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	The Baltic Dairy Revolution from Sustainable Farms to Healthy Communities
Short name of the project	WhiteCycle
Previous calls	yes ◯ no ◉
Seed money support	yes ◯ no ◉

2. Programme priority

	3. Climate-neutral societies

3. Programme objective

	3.1. Circular economy

4. Potential lead applicant

Name of the organisation (original)	Lietuvos sveikatos mokslų universitetas
Name of the organisation (English)	Lithuanian University of Health Sciences
Website	https://lsmu.lt/en/
Country	LT

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.

Lithuanian Cattle Breeders Association
The Chamber of Agriculture of the Republic of Lithuania
The Latvian Agricultural Organisation Cooperation Council
Polish Federation of Cattle Breeders and Dairy Farmers

5.1 Specific challenge to be adressed

Among The Interreg Baltic Sea Region Programme core priorities, the pursuit of a climate-neutral society, particularly through the implementation of circular economy principles, stands out as a crucial area of action. The dairy sector, while a significant contributor to the economy, faces inherent inefficiencies and environmental burdens that necessitate a transition towards more circular practices. This project seeks to bridge this gap by tackling specific challenges within the dairy value chain, aligning with Programme objectives and delivering tangible benefits to key target groups.
The dairy sector faces challenges related to low efficiency, dependence on external food and increased environmental impacts. These challenges underscore a largely linear model of production: resources enter the system, are transformed into milk and dairy products, and waste is generated at various stages. These wastes are methane gas, food wastes, bad food source usage. This project aims to reduce at least part of this environmental burden and make better quality food.
The project directly addresses these challenges by providing them with knowledge and tools for precision feeding, genetically superior livestock, increased competitiveness.
The dairy sector plays a crucial role in the economic and social well-being of rural communities in Baltic sea region. By strengthening the sustainability and competitiveness of dairy farms, the project

contributes to preservation of rural livelihoods and environmental stewardship, better food quality.
The proposed project represents a targeted and innovative approach to addressing circular economy challenges within the Baltic region dairy sector. By promoting locally sourced fodder, optimizing animal nutrition through fatty acid analysis, and incorporating genetic improvement strategies, the project seeks to minimize resource consumption, reduce environmental impact, enhance animal health, and improve the economic viability of dairy farms. By linking its interventions to the Interreg Baltic Sea Region Programme's broader objectives and actively engaging key stakeholders, this including from Lithuania, Latvia and Poland, the project can contribute to a more sustainable, resilient, and prosperous dairy sector across the Baltic Sea Region.
Success of the project will have a large effect on the farmers/milk producers and the community and consumers.

5.2 Focus of the call

This project directly responds to the call's emphasis on cohesive development by strengthening the social and economic foundations of small places and rural areas across the Baltic Sea Region, explicitly focusing on Lithuania, Latvia and Poland. Our approach targets the challenges to the core dairy industry that provides those incomes and that shapes social life, by fostering resilient local agricultural livelihoods, promoting sustainable environmental stewardship, and enabling the knowledge transfer that empowers local communities. These actions contribute directly to ensuring a better quality of life and better life conditions, contributing to the cohesiveness that we are trying to support.

6. Transnational relevance

Transnational cooperation is essential for this project because the challenges in the dairy sector – specifically, unsustainable practices, emission mitigation, and economic resilience – are not confined to a single region or country. By collaborating with partners from Lithuania, Latvia, and Poland, we gain access to a broader range of expertise, insights, and practical solutions. This allows us to leverage best practices from different national contexts, develop regionally-relevant strategies, and build a cohesive approach to transforming the Baltic Sea Region's dairy sector for long-term sustainability and economic strength.

7. Specific aims to be adressed

Building trust that could lead to further cooperation initiatives

Our project will build trust amongst stakeholders, rural community and partners through key activities. By establishing stronger networks, building connections between Lithuania, Latvia, and Poland, we will foster trust and a desire for collaborative project improvement. This network building extends beyond project partners to engage wider society, fostering trust and collaboration. Furthermore, through the implementation of long-lasting actions, new innovations for the regions are created, opening new opportunities to generate new ideas. Showcasing successes and transparently communicating results builds public trust in these new and evolving approaches to dairy farming.

Initiating and keeping networks that are important for the BSR

The Project intends to initiate and maintain key networks within the BSR (Baltic Sea Region) through interconnected strategies. It will facilitate the networking of local entities across Lithuania, Latvia, and Poland, promoting the dissemination of ideas and technologies. The project will actively participate in regional BSR events to foster trust and knowledge exchange, implementing informational actions to strengthen sector awareness. Data will be released for public dissemination. These synergistic activities provide results that allow the project continue to thrive and impact even after the completion date.

Bringing the Programme closer to the citizens

In order to bring the programme objectives closer to citizens, information dissemination will be actively carried out - informing the public about the project results and benefits, clearly demonstrating the positive impact of the programme on their lives. It will also aim to involve citizens and local communities directly in the project activities, offering opportunities to participate in seminars, demonstration events or initiatives, ensuring that their opinions are heard and included in the project results.

Allowing a swift response to unpredictable and urgent challenges

The project will aim to develop flexible and adaptive project implementation methods, allowing for flexible adjustments to project activities and results in response to emerging issues or unforeseen circumstances. The project will also aim to create an easily accessible network of experts and stakeholders, which would allow for the rapid mobilization of resources and expertise to address urgent and unforeseen cases.

8. Target groups

The key target groups for this project are chosen to ensure direct impact, positive influence, and sustained engagement throughout the project lifecycle and beyond. These groups include dairy farmers (particularly small and medium-sized farms), as they are most directly affected by economic and environmental challenges and possess essential practical knowledge for solution implementation. Rural community members/local residents are also key, as their well-being is intertwined with the sustainability of the dairy sector and their support is vital for long-term change. We will provide feedback opportunities and workshops for these groups. A vital piece of this project will be agricultural researchers and scientists. The project also needs policymakers into account, as without the laws there is no impact on the environment or society.
These target groups were selected for their ability to contribute to the implementation of the project and the use of its outcomes.

	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.	Interest group	Dairy sector farmers	Lithuania Latvia Poland

2.	NGO	NGOs represent a vital target group due to their unique role in advocating for sustainable agriculture, supporting rural communities, and promoting environmental stewardship within the BSR.	Lithuania Latvia Poland
3.	Local public authority	The projects aim to have meetings with community members and local residents and involve them to some events.	Lithuania Poland Latvia
4.	Higher education and research institution	Share the benefits of the project results within it's community.	Lithuania Poland Latvia
5.	International governmental organisation	Facilitating the knowledge exchange across the sector Providing high quality consulting to different stakeholders from around the region, to accelerate its reach.	Lithuania Poland Latvia

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 Bio-economy

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 partnership currently consists of Lithuanian University of Health Sciences (LSMU), university would enrich the project by bringing expertise in milk composition, animal health, and veterinary medicine that it has collected over the years, thereby helping to provide more detailed view on the analysis on the data collected during the project, and propose better technologies for target groups. Lithuanian Cattle Breeders Association and their main role in the project represents cattle breeders, likely involved in disseminating best practices and insights to Lithuanian cattle breeders. The Chamber of Agriculture of the Republic of Lithuania. Role - to represents farmers, likely helps disseminate best practices and knowledge to those farmers. The Latvian Agricultural Organisation Cooperation Council to represents Latvian Agricultural members, likely helps disseminate knowledge to those agricultural members. Polish Federation of Cattle Breeders and Dairy Farmers and their role in the project is represent breeders and dairy farmers, likely involved in disseminating best practices and insights to Polish participants. The partnership currently includes representatives from Lithuania, Latvia, and Poland. The existing partners represent agricultural producers and have expertise in dissemination, knowledge transfer, would be ensuring the proper transition to the new and better practices.
In the project might be involved a scientific organization or university from Poland and Latvia to conduct research and analysis on the data collected during the project, and propose better technologies for target groups. Also local and/or regional and/or national authorities.

11. Workplan

The main target group is voluntary dairy farms in Poland, Lithuania and Latvia. Dairy farms always need to use innovative product and increase efficiency and sustainability in this sector. By using an innovative and easily applicable method for analyzing milk fat fatty acids (Acetate, Propionate, Butyrate), the metabolic dynamics of dairy cows will be assessed. This dynamic will be associated with the balance of nutrients in the animals' diet and the animals' genetic capacity to convert feed nutrients into milk production. Based on the results from the farms participating in the project and the current situation, recommendations will be provided to adjust feeding and genetic strategies in order to improve the efficiency of milk production and the quality of the produced dairy products. For feeding strategies the feed rations will be evaluated by the Plurimix feed balancing system will be used. This system will enable the assessment of ration balance and feed efficiency indicators on farms. In line with the objective of this study, the efficiency with which animals convert nutrients present in the feed into production outputs—such as milk yield, milk fat, milk protein, milk lactose, and milk urea—will be evaluated. In all participant farms for all new born heifers will be done genomic test too evaluate fat progress and feed efficiency results for young generation. Also it help to compare the genetic status in countries. During the study, initial research results will be compared with those obtained throughout the course of the study. Animals with low fat content will be inseminated with sexed high fat content

bulls semen the worst heifers will be inseminated with sexed beef bulls semen to avoid undesirable genes in herd.

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	The questions are: - Do target group representatives have to be included in the partners? Can target group representatives be included in the project activities without being partners (e.g. seminars, activities carried out on their agricultural holding, etc.);
Questions related to budgeting and expenditure	- If there is any guidance prepared related to budgeting and expenditure?
Any other questions	-

15. Additional information

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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