



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	Inclusive Employment Models for the Green and Digital Transition
Short name of the project	GreenDigitalJobs
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)	Stowarzyszenie "Dobry Dom"
Name of the organisation (English)	"Dobry Dom" Association
Website	https://www.dobrydom.org/
Country	PL



Type of Partner	NGO
	Non-governmental organisations, such as Greenpeace, WWF, etc.

Contact person 1

Name	Marek Piechuta
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Contact person 2

Name
Email
Phone

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.

"Dobry Dom" Association
Latvian Association of People with Disabilities APEIRONS

5.1 Specific challenge to be addressed

The Podkarpackie Region, located in southeastern Poland, faces significant socio-economic challenges that impact the integration of vulnerable groups—particularly persons with disabilities and the long-term unemployed—into the labour market.

High Unemployment Rates: As of January 2025, the region recorded the highest unemployment rate in Poland at 9.1%, markedly above the national average of 5.4%. This persistent unemployment is compounded by a high proportion of long-term unemployed individuals, who constituted 33.3% of the unemployed population in 2022 (source: rzeszow.stat.gov.pl)

Economic Disparities: Despite advancements in sectors like aerospace and IT, Podkarpackie remains economically disadvantaged, with a GDP per capita at 50% of the EU27 average. This economic disparity limits resources available for inclusive employment initiatives and hampers the region's ability to invest in innovative employment models. (source: European Commission+varsoinvest.com)

Underrepresentation in Emerging Sectors: Employment in high-growth sectors such as information and communication technology (ICT) is notably low, accounting for only 2% of regional employment. This

underrepresentation indicates a gap in the region's adaptation to the digital economy, which is crucial for future employment opportunities (source: Polish Organisation of Employers of Disabled People).

Demographic Challenges: The region is experiencing negative demographic trends, including population decline and aging, which further strain the labour market and social services (source: European Commission).

Lack of Inclusive Employment Models: There is a scarcity of tailored employment support services that address the specific needs of persons with disabilities and the long-term unemployed. Existing vocational training programs often do not align with the evolving demands of the digital and green economies, leading to skill mismatches and reduced employability of these groups (source: Own research and experience).

Need for Transnational Collaboration: Addressing these multifaceted challenges requires the development and implementation of innovative, inclusive employment models. Transnational cooperation can facilitate the exchange of best practices and the co-creation of solutions that are adaptable to the specific context of Baltic Sea Region, thereby enhancing the partners' regions' capacity to integrate vulnerable groups into emerging economic sectors.

5.2 Focus of the call

The project directly targets disadvantaged communities in rural or economically lagging regions. By piloting inclusive employment models tailored to small places, the project aims to strengthen local economies, empower vulnerable citizens, and reduce inequalities in access to future job sectors.

6. Transnational relevance

The employment challenges facing vulnerable groups are shared across the Baltic Sea Region. Transnational cooperation allows partners to pool expertise, test adaptable models across different socio-economic contexts, and create a BSR-wide toolkit for inclusive employment solutions in digital and green sectors.

7. Specific aims to be addressed

Building trust that could lead to further cooperation initiatives

The project will establish lasting trust-based cooperation among inclusive employment providers, vocational institutions, and public bodies across the Baltic Sea Region. By bringing together partners from regions with varying levels of experience in supported employment and digital/green transitions, we aim to:

*Build a peer-to-peer learning environment,



- *Encourage repeated collaboration beyond the project duration,
- *Support the institutionalisation of inclusive employment policies,
- *Foster cross-border mentorship between experienced and emerging actors in inclusive labour practices.

This trust-building will be formalised through Memoranda of Understanding, joint action plans, and continued engagement via a BSR Inclusive Employment Network launched during the project.

Initiating and keeping networks that are important for the BSR

The project responds directly to the need for structured and sustainable networks that connect regions working on employment inclusion within the twin transition (green + digital). It will:

- *Create a transnational network of ZAZ-like institutions and supported employment providers,
- *Engage employers (especially SMEs in green tech and ICT) across the BSR to build an Inclusive Employers Alliance,
- *Link with existing EU Strategy for the Baltic Sea Region (EUSBSR) networks on social affairs, education, and innovation.

The network will facilitate joint resource development (training modules, toolkits), mutual support in scaling solutions, and coordinated policy advocacy.

Bringing the Programme closer to the citizens

The project will have a direct, visible impact on citizens, particularly those facing exclusion:

- *Around 60 individuals with disabilities or long-term unemployment status will participate in pilot employment programs across the partner countries,
- *Local storytelling campaigns (e.g., “My Digital Job Journey”) will document personal success stories and broadcast them through local media and social platforms,
- *Involvement of families, carers, and local community leaders will strengthen societal understanding of inclusive employment benefits.

By emphasizing real human outcomes—people gaining meaningful work—the project will enhance the visibility of Interreg in everyday life and foster citizen ownership of EU-funded solutions.

Allowing a swift response to unpredictable and urgent challenges

The project is designed to be agile and adaptive, addressing the rapidly shifting demands of regional labour markets:

- *Responds to digitalisation and the green transition driven by EU climate policy,
- *Adapts employment models in real-time based on feedback from participants and employers (e.g., introducing green micro-jobs or remote digital work),
- *Develops ready-to-implement solutions for regions facing sudden economic shocks or demographic shifts, like the aging workforce in partners' regions'.

This approach ensures that inclusive employment is not a long-term policy aspiration only—but a practical, immediate tool for social resilience.

8. Target groups

The project targets groups that are directly affected by labour market exclusion and hold potential to drive inclusive transformation in the digital and green economies.



Primary target group:

*Persons with disabilities and long-term unemployed individuals, particularly from rural and economically disadvantaged regions such as the Podkarpackie Voivodeship (PL), where unemployment remains among the highest in Poland. These individuals often lack access to future-oriented vocational training, inclusive employers, and job coaching systems. Through the project, they will co-create and test employment models in digital and green sectors, improving their access to meaningful, sustainable work.

Secondary target groups:

*Supported employment institutions and social economy actors (e.g. ZAZ-type organisations, NGOs, cooperatives) across the BSR. These organisations will jointly develop and implement innovative, adaptable models of employment and training, increasing their capacity to serve vulnerable populations more effectively.

*Local employers (Large companies and SMEs) in the green technology and digital services sectors will be involved in designing inclusive workplace environments and testing onboarding practices for target beneficiaries. They are essential multipliers for broader labour market change.

*Vocational education and training (VET) providers, including schools and adult learning centres, will adapt their curricula and tools to support inclusive digital and ecological skills development.

All groups will be involved in co-design, implementation, and feedback to ensure relevance, ownership, and long-term use of project outcomes.

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. Interest group	Persons with disabilities	Project partners' area of activity
2. Education/training centre and school	Schools and training/consulting companies which deliver trainings for people with disabilities	Project partners' area of activity
3. Small and medium enterprise	Local employers	Project partners' area of activity
4. Large enterprise	Regional and national employers	Project partners' area of activity
5. NGO	Other ZAZ organisations and Social enterprises	Project partners' area of activity

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 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 applicant has been working for 25 years for people with disabilities and in difficult life situations. It is a non-governmental organization. It has been running the Vocational Activity Center in Nowa Sarzyna for 21 years. It is a co-organizer of many activities to improve employment of people at risk of social exclusion.

The partnership consists of institutions working to activate people with disabilities. The institutions have not used Interreg Baltic Sea funds so far but have extensive experience in implementing projects, including projects for people with disabilities.

"Dobry Dom" Association
 Latvian Association of People with Disabilities APEIRONS
 The Nordic Academy for Social Entrepreneurship NASE, Sweden

11. Workplan

WP1: Co-creation and Capacity Building (Months 1–10)

This WP focuses on understanding regional needs, co-designing employment models, and building the capacities of key actors.

Main Activities:

*Conduct a transnational mapping of inclusive employment practices and labour market barriers in the digital and green sectors.

*Hold participatory co-creation workshops with persons with disabilities, social economy institutions, VET providers, and employers to identify needs and co-develop two modular employment support models.

- *Develop training materials and toolkits for job coaches, inclusive employers, and VET trainers.
- *Deliver training sessions and peer-learning formats for project partners and associated stakeholders
- *Design practical tools for inclusive recruitment, onboarding, and workplace adaptation in SMEs.

Key Outputs:

- *Needs assessment and best practice report
- *Two inclusive employment model blueprints (digital / green sector focus)
- *Inclusive Employment Toolkit (manuals, templates, checklists)

WP2: Pilot Implementation and Evaluation (Months 6–18)

This WP will test the developed models in real settings across several partner regions.

Main Activities:

- *Implement 3 pilot projects involving 60 disadvantaged individuals (persons with disabilities or long-term unemployed).
- *Organise inclusive job placements or training placements in green or digital sectors (e.g. ICT microtasks, recycling services, sustainable maintenance).
- *Provide continuous support and supervision via job coaches and trainers.
- *Collect structured feedback from participants and employers.
- *Evaluate the pilots, including success factors, barriers, and recommendations for improvement.

Key Outputs:

- *Pilot activity reports with individual and institutional feedback
- *Refined models based on testing and local adaptations
- *Case studies and employer testimonies

WP3: Policy Integration and Communication (Months 15–24)

This WP focuses on integrating project outcomes into institutional practice and public policy, while communicating results broadly.

Main Activities:

- *Organise study visits and peer-review missions between project partners.
- *Conduct roundtable events and bilateral dialogues with social enterprises and other employers
- *Publish the final toolkit in multiple languages and ensure open access.

Key Outputs:

- *3 local learning exchange reports
- *3 Employment Toolkit (final version, translated)
- *1 Stakeholder engagement materials and success stories

End-Users of Outcomes:

- *SEs and other supported employment institutions
- *VET providers
- *Employers interested in inclusive green/digital recruitment

12. Planned budget

ERDF budget (planned expenditure of partners from the EU)	EUR 445.00
Norwegian budget (planned expenditure of partners from Norway)	EUR 0.00
Total budget (including preparatory costs)	EUR 445.00

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	Can traineeships and job coaching be considered as eligible outputs? Is it allowed to use EU funds to purchase or adapt digital tools for persons with disabilities?
Questions related to budgeting and expenditure	Are stipends for persons with disabilities participating in pilots eligible? Can training-related travel and accommodation costs for participants be covered?
Any other questions	Can associated partners (e.g. employer federations) support dissemination without budget?

15. Additional information

The project will align with national and EU strategies on green and digital transitions, as well as employment inclusion policies. Outcomes will be designed to support long-term policy integration and replication.

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>