

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	Rural treasure hunters in the Baltic backroads
Short name of the project	Baltic treasures
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

2. Water-smart societies

3. Programme objective

2.2. Blue economy

4. Potential lead applicant

Name of the organisation (original)	Centria-ammattikorkeakoulu
Name of the organisation (English)	Centria UAS
Website	www.centria.fi
Country	FI



Type of Partner	Higher education and research institution
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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.

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5.1 Specific challenge to be addressed

Local tourism actors have difficulties recognizing their unique selling points from the point of view of foreign visitors and need to define their target groups more specifically. Local nature and culture offers experiences that are unrecognized and undervalued by the local actors, but has potential to attract new visitors to the area while still maintaining and preserving the cultural and natural heritage.

5.2 Focus of the call

Through this project we aim to transform challenges into opportunities. The project would support enhanced liveability and resilience by helping communities and small-scale businesses rethink local activities by combining the sustainable use of natural resources with new ways of generating income. This includes measures improving quality of life and creating better prospects for people to remain in the places they consider home.



6. Transnational relevance

Transnational cooperation in the nature and culture tourism sector offers significant value for small business operators. By connecting across borders, professionals gain new perspectives and inspiration. Exposure to different cultural, environmental, and historical contexts challenges local assumptions and sparks fresh ideas. Entrepreneurs share real-life experiences and best practices—creating a dynamic environment where participants learn from each other rather than from top-down instruction. Joint development of new products and services becomes possible when diverse approaches are combined. Storytelling techniques, sustainability models, or culinary traditions can be integrated into hybrid offerings that appeal to modern travelers. Testing ideas within a trusted international group also boosts confidence and quality. Networking across borders helps small businesses access new markets, build long-term partnerships, and participate in joint promotional activities. Fresh perspectives gained by visiting, benchmarking and holding workshops in new areas result in new, innovative ideas and products. This would not be possible without transnational collaboration. Working cross-border increases visibility and enables operators to compete more effectively on a larger stage. In addition, shared knowledge can strengthen sustainability, quality, and resilience. Comparing how others tackle challenges such as seasonality, digitalisation, or climate adaptation supports the development of more flexible and future-proof business models. By encouraging innovation and co-operation the project can provide key ingredients needed for growth in rural and remote tourism settings.

7. Specific aims to be addressed

Building trust that could lead to further cooperation initiatives

The project will lay the groundwork for lasting networks by building trust, shared experiences, and mutual understanding across borders. This project will bring business operators and other actors together to collaborate on developing tourism products, and form professional bonds that extend beyond the project itself. Because participants work closely together they know each other's strengths, making it easier to launch new projects.

Initiating and keeping networks that are important for the BSR

Networks build bridges over troubled waters, and are valuable resources for future initiatives, offering access to partners, new ideas, and funding opportunities. Transnational projects create living networks that continue to grow and support regional development over time. This project will initiate a network of rural tourism and culture actors across the BSR region, which will strengthen cross-border co-operation. Each partner is responsible for bringing their individual local and regional networks to the project. Networks created in prior Interreg projects can be brought into the project (for example Bothnia Business Heritage, ICH North).

Bringing the Programme closer to the citizens

N/A

Allowing a swift response to unpredictable and urgent challenges



This project strengthens the ability of small businesses to respond swiftly to urgent and unpredictable challenges. These challenges can include sudden shifts in travel behavior, climate events, or economic disruption. By bringing a collaborative perspective and shared problem-solving participants can quickly exchange ideas, strategies, and solutions that have worked elsewhere. The trust built during the project enables faster coordination and joint action when crisis arise. Diverse perspectives also promote more creative and adaptable responses to unexpected situations. Through working in international networks and creating transnational teams and packages, the project builds a flexible support system that enhances resilience and reduces the isolation often felt by small operators during times of uncertainty. By having good friends, you know who to contact in times of trouble.

8. Target groups

(max. 2.000 characters incl. spaces)

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	Tourism and culture actors, nature and wilderness guides	Western Finland, Western Latvia, Northern Sweden
2. NGO	Cultural heritage actors, different related associations	Western Finland, Western Latvia, Northern Sweden
3. Business support organisation	Visit organisations, regional business development agencies	Western Finland, Western Latvia, Northern Sweden

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 Tourism

PA Innovation

PA Culture

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

We have contact with the Kurzeme Planning region in Latvia and LTU (Luleå University of Technology) in Sweden and aim to involve them in this project. With these partners we cover a large geographical area in the Baltic sea Region with many kinds of rural tourism actors with potential to development. This partnership would enable us to work in a broader context regarding new tourism activities and products.

11. Workplan

Main activities:

1. Kick-off

Activity: Transnational Launch Camp

Hosted event in one of the participating regions to introduce participants and explore local tourism models. Could include storytelling workshops to help participants articulate their business's and their region's uniqueness.

2. Learning Labs & Peer Exchanges

Activity: Rotating Learning Labs

3–4 on-site Learning Labs in different partner countries, each with a theme (e.g. Sustainability in Practice, Digital Tools for Micro-Tourism, Culture as Experience).

3. Co-creation Sprints

Activity: Product/Service Development Tracks

The project matches participants across countries to visit each other's regions and share insights, allowing time for informal co-creation of ideas and solutions. We will form mixed interest groups (e.g. outdoor adventures, local food, cultural heritage) to co-develop new offers. Methods: Design thinking, guided online workshops, and testing phases with real users.

4. Digital Toolbox & Community

Activity: Online Collaboration Platform

Provide a platform for sharing templates, media, methods, and best practices. Included is a "project marketplace" for proposing new ideas or follow-up projects.



5. Public Showcases

Activity: Transnational Tourism Demo Days

Each region hosts a showcase of new products/services to the public, press, and stakeholders. We aim to include youth, local artisans, and municipalities for stronger local engagement. The project will share outcomes with local and regional policymakers. The new products will be displayed and tested at public events, such as travel fairs and exhibitions.

6. Sustainability & Future Roadmap

Activity: Future Planning Retreat

Bring partners together to reflect on lessons learned and co-create a roadmap for continued collaboration and future project ideas (e.g. applying for Interreg, Erasmus+, Creative Europe).

Network building, on-going throughout the project:

The project will create a network of professional tourism and culture actors who face different challenges and can offer each other new and exciting solutions. All project partners and participating actors contribute to the creation of the network. The network in question can function as a breeding ground for new projects, marketing endeavors and packaging deal opportunities.

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 *(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>