

# Project idea form - small projects

Version 2.1

Registration no. (filled in by MA/JS only) \_\_\_\_\_

## Project Idea Form

Date of submission 04/06/2025

### 1. Project idea identification

Project idea name	CommUnity Move: Strengthening Resilience in Small Communities Through Movement
Short name of the project	CommUnity Move
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
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### 3. Programme objective

1.1. Resilient economies and communities
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### 4. Potential lead applicant

Name of the organisation (original)	ISCA - International Sport and Culture Association
Name of the organisation (English)	ISCA - International Sport and Culture Association
Website	<a href="https://www.isca.org/">https://www.isca.org/</a>
Country	DK



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

#### 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.

Change the Game (SE)  
 Vännäs Municipality (SE)  
 The Competence Center for Physical Activity Estonia (EE)  
 Pärnu Municipality (EE)  
 Gehl (DK)

### 5.1 Specific challenge to be addressed

Many communities in the Baltic Sea Region are facing deteriorating social cohesion and growing social inequality. We argue that is partially stemming from the lack of inclusive public spaces and the underutilisation of existing public spaces. At the same time, NGOs in the region are reporting challenges to connect and promote social inclusion within their communities, and often exclusion from decision making processes, although they have deep knowledge of the context they are working in, as well as the experience to create activities that respond to the needs of their communities.

One of the core issues faced by both municipalities and NGOs is, then, to effectively collaborate to co-design and offer inclusive public spaces, and activities that foster engagement and participation among citizens. Design of urban public space is typically a municipal responsibility, and is only infrequently done in consultation with NGOs.

Placemaking is a process that enables collaboration between authorities, civil society and local citizens in the design and activation of public space, and has been demonstrated to lead to more inclusive and resilient communities, and is a key method we want to pilot in Estonia and Sweden.

In Estonia, poorly connected infrastructure discourage people from participating in public life, and in particular in Pärnu Municipality, active and inclusive infrastructure is very limited, and results in a

reduction in chances for informal social interaction and in an increase of sedentary lifestyles, especially among children and youth.

Similarly, in Sweden, growing social divides and poorly connected infrastructure increase social isolation. In Vännäs Municipality, in particular, data shows participation in public life is strongly related to socio-economic status of citizens, and public spaces often lack the ability to answer to the need for social inclusion.

## 5.2 Focus of the call

The project is designed to answer the needs of small areas and urban communities. The project intends to focus on Priority 1: Innovative Societies, and its Objective 1.1: Resilient economies and communities, by piloting inclusive placemaking activities for the benefit of small urban areas, municipalities and their communities. These often suffer from social fragmentation, under-used public spaces and low demographics, ultimately affecting people's ability to engage in social interaction, or hindering their participation. By making use of placemaking practices, we will want to bring diverse groups together and co-create local solutions, with a focus on physical activity (PA) and grassroots sport opportunities.

The Consortium wants to achieve this through different approaches:

- 1) Bring together municipalities, NGOs and citizens to co-create public spaces, community engagement and activation.
- 2) Forge stronger local ties to foster resilient community development, by developing the skills and capacity to reshape local public spaces and increase physical activities, grassroots sport and play. The creation of this sort of physical and social infrastructure helps fight isolation and build collective identity.
- 3) Enable sustained practices through empowering the target groups (NGOs and municipalities) and the participants (citizens) to continue working collaboratively.

## 6. Transnational relevance

The main challenges identified, social exclusion, as well as underused inclusive public spaces are relevant across many municipalities across the Baltic Sea Region. While specific contexts remain, key issues are the same: the underutilization of public spaces results in an exacerbation of social exclusion and lack of social connection, ultimately undermining a community's resilience.

This project has transnational relevance because cooperation encourages trust and will favour the development of a network of municipalities and NGOs to strengthen community resilience not only locally, but also at a regional level. It will offer solutions that can be replicated throughout the Baltic Sea Region.

In addition, it is crucial for municipalities from different countries and counterpart NGOs to cooperate and learn from each other, and to test solutions and practices that can be extended to other countries and regions. Transnational cooperation will allow partners to compare outcomes in similar contexts, and build capacity for inclusive placemaking with a focus on physical activity and grassroots sport.

## 7. Specific aims to be addressed



#### Building trust that could lead to further cooperation initiatives

The project intends to build trust and consolidate a collaboration between municipalities and NGOs, and to involve citizens in doing so. Through the piloting of placemaking practices through sport and PA, the target groups will learn to collaborate and share responsibilities. These kinds of actions encourage sustainable and efficient collaborations that can serve for future cooperation beyond the project.

#### Initiating and keeping networks that are important for the BSR

The project wants to start a transnational network of municipalities and NGOs that spread across the BSR through the strong network of the lead partner ISCA. The pilot activities, and the chances to share knowledge and peer learning, will build the foundation for a strong network aiming to embedding placemaking in small municipalities for more inclusive and resilient communities. The communities will benefit from the network as they further expand their knowledge and cooperation in placemaking.

#### Bringing the Programme closer to the citizens

Bringing the Programme closer to the citizens is central to the project. Through co-creation and co-designing activities, the project will engage citizens (participants) in reshaping their local areas. This ground-up approach will raise awareness on the role of the INTERREG programme and of cross-regional cooperation and will help citizens understand the impact of the INTERREG programme on their daily life with concrete changes to their environment.

#### Allowing a swift response to unpredictable and urgent challenges

N/A

## 8. Target groups

The main target groups of the project are NGOs and Local Public Authorities, in particular small municipalities. They are both affected by the main challenge of declining social inclusion and their collaboration can play a central role in reversing the trend.

NGOs have a good knowledge of their local communities and the barriers they face for inclusion. On the other hand, they are often not involved in local decision making processes, especially when it comes to urban planning practices. They are a key target group for the project because it will focus on the co-development and activation of public space and advocate for and engage citizens in local inclusion and empowerment processes.

Local Public Authorities are responsible for policy and public infrastructure development. They face challenges in using public spaces to engage citizens and include them in activities that build social cohesion and resilience.

Both target groups can take part in all steps of placemaking processes and will be able to use the outputs to improve collaboration, planning, and inclusive public spaces beyond the project's life cycle.

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	Grassroots sport organisations. Community engagement, developing activities for and with Local Public Authorities	Sweden Estonia Denmark
2. Local public authority	Urban planning, piloting social inclusion activities with NGOs	Sweden Estonia

## 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 Spatial Planning

PA Health

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 Consortium was created to represent different sectors and different expertise, combining public authorities, NGOs from grassroots sport, and expert organisations to contribute with their different knowledge in engaging and involving citizens in placemaking processes.

The following partners have been involved:

- ISCA (DK): Lead partner. ISCA brings to the table a strong expertise in coordinating international projects aiming at inclusion, health promotion, placemaking and community resilience, and has a strong, extended network in the Baltic Sea Region.



- Change the Game (SE): grassroots sport NGO. They are expected to co-design activities and be the main point of contact for the Swedish municipality of Vännäs.
- The Competence Center for Physical Activity (Estonia) (EE): grassroots sport NGO. They are expected to co-design activities and be the main point of contact for the Estonian municipality of Pärnu.
- Vännäs Municipality (SE): Local public authority. They will co-design the activities and their participation will ensure that practices become embedded and sustained in the municipality.
- Pärnu Municipality (EE): Local public authority. They will take part in the activities and their participation will ensure that practices become embedded in the Estonian local context.
- Gehl (DK): private sector expert in urban design as an expert partner. They will advise the consortium on placemaking approaches with special focus on PA and sport activities.

The Consortium thus represents a range of realities in the Baltic Sea Region. All selected partners are committed to encouraging community ties, reduce social exclusion and building stronger communities. This mixed partnership offers the chance for mutual learning and to build capacity within the local context to sustain the project activities beyond the project life-cycle. And ISCA's strong network of additional NGOs and municipalities in the region will enable the formation of an extended network of beneficiaries and partners to collaborate and take up learnings from the project and its pilots.

## 11. Workplan

The workplan aims at using the placemaking methodology to develop and activate public spaces, with a focus on physical activity and grassroots sport, in order to develop inclusive and resilient societies. A key output of the project is to be the placemaking pilots of co-creation between municipalities, NGOs and local citizens.

All activities are included in Work Package 1: Preparation, Implementation and Dissemination.

Preparation activities include:

- First project meeting to detail work plan, specific partner roles and responsibilities, communication modalities, and project coordination; sign off of project handbook and partnership agreements.

The implementation phase includes:

- The mapping of existing relevant public spaces and activities, in the implementing municipalities;
- The selection of pilot locations and design of placemaking activities.
- Development of training materials that will enable understanding and collaboration and enable the citizens to take ownership of the piloted activities to ensure long-term sustainability;
- Outreach to participants for the placemaking activities;
- The piloting of placemaking process for public space redesigns and activities in the areas.
- Progress reports and lessons learned;
- Project meeting to discuss the progress and evaluate progress.

Second phase of placemaking implementation (adaptation and evt expansion)

- Final reporting and distillation of learnings.

The dissemination will be ongoing and include:

- Stakeholder mapping and network initiation;
- Social media content sharing;
- Dissemination of findings, solutions and project reports to the network of stakeholders: engagement through webinars, Q&As and support for adaptation and additional testing.

All project partners and community stakeholders will be involved from the beginning. Local Public Authorities and NGOs will play a key role in identifying local participants, designing public space and

delivering activities. Local Public Authorities, in particular, will provide information on public spaces and facilitate the long-term integration of the solutions. The Expert Partner will offer inputs, training materials and advice to the rest of the partnership about placemaking principles and the quality of solutions.

The final outcomes of the project thus comprise

- Increased placemaking capacities in the engaged Local public authorities;
- Increased placemaking capacities in the engaged NGOs;
- Improved engagement and activation of local citizens in the pilot public spaces, benefiting from more accessible, inclusive and engaging local community settings.
- A network of additional NGOs and municipalities that have been informed of pilot outcomes and training materials, and engaged and supported to consider and develop their own initiatives and engage in peer learning.

## 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
<b>Total budget (including preparatory costs)</b>	<b>EUR 500,000.00</b>

## 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	How detailed should the timeline and Work Plan be at the proposal? Should we include monthly plans or just phases? Are there any recommended or preferred types of activities or methodologies for this call?
Questions related to budgeting and expenditure	Can staff costs be allocated to co-financing? Can budgets be used for public space development (minor equipment or improvements)? Can municipalities allocate existing budgeted resources for public space development in the overall project budget?
Any other questions	<i>(max. 1.000 characters incl. spaces)</i>

## 15. Additional information

The project is innovative because it will deploy a unique, co-creation method (placemaking) and use it in a specific area (physical activity and grassroots sport) to attain wider societal goals (community cohesion and resilience). The lead organization ISCA has recently tested the placemaking approach in other European countries and is well-equipped to facilitate the approach in the Baltic Sea Region (<https://placemaking.isca.org/>)

### **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>

