



Project idea form - small projects

Version 2.1

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

Project Idea Form

Date of submission 05/06/2025

1. Project idea identification

Project idea name Embracing Nature : Inclusive Tourism for Neurodiversity

Short name of the project SenseBSR

Previous calls yes no

Seed money support yes no

2. Programme priority

1. Innovative societies

3. Programme objective

1.2. Responsive public services

4. Potential lead applicant

Name of the organisation (original) Anykščių menų inkubatorius-menų studija

Name of the organisation (English) Anykščiai Art Incubator-Art Studio

Website www.menuinkubatorius.lt

Country LT





Type of Partner	Business support organisation
	chamber of commerce, chamber of trade and crafts, business incubator or innovation centre, business clusters, etc.
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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.

Public Body Anykščiai Art Incubator-Art Studio
Public Body Baltic InnoLab
Dobele Adult Education and Business Support centre
Baltic Gallery of Contemporary Art

5.1 Specific challenge to be adressed

Traditional nature-based tourism is a popular and widely enjoyed form of leisure activity across the Baltic Sea region, which is engaged in by many social groups. However, this passive or guided interaction with nature-based tourism is oriented towards traditional formats - cognitive trails, observation towers, parks, designated natural landmarks - and often not taking into account the needs of neurodiverse individuals, including people with autism spectrum disorders, ADHD, sensory processing differences, and other cognitive variations. Due to neurosensoric interference (number of people, presence of objects unsuitable for touch/smell or having sight/sound issues), such forms of exploring touristic places are not suitable for neurodiverse people, and especially for families raising neurodiverse children, or containing such adolescents and young people in the family. Therefore this target group experience exclusion due to the fact that these nature tourism attractions are not accessible to them in a convenient way.

Therefore, there is a growing challenge and opportunity to develop inclusive and accessible nature-based tourism solutions that respond to the diverse cognitive and sensory needs of neurodiverse



individuals. This requires moving beyond traditional tourism models and embracing innovative, co-created approaches that integrate natural environments with inclusive design principles. By embedding the concepts of art-for-all, sensory-friendly exploration, and person-centred engagement into nature tourism, such solutions can open new pathways for participation, learning, and emotional connection with nature for underrepresented groups. Promoting inclusiveness in this context not only addresses accessibility gaps, but also contributes to greater social cohesion, reduces the risk of social exclusion among families and individuals with neurodiverse backgrounds, and aligns with the broader EU values of equal participation and well-being for all.

5.2 Focus of the call

SenseBSR project supports the cohesive development of small and rural communities by creating inclusive, nature-based tourism solutions co-designed with and for neurodiverse individuals. Implemented in towns like Anykščiai, Dobele, and Ustka, the project mobilises local creative actors to co-design nature-based experiences using natural materials and inclusive methods. Through community co-creation workshops and artistic interventions, the project engages underrepresented groups and fosters new local competencies. It helps diversify the rural economy, empowers local institutions (e.g., art incubators, adult education centres), and integrates social innovation into tourism. As a result, natural and cultural resources become more accessible and socially meaningful, reducing exclusion and reinforcing local identity in places often overlooked by mainstream tourism development.

6. Transnational relevance

SenseBSR aims to develop inclusive, sensory-friendly nature tourism for neurodiverse individuals in rural areas, and this challenge cannot be effectively addressed within one country alone. Lithuania, Latvia, and Poland share similar structural issues in their smaller towns—social exclusion of vulnerable groups, low tourism adaptability to cognitive diversity, and limited local capacity for inclusive innovation. However, each partner brings unique expertise: artistic inclusion (Anykščiai, LT), community education (Dobele, LV), and nature-based contemporary art (Ustka, PL). Transnational cooperation allows for combining these strengths to co-create new models that would be difficult to develop in isolation.

The project fosters trust-based collaboration among institutions that seldom intersect—art, education, and tourism—allowing them to exchange practices and build a shared, innovative framework for accessible nature experiences. These solutions will empower local communities, reduce social exclusion of neurodiverse groups, and create new cross-sector synergies, laying a solid foundation for future cooperation in inclusive regional development.

7. Specific aims to be addressed

Building trust that could lead to further cooperation initiatives

The project offers a meaningful opportunity for partners from Lithuania, Latvia, and Poland to begin working together around a shared theme—more inclusive and sensory-aware nature tourism. While



each partner brings different experience and local context, they face similar challenges in promoting accessibility and community engagement in small or rural areas. Through joint artistic workshops, and exchange of practices, partners will gradually build mutual understanding and trust. This process may create a strong basis for future cooperation initiatives beyond the current project, especially in areas where art, education, and sustainable tourism intersect. Shared learning and locally adapted solutions can help shape long-term relationships and encourage continued collaboration across borders and sectors.

Initiating and keeping networks that are important for the BSR

N/A

Bringing the Programme closer to the citizens

Active involvement local communities in co-creating nature-based tourism solutions will reflect real-life needs—particularly those of neurodiverse individuals and their families. Need analysis, workshops and participatory design activities will invite local residents from target groups to contribute ideas, validate solutions and share their experiences. Developed solutions will be used to make the project accessible and engaging to a wider audience, including those who may not typically participate in EU-funded initiatives. By working in small towns and rural areas, the project fosters direct connections between the programme’s values—such as inclusion, sustainability, and cross-border cooperation—and the everyday lives of citizens. This can help build awareness, interest, and trust in the programme at the local level.

Allowing a swift response to unpredictable and urgent challenges

N/A

8. Target groups

Key organizations, responsible for the development of the solutions (Lithuania, Latvia, Poland) are involved as project partners, as well as Non-Governmental Organisation (Lithuania), acting as a supporting NGO in charge of toolkit creation (guidebook, recommendations, co-creation methodology for artists) for neurodiverse individuals inclusiveness.

The project targets several groups that are both directly affected by the challenge of inaccessible nature tourism for neurodiverse individuals and have the capacity to positively influence solutions.

Neurodiverse individuals and their families (Lithuania, Latvia, Poland) They experience barriers in traditional tourism environments. Their direct participation in co-creation workshops, testing, and feedback sessions will ensure that the developed nature-based tourism solutions are inclusive, relevant, and responsive to their needs.



Local artists and designers (Lithuania, Latvia, Poland) Engaged in creating sensory-friendly elements using natural, sustainable materials. Their input is critical for developing innovative, place-specific tourism experiences that support cognitive and sensory accessibility.

Anykščiai Municipality (Lithuania) involved as an associated partner - will be involved in tourism strategy discussions to help ensure long-term uptake and policy integration of inclusive regional tourism models.

Panevėžys Municipality (Lithuania) involved as an associated partner will share the experience and expertise of Bauhaus concept implementation in the region as a source of inspiration how public or touristic attractions could be created with the respect to nature-based design and inclusiveness.

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	cultural sector; organization on disabled people	Lithuania, Latvia, Estonia
2. NGO	Facilitation of workshops, development of toolkit	Lithuania

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 Tourism

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 lead partner - Anykščiai Art Incubator - is new to the Interreg BSR programme. The institution has a strong expertise in Interreg Lithuania-Latvia programme and expertise in events for art makers and people developing art organization. Responsibilities and role: overall project coordination, involvement of residents into project activities, organizing a residential workshop for artists to develop solution, co-development of neurodiversity-friendly activities and enablers of art exploration. Inviting target groups and associated partners to contribute to toolkit development, The partnership will be joined by Baltic Gallery of Contemporary Art (Poland), experienced in workshops for artists, and art-for-all ambassador will act as enabler of art exploration for neurodiverse needs.

Dobele Adult Education and Business Support centre (Latvia) - experienced in Interreg Lithuania-Latvia programme and working with vulnerable groups of the society will be responsible for identification of challenges of target group of the project and organization of plenary session for artists. Both partners will provide support to exploration and analysis of neurodiversity friendly activities

The partnership will be supported by the Baltic InnoLab - an NGO, active in the innovation support field, with proven team track record of facilitating innovation uptake, design thinking and replicability assessment.

11. Workplan

SenseBST core activities:

1. Mapping needs and challenges through co-exploration workshops. Organisation of design-thinking workshops in each partner country (LT, LV, PL) aiming to identify key challenges and enablers for art and nature exploration (e.g. sensory sensitivities, smells, sound, exclusion, lack of adapted infrastructure). Output: Documented needs, priority themes, and input for artist briefs

2. Creative co-design workshops. Based on insights and prepared methodology, artists and designers (supported by incubators, educators, and local experts) co-create inclusive sensory tourism solutions. These may include micro-trails, sensory rest points, artistic installations, or slow-exploration paths using local natural materials.

Output: Prototypes or pilot experiences developed in each region.

3: Recommendations. Based on generated toolkit and developed tourism attractions, prepared recommendations for cultural sector how to make art and tourism objects more available for all vulnerable groups.

Core outputs of the project:

A comprehensive, practice-oriented publication consisting of: Guidelines for designing sensory-friendly, neurodiverse-accessible nature tourism services; Co-creation methodology tailored for artists, designers, and educators; Policy and planning recommendations for municipalities and tourism operators.

Pilot Inclusive Nature Sites (1 per country): three nature-based micro-locations (e.g. trails, resting



areas, sensory installations) adapted for neurodiverse visitors through co-creation with artists and local communities. These pilots will serve as reference models for other regions.
 Transnational Artist Residencies and Creative Labs. A series of hands-on creative workshops where artists, designers, and neurodiverse individuals collaborate on inclusive tourism concepts. Outputs include prototypes, small-scale installations, and publicly accessible creative interventions.
 Cross-sector Cooperation Model - A transferable model demonstrating how small towns can activate cooperation between artists, educators, municipalities, and tourism actors to promote inclusion in rural tourism development.

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 are prototypes of tourist attraction efficient outcome of the project or real solutions are needed?

Questions related to budgeting and expenditure are residence costs for artists eligible costs?

Any other questions is it Ok that all partners are newcomers to the programme?
 is the composition of target groups sufficient?



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>

