars, fairs related to cultivating culinary traditions.

NGOs - disseminating knowledge on cultivating culinary traditions, protecting culinary heritage among residents of rural areas of villages as an element of development and promotion of villages as a place to live and develop socio-professionally.

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. Local public authority	Municipalities	<i>(max. 200 characters incl. spaces)</i>
2. Small and medium enterprise	Farmers, high-quality food processors	<i>(max. 200 characters incl. spaces)</i>
3. NGO	Associations promoting culinary traditions	<i>(max. 200 characters incl. spaces)</i>
4. Education/training centre and school	Entities conducting practical workshops and training on culinary traditions	<i>(max. 200 characters incl. spaces)</i>

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 Nutri
PA Culture
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

No partners have been involved in the project yet.

Respective partners it is regional and local authorities and NGO involved in promoting culinary traditions (mostly from Finland, Germany: Berlin, Brandenburg, or other).

11. Workplan

The activities will consist of cooperation between project partners in order to activate the development of local communities in rural areas by cultivating culinary traditions.

Examples of activities and their results include:

- preparation of a publication on culinary traditions, showing the culture, recipes, dishes and customs of the countries of the Baltic Sea region
- a film on culinary traditions from various countries of the Baltic Sea region
- publication on social media by project partners of information on culinary traditions as an alternative to highly processed food, fast food
- radio broadcasts in the countries from which the project partners come, dissemination of knowledge about certified food with the quality system mark, local food mark, green leaf
- preparation of a quiz, interactive game using modern digital technologies for children and young people on not wasting food, traditional food, different types of diet, closed economy, traditional recipes
- organization of a joint stand, pavilion at industry fairs such as WorldFood with exhibitors from the project partner countries, promoting culinary traditions and live shows. This will allow for raising consumer awareness by popularizing purchases from local food producers
- organizing workshops, e.g. on traditional processing and educating residents of rural areas, in order to process excess agricultural products to avoid their waste, including classes in schools to promote healthy eating, the use of seasonal products, ecology
- preparing cooking shows led by specialists, chefs, during industry events in the countries of the project partners and posting photo reports from them on the social media of the project partners.

The target groups will be involved in the activities they have chosen. The first to be implemented will be the activities that will interest the largest number of project partners, for which the project partners will report the greatest demand from their regions and countries. The list of activities may be published on the website of the project partners with the recruitment criteria developed by them.

We believe that all institutions/target groups will use the project results, because it assumes practical activities that allow for a direct impact on the development of rural areas and the resilience of local communities. The project results will be publicly available and will be useful for regional and local authorities, NGOs, small and medium-sized enterprises involved in the production of traditional food.

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
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 *(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

Culinary traditions, the protection of cultural heritage and cultural identity build pride and identity in rural communities, encouraging local involvement and social cohesion.

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>