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	REMOTE WELL-BEING NETWORK: Regional Support for Healthy Telework Routines
Short name of the project	RemoteWell
Previous calls	yes ◯ no ◉
Seed money support	yes ◯ no ◉

2. Programme priority

	1. Innovative societies

3. Programme objective

	1.1. Resilient economies and communities

4. Potential lead applicant

Name of the organisation (original)	Rīgas Stradiņa universitāte
Name of the organisation (English)	Rīga Stradiņš University
Website	https://www.rsu.lv/
Country	LV

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.

Sunstar Group Ltd - a private company from Latvia providing occupational health and safety services for local and international enterprises

5.1 Specific challenge to be adressed

Remote work has become a significant and permanent feature of the modern environmentally friendly labor landscape, not only in urban centers, but increasingly in small towns and peripheral areas, thereby significantly reducing the carbon footprint. With growing interest in climate-resilient regions, the north-eastern Baltic Sea area is becoming an attractive destination for remote workers and digital nomads seeking a cooler, peaceful environment for productive work.
While offering flexibility and geographic independence, remote work also presents several emerging health and social challenges that remain insufficiently addressed, particularly in rural and semi-urban settings. These include:
- Prolonged sitting, poor posture, and repetitive strain injuries
- Limited opportunities for daily movement and suboptimal ergonomic setups at home
- Reduced access to occupational and preventive health services
- Rising rates of mental fatigue, social isolation, and chronic musculoskeletal pain.
These factors contribute cumulatively to long-term physical and mental health issues, decreased productivity, and rising healthcare and societal costs. Despite the scale of the issue, there is a noticeable lack of practical and easy-to-integrate tools supporting healthy and active remote work and

the well-being of workers, especially for those in smaller enterprises, geographically dispersed communities, and under-resourced regions.
The proposed project will target remote and hybrid workers across the Baltic Sea Region, covering occupations like IT professionals, e-commerce entrepreneurs, customer service representatives, remote administrators, freelancers, educators, and other screen-based jobs. Particular attention will be given to individuals reporting high screen time, sedentary routines, or symptoms of work-from-home fatigue and musculoskeletal discomfort.
By addressing this gap through a digitally delivered, AI-supported intervention tool developed transnationally, the project will contribute to improving occupational well-being, reducing health inequalities, and supporting responsive public services for a changing work environment. Overall, we aim to help remote workers build healthier daily habits, feel more connected, and reduce the long-term risks of sedentary work. The solution will be tailored to the real needs of people working in different settings, whether it is from a home office, a co-working space, or a small town far from major service centers.

5.2 Focus of the call

This project directly supports the cohesive development of small towns, rural areas, and peripheral regions by addressing the health and well-being needs of remote workers who increasingly live and work outside major urban centers. These areas often lack access to occupational health services, wellness programs, or structured workplace support, leaving remote workers more vulnerable to physical inactivity, poor ergonomics, and social isolation. By developing a practical, innovative AI-assisted digital tool to promote healthy routines and reduce sedentary behavior, the project empowers individuals working from home or co-working spaces in less connected locations. It enables small communities to support modern working patterns without compromising public health. By encouraging low-cost, movement-friendly habits in remote work, the project contributes also to the green transition by reducing unnecessary commuting and promoting sustainable working models. The project will involve local stakeholders and companies, including small and medium enterprises and nongovernmental organizations, in co-design and pilot activities, ensuring solutions are well adapted to regional realities. This will strengthen local networks, reduce health inequalities, and support a more resilient, inclusive labor environment across the Baltic Sea Region.

6. Transnational relevance

The challenge of promoting health and well-being among remote workers is common across the Baltic Sea Region. Transnational cooperation is essential because it allows the project team to understand and respond to the diverse needs of remote workers operating across different countries, systems, and cultural expectations. Although the extent of digitalisation and access to health services varies between countries, remote workers in both urban and rural areas quite commonly face similar risks: prolonged sitting, physical inactivity, musculoskeletal pain, and mental fatigue. Differences in workplace norms, health service accessibility, and attitudes toward self-care and digital support require a solution that is flexible and culturally sensitive. The focus is not only on local residents but also digital nomads who move between countries - an increasingly common trend in the Baltic Sea Region.
Working together allows the project team to bring in specific and complementary expertise from each

country. By pooling expertise in occupational health, behavioral science, sports pedagogy, digital innovation, and public service delivery, we can ensure that the solution is more robust, relevant, and adaptable. This diversity enriches the design and testing process.
The project will benefit from testing the digital AI-assisted well-being tool in various socio-economic contexts (from rural municipalities to tech-savvy urban freelancers), ensuring broad applicability and transferability across the Baltic Sea Region. In parallel, shared learning from project participants will strengthen institutional capacity, build a regionally aligned approach to supporting healthy, sustainable remote work across borders, and strengthen social cohesion and digital resilience across the region.

7. Specific aims to be adressed

Building trust that could lead to further cooperation initiatives

The project brings together partners from different Baltic Sea Region countries to co-develop a digital health solution for remote workers. Through joint design, testing, and knowledge exchange, the partners build mutual understanding and trust. This cooperation lays the foundation for future initiatives in occupational health, digital public services, and research. The shared experience and co-creation process strengthen long-term collaboration beyond the project scope.

Initiating and keeping networks that are important for the BSR

N/A

Bringing the Programme closer to the citizens

The project aims to bridge the gap between scientific research and everyday life by transforming previously conducted studies on sedentary behavior, occupational health, and interventions into a practical, easy-to-use solution for remote workers. By developing an AI-assisted digital tool that promotes movement and well-being in daily remote work routines, we bring the Programme's benefits directly to citizens, particularly those in small towns, rural areas, and freelance work environments who often lack access to structured support.
Ultimately, the project contributes to the Programme's visibility by showing how European cooperation can result in tangible improvements in people's health, productivity, and quality of life - delivered through a tool they can use on their phones or laptops every day.

Allowing a swift response to unpredictable and urgent challenges

It is planned to integrate an optional SOS or alert feature into the developed digital tool, allowing remote workers to receive timely notifications about regional emergencies such as natural disasters, extreme weather, or public safety risks. This function enhances user safety and ensures that even those working alone or in rural areas stay informed during urgent situations. It reflects the tool's adaptability and its role in supporting resilience in a changing and unpredictable environment.

8. Target groups

The project primarily targets remote and hybrid workers across the Baltic Sea Region who are directly affected by the challenges of sedentary behavior, lack of movement, and reduced access to workplace health support. This includes employees in the information and communications technology field, digital services, customer support, e-commerce, education, public administration, and freelancers, many of whom work long hours at screens with limited movement and social interaction. Their health challenges due to remote work are well-known by these workers and their employers, so they are interested in the use of the planned digital solutions for their well-being support.
These individuals will be involved in surveys, co-design workshops, testing, and evaluation of the digital tool to ensure it reflects their real-world needs and working conditions. Special attention will be given to those working in rural areas, small towns, or internationally as digital nomads.
In addition to remote workers, the project will actively engage: a) employers and HR managers, who can influence workplace organizational health policies and integrate the tool into internal routines; b) occupational health professionals, who will contribute medical expertise, promote use of this digital solution and help adapt recommendations to real working conditions; c) public health bodies and municipalities, especially in smaller or underserved regions, to support implementation and uptake; d) digital solution providers and NGOs, who will assist in technical development and outreach.
All selected groups are both affected by and able to influence the project outcomes. Their active participation will help ensure that the final tool is practical, scalable, and beneficial for wider use across the Baltic Sea Region.

	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.	Small and medium enterprise	Remote-based SMEs in ICT, digital services, e-commerce, and creative industries, responsible for staff well-being and flexible work environments.	Latvia, Lithuania, Estonia
2.	Large enterprise	Corporations with distributed teams in IT, customer service, and admin support, managing hybrid work policies and employee health programs.	Latvia, Lithuania, Estonia

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 Innovation

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 is built on a multidisciplinary collaboration between institutions from Latvia, Lithuania and Estonia. The partners from Finland and/or Denmark are expected, but the consent is still awaited. Partners from Latvia are composed of several structural units of Riga Stradins University (RSU) and the Institute of Numerical Modeling at the University of Latvia (LU INM), as well as the company Sunstar Group Ltd.
RSU contributes through its Department of Occupational and Environmental Medicine and the Institute of Occupational Safety and Environmental Health, which have long-standing experience in workplace health research, ergonomic interventions, and risk assessment. The Department of Health Psychology and Pedagogy at RSU adds expertise in behavior change, public health interventions, and psychological support, while RSU Latvian Academy of Sports Education contributes evidence-based approaches to physical activity assessment and personalized exercise planning.
LU INM provides digital development capacity, with experience in building user-focused, AI-powered mobile applications, managing complex data streams, and developing digital health tools through national and EU-funded projects.
Sunstar Group Ltd is a private Latvian company that specializes in occupational health and workplace well-being services for remote and onsite employees for both local and international SMEs and large enterprises. This company participation provides direct access to workers with possibility to conduct surveys and test tools.
Estonia is represented with Estonian University of Life Sciences, Department of Biosystems Engineering, Institute of Forestry and Engineering Sciences providing expertise in ergonomics and practical solutions for workplaces with access to the Estonian enterprises and employees.
Lithuania contributes to the project through the Department of Sport and Physical Education at Vytautas Magnus University providing expertise in physical activity solutions and health promotion for wide range of target groups with direct access to them.
The partners have strong networks for cross-border collaboration and knowledge dissemination in the

Baltic Sea Region. Their role is essential in transforming scientific concepts into practical, scalable digital solutions. This partnership combines health science, psychology, ergonomics, sports science, and computing – a unique mix that ensures the success of an AI-assisted tool promoting well-being among remote workers.

11. Workplan

The project is planned to be conducted during 24 months and will be implemented in four main phases:
1) Needs analysis and concept adaptation. It is planned to begin by gathering insights from previous research on sedentary behavior and digital interventions, complemented by a cross-country needs assessment. This will involve surveys of remote workers and employers across participating regions. Identification of already existing developments from participating countries and exchange of knowledge will broaden the understanding of the needs.
2) Development of the science-based content for the digital tool and co-designing of the digital solution. Using the results from the first phase, it is planned to co-develop a digital AI-assisted platform that promotes healthy routines among remote workers. The tool will include features such as personalized movement reminders, recommendations on ergonomics, occupational health and well-being prompts, and an optional SOS/alert function for regional emergencies. User interface design will focus on accessibility and ease of use for people with varying digital literacy levels.
3) Piloting and testing in real-world settings. The solution will be piloted in several partner regions with diverse socio-economic and geographical characteristics (e.g., small towns, rural municipalities, and borderless digital nomad communities). Each pilot will involve around 50 remote or hybrid workers who will use the tool over a period of 2 months. Regular feedback will be collected to refine content, functionality, and user experience.
4) Evaluation, policy input, and dissemination. The project will conclude with an evaluation of the pilots, including behavioral outcomes, user satisfaction, and potential for wider implementation. Based on these results, the guidelines and policy recommendations for municipalities, employers, and occupational health providers on how to support healthy remote work will be prepared. The tool and materials will be open-access, available in multiple languages, and promoted across BSR networks.
As target groups, remote workers will be involved in all phases, from needs assessment to co-design and testing, ensuring the tool reflects their lived experiences. Employers and HR professionals will help test implementation within organizations. Public health professionals will provide expert validation and support pilot implementation and long-term uptake.
The main users of the final tool will be remote workers themselves, particularly those in enterprises of various size and rural areas. Employers and occupational health providers will have possibility to use it to support workplace well-being strategies. Local authorities can adopt the tool as part of their digital public health services to better support their working populations.

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	1. If the project includes several stages - user research, analysis of the obtained results, prototype planning and creation of a prototype description, which will be a prepared task for an interested IT institution? Would that be enough, or is it absolutely necessary to arrive at a usable end result - an application, website, mobile app, etc.? 2. What are the requirements for the output of the project?
Questions related to budgeting and expenditure	1. Should the budget be evenly distributed among partners? What should be a proportion? 2. Are there any differences between the types of institutions involved? 3. Is there a possibility to transfer funding between budget lines during project implementation, if necessary? 4. Is there a possibility to transfer funding between partners during the project implementation, if necessary?
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