

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	BrandIB: Local branding strategies in the Baltic Sea Region for identity-based resilience
Short name of the project	BrandIB
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)	Fundacja Ochrony Krajobrazu
Name of the organisation (English)	Foundation for Landscape Protection
Website	https://krajobraz.edu.pl/
Country	PL



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

Contact person 1

Name	Tomasz Kołomański
Email	kontakt@krajobraz.edu.pl
Phone	+48 693 374 794

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.

In the planned partnership, at least one organisation is participating in an Interreg Baltic Sea Region project for the first time. This organisation is:
LP Foundation of Landscape Protection

5.1 Specific challenge to be addressed

The specific challenge addressed by the project BrandIB is the lack of a capacity, tools and collaborative frameworks to develop and implement branding strategies tailored to specific municipalities and local actors across the Baltic Sea Region. Branding is often approached in a fragmented or purely promotional way, missing the opportunity to align it with unique identity of a place.

As a result, small towns and rural areas often do not invest in reflecting on their own identity or cultural heritage. Instead, they adopt superficial and unsustainable communication strategies. Audiences receive a fragmented and often contradictory image of the place — and more importantly, they never reach the core of the concept.

A major difficulty lies in the lack of competencies and financial resources needed to implement modern technologies in the fields of promotion and place-based branding — tools that could significantly improve the region's competitiveness and visibility.

Due to the absence of effective place branding concept, young residents often feel disconnected from their place of origin, while older generations lack opportunities to engage in regional initiatives.

5.2 Focus of the call

Through improved branding strategies, the project intends to support the development of towns and rural areas across the Baltic Sea Region.

6. Transnational relevance

Thanks to the cooperation of the Baltic countries, it will be possible to exchange knowledge, experience and good practices with other project partners. The accumulated knowledge will become the basis for the creation of new solutions, serving the economic resilience of the Baltic region.

7. Specific aims to be addressed

Building trust that could lead to further cooperation initiatives

The implementation of the BrandIB project will create a common space, enabling the building of trust between representatives of the Baltic countries

Initiating and keeping networks that are important for the BSR

The aim of the project is to initiate and maintain a network of cooperation in the Baltic Sea Region focused on branding strategies.

Bringing the Programme closer to the citizens

The aim of creating an identity-based branding is closely related to the involvement of citizens and a participatory approach.

Allowing a swift response to unpredictable and urgent challenges

The BrandIB project aims to strengthen the resilience of urban and rural centers to economic and social changes, such as depopulation of the Baltic region, economic restructuring and an aging population, as well as erosion of local identity.



8. Target groups

TBD

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. Local public authority	TBD	TBD
2. Interest group	<i>(max. 200 characters incl. spaces)</i>	<i>(max. 200 characters incl. spaces)</i>
3. Small and medium enterprise	<i>(max. 200 characters incl. spaces)</i>	<i>(max. 200 characters incl. spaces)</i>
4. NGO	<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 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

The project plans to involve local governments and territorial authorities, who will provide their knowledge and experience regarding branding strategies.

11. Workplan

Planned activities:

- Mapping local branding strategies
- Creating a joint methodology for identity-based branding
- Testing identity-based branding in pilots
- Developing tools for community identity building
- Communication and influencing policy

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 0.00
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>