

Project idea form - small projects

Version 2.1

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

Project Idea Form

Date of submission *dd/mm/yyyy*

1. Project idea identification

Project idea name	Youth Culture Clusters in Baltic Sea Region
Short name of the project	<i>(max. 20 characters incl. spaces)</i>
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

1.2. Responsive public services

4. Potential lead applicant

Name of the organisation (original)	Województwo Zachodniopomorskie
Name of the organisation (English)	West Pomeranian Voivodeship
Website	www.wzp.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.

Wolgaster Kulturgesellschaft gGmbH, Kronwiekstraße 3; 17438 Wolgast

5.1 Specific challenge to be addressed

The project will support youth in art and culture area, to create a framework of strong public service of institutional support in BSR region for society for culture in young people area that in the future will create a stable ground for international cultural cooperation. Cooperation will be initiated in project, involve young people, NGO and public organizations. The project deals with the creation of social and institutional conditions for the support of culture and art in the environment of young people within the BSR in order to create a common identity in the micro (local) and macroregion and strong fundamentals for future cooperation (in social area which will be supported by strong public sector). The challenge is to involve the youth in active interregional and international cooperation in cultural and art in BSR which will be realised between them with support of public service. The BSR region is still very polarized in cultural terms and still we need more opportunities to initiate new connections in BSR in cultural area. Regions and countries undertake a too small number of initiatives to build a common cultural identity and to know each other in culture area. The project answers 3 main questions and needs: How? First by the create connections between public sector units in BSR region and on this base creating institutional support for the young inhabitants of the area to support bottom-up initiatives and encourage new initiatives with a focus on international cooperation. For

whom? First of all, for the most culturally active social group that creates the prospect of the future, which is the area of young people. For what purpose? Because of possibilities and benefits of international cooperation and support international cooperation in the cultural area, in order to build a common identity and promote cultural potential in the cultural area. Culture can be used as international language which is common language for all nations. The challenge of the project is: to create a framework of institutional support that in the future will create a stable ground for international cultural cooperation.

The challenge of the project is: to build institutional and social framework in BSR area for strong social cooperation youth in culture area.

5.2 Focus of the call

The project will be focus of connecting regions in BSR in cultural area and will be focused on building social connections with a strong institutional support. The project is dedicated especially small places, rural areas in regions because the most important challenge of the project is preparing conditions to activate youth artist and youth active in culture from peripheral areas and including them in international cooperation in the cultural area. What will be supporting the cohesive development all regions in the same time in the same area. We need to remember that south-east regions of BSR allocate less resource in culture are or youth cultural organisations. One of the goals of project is answer for needs and aspirations of their citizens of east region of BSR with make special provision for small places and rural areas. The project boosts access to public and private services: the project is looking for and making solution for cooperation in culture and art areas for youth with public service support. The project enhances liveability and resilience by active support communities in development a youth citizens in cultural and art area, specially support they aspirations during international cooperation.

6. Transnational relevance

The aim of the project is to create an institutional and social framework for supporting culture and cooperation within the BSR and to build new connections especially between youth in cultural and art area. It is not possible to build and define the rules of institutional functioning for a selected area and to build interregional / transnational social potential in the culture area without the involvement of an international partnership. The project must define both the possibilities of meeting the challenge in the regions individually, but above all, answer to the question how to connect institutions and people to jointly act transnationally for culture in area of young people - organizational possibilities, common priorities, common challenges, the most effective types of cooperation for the benefit of a selected social group should be defined and give possibilities and support for youth for future - in all BSR region. The project establishes international cultural clusters for young people, in the project actions we will aim at defining the above conditions and possibilities in international conditions, which will allow to identify the principles of functioning and cooperation to achieve three most important goals:

1. Make institutional and social background for cooperation in culture area in BSR region.
2. Institutional support of selected social group: youth
3. Initiating effective and durable international youth cooperation in the area for the selected group: youth cultural sector.

The three above objectives can only be achieved with partners from other countries from BSR, which

will allow the introduction of the actions in transnational cooperation what is in line with the challenges of the project and check a results it in cooperation during pilot programs which are the main actions of the project.

7. Specific aims to be addressed

Building trust that could lead to further cooperation initiatives

The project is building connections and trust which could lead to further cooperation initiatives in three areas:

1. Between institutions / organisations - the project create international connections between organisation which never cooperated. The project is first occasion to cooperation for organization who are the project partners.
2. Between institutions / organisations and community - the project is building institutional international support for youth in BSR in cultural area.
3. Between an international youth community - the project is building real connections between youth community in an international environment through shared activities / workshops for youth in project. Important element is project area: culture which is very good fundamental of cooperation and building common identity.

Initiating and keeping networks that are important for the BSR

The project will initiate new networks between: 1) new organisations in program, 2) organisations which are not connected yet. The network between organisation will be result of project. That network will include not only a public organisations but NGO and youth community too what creates a stable foundation for future cooperation. The one of the important element of the project is formal agreement between project partners for future cooperation. The second important element is project area: culture which is very good fundamental of cooperation and building common identity.

Bringing the Programme closer to the citizens

The project is bringing the program closer citizens by engaging them in all project activities - meetings, workshops - which are organised in project for youth and which will be implemented by them. They will not only subject of the project activities but they will be true responsible for the activities as implementers of them. Project on every steps of realisation engages youth to project activities which will be dedicated wider audience - regional communities (like arts/cultural open events in regions). That kind of the structure of the project is guaranty and opportunity to promote and present the Program not only participants of the project but to citizens from the partnerships regions (particularly by especially open international art and cultural events for regional communities).

Allowing a swift response to unpredictable and urgent challenges

N/A

8. Target groups



The most important targets group which project is addressed are youth. Project goals are:- involvement youth citizens in to real international cooperation in cultural and art area and building the base to youth cooperation in BSR in cultural and art area through including institutional support for youth - equalisation of disproportion BSR regions to the project target group. The target of the project construction will involve youth in every activities on every stage. During time of dynamic development of sector of new technologies and innovative tools (like AI) - youth organisation which are the partners and regional governments have identified few years ago that youth needs strong institutional support and activate to development especially in areas which are based on creativity and build generational identity - like art and culture (youth are included to announcement note for call). Art and culture is remedy for continuous and increasing difficulties with youth mental health - what is one of the most important challenge for institutions working with and in youth area. The second is institutional sector includes institutions supporting youth or directly involved in cultural activities. The project partners are organisation which never cooperate before the project but have identified urgency needs of cooperation work together to support youth in art / cultural area especially with the view to building strong institutional support for them and building international connecting between youth from BSR region. The project will be creating strong connections between institutions, conditions for active cooperation for future. Stakeholders of the project are mainly NGO sector. The need of the sector is institutional support. The project creates clear institutional support for the NGO sector operating in the field of culture by providing public services as part of initiating and supporting international cooperation in the field of youth culture / art.

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. Regional public authority	The public service sector including institutions supporting cultural activities or directly involved in cultural activities. The project will create connection in that area.	All regions which are the project partners and on the last part of the project whole BRS region
2. Local public authority	The public service sector including institutions supporting cultural activities or directly involved in cultural activities. The project will create connection in that area.	All regions which are the project partners and on the last part of the project whole BRS region

3. NGO	Non-public bodies whose activities are related to youth active in the field of culture as indirect entities of activities to reach the target group of the project.	All regions which are the project partners and on the last part of the project whole BRS region
4. Education/training centre and school	Educational units whose activity is related to the education of young people in the field of culture that function as institutional support to reach the target group of the project.	All regions which are the project partners and on the last part of the project whole BRS region
5. Higher education and research institution	Universities whose activities are related to the education of young people in the field of culture that function as an institutional support to reach the target group of the project.	All regions which are the project partners and on the last part of the project whole BRS region

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.

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 covers the area of young people's culture and activities aimed at integrating the region in this area, but also in the future on this basis plans to develop a common cultural identity. The partnership must be composed in such a way as to cover both the eastern and western part of the BSR area - that is, all cultural areas. Therefore, a partnership with the Western BSR is yet to be established for the project. An important element is public-private partnership - as culture not only concerns public organizations, but also the area of private sector activities, and in order to ensure the comprehensiveness of the project it should cover both sectors.

The currently built partnership includes:

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1. West Pomeranian Voivodeship / The Secretariat for Youth of the West Pomeranian Voivodeship as the lead partner of the project from Poland.
2. Siauliai Chamber of Commerce; National Regions Development Agency Siauliai, LT-76285 LITHUANIA
3. Vidzeme Planning Region; Cēsis; LV-4101 - LATVIAN
4. MTÜ, Loov Eesti /Creative Estonia Tallinn 10412; ESTONIA
5. Wolgaster Kulturgesellschaft gGmbH, Kronwiekstraße 3; 17438 Wolgast

Due to the specificity of the project, in order to ensure its efficient implementation and obtain the planned effect, all partners must be entrusted with the same tasks (apart from coordinating the activities of the entire partnership - which is the focus of the lead partner). All partners must:

1. Develop the foundations and rules of creating cultural clusters in the regions.
2. Jointly establish cooperation rules, exchange information and initiate joint cultural activities as well as to combine cultural initiatives.
3. Build a real network of cooperation which will be foundation for the future even after project.
4. Each partner must separately and regionally, locally develop its own network of cooperation with culturally engaged youth and organizations or public institutions that constitute their environment.
5. The partners should jointly validate the developed effects and agree on the final rules for the functioning of the cluster network and cooperation in the sub-region.
6. Design and implement pilot actions which will be background for validation of project actions and for future.
7. Make new social connections between youth in area of culture and art in BSR.

11. Workplan

WP 1 will take 6 months. The phase of preparing solutions for the project. At this step, each partners has to identify what the particular expectations of the target groups: youth. The next step will be to collect and develop common rules and legal base for all participants which will be fundamental importance for the creation an international agreement for Youth Cultural Clusters for BSR - the founding document. All partners with targets group/stakeholders will prepare plan of joint activities - youth cultural events and meetings in WP2. These events, links and activities will be a pilot activities for the project participants (youth) and effectiveness of cooperation of all project partners. Youth from all partners will take part in events /meetings.

During that period partners are planning: one kick off meeting, ont-two meetings for stakeholders of and participants of project: youth.

WP 2 will take one year. The project provides for two pilot actions. During the first pilot action, all

partners will create links between organizations (stakeholders) not only project partners but come from the partners areas. We aim at creating multilateral links between organizations from the entire Baltic Sea Region which are part of the Youth Culture Clusters, and whose core will be public institutions. All partners will take part in the pilot activities. The pilot action will test how effective the idea of YCC institutional support for target groups (youth) is.

The second pilot action will consist of the joint organization of a cultural event with the target group (youth) and in cooperation with stakeholders.

Participants of the project (youth) with a stakeholders and the project partners will prepare cultural events in every partners region which will be prepared and made by youth with support of project partners and stakeholders.

During that period partners are planning three youth workshops connections with event in every region, two partners meeting, one stakeholders and youth meeting in every region.

WP 3 will take 6 months. It is important for project goals to involve as many regions and organizations as possible. During the WP3 partners of project are planning to organize 1 conference (in LP region) and invite youth participants of the project and organisations from all countries from BSR. Conference will be dedicated to effects of the project and results of common activities in cultural youth area, possibilities in that area and dedicated organizations and local, regional, national governments. These conference will focus too on presentation of possibilities which Youth Culture Clusters can bring to BSR and how they can support young generation in development of cultural and cooperation in that area. At the final phase we will invite more regions to cooperation in YCC.

During the WP3 partners are planning conference, partner's meeting which can be connect with conference and finally report from project activities and results of pilot programs.

12. Planned budget

ERDF budget (planned expenditure of partners from the EU)	EUR 400,000.00
Norwegian budget (planned expenditure of partners from Norway)	EUR 0.00
Total budget (including preparatory costs)	EUR 400,000.00

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

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>

