



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 Circular Baltics Innovation Mixer

Short name of the project C-BALT

Previous calls yes ☐ no ☒

Seed money support yes ☐ no ☒

2. Programme priority

3. Climate-neutral societies

3. Programme objective

3.1. Circular economy

4. Potential lead applicant

Name of the organisation (original) RZESZOWSKA AGENCJA ROZWOJU REGIONALNEGO SPOLKA AKCYJNA

Name of the organisation (English) Rzeszow Regional Development Agency

Website <https://rarr.rzeszow.pl/>

Country PL



Type of Partner	Regional public authority
	regional council, etc.

Contact person 1

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Contact person 2

Name	<i>(max. 100 characters incl. spaces)</i>
Email	<i>(max. 100 characters incl. spaces)</i>
Phone	<i>(max. 100 characters incl. spaces)</i>

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.

Alytus district municipal administration, Pulko str. 21, LT 62135 Alytus, Lithuania (local authority)
 Polygonal North, Kuusamakuja 8, Raisio 21260, Finland (sustainability focussed SME)
 avant now, Rheinsberger Str. 76/77, 10115 Berlin, Germany (sustainability focussed SME)

5.1 Specific challenge to be addressed

The Baltic Sea region faces urgent environmental and socio-economic challenges, particularly in underserved inland areas. Excessive agricultural runoff, growing levels of plastic pollution, and degraded soil quality contribute to one of the most biologically distressed marine ecosystems in the world. Simultaneously, many rural inland regions suffer from youth outmigration, underdeveloped innovation ecosystems, and limited access to new economic opportunities. Local SMEs and innovators often lack the capacity to develop and implement circular solutions or they do not achieve enough exposure and funding to scale their innovative solutions. The challenge is to bring together and build capacity of diverse stakeholders to co-create and scale circular economy innovations addressing locally relevant environmental and socio-economic pressures while strengthening rural innovation ecosystems and generating new and sustainable economic opportunities.

The "Baltic Visions Innovation Mixer" aims to address these intertwined challenges by fostering a new generation of place-based multi-stakeholder innovation ecosystems targeting specific local challenges while opening new economic opportunities. Core topics to be targeted are:

Pure Waters (reducing pollutants and microplastics)

Regenerative Soils (soil health through microbial and circular practices)



Reduced Plastics (bio-based and circular alternatives)
Circular Economies (local, low-waste innovation chains)
Young Talents (engagement, and empowerment of young talents)
This initiative will enable collaboration between startups, creatives, corporates, local governments, NGOs, research institutions, and investors to co-create and scale viable innovations that directly benefit inland based communities and natural ecosystems.

5.2 Focus of the call

The project directly supports the cohesive development of small places and rural areas by enabling challenge-based innovation, startup engagement tied to local issues such as soil degradation, water pollution and plastic waste. Activities will be implemented in underserved inland areas, aiming to retain and empower young people through local innovation labs and circular economy pilot projects. The project will foster local resilience, create job and business opportunities, and enhance liveability through community-based innovation and a vital exchange between rural and urban innovation ecosystems, opening enhanced economic opportunities for all stakeholders involved. The project does not engage in research but instead in fast paced solution implementation and scaling of circular economic opportunities.

6. Transnational relevance

Environmental stressors in the Baltic Sea and its watershed are transnational in nature—no single country can resolve runoff pollution or plastic waste independently. Moreover, the inland-rural innovation gap is a common challenge across the region. By pooling knowledge, co-creating scalable solutions, and connecting innovators and stakeholders across borders, we generate locally relevant solutions, strengthen rural innovation ecosystems and stronger impacts. Transnational cooperation also allows shared learning, increases visibility, and attracts diverse funding and stakeholder engagement.

7. Specific aims to be addressed

Building trust that could lead to further cooperation initiatives

The project will create a replicable engagement framework, enabling deeper trust and follow-up collaboration among participating regions.

Initiating and keeping networks that are important for the BSR

N/A



Bringing the Programme closer to the citizens

Local events, challenge definitions, and Pop-up Labs involve citizens—especially youth—in shaping solutions to issues affecting their communities.

Allowing a swift response to unpredictable and urgent challenges

N/A.

8. Target groups

Primary target groups

Young entrepreneurs and innovators
 SMEs and early-stage startups in sustainability fields
 Local authorities as enablers for pilots
 Investors interested in early-stage impact ventures

Secondary target groups

Research institutions focused on soil and water systems
 Environmental NGOs and citizen groups
 Regional development agencies, incubators and accelerators
 Local governments in rural areas

These groups will co-design, implement, and benefit from the project outputs, particularly through Pop-up Labs, matchmaking events, and shared engagement tools.

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	SMEs and early-stage startups	Lead Partner and Project Partners Region
2. Business support organisation	regional development agencies, incubators and accelerators	Lead Partner and Project Partners Region

3. Local public authority	Local governments in rural areas	Lead Partner and Project Partners Region
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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 Innovation

PA Tourism

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

Confirmed Partners:

Regional Development Agency from Rzeszow Poland - Host of challenges, Pop-up Lab and Pilot, Project Lead

Rzeszow Regional Development Agency, Chopina 51 str., 35-959 Rzeszow, Poland

Regional Municipality from Alytus, Lithuania - Host of challenges, Pop-up Lab and Pilot

Alytus district municipal administration, Pulko str. 21, LT 62135 Alytus, Lithuania

Sustainability-focused SME from Raisio, Finland - Host of challenges, Pop-up Lab, impact measurement & quality assurance

Polygonal North, Kuusamakuja 8, Raisio 21260, Finland

Sustainability-focused SME from Berlin, Germany - ecosystem builder, startup outreach & engagement framework

avant now, Rheinsberger Str. 76/77, 10115 Berlin, Germany

The partnership combines policy, innovation, and local implementation expertise, covering inland areas in at least 4 BSR countries. Each partner has very strong and diverse networks in their local

region, being able to activate all relevant stakeholders and collaborators for the planned activities.

11. Workplan

Main Activities:

Defining challenges and opportunities around water, soil and circular economy specifically for each local host.

Transnational Call for Startup Participation based on the defined challenges to get innovators, startups, corporates, science, public and other stakeholders involved.

Pop-up Labs for local challenge-based experimentation and innovation with collaboration workshops, match-making events and peer-learning sessions, getting multi-stakeholders involved with a special focus on the young local community.

Matchmaking and pilot enablement in cooperation with regional stakeholders – testing and showcasing creative solutions in a real-life setting, bringing business collaboration partners together, connecting with investors, enabling access to funding.

Developing an engagement framework or practical guideline to document and reflect on how to facilitate collaboration between startups, creatives, municipalities, corporates and innovation actors in underserved regions – addressing local challenges through creative problem-solving and cross-sector matchmaking.

Expected Outputs:

At least 3-5 challenges with local relevance are defined.

At least 50 solutions/ applications by innovators, creatives, startups,

At least 3 Pop-up Labs in underserved inland areas engaging the different stakeholders and enabling collaboration and matchmaking opportunities.

At least one cooperation/ pilot for a challenge-based innovation partnership to test low-cost, scalable solutions addressing circular economy needs.

At least 1 urban-rural mixer event, eg. showcasing rural innovators/ startups in urban innovation ecosystems like Berlin and facilitating collaboration and matchmaking opportunities with partners and investors.

One engagement framework or practical guideline across the Baltic Sea region, which can serve a base for an extended collaboration project, to be rolled out in more regions and could include a transnational accelerator and innovation lab with ongoing capacity building to support future initiatives

Outputs Users: Municipalities, innovation hubs, youth organizations, and regional SMEs will use the models and tools to continue innovation beyond the project timeline.

12. Planned budget

ERDF budget (planned expenditure of partners from the EU)	EUR 495,000.00
Norwegian budget (planned expenditure of partners from Norway)	EUR XXX
Total budget (including preparatory costs)	EUR 495,000.00



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 We would like to discuss the idea of the 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

We aim for this small project to become a base for a larger multi-year cooperation project and are actively engaging newcomers to ensure fresh perspectives and capacity building across the Baltic innovation landscape.

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>