

# 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	Educational Food Innovation for Healthier Habits and a Greener Baltic Sea Region
Short name of the project	EDUFOOD BSR
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

### 4. Potential lead applicant

Name of the organisation (original)	Daugavpils Universitāte
Name of the organisation (English)	Daugavpils University
Website	www.du.lv
Country	LV



Type of Partner	Higher education and research institution
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#### 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.

Daugavpils University

### 5.1 Specific challenge to be addressed

Children's unhealthy eating habits and food neophobia (fear of trying new foods) remain significant challenges in the Baltic Sea Region. These behaviors contribute to poor nutrition, increased food waste, and missed opportunities to promote sustainable food consumption from an early age. Despite growing awareness of the importance of healthy diets and climate-friendly behaviors, many children lack engaging and effective food education that encourages sensory exploration and positive food experiences. The target groups facing this challenge are school-aged children (6-12 years old) in pilot regions: Tartu (Estonia), Latgale (Latvia), and Karlstad municipality (Sweden). These children often have limited opportunities to explore diverse foods and develop adventurous eating habits, which can result in food rejection and increased waste. Additionally, educators and school staff currently have insufficient access to innovative tools and methods that support sensory food education and behavioral change. This project aims to tackle these challenges by piloting the SAPERE method—a proven sensory education approach—in schools to promote healthier eating habits, reduce food waste, and foster climate-conscious behaviors. By engaging children's senses and encouraging curiosity about food, the project will address the root causes of food waste and poor dietary choices,

supporting resilient communities and sustainable consumption patterns aligned with the programme objective.

## 5.2 Focus of the call

This project directly supports the cohesive development of small towns and rural areas in the Baltic Sea Region by targeting critical challenges that impact social and economic well-being. In Latgale, where rural communities experience socioeconomic challenges and limited access to diverse foods, schools serve as vital hubs for education and community engagement. Similarly, in Tartu region, rural schools struggle with integrating innovative food education approaches, affecting children's health and local food sustainability. Karlstad municipality, with its mix of urban and rural populations and diverse immigrant communities, faces challenges in promoting inclusive, sustainable school meal practices. By introducing the SAPERE method, the project strengthens the capacity of schools in these small places to foster healthy eating habits and reduce food waste. This initiative will improve children's well-being, reduce environmental impacts, and enhance social cohesion by creating shared positive food experiences. Cross-border cooperation will enable knowledge exchange and best practice sharing among participating regions, promoting the sustainable development of rural and small communities throughout the Baltic Sea Region. Ultimately, the project contributes to the call's focus on strengthening the social and economic fabric of local communities through innovative, inclusive, and sustainable approaches.

## 6. Transnational relevance

The challenge of promoting healthy eating habits, reducing food waste, and fostering sustainable consumption among school children is shared across the Baltic Sea Region, affecting both urban and rural communities in Estonia, Latvia, and Sweden. These countries face similar issues related to food neophobia, limited sensory food education, and the environmental impact of food waste in school settings. Transnational cooperation is essential to address this challenge effectively because: The SAPERE method has been successfully implemented in various countries but has not yet been adapted and tested jointly across diverse cultural and regional contexts in the Baltic Sea Region. Sharing experiences will enable the adaptation of best practices to local needs in Tartu, Latgale, and Karlstad. Food culture, educational systems, and dietary habits vary between countries, so cross-border collaboration allows for mutual learning and co-creation of innovative sensory education tools tailored to different environments. The project promotes knowledge exchange and capacity building among educators, school staff, and local authorities, strengthening regional networks that can sustain and scale up the impact beyond the pilot phase. Addressing food waste and climate-friendly consumption through behavioral change requires coordinated action to amplify impact, making a transnational approach more effective than isolated national initiatives. By cooperating transnationally, this project will generate broader insights, foster regional solidarity, and contribute to the Baltic Sea Region's shared goals of resilient, innovative, and climate-neutral societies.

## 7. Specific aims to be addressed

Building trust that could lead to further cooperation initiatives



Our project will foster trust among schools, educators, local authorities, and community stakeholders in Estonia, Latvia, and Sweden through joint piloting of the SAPERE method. By working closely together, partners will develop mutual understanding, share best practices, and create a solid foundation for future collaboration in food education and sustainability initiatives.

Initiating and keeping networks that are important for the BSR

EDUFOOD BSR aims to establish and sustain a cross-border network of schools, educators, and food education experts in the Baltic Sea Region. This network will enable ongoing exchange of knowledge, capacity building, and scaling of sensory education practices beyond the project lifetime, strengthening regional cooperation on sustainable consumption and climate-friendly behaviors.

Bringing the Programme closer to the citizens

By directly engaging school children, families, and local communities in pilot regions, the project brings the Interreg BSR Programme's goals into everyday life. It raises awareness of sustainable food habits and climate action at the grassroots level, making EU-funded initiatives tangible and relevant to citizens in rural and small-town contexts.

Allowing a swift response to unpredictable and urgent challenges

NA

## 8. Target groups

The primary target groups of the EDUFOOD BSR project are: School-aged children (6–12 years old) in pilot schools across Tartu region (Estonia), Latgale region (Latvia), and Karlstad municipality (Sweden). These children are directly affected by unhealthy eating habits and food neophobia. Engaging them in sensory food education will encourage positive behavior changes, reduce food waste, and promote climate-friendly consumption. Educators and school staff, including teachers, school cooks, and nutrition specialists, who play a key role in implementing the SAPERE method and fostering an environment that supports children's sensory exploration of food. Their active involvement is critical for integrating the method into daily school routines and sustaining the project's impact. School administrators and local education authorities in the participating regions, who have the competence to support and scale the implementation of innovative food education practices within schools and across local education systems. Parents and families of participating children, who influence children's eating habits at home. They will be engaged through outreach activities to reinforce positive food behaviors and increase awareness of sustainable food consumption. These target groups are directly impacted by the challenges addressed in the project and have the capacity and interest to adopt and promote the project's outputs, ensuring lasting benefits and wider community impact.

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. Education/training centre and school	Education sector: primary schools responsible for child development, nutrition education, and managing school meal programs to promote healthy and sustainable habits.	Estonia (Tartu region), Latvia (Latgale region), and Sweden (Karlstad municipality)
2. Local public authority	Public administration responsible for local education policies, health promotion, and sustainable community development.	Estonia (Tartu region), Latvia (Latgale region), and Sweden (Karlstad municipality)
3. Interest group	Parents and family members advocating for children's health, nutrition, and sustainable food consumption at home and in the community.	Estonia (Tartu region), Latvia (Latgale region), and Sweden (Karlstad municipality)

## 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 Education
PA Nutri



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. Daugavpils University (Latvia) Role: Research partner Location: Daugavpils, Latvia Daugavpils University will lead the evaluation of the SAPERE method's impact on children's eating behavior and food waste. Their research expertise will ensure quality data collection and analysis.

2. Association of Municipalities of Tartu County (Estonia) Role: Regional coordination Location: Tartu County, Estonia This association will coordinate SAPERE implementation across municipalities, aligning with local educational policies and supporting regional integration of project results.

3. Karlstad Municipality (Sweden) Role: Local implementation Location: Karlstad, Sweden Karlstad Municipality will manage the practical use of SAPERE in schools, involving educators, students, and parents to promote sustainable eating and reduce food waste.

4. Triinu Toidumaailm OÜ (Estonia) Role: Training and content development Location: Tartu County, Estonia Led by nutrition expert Triin Muiste, Triinu Toidumaailm will create training materials and conduct workshops for schools and families, enhancing sensory education.

Rationale: This partnership combines academic research, regional policy support, local school engagement, and specialized nutrition training. Together, they provide a strong foundation for piloting and scaling the SAPERE method.

Additional partners needed: We plan to involve local schools, parent associations, and local food producers to broaden outreach and strengthen project impact. The consortium is currently in the development stage, actively seeking these partners to ensure effective implementation across Estonia, Latvia, and Sweden.

## 11. Workplan

**Main Activities:** Preparation and training: Develop and adapt educational materials based on the SAPERE method tailored to local contexts. Conduct training workshops for educators, school staff, and parents in pilot regions.

**Pilot implementation:** Introduce the SAPERE sensory food education method in selected schools in Tartu region (Estonia), Latgale region (Latvia), and Karlstad municipality (Sweden). The pilot will focus on hands-on sensory activities that encourage children to explore new foods, reduce food neophobia, and promote positive eating behaviors.

**Monitoring and evaluation:** Collect qualitative and quantitative data on children's food preferences, eating habits, and food waste levels before, during, and after the pilot. Assess the effectiveness and feasibility of the SAPERE method in different regional contexts.

**Dissemination and scaling-up:** Share results and best practices with schools, local authorities, parents, and wider communities through workshops, online platforms, and publications. Develop guidelines to support broader adoption of the SAPERE method in the Baltic Sea Region.

**Pilot Solutions to be Tested:** The pilots will test the SAPERE method's effectiveness in reducing food waste and improving children's willingness to try new, healthier foods through sensory education. The approach emphasizes experiential learning with taste, smell, texture, sight, and hearing to engage children actively.

**Involvement of Target Groups:** Children will participate directly in sensory education activities at school. Educators and school staff will be trained to deliver the SAPERE method and integrate it into daily routines. Parents and families will be engaged through workshops and



communication materials to support positive food habits at home. Local authorities and schools will coordinate implementation and facilitate policy integration. Use of Final Outcomes: The project outputs—including training materials, evaluation reports, and implementation guidelines—will be used by schools, educators, and policymakers in the participating regions and beyond. The sensory education approach can be integrated into school curricula and nutrition programs to foster healthier eating habits and reduce food waste sustainably.

## 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
<b>Total budget (including preparatory costs)</b>	<b>EUR 500,000.00</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 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

*(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>