

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	Blue Mind meets Digital Media Literacy - Fostering collaboration between youth work, education, health, and environmental sectors
Short name of the project	Blue Mind
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

1.1. Resilient economies and communities
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4. Potential lead applicant

Name of the organisation (original)	We are in the search for suiting applicant. This PIF was submitted by the organisation MMT Academics
Name of the organisation (English)	MMT Academics
Website	https://www.mmt-academics.de/de/STARTSEITE/
Country	DE



Type of Partner	Small and medium enterprise
	micro, small, medium enterprises

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.

MMT Academics (Germany) website: <https://www.mmt-academics.de/de/STARTSEITE/>
 Mano Europa (Lithuania) website: <https://manoeuropa.org/>

5.1 Specific challenge to be addressed

Mental health in the BSR is facing increasing challenges, particularly among adolescents and young adults. At the same time, noticeable gaps in the availability and accessibility of youth work services have been identified, leaving many youth without adequate support. Therefore, many youth, particularly those from socially disadvantaged backgrounds e.g. NEETs, lack access to structured leisure, support programs and increasingly spend their free time in digital environments. The decline of youth work services has resulted in a significant lack of programs that focus on promoting psychosocial competencies and the overall well-being of young people. Although many youth live in close proximity to the sea in the Baltic Sea region, we have observed that they have little to no real connection to it. This p seeks to connect youth with the sea and coastal environment, promote their mobility, and harness the positive effects of the maritime setting on mental health and well-being. The thematic focus areas of this p are relevant to multiple departments within a local administration, as well as to broader public institutions and cooperation partners. Due to existing structural gaps, enhanced collaboration has become essential. The p aims to support cross-sectoral cooperation and promote collaboration between different types of organizations – including public institutions, non-profit organizations, and youth-focused stakeholders – to jointly develop sustainable, innovative

solutions that address shared local (and transnational) challenges and strengthen support structures for youth across the region. By fostering inclusive, community-based networks and enhancing the psychosocial well-being, skills, and participation of youth, the p contributes to building more resilient communities and adaptive local economies that are better equipped to cope with structural challenges. In doing so it contributes to improved service provision by responding to structural gaps and greater support for youth in areas such as mental health, digital resilience, and personal development. Cross-sectoral cooperation can create more robust networks, which are essential for adapting to changes and transformations. By strengthening the capacities of public administrations, schools, NGOs, and other organisations, the project enhances regional innovation potential. At the same time, it fosters youth structures that contribute to improving long-term perspectives and future opportunities for region

5.2 Focus of the call

It fosters collaboration between youth work, education, health, and environmental sectors, encouraging integrated approaches that are increasingly central to effective regional development. Through this, it strengthens local capacities by providing platforms for collaboration and cross-sectoral cooperation, capacity building training that allows to integrate interdisciplinary topics and provides support to public institutions such as schools, municipal administrations, and youth services. By bringing together public institutions and organizations of civil society, the p fosters social cohesion, active participation, and a stronger sense of belonging. These efforts help build more resilient local communities that are better equipped to navigate social and economic transform, that can ultimately contribute to balanced and sustainable development across the BSR. To achieve this, the p develops innovative, practical and transferable program formats tailored to the specific needs of the participating institutions and organizations, which can be adapted and implemented in various institutional and organizational settings. In doing so, the educational offerings and solutions are not only aligned with the project's overarching goals but are also adapted to local demands, thereby maximizing their practical relevance and impact for the institutions and organisations involved.

6. Transnational relevance

Young people in the BSR are facing similar social challenges: outmigration from rural areas, educational inequalities, psychological stress, and digital overload. Studies further indicate that excessive and unreflective media consumption among youth is often associated with lower well-being. Consequently, the need for preventive measures is growing in the region. In addition, many areas are struggling with structural weaknesses that directly affect the daily lives of youth. In numerous rural and economically disadvantaged regions, there is a lack of sufficient open and non-formal youth work services. In response, transnational cooperation, regional cross-sectoral initiatives, and the development of shared educational formats can play a key role in bringing long-term benefits to the entire Baltic Sea region. This project helps to establish complementary structures and partnerships that directly address regional shortcomings. By strengthening youth-related sectors, as well as education, health, and environmental sectors, the project fosters integrated approaches that are increasingly crucial for



addressing regional challenges in a transnational context.

Furthermore, the project contributes to a more holistic understanding of regional development, particularly in relation to youth services, and supports both practical implementation and policy innovation. In doing so, it actively promotes European cohesion and directly contributes to the EU Strategy for the Baltic Sea Region, specifically addressing the goals outlined in its Action Plan, including Policy Area Education and the Policy Area Health.

Moreover, the project counters the growing disconnect between young people and their natural environment, particularly relevant in coastal areas. By fostering a deeper connection to nature and the maritime landscape, the project contributes to environmental awareness and personal well-being.

7. Specific aims to be addressed

Building trust that could lead to further cooperation initiatives

"N/A"

Initiating and keeping networks that are important for the BSR

The project establishes transnational cooperation between public institutions, civil society organizations, educational institutions, and youth stakeholders that have often operated in isolation. It creates platforms for exchange of knowledge, methods, and best practices, particularly in the areas of psychosocial well-being, digital resilience, environmental education, and youth work. The project also highlights regional specificities and transforms them into a shared learning process to jointly develop and adapt effective solutions. Furthermore, it builds cross-sectoral networks designed to last beyond the project's duration, ensuring long-term collaboration in the BSR through joint training initiatives, thematic working groups, and potential follow-up projects.

Bringing the Programme closer to the citizens

"N/A"

Allowing a swift response to unpredictable and urgent challenges

The project allows a swift response to unpredictable and urgent challenges by building resilient local structures and cross-sectoral cooperation mechanisms that can be activated in times of need. By equipping public institutions, schools, and civil society actors with tools and competencies in areas such as mental health, digital literacy, and participatory youth work, the project enhances their ability to react to emerging crises – whether social, psychological, environmental, or digital in nature. The project contributes to evidence-based policy and practice by enabling institutions and organizations to pilot innovative models, engage in evaluation processes, and benefit from the exchange of knowledge and experience across the region.

8. Target groups

Education/training centre and school
 NGOs
 Regional public authority
 Small and medium size enterprise
 Youth from disadvantaged backgrounds e.g. NEETs

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	<i>(max. 200 characters incl. spaces)</i>	
2. Education/training centre and school	<i>(max. 200 characters incl. spaces)</i>	<i>(max. 200 characters incl. spaces)</i>
3. NGO	<i>(max. 200 characters incl. spaces)</i>	<i>(max. 200 characters incl. spaces)</i>
4. Small and medium enterprise	<i>(max. 200 characters incl. spaces)</i>	<i>(max. 200 characters incl. spaces)</i>

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 Education

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

Mano Europa (NGO), Lithuania

11. Workplan

WP

Activity 1: Mapping Regional Expectations and Identifying Best Practices

Partners will be engaged to collect and analyse expectations of regional cooperation institutions and organisations regarding transnational collaboration in youth work, mental health, digital resilience, and environmental education. This includes desk research, stakeholder interviews, meetings and benchmarking of regional best practices across the Baltic Sea Region.

1.1 Comparative report on regional expectations and needs

1.2 Compendium of best practices from participating regions

Activity 2: Designing Educational Offerings for Youth– "Blue Mind Meets Digital Media Resilience"

Partners will co-create innovative, low-threshold educational formats for young people that combine water-based mindfulness activities with digital media literacy and psychosocial resilience building.

2.1 Activity modules tailored to youth aged 13–25

2.2 Handbook (including methodology and implementation guidelines)

Activity 3: Piloting and Evaluation with Youth

Partners will implement pilot workshops to test and refine the designed educational formats. They will include evaluation tools to assess impact on mental well-being, digital resilience, and participation as well as collect feedback from youth and facilitators for final adaptation.

3.1 3–5 local pilot workshops in different partner regions

3.2 Evaluation report and participant feedback analysis

3.3 Refined hands-on activities

Activity 4: Developing Cross-Sectoral Educational Materials for Public Institutions and Municipalities

Partners will transform youth-centered approaches into cross-sectoral learning materials targeted at professionals in public administration, schools, youth services, and environmental agencies. Materials aim to foster capacity building and support local implementation.

4.1 Cross-sectoral training toolkit for public sector stakeholders

4.2 Train-the-trainer sessions or webinars for local multipliers

4.3 Policy recommendations for integrating youth-focused, resilience-building practices in local governance

Activity 5: Regional Conferences to Encourage Cross-Sectoral Cooperation and Evaluation

The conferences will contribute to evidence-based policy and practice by providing a platform for institutions and organisations to reflect on new models, contribute to participatory evaluation processes, and benefit from shared insights.

5.1 Comparative conference report including policy recommendations and an evaluation of the jointly developed policy paper.

12. Planned budget

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

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	Is the concept of this project idea eligible for funding, and how could it be adjusted if needed?
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Questions related to budgeting and expenditure	<i>(max. 1.000 characters incl. spaces)</i>
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Any other questions	<i>(max. 1.000 characters incl. spaces)</i>
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15. Additional information

The budget will be calculated based on the final number of participating organisations and in consultation with the applicant organisation. We hope for your understanding.

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>