



# 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	Outcome-Based Public Service Coordination Models: Digital Learning and Transfer Across the BSR
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Short name of the project	<i>(max. 20 characters incl. spaces)</i>
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Previous calls	yes <input type="radio"/> no <input checked="" type="radio"/>
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Seed money support	yes <input type="radio"/> no <input checked="" type="radio"/>
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### 2. Programme priority

1. Innovative societies
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### 3. Programme objective

1.2. Responsive public services
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### 4. Potential lead applicant

Name of the organisation (original)	EIT Digital Finland Ry
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Name of the organisation (English)	EIT Digital Finland Ry
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Website	eitdigital.eu
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Country	FI
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Type of Partner	International governmental organisation
	HELCOM, BSSSC, CBSS, VASAB, 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.

Partners:

EIT Digital Finland (FI): EU-level partner and lead for dissemination, learning platform and policy transfer

Tallinn University of Technology (TalTech) (EE): Leads pilot and evaluation work; connects Estonian regional actors

Lighthouse Hub / LIC (LT): Leads solution preparation; ensures Lithuanian stakeholder mobilisation

Associated Partners:

Finland: Pirkanmaa or Southwest Finland wellbeing services county and one rural municipality (e.g., Somero, Loimaa)

Estonia:

### 5.1 Specific challenge to be addressed

Rural regions across the Baltic Sea Region face growing pressure to deliver more impactful and cost-efficient public social and health services despite fiscal constraints, workforce shortages, and demographic shifts. These pressures are particularly visible in smaller municipalities, where preventive service coordination is weak and capacity to adopt new models is limited. In Finland, the Tampere-

based Kotitori model offers a functioning example of outcome-based coordination for elderly care that has already been extended to cover surrounding rural municipalities within the Pirkanmaa wellbeing services county—making it one of the few region-wide models of its kind in the BSR. The project provides a valuable opportunity to reflect on this experience and further tailor its features for transfer to other rural contexts. In Estonia and Lithuania, fragmented service provision in youth, elderly and family support domains lacks outcome orientation and integrated tools.

OBSERVE-BSR addresses these shared challenges by co-developing and testing a generic outcome-based service coordination model suitable for multiple client groups. This includes creating and refining a practical digital toolkit – hosted on a learning platform – to support local adaptation and transfer. Partner regions will apply the tools in guided workshops and light pilots to test feasibility in different national and regional settings. Lessons will feed back into the platform to improve usability and value.

To ensure visibility and broader uptake, EIT Digital will coordinate dissemination across the BSR and EU levels through online sessions, learning events and policy outreach. This ensures tools are not only co-created, but also practically deployed and made accessible across the region. The toolkit will include practical components such as: templates for outcome-based contractual frameworks and performance agreements, indicator libraries and KPI configuration tools tailored to different service domains, templates of monitoring dashboards and data visualisation models, guidance on defining outcome responsibility structures and coordinating roles, communication templates for reporting end-user value and impact to stakeholders. by facilitating peer learning and capability building between regions with varying levels of experience, and by piloting the adaptation of existing good practices (such as the Finnish Kotitori model) in new contexts.

## 5.2 Focus of the call

OBSERVE-BSR directly supports the cohesive development of small places and rural communities across the BSR by strengthening their capacity to deliver preventive, outcome-oriented public services. The project brings together regions with varying levels of maturity in coordinating social and health services, with a focus on adapting successful models (e.g., the Pirkanmaa Kotitori system in Finland) to less integrated rural settings in Estonia and Lithuania.

These areas often struggle with fragmented services, limited staff capacity, and poor access to planning tools. OBSERVE-BSR helps overcome these gaps through a shared digital toolkit and learning platform designed specifically for rural actors. The platform enables local municipalities to simulate and implement context-sensitive service models, supported by structured peer exchange and micro-pilots.

Importantly, the project also creates a two-way learning process: Estonia's flexible local experimentation and Lithuania's user engagement methods offer practical insights to further develop Finland's region-wide model. Cross-border activities led by EIT Digital ensure the BSR's rural innovations are visible and transferable across Europe, amplifying the region's contribution to inclusive public sector transformation.

## 6. Transnational relevance

This project links countries in different phases of developing outcome-based coordination models and fosters both intra-regional and cross-regional collaboration. In Finland, the Kotitori model provides a unique benchmark in the BSR: a wellbeing services county (Pirkanmaa), which organises and partly provides social and health services in cooperation with private and third-sector actors. These services cover both the urban hub (Tampere) and surrounding rural municipalities. This intra-regional governance structure — combining centralised coordination with decentralised service delivery — is of high relevance for other countries aiming to address similar challenges.

In Estonia, the project promotes structured cooperation between Tallinn and a selected rural municipality (e.g., Võru or Lääne County). The aim is to build a regionally aligned service logic where urban-level capabilities and resources support the planning and coordination of rural delivery, echoing the governance dynamic of Pirkanmaa.

In Lithuania, Lighthouse HUB will facilitate collaboration between Vilnius and a rural municipality within Vilnius County (e.g., Širvintos or Šalčininkai). This arrangement enables the introduction of outcome-based thinking through an urban-rural axis, aligned with regional development strategies and service reform needs. The central role of Vilnius ensures coordination capacity, while the rural partner grounds the model in local needs.

Each national partnership will focus on a specific service domain — elderly care, youth services, or family/home support — enabling relevant, context-sensitive development. A transnational digital learning platform will facilitate structured comparison, mutual adaptation, and guided capacity building. EIT Digital ensures that the results are disseminated across the BSR and leveraged through EU-level innovation and policy networks.

## 7. Specific aims to be addressed

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

OBSERVE-BSR builds trust by enabling municipalities and regional actors to jointly analyse, test and adapt outcome-based coordination models across national borders. By involving both urban and rural partners within each country, the project fosters mutual understanding of governance structures, operational constraints, and service priorities. Cross-country collaboration, supported by a shared digital learning platform and hands-on piloting, helps establish lasting working relationships between practitioners. As a result, partners develop a shared language and problem-solving approach that can serve as a foundation for future joint projects and policy initiatives across the BSR and EU.

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

OBSERVE-BSR initiates a cross-sectoral and transnational network of public authorities, service providers, coordinators, and policy actors engaged in outcome-based service reform. By bringing together urban and rural partners from Finland, Estonia, and Lithuania, the project creates a structured collaboration framework that connects regional ecosystems across the BSR. The digital learning platform ensures continuity by serving as a shared knowledge base and communication interface beyond the project duration. EIT Digital supports institutional anchoring and outreach to

broader EU networks, helping to sustain and scale the BSR cooperation in future programming and strategic dialogues.

#### Bringing the Programme closer to the citizens

OBSERVE-BSR brings the Programme closer to citizens by directly targeting improvements in the coordination, accessibility, and effectiveness of social and health services that people rely on in their daily lives—especially in rural communities. The project works with local authorities, service providers, and end-user organisations to ensure that citizens' needs are reflected in service design and outcome measurement. Through local pilots and feedback loops, the project empowers professionals and users alike to contribute to solutions that are more responsive, preventive, and impactful. Communication materials and events will make results tangible and relatable for broader local audiences.

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

OBSERVE-BSR enhances the ability of local and regional actors to respond swiftly to unpredictable challenges—such as demographic shocks, service gaps, or sudden demand increases—by promoting outcome-based coordination and real-time monitoring tools. The digital toolkit includes adaptable templates and dashboards that help service providers quickly reallocate resources based on evolving needs. By fostering cross-regional learning and building a shared methodology, the project strengthens local resilience and preparedness in both urban and rural areas. This flexible, evidence-based approach improves readiness for future social or economic disruptions across the BSR.

## 8. Target groups

OBSERVE-BSR targets local and regional public authorities responsible for organising and delivering social and health services, particularly those operating in or coordinating with rural municipalities. This includes wellbeing services counties in Finland (e.g. Pirkanmaa, Southwest Finland), city administrations in Tallinn and Vilnius, and rural municipal governments in Võru, Lääne, Širvintos, or Šalčininkai. These actors are central to implementing new coordination models and will be directly involved in co-developing and testing the outcome-based toolkit.

Another core target group includes public and private service providers—both centralised coordinators and local delivery actors—who will apply and refine the tools in real-life service contexts. These include, for example, Kotitori operators in Finland and municipal family or elderly service units in Estonia and Lithuania. Frontline professionals, planners, and data officers will participate in workshops and micro-pilots to ensure usability and relevance of the solutions.

Policymakers and innovation ecosystem actors (e.g. Lighthouse HUB, TalTech, EIT Digital) represent a third target group. They will contribute to system-level insights, transfer frameworks, and long-term scaling strategies. Lastly, end-user organisations and civil society stakeholders will be engaged to reflect citizen needs and ensure that the outputs are grounded in real-life service experience.

All target groups will be directly involved in project activities through co-design workshops, peer learning exchanges, piloting, and dissemination events. They will also have access to the digital platform and toolkit, which will remain available for ongoing application and collaboration beyond the project.

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	Organisation and coordination of social and health services	Finland (Pirkanmaa, Southwest Finland), Estonia (Tallinn, Võru), Lithuania (Vilnius, Širvintos/Šalčininkai)
2. Regional public authority	Strategic planning and service system integration	Finland (Pirkanmaa wellbeing services county), Lithuania (regional gov.)
3. Education/training centre and school	Model evaluation, methodology, capacity building	Estonia (TalTech), Lithuania (Lighthouse Digital Innovation Hub), Finland (EIT Digital)
4. Interest group	Delivery and coordination of outcome-based public services (public/private)	Finland, Estonia, Lithuania
5. International governmental organisation	Policy transfer, cross-border dissemination, innovation ecosystem support	BSR/U-level (EIT Digital)

## 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 Health

PA Education



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

Partners:

EIT Digital Finland (FI): EU-level partner and lead for dissemination, learning platform and policy transfer

Tallinn University of Technology (TalTech) (EE): Leads pilot and evaluation work; connects Estonian regional actors

Lighthouse Hub / LIC (LT): Leads solution preparation; ensures Lithuanian stakeholder mobilisation

Associated Partners:

Finland: Pirkanmaa or Southwest Finland wellbeing services county and one or more rural municipalities (e.g., Somero, Loimaa)

Estonia: Tallinn Family Centre and one rural municipality (e.g., Võru or Lääne County)

Lithuania: Vilnius or Kaunas social services centre and a rural municipality in Šiauliai or Utena region

## 11. Workplan

The project follows the Programme's recommended structure:

WP1: Preparing solutions

Partners will jointly define the generic outcome-based coordination model and co-develop a digital toolkit. Activities include mapping existing practices (e.g., Kotitori), identifying adaptation needs, and setting up local working groups. The toolkit will include contractual templates, KPI libraries, dashboards, role definitions, and service pathway tools.

WP2: Piloting and evaluating solutions

Light pilot activities in Estonia and Lithuania will apply the toolkit in selected municipalities (e.g., family/home care in EE, youth/elderly services in LT). Local professionals and coordinators will test tools through guided workshops and feedback cycles. Each country focuses on a specific service area and urban–rural cooperation model.

WP3: Transferring solutions

EIT Digital will lead cross-regional learning, EU-level outreach, and final refinement of tools. Outputs



will include a web-based learning platform, case-based user guidance, and policy transfer packages. Dissemination events and webinars will target public authorities, service providers, and ecosystem stakeholders.

Target groups (local and regional authorities, service providers, coordinators, end-user organisations) are involved throughout the process—especially in piloting, co-design, and evaluation. The final toolkit will be used by municipalities and regional actors seeking to improve service impact, efficiency, and coordination across the BSR.

## 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
<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	<p>Does the proposed approach – combining local pilots, digital toolkits, and cross-regional peer learning – fit the expectations for small projects under Priority 1.2 (Responsive Public Services)?</p> <p>Are outcome-based coordination models (including private actors with performance responsibility) considered aligned with the Programme's vision for improving service delivery in rural areas?</p> <p>Is the digital learning platform, with embedded toolkits and practice transfer materials, an appropriate form of output for a small project?</p> <p>Does the urban–rural governance setup (e.g., Tampere + rural municipalities, Tallinn + rural partner) provide sufficient transnational and intra-regional relevance?</p> <p>Would the inclusion of light pilot activities and guided workshops be considered sufficient “testing” under the work plan requirements?</p> <p>Should additional associated partners (e.g., from other BSR countries) be</p>
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Questions related to budgeting and expenditure	included to increase transfer potential, or is the current three-country structure sufficient (max. 1.000 characters incl. spaces)
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Any other questions	(max. 1.000 characters incl. spaces)
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## 15. Additional information

(max. 1.000 characters incl. spaces)
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### 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>