Project idea form - small projects

Version 2.0

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

Project Idea Form

Date of submission 04/06/2025

1. Project idea identification

Project idea name	PowerUp Living - Empowering Urban and Rural Communities in the Baltic Sea Region with Smart Charging Infrastructure
Short name of the project	PowerUp Living
Previous calls	yes ◉ no ○
Short name of the previous project	HyTruck
Seed money support	yes ○ no ◉

2. Programme priority

	3. Climate-neutral societies

3. Programme objective

	3.3. Smart green mobility

4. Potential lead applicant

Name of the organisation (original)	Reiner Lemoine Institut
Name of the organisation (English)	Reiner Lemoine Institute
Website	https://reiner-lemoine-institut.de/en/

Country	DE
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.

We participated in the Interreg BSR project HyTruck, but were not in the lead.

5. Specific challenge to be adressed

The shift to climate-neutral mobility in the Baltic Sea Region heavily depends on the availability of smart and accessible charging infrastructure. While progress has been made in equipping single-family homes with private chargers, multi-apartment buildings and densely populated urban areas still face major obstacles. These include complex ownership structures, limited parking capacities, outdated electrical installations, and a lack of economic incentives for retrofit investments. Rural and structurally weaker municipalities often lack the planning capacity and technical tools to address these issues proactively.

Residents of multi-dwelling units – especially in older buildings – are therefore at risk of being excluded from the e-mobility transition. This exclusion risks reinforcing transport inequality between tenants and homeowners and high- and low-income households. Local authorities and housing providers, especially in small towns and suburban municipalities, face the dual challenge of increasing charging capacity while safeguarding grid stability and land use efficiency. So far, most national

strategies and funding schemes fall short of addressing these place-based, social and infrastructural barriers holistically.

At the same time, the rapid uptake of electric vehicles across the BSR is already putting pressure on local grids and planning structures. Without early planning, municipalities risk grid overload, poor user acceptance, and inefficient land use. Small and medium municipalities in particular need support to anticipate future demand, identify suitable locations, and coordinate stakeholders – from energy utilities to housing companies – in a coherent strategy.

Our project responds to these needs by developing data-driven planning approaches and low-threshold tools that allow public authorities to forecast local charging needs and identify viable solutions. The target groups are local and regional governments, municipal planners, energy network operators, and housing associations across urban and rural areas. Through transnational exchange, we aim to reduce inequality in the access to e-mobility, foster grid-resilient planning, and support climate-neutral societies in the Baltic Sea Region.

6. Transnational relevance

The challenge of building equitable and smart charging infrastructure in residential areas is shared across the Baltic Sea Region. While national regulations and technical standards vary, municipalities in Germany, Poland, Estonia and other BSR countries face similar structural barriers: outdated housing stock, fragmented responsibilities between stakeholders, limited grid capacities, and a lack of strategic planning tools.

A transnational perspective is particularly important for capacity building in small and mid-sized municipalities, many of which lack dedicated resources or experience in this field. Through joint workshops, mutual learning and data exchange, the project will help these actors anticipate infrastructure needs, engage relevant stakeholders, and design socially inclusive, technically feasible charging strategies.

The project also contributes to harmonising approaches and improving interoperability in the region – an important step toward a seamless, user-friendly e-mobility ecosystem across borders. Only by acting together can we ensure that the energy transition in transport leaves no region behind and supports the EU's goals for climate-neutral and socially just societies.

7. Specific aims to be adressed

Building trust that could lead to further cooperation initiatives

The project fosters trust between stakeholders such as municipalities, energy providers, housing companies, and planners across the Baltic Sea Region by jointly addressing the complex challenge of residential charging infrastructure. Through co-creation workshops, transparent data exchange and shared planning tools, partners build mutual understanding of technical, social, and legal frameworks. This collaborative process lays the foundation for long-term cooperation, follow-up projects, and the

scaling of solutions in future Interreg or national initiatives. The project thus strengthens transnational relationships and supports continuity beyond its duration.

Initiating and keeping networks that are important for the BSR

The project initiates a transnational network of municipalities, energy experts, and housing stakeholders working on residential charging infrastructure. By linking local authorities and planners across the Baltic Sea Region, the project creates a platform for knowledge exchange, policy learning, and joint problem-solving. The network will be sustained through shared digital tools, regular dialogue formats, and transferable planning approaches. It enables partners to stay connected, align strategies, and continue collaboration beyond the project's lifetime.

Bringing the Programme closer to the citizens

The project translates EU cooperation into tangible local benefits by addressing everyday mobility needs in residential areas. By involving citizens, tenant associations and local stakeholders in the planning of charging infrastructure, the project ensures that solutions reflect real-life needs. Through public workshops, communication campaigns, and visible pilot activities, residents experience the direct impact of EU-funded cooperation on their quality of life. This strengthens public awareness and acceptance of the Programme and its goals for climate-neutral, inclusive mobility.

Allowing a swift response to unpredictable and urgent challenges

The accelerating uptake of electric vehicles and changing energy use patterns create new pressures on local infrastructure and planning systems. The project equips municipalities with practical tools to quickly assess charging demand, grid limitations, and user needs. This enables public authorities to react swiftly to dynamic developments such as policy changes, investment decisions, or shifts in housing and mobility behaviour. By strengthening local planning capacity, the project improves the ability to respond to urgent infrastructure challenges in a proactive and coordinated manner.

8. Target groups

The project's target groups are municipalities, regional planning authorities, energy network operators, housing associations, and residents of multi-dwelling buildings in the Baltic Sea Region. Municipalities and regional planners are responsible for spatial and infrastructure planning, while energy network operators ensure grid stability and connection feasibility. Housing associations manage residential buildings and are key to implementing shared charging solutions. Local residents, especially those in densely populated or older housing stock, are directly affected by the lack of accessible and fair charging infrastructure.

These groups will actively participate in co-creation workshops, share data and insights on local conditions, and test practical planning tools in pilot activities. They will also benefit from the project's outputs, which include a planning tool, policy recommendations, and capacity-building activities to support inclusive, data-driven infrastructure decisions.

	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.	*(max. 200 characters incl. spaces)*	*(max. 200 characters incl. spaces)*

9. Contribution to the EU Strategy for the Baltic Sea Region

Please indicate if your project idea has potential to contribute to the implementation of the Action Plan of the EU Strategy for the Baltic Sea Region (https://balticsea-region-strategy.eu/action-plan).

yes ◉ no ◯

Please select which policy area(s) of the EUSBSR your project idea contributes to most.

PA Energy

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://balticsea-region-strategy.eu/contacts/eusbsr-actors).

☐ If you disagree, please tick here.

10. Partnership

The partnership could include regional and local public authorities from states in the Baltic Sea area, responsible for spatial planning and mobility strategies. Energy providers and housing associations might join to provide technical expertise and facilitate implementation. NGOs representing residents' interests could be involved to ensure social inclusivity.

11. Workplan

The project will start with data collection and analysis of current charging infrastructure needs in partner regions. Workshops with stakeholders such as local authorities, energy providers, and housing associations will identify barriers and requirements. A data-driven planning approach will be developed and piloted to test demand-driven charging solutions tailored for multi-dwelling buildings. Target groups will be engaged through participatory workshops, feedback loops, and pilot activities to ensure practical applicability. Final outputs include the data-driven planning approach, policy recommendations, and guidelines for inclusive charging infrastructure development, which will be disseminated to municipalities, planners, and energy stakeholders across the Baltic Sea Region.

12. Planned budget

ERDF budget (planned expenditure of partners from the EU)	EUR 479,000.00
Norwegian budget (planned expenditure of partners from Norway)	*EUR XXX*
Total budget (including preparatory costs)	**EUR 479,000.00**

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

(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