



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 Enhanced healthy coaching competences in Baltic Sea Region

Short name of the project CoachBaSe

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) Turun ammattikorkeakoulu

Name of the organisation (English) Turku University of Applied Sciences

Website <https://www.turkuamk.fi/en/>

Country FI





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|-----------------|---|
| Type of Partner | Higher education and research institution |
|-----------------|---|

Contact person 1

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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.

- Eerikkilä sport and outdoor resort (Finland)
- Lithuanian Sports University (Lithuania)
- University College of Nordjylland (Denmark)

5.1 Specific challenge to be adressed

Physical activity (PA) is linked to the overall well-being of children and adolescents, contributing significantly to a healthy adulthood. To ensure equitable access to guided sports and exercise activities for children and young people, regardless of their socio-economic background, these activities are predominantly organized on a voluntary basis by local sports clubs. Research indicates that children participating in sports club activities are more prone to physical disabilities. Additionally, it has been observed that the sports engagement of children involved in club activities frequently diminishes as they reach puberty. In many communities, the management of these sports clubs relies heavily on volunteers or part-time staff. Consequently, these volunteers often lack the time or motivation to pursue extensive training. This results in a situation where instructors, coaches, and club managers may not possess the necessary expertise to fully address the developmental needs of children and adolescents during their recreational activities. In addition to the volunteers working in sports clubs, parents hold significant authority in children and adolescents lives. Despite good intentions, parents often lack the requisite knowledge and skills to effectively support their children in sports and physical activities. Furthermore, they may struggle to communicate and collaborate with volunteer coaches and instructors who are dedicated to the child's well-being. The lack of parental expertise and effective





communication can hinder the child's development and success in their chosen sport. It is crucial to address these gaps to ensure that children receive comprehensive support from both their families and the sports community. The health and social interaction challenges stemming from physical inactivity, drop-out rates or too excessive exercise, represent a significant issue for children in the Baltic Sea Region, who need to develop into healthy and capable adults. Various digital applications have been developed to enhance the quality of activities within sports clubs. However, the deployment and utilization of data obtained from these applications are highly heterogeneous. The traditional "pen and paper" method remains widely used, and digital applications are not always designed with the diverse needs of their users in mind. Furthermore, the full potential of these digital applications to improve the quality of club activities has not yet been fully realized.

5.2 Focus of the call

In many small towns and rural areas within the Baltic Sea region, opportunities for children and youth to engage in guided physical activities are more limited compared to more urban areas. This disparity is attributed to factors such as the lack of organized activities and the shortage of skilled volunteers, which may exacerbate risks of social exclusion, physical inactivity and health inequalities between regions. This project specifically addresses the needs of remote areas and small communities by developing easy-to-implement training models and digital tools aimed at enhancing the competence of volunteer coaches and improving the quality of guided exercise. Collaborating with international partners, the project seeks to create solutions that are suitable for low-resource environments and can be implemented without significant investments. The project also aims to strengthen cooperation among families, coaches, and club management to ensure high-quality activities and promote healthy participation among all children and youth, regardless of their socio-economic background or place of residence. Digital solutions play a crucial role in supporting coaching and monitoring in sparsely populated areas. The project disseminates best practices on how physical activity can be leveraged to enhance the social structure, well-being, and inclusion of local communities. Ultimately, the project promotes coherent and vibrant community development across the entire Baltic Sea region.

6. Transnational relevance

The decline in physical activity, the discontinuation of hobbies during adolescence, and the limited competence of volunteer coaches are challenges that affect the entire Baltic Sea region. For this complex challenge, cross-border cooperation is essential. Cooperation leverages the expertise, experiences, and perspectives of different countries. The drop-out rates in sports in involved countries are high among children and especially in youth. The reasons for the drop-out are different. For that, transnational collaboration can facilitate the development of joint solutions that are both innovative and widely scalable. By cooperation, it is possible to compare various educational models of volunteers, operational models that are needed to support interaction between families and clubs, and the use of digital tools to support and monitor the education.

Cooperation promotes the harmonization of educational content and methods enhancing the competence of volunteers and strengthening support for children's development throughout the region. Sharing best practices and building common resources will lay the foundation for long-term



changes that improve the accessibility, quality, and effectiveness of education and sports clubs data driven management.

In Lithuania, volunteering is linked to public health and youth work through higher education institutions, social programs and inclusion. Denmark excels in youth-oriented peer-to-peer models and the utilization of digital tools and technological integration. Finland develops competence through the collaboration between educational organizations and sports federations, characterized by a clear educational structure and child-centered approach. This synergy enables the creation of comprehensive and effective joint digital solutions that can be used to monitor the progression in volunteered education, which is supposed to support children and youth health and wellbeing

7. Specific aims to be addressed

Building trust that could lead to further cooperation initiatives

The project creates a common understanding and strengthens trust between actors representing organizations, which offer services for hundreds of children and youth in Baltic Sea region. The knowledge base and functional models created during the project provide a basis for further development and new cooperation initiatives in the utilisation of digital applications to promote children's healthy physical activity and volunteering in the Baltic Sea region

Initiating and keeping networks that are important for the BSR

The project develops coaching and leadership skills to reduce the drop-out rate from sports of children and young people from physical activity and to increase children's healthy physical activity in Finland, Denmark, Lithuania and Sweden. The aim is to increase the competence and ability of volunteers to utilise a technological and data-based approach in guiding healthy physical activity in sports clubs. This is an important step to increase and ensure the quality in organisations, which offer leisure time activities for children and youth.

Bringing the Programme closer to the citizens

The project aims to make the effects of the programme tangible in the everyday lives of children, families, and local communities. The developed training models and digital tools are designed to enhance the quality of club activities, thereby enabling positive and sustainable physical activity and sports experiences for children. Concurrently, parents will receive support to foster their children's active lifestyles through improved interaction, communication, and guidance facilitated by coaches and club management. We also aim to highlight the importance of high-quality, data-driven volunteering, ensuring that the project's initiatives are effectively implemented in areas where physical activity is a key factor. By doing so, the project promotes the visibility and impact of its measures, contributing to the overall well-being and development of the community

Allowing a swift response to unpredictable and urgent challenges

N/A



8. Target groups

Lounais-Suomen Liikunta ja Urheilu ry (LiiKu) (FI) operates as a regional non-governmental organisation and brings together grassroots sports operators and volunteers, support for club coaching and regional development work.

Samvirkende Idrætsforeninger i Aalborg (SIFA) works to improve the conditions for sports clubs in Aalborg by providing support and resources for their development. This includes helping with organizational, leadership, and infrastructure needs. They also represent sports clubs interests in discussions with public authorities, institutions, and other organizations. They participate in the sports policy debate and influence decisions that affect local sports.

Danske Gymnastik- & Idrætsforeninger (DGI) emphasizes the importance of community in sports. They work to ensure that sports activities are inclusive and accessible, fostering a sense of belonging and community spirit among participants.

Sport club Elegancija provides training programs for rhythmic gymnasts, focusing on skill development, physical fitness, and artistic performance. They aim to nurture young talent and help athletes reach their full potential, but at the same time, they emphasize the importance of physical activity and healthy living, integrating these principles into their training and community activities.

Municipality sport services in Finland, Lithuania and Denmark develop sports infrastructures including digital infrastructure and data utilization in steering the sports and physical activities. They support sports education centers, promoting non-formal sports education and support local sports clubs and their volunteer work.

Center of Expertise in Physical Activity for Children and Youth in South-West Finland operates as a network fostering lifelong physical activity among children, youth, and families. It offers research-based knowledge and supports municipalities and sports stakeholders in health and well-being promotion in Southwest Finland.

| 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. NGO | LiiKu:Regional sports organization promoting health through exercise and sports. It promotes general appreciation and conditions of sports operators and volunteer activities and develops sport culture | Finland, South-West Finland, Varsinais-suomi and Satakunta region |





| | | |
|---------------------------|---|---------------------------|
| 2. NGO | SIFA (Samvirkende Idrætsforeninger i Aalborg) an umbrella organisation for local sports clubs, with reach into community-based and volunteer-led activities | Denmark, Aalborg |
| 3. Local public authority | Municipality Sport services Aalborg | North Jutland, Denmark |
| 4. Local public authority | Trakų sporto centras, municipality sport services | Lithuania, Vilnius region |
| 5. NGO | Sport Club Elegancija | Lithuania, Kaunas region |

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

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

Turku University of Applied Sciences (Turku UAS) – provides expertise in leading the international



projects, offering expertise in developing apps and processes of data driven decision making and data management as a service by Health Technology research group. Furthermore in this project, Functioning and activity research group offers expertise in healthy development and physical activity (PA) of children and youth. Turku UAS is located in Varsinais-Suomi region in Southwest Finland Eerikkilä Sports Institute – offers expertise in player development, coach and club staff education and knowledge management. It's national training center for football and floorball. It collaborates closely with the Football Association of Finland, the Finnish Floorball Federation and their member clubs. The player development processes jointly created by Eerikkilä and the sports federations are based on comprehensive data collection and utilization. Eerikkilä is officially authorized by the Ministry of Education and Culture to provide coaching qualifications and recognized for its high-level pedagogical expertise and professionalism in delivering sports-related education and training

University College of Northern Denmark (UNC) – will contribute with physiotherapy expertise focused on musculoskeletal health, injury prevention, and physical activity promotion in children and youth. It integrates clinical practice, applied research, and strong partnerships with local sports clubs and communities in Northern Denmark. Team includes experts with experience in youth back pain, esports-related PA, health, and implementation of activity-enhancing strategies. It is located in North Denmark, campuses in Aalborg, Hjørring, Frederikshavn and Thisted

Lithuanian Sports University (LSU) – located in Kaunas, Lithuania will contribute expertise in sports science, motor control, rehabilitation and health promotion through PA. As leader in sports science in the Baltic States, LSU integrates academic excellence with applied research in areas such as skeletal muscle function, movement science, and social empowerment through sport. The university has significant experience in coaching education and development, supporting the preparation of high-level coaches and PA specialists. LSU maintains strong partnerships with national and international institutions and is actively involved in European research initiatives.

Partners will bring associate partners representing NGO's and public services

11. Workplan

The objective is to improve the quality and competences of the volunteered coaches in children's guided physical activities and sports, offer technological and data-based solutions to club management to support coaches and enable the assessment of the impact of education and the development of club activities

A1. Developing the suitable for mobile applications for volunteered coaches and supervisors

A1.1 Conduct a desktop review of existing literature on mobile application use for coaches educational purposes in sports and physical activity context

A1.2. Focus groups: Conduct the focus groups for sports club managers, coaches, instructors and parents to explore their needs, interest and acceptance to use mobile application to enhance and maintain the children and youth participation in healthy sports and physical activities

A2 Developing the monitoring system for sports club to follow the volunteered coaches and instructors progression and participation in mobile app education

A2.1 Conduct a desktop review of existing literature on monitoring systems suitable for mobile application to monitor the progression and participation in mobile app education

A2.2 Focus groups: Conduct the focus groups for sports club managers, coaches and instructors to find the most suitable and acceptable mobile monitoring system to follow the progression in mobile education



A3 Developing the educational content for volunteered coaches and supervisors

A3.1 Choosing the most relevant topics and modules for volunteered coaches and supervisors working in PA and sports among children and youth from existing materials with expert panel comprised by project partners and target groups

A3.2 Conduct the focus groups for sports club managers, coaches, instructors to explore their educational needs

A4 Analyzing and summarizing the data from A1 – A2

A5 Based on the A4 Developing the prototype of the technical solution for mobile application education and progression monitoring system

A6 Testing the solution with the target groups

As an output, the project will yield a tested prototype of a mobile education system designed for volunteer coaches who instruct physical activity and sports, as well as for parents. This system will provide access to training content developed by an expert panel, aimed at promoting healthy physical activity and sports. The application will enable users to engage with the educational material at their convenience, irrespective of time and location. Additionally, the application will incorporate a monitoring system that allows users to track their progress. Club management will also be able to monitor the development of their volunteer personnel's competencies. The data accumulated through this system will enable clubs to strategically guide their activities, ensuring continuous improvement and alignment with best practices

12. Planned budget

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|--|-----------------------|
| 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 | Is it allowed to utilize existing digital tools or prototypes but scale them up for the project purposes? |
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| Questions related to budgeting and expenditure | (max.1.000 characters incl. spaces) |
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Any other questions

In which category the networks are counted in target group drop-down menu?

15. Additional information

We have discussions with Swedish municipality sport services and sports clubs as well as Finnish municipality sport services. We also have extensive networks, which we didn't yet set in any target group category. e.g. in Finland, in Varsinais-Suomi area we work closely with Center of Expertise in Physical Activity for Children and Youth – A regional organization dedicated to fostering lifelong physical activity among children, youth, and families by offering research-based knowledge and supporting municipalities and sports stakeholders in health and well-being promotion in Southwest Finland

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>

