



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 Vital Long Life living Lap

Short name of the project V4L

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) Lemvig Kommune

Name of the organisation (English) Lemvig Municipality

Website <https://lemvig.dk/>

Country DK



Type of Partner	Local public authority
	municipality, 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.

1. Lead partner: Lemvig Municipality, a Danish local public authority, first time applicant
2. partner: The Proturmed Foundation, a private non-profit organization based in Gdańsk operating in the field of healthcare services and medical technologies. . First time applicant
3. Partner: University of Applied Sciences Appollon Bremen, Germany, specialised in health technology, health parks and health promotion.

5.1 Specific challenge to be addressed

The V4L project focuses on the health challenges many European small remote municipalities face:

- Keep up with increasing demand for personalised healthcare and hospital access for vulnerable citizens
- Recruitment for local health services remains a persistent issue.
- Low innovation capabilities which make it challenging to adapt towards a more cohesive development with new health practices and serves for citizens.

To address these challenges, V4L is launching the development a sustainable healthcare toolbox that enhances small local places to provide new essential health services at low cost. This initiative also serves as a blueprint for strengthening local healthcare, particularly in rural areas. A particular area of interest would be to support local communities by highlighting the potential of public green spaces: These are areas that can be used to promote physical activity by organizing activities that make use of nature in small places for recreation, regenerative, and health-promotion, with infrastructure (like toilet and benches) that also support the use of these areas for vulnerable citizens of age.

V4L will function as an innovation hub where local needs are identified and used to test practical and economically sustainable healthcare solutions with potential relevance for regional, national and European scale-up.

Some of the main challenges addressed in this project are:

- Improve life for citizens with significant lifestyle-related health challenges connected to NCD. With focus on smoking, alcohol consumption, physical inactivity, obesity and self-reported health is poorer.
- Ensure more innovation for small municipalities in remote areas facing service challenges for citizen with NCD as one-third or more of the population is over 65.
- Remote geographical location makes it difficult to attract healthcare professionals.

The vision is to establish a locally driven, technology-enhanced, and community-centered development lab for healthcare services that keeps citizen healthy longer. By collaborating with citizens, researchers, businesses, and government agencies, V4L will design solutions rooted in local needs while contributing to broader healthcare advancements in terms of:

- Leveraging welfare technology, AI, and digital solutions to enhance near-home care and use of green public spaces as rehabilitation areas.
- Building on existing initiatives like E-hospital and TeleKOL for remote diagnostics and treatment.

5.2 Focus of the call

The V4L project believe the partnership can create mutual learning between partners. Build trust is key to a strong Bealtic Sea partnership as it is essential for fostering long-term collaboration. The project will therefore aim at delivering:

1. Transparent Communication & Dialogue

- Establish regular high-level meetings (summits, working groups) to discuss mutual interests and concerns.
- Promote open data sharing in areas like public health, climate change, and cybersecurity to demonstrate accountability.
- Make sure we are aligned on shared goals.
- Jointly explore infrastructure and innovation practises to work for prosperity
- Promote positive narratives through media on the collaboration.
- Involve civil society and businesses in cross-border partnerships to widen trust between small local governments.
- developing good practices that increase physical activity and health opportunities for people in different health conditions
- Research on the degree of dependence between the development of green areas in a given area, their use, and the psycho-social condition of local citizens
- Promoting the concept of “health parks” as a new category in small remote municipalities

6. Transnational relevance



With aging populations, especially small local governments must work more together to ensure practical, low cost, durable, efficient, sustainable elderly care. Isolated efforts will lack in knowledge sharing, lead to gaps in services, wasted resources, and with time unequal access due to the limited budget to fulfill higher health demand from the increasing amount of citizen with NCD.

Collaboration enables:

Shared Resources: Pooling budgets, staff, and facilities improves care quality while reducing costs.

Integrated Services: Coordinating health, housing, and transport avoids overlaps and ensures seamless support.

Knowledge Exchange: Learning from neighboring that are similar to your own remote area is the best way to exchange best practices that can enhance innovation in elderly care.

Preventive Strategies: Joint preventive health activities and social programs can reduce hospitalization needs. They also improve interpersonal relationships, which are important for health. E.g. activities in green spaces are ideal for many sports and social activities.

Stronger Advocacy: Unified local governments in remote areas can better lobby for funding and policy changes when we stand together.

By working together, small municipalities in remote areas can create age-friendly communities that support seniors' independence, health, and dignity.

7. Specific aims to be addressed

Building trust that could lead to further cooperation initiatives

The V4L project believes the partnership can create mutual learning between partners. Build trust is key to a strong Baltic Sea partnership as it is essential for fostering long-term collaboration. The project will therefore aim at delivering:

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- Involve civil society and businesses in cross-border partnerships to widen trust beyond governments.

Initiating and keeping networks that are important for the BSR

Network of municipalities/local communities facing challenges related to an aging population and long distances to healthcare services.



The network aims to strengthen the agility of municipalities/local communities and enhance their capacity for knowledge and experience sharing in order to improve their preparedness to address these challenges.

Bringing the Programme closer to the citizens

The project would bring the program closer to cities by:

1. Addressing concrete, local needs in remote areas where one third of the population is 65+.
2. Supporting villages to innovate in close collaboration with their citizens.
3. Promoting innovation in small municipal health systems.
4. Contributing to sustainable and age-friendly villages and cities
5. Strengthening cooperation between villages and cities across the Baltic Sea Region.

Allowing a swift response to unpredictable and urgent challenges

The project allows a swift response to unpredictable and urgent challenges by:

1. Strengthening local preparedness and agility.
2. Fostering flexible and scalable solutions.
3. Enhancing cross-border collaboration and knowledge sharing.
4. Integrating digital and data-driven tools.
5. Establishing crisis-responsive governance structures.

8. Target groups

V4L prioritizes two key groups most impacted by healthcare challenges in remote areas:

- I. Elderly (65+ years) – A growing demographic with acute healthcare needs, particularly in-home treatment and chronic disease management.
- II. Adults (50+ years) – A focus on prevention and long-term health solutions, with special attention to at-risk groups, including chronic patients.

A partnership-centered model involving municipalities, regions, healthcare providers, researchers, businesses, and citizens to develop sustainable innovation through inclusive development and implementation.

The collaborative partnership will aim for:

- Community-Centered Solutions, that are rooted in a local context that reflects common socio-demographic traits of rural areas. While the partnerships will help to create and capitalise from strong community networks to test and implement effective health solutions.
- Knowledge sharing and communication: the living lab will serve as a hub and interactive platform for dialogue among researchers, healthcare professionals, businesses, and citizens. Making sure that:
 - o research, ideas, and results are circulating.
 - o Facilitate collaboration across sectors.
 - o Enable municipalities to exchange innovative healthcare and health prevention practices in the Baltics 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. Local public authority	Nursing homes, homecare and rehabilitation, prevention	Central Denmark Region in DK, Pomeranian Province in PL and Länder of Bremen in DE
2. Interest group	Citizens	Central Denmark Region in DK, Pomeranian Province in PL and Länder of Bremen in DE
3. Higher education and research institution	Researchers in health technology and health inequality, and population health management	Länder of Bremen in DE
4. Small and medium enterprise	SMES that provide innovative solutions	Central Denmark Region in DK, Pomeranian Province in PL and Länder of Bremen in DE
5. Hospital and medical centre	GPs and Geriatric departments from hospitals close to the municipality	Central Denmark Region in DK, Pomeranian Province in PL and Länder of Bremen in DE.

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 Health

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

Lemvig Municipality is located in a remote area and has managed to create many age-friendly activities on the bases of a strong, active, and engaged local communities. In this sense the communities of Lemvig have good stories and practices to share with other local municipalities in remote areas. The municipality wants to be a first mover in order to ensure the sustainability and quality of their services. Lemvig especially wants to improve its services and health impact for vulnerable older citizens in socially challenged areas.

The Proturmed Foundation is a private non-profit organization based in Gdańsk, operating in the field of healthcare services and medical technologies. The foundation's goal is to improve public health by enhancing the quality of healthcare services in Poland and promoting them as an export product. Proturmed activities strive to build public health awareness based on knowledge and innovation by facilitating access to information and creating social innovation, competences, modern management methods, and technological solutions in the field of healthcare, both domestically and abroad. The foundation has been operating for five years and has experience in cooperating with public and local government administrations as well as private companies. The foundation operates in the domestic market as well as in Germany, the United States, and Arab markets.

Bachelor Study Programme Tourism Management in Health & Wellness

APOLLON University of Health and Social Care has expertise in evidence-based health and care best practices and will provide a methodological assessment framework to the project which will ensure the quality of up-scale and long term implementation of evidence-based practices in small places, and tasks related to quality and monitoring support of solutions that are being tested during the project.

The consortium also wishes to include 1-2 other Baltic Sea small municipalities in remote areas in the partnership.

11. Workplan

Project Work Plan (24 months):

Work Package 1: Project Management & Communication:

Period: Months 1–24

Key Activities:

- * Establish project management and governance structure
- * Develop a communication plan
- * Organise regular partner and steering group meetings
- * Conduct reporting and quality assurance

Outputs:

- * Communication package (logo, project website, newsletter)
- * 4 partner meetings and 2 stakeholder meetings
- * Midterm review and final report

Target Group Involvement:

- * Ongoing dialogue with target group representatives

Work Package 2: Mapping Needs & Best Practices:

Period: Months 1–6

Key Activities:

- * Mapping health challenges among older people in selected urban and rural areas
- * Analysing existing practices and policies in partner regions
- * Engaging older citizens, relatives, and professionals through interviews and focus groups

Outputs:

- * Regional needs assessment report
- * Summary of best practices
- * Target group analysis

Target Group Involvement:

- * Focus groups with older citizens, care staff, civil society organisations, and others
- * Interviews with general practitioners, NGOs, and local/regional authorities

Work Package 3: Co-creation & Pilot Development:

Period: Months 7–18

Key Activities:

- * Co-creation workshops with citizens and professionals
- * Development of 2–3 pilot initiatives (e.g., physical activity programmes, digital support tools, preventive health interventions)
- * Establishment of local test environments

Outputs:

- * Implementation plans for pilot projects
- * Prototype or model for each initiative
- * Toolbox for municipalities and local communities

Target Group Involvement:

- * Direct participation in co-creation processes
- * Testing of prototypes and iterative feedback

Work Package 4: Implementation, Evaluation & Transfer:

Period: Months 19–24

Key Activities:

- * Implementation and monitoring of pilot projects
- * Evaluation of impact, scalability, and user experience
- * Preparation of policy briefs and transferable models

Outputs:

- * Evaluation report
- * 3 policy briefs
- * Roadmap for upscaling

Target Group Involvement:

- * Participation in evaluation workshops
- * Co-creation of recommendations for decision-makers

Final Conference and Dissemination:

Held in month 24 – showcasing results, building networks, and fostering dialogue with policymakers and civil society actors.

Target Groups:

- * Older citizens (particularly in vulnerable and rural areas)
- * Municipal health and care authorities
- * General practitioners and health clusters
- * Civil society organisations and volunteers
- * Political decision-makers at local and regional levels

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 *(max.1.000 characters incl. spaces)*





project

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>

