



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 | Resilience and Adaptation for Competitiveness and Transition |
| Short name of the project | ReACT BSR |
| 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 |
|--|

4. Potential lead applicant

| | |
|-------------------------------------|----------------------------|
| Name of the organisation (original) | Krajowa Izba Gospodarcza |
| Name of the organisation (English) | Polish Chamber of Commerce |
| Website | www.kig.pl |
| Country | PL |



| | |
|-------------------------|--|
| Type of Partner | Business support organisation |
| | chamber of commerce, chamber of trade and crafts, business incubator or innovation centre, business clusters, etc. |
| Contact person 1 | |
| Name | Marzena Kuczyńska - Pyczot |
| Email | mkuczynska@kig.pl |
| Phone | 22 630 97 23 |
| 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.

Municipality of Łańcut (Poland)
 OAAL Consulting (Estonia)

5.1 Specific challenge to be addressed

Across the Baltic Sea Region, traditional SMEs in sectors such as manufacturing, logistics, agri-food, and crafts face mounting pressure to adapt to environmental and digital transformation demands. These businesses represent more than 99 percent of all enterprises in the EU and account for two-thirds of employment. In many rural and semi-urban areas, they remain the main economic anchors. However, according to the EU SME Performance Review, the majority of SMEs have not yet engaged meaningfully with digital or green transition goals, particularly those located outside metropolitan regions. This disconnect creates structural vulnerability. As larger firms advance with data-driven innovation and sustainability frameworks, many smaller enterprises are left uncertain about what transition requires in practical terms for their specific sectors. They often operate with limited internal capacity, lack long-term planning instruments, and face market and regulatory changes without adequate support. The European Commission's Transition Pathways reports have identified that small firms in traditional sectors struggle with absorbing innovation and interpreting environmental regulation into business-relevant actions. Business support organisations, such as chambers of commerce and local development agencies, are formally tasked with assisting SMEs in transition. Yet

many of these institutions also report insufficient tools, lack of up-to-date methodologies, and low cross-sector coordination. Support remains fragmented and often fails to align with the evolving policy frameworks introduced by the European Green Deal, the Digital Europe Programme, and national recovery plans. ReACT BSR addresses this dual-layered challenge: the low transition readiness of traditional SMEs and the underprepared support ecosystem meant to guide them. The project targets SMEs outside capital regions, particularly those with exposure to shifting value chains and regulatory change. It also involves business support institutions that play a key role in regional economic resilience. Additionally, local authorities and sector networks are engaged as facilitators and multipliers. By introducing a shared diagnostic framework, piloting adaptable transition tools, and supporting regional coordination, the project aims to reinforce structural readiness. This approach contributes to a more balanced, responsive, and future-oriented SME landscape across the Baltic Sea Region.

5.2 Focus of the call

ReACT BSR directly addresses the development needs of small and mid sized towns, secondtier regions, and rural areas where traditional SMEs form the economic backbone but face structural disadvantages in adapting to green and digital transitions. These places often lack access to specialised support services, innovation hubs, and tailored transformation tools, resulting in fragmented resilience and limited competitiveness. The project strengthens the capacities of SMEs and support institutions located outside capital regions, focusing on areas where policy implementation and business adaptation lag behind. Pilot activities will take place in non-metropolitan regions of Estonia, Poland, Latvia, and Germany, selected for their reliance on traditional industry sectors and vulnerability to transition-related disruption. By involving local authorities and chambers in the development and piloting of practical transition tools, the project ensures that solutions are territorially grounded and scalable. It promotes cooperation across regions facing similar structural conditions, enabling them to benefit from joint diagnosis, peer exchange, and access to methods adapted to their socio-economic context. The project contributes to more cohesive development across the BSR by reducing regional disparities in transition readiness, fostering institutional learning in smaller places, and enabling local actors to guide SMEs through complex change processes.

6. Transnational relevance

The transition challenges faced by traditional SMEs across the Baltic Sea Region are structurally similar, yet regionally specific in how they manifest and are addressed. While digitalisation and sustainability are common policy imperatives, the availability, quality, and coordination of support for SMEs varies significantly across countries and regions. In many second-tier and rural areas, business support institutions struggle with limited tools, sector-specific guidance, and access to practices tested elsewhere. A national or local response is insufficient to close this readiness gap or to address the broader resilience of regional economies under shared transformation pressures. Transnational cooperation is essential to pool expertise, compare regional approaches, and co-develop practical support models that are both flexible and aligned with wider policy frameworks such as the European Green Deal and EU SME Strategy. ReACT BSR creates structured spaces for business support actors to co-design and test diagnostic and transition tools with peers from other regions, enabling mutual learning and the adaptation of solutions to different local contexts. For example, while Estonia and

Germany have more developed digital ecosystems, their tools can be adapted for use in Polish or Latvian regions that currently lack such resources. Conversely, partners from more traditional economic settings contribute valuable insights into the realities of SME adaptation where structural inertia is stronger. This mutual complementarity strengthens all participating regions. The project also benefits from transnational validation. By testing support approaches in different BSR contexts, the project ensures transferability and helps define minimum standards that can inform national and regional strategies. It facilitates early alignment with transnational policy goals under EUSBSR and strengthens the long-term cooperation capacity of business support ecosystems.

7. Specific aims to be addressed

Building trust that could lead to further cooperation initiatives

The project aims to build trust that can serve as a foundation for future cooperation through the following actions:

1. Establish a joint diagnostic framework to promote transparency, shared understanding, and co-responsibility across regions.
2. Pilot SME support tools in different national contexts to demonstrate mutual reliability and practical alignment.
3. Facilitate peer learning between business support institutions to enhance institutional trust and awareness of complementary capacities.
4. Ensure regular exchange through partner meetings, online sessions, and case-based workshops to reinforce commitment and continuity.
5. Engage both public and private sector actors to create balanced collaboration and long-term stakeholder interest.
6. Deliver transferable tools and cooperation formats to be used in future BSR or national projects supporting SME transformation.

Initiating and keeping networks that are important for the BSR

(max. 1.000 characters incl. spaces)

Bringing the Programme closer to the citizens

The project aims to connect the Programme more directly with citizens by targeting the everyday realities of SMEs and local communities:

1. Engage SMEs from small towns and rural regions as active participants in diagnosis, testing, and evaluation activities.
2. Translate complex transition policies into clear, actionable guidance tailored to the needs of local business owners and employees.
3. Organise local pilot activities and info sessions that enable direct dialogue between SMEs, support institutions, and local authorities.
4. Establish contact points within each partner organisation offering free consultations and expert support, available both physically and online.
5. Share project outcomes through accessible formats, including practical toolkits, regional events, and

digital resources for non-expert users.

6.Strengthen the visibility of the Programme's contribution to addressing economic challenges citizens experience in their daily working lives.

Allowing a swift response to unpredictable and urgent challenges

N/A

8. Target groups

ReACT BSR focuses on two primary target groups that are directly affected by the green and digital transitions and hold the capacity to shape their outcomes:

1. Traditional SMEs. These include micro, small, and medium-sized enterprises operating in sectors such as manufacturing, logistics, agri-food, crafts, and local services. Many are located in second-tier cities or rural areas and form the economic backbone of their regions. They face significant barriers in transition readiness, including limited awareness, lack of internal capacity, and scarce access to tailored support. These SMEs will be directly involved in needs assessment, co-development of tools, and pilot testing activities. Their feedback and experience will be central to ensuring the practical relevance of project outputs

2. Business Support Organisations (BSOs) This group includes chambers of commerce, local and regional development agencies, and SME consultancies. These institutions are essential for delivering transition support at scale, but often lack modern tools and structured methodologies. In ReACT BSR, BSOs are both project partners and key implementers. They will co-design and apply diagnostic instruments, engage in cross-regional peer learning, and deliver support services to SMEs.

Strengthening their capacity is a central pathway to long-term impact. Additional stakeholder groups will also be actively engaged:

–Local authorities, especially from non-metropolitan areas, will contribute to contextualising tools and ensure alignment with local strategies.

–Sector associations and business networks will support outreach, dissemination, and the scaling of tested solutions.

–Policymakers at regional and national level will be addressed through dedicated transfer activities, including briefings and strategy papers. All target groups will be involved through workshops, consultations, testing phases, and follow-up dissemination. The approach ensures that those most impacted by transition challenges

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 | Traditional sectors such as manufacturing, logistics, agri-food, and crafts enterprises undergoing structural transition in non-metropolitan and rural areas of the Baltic Sea Region. | From all countries (PL, EE, DE, LT) and regions of the project partners |
| 2. Business support organisation | Chambers of commerce, development agencies, and consultancies providing advisory, innovation, and transformation services to SMEs in regional and cross-border economic contexts. | From all countries (PL, EE, DE, LT) and regions of the project partners |

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

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 ReACT BSR partnership brings together a well-balanced consortium of organisations from six Baltic Sea Region countries, with complementary expertise in SME development, business support, innovation services, and regional economic policy. The Polish Chamber of Commerce (KIG) acts as Lead Partner, bringing national-level expertise in SME policy, economic resilience, and coordination of public-private dialogue. KIG also leads strategic outreach to other chambers and business support



institutions. Danmar Computers (Poland) represents the SME perspective directly, with experience in digital learning tools and business development for small firms. Their insights into practical needs of enterprises in transition are essential for piloting support tools. The Municipality of Łańcut (Poland) provides a local government perspective from a non-metropolitan setting. It will facilitate the involvement of local SMEs and public actors in testing activities and help anchor results in regional strategies. The Latvian Chamber of Commerce and Industry is a key actor in SME support in Latvia and the broader Baltic area. Its role includes co-developing tools, engaging national SME networks, and contributing to policy feedback and dissemination. FOAAL Consulting (Estonia) adds expertise in transformation diagnostics, business advisory, and innovation capacity building. It plays a central role in shaping the methodology and peer learning processes. Hansa Parlament (Germany) contributes transnational know-how on vocational development, cross-sector coordination, and SME service innovation. Based in Hamburg, it links the project to broader BSR networks and European policy contexts. The partnership has been carefully constructed to include both business support institutions and actors close to SMEs. It also ensures geographic and institutional diversity, including national and local levels, public and private organisations, and urban–rural perspectives. The inclusion of chambers, municipalities, and consultancies ensures that tools developed are both technically sound and practically usable. The partnership is not formally closed. There is the possibility to expand the consortium with additional business support organisations or other relevant actors from regions or sectors aligned with the project’s aims. This flexibility will allow for broader validation and future scaling of tested solutions.

11. Workplan

The workplan is structured into four interconnected Tasks, reflecting the logical flow from problem identification to solution development, piloting, and consolidation. The overall goal is to increase the readiness of business support institutions and traditional SMEs to navigate green and digital transitions more effectively.

Task 1: Context Analysis and Needs Identification Each partner will conduct a regional diagnosis of SME transition readiness and institutional support capacity. This will involve structured analysis of political, economic, social, technological, legal, and environmental conditions that shape how SMEs and support bodies respond to transformation. KIG, FOAAL, and Hansa Parlament will coordinate the methodology. Danmar and the Municipality of Łańcut will lead stakeholder consultations and regional engagement. The main output will be a comparative Transnational Needs Map that informs the next stages.

Task 2: Development of Transition Support Tools. Partners will jointly develop modular tools to help business support organisations advise SMEs more effectively during transition processes. These will include diagnostic instruments, step-by-step advisory templates, and planning guides that reflect the realities of traditional economic sectors. FOAAL and LCCI will organise peer exchange formats to integrate diverse experience. Danmar will contribute to digital adaptability, ensuring tools are user-friendly and widely applicable.

Task 3: Regional Pilot Labs In selected regions, pilot activities (Transition Labs) will test and refine the tools with real SMEs and support organisations. These labs will create structured settings for interaction among SMEs, local chambers, and municipalities. Danmar and the Municipality of Łańcut will lead pilots in Poland; FOAAL and LCCI will coordinate implementation in Estonia and Latvia. Case documentation and user feedback will guide improvements and evaluate effectiveness.

Task 4: Consolidation and Transfer The final task focuses on synthesis and wider dissemination. Lessons

from the pilots will feed into a practical Transition Support Playbook, coordinated by Hansa Parliament and KIG. This playbook will contain the developed tools, case examples, and guidance for policy adaptation. Each partner will establish physical and virtual contact points offering free consultations and follow-up support to SMEs in their region, making the project's outcomes visible and usable at local level. Throughout the project, target groups particularly SMEs and business support organisations will be actively involved through consultations, workshops, testing phases, and dissemination events. The outputs are designed for practical use, helping institutions better guide SMEs through ongoing transition pressures, and reinforcing regional economic resilience in the long term.

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 | What is the appropriate way to document results? Should some kind of agreements/understandings with other BSOs be included in the concept to create scale effects in partner countries? How to present this in the main application? |
|---|--|

| | |
|--|---|
| Questions related to budgeting and expenditure | <i>(max. 1.000 characters incl. spaces)</i> |
|--|---|

| | |
|---------------------|---|
| Any other questions | <i>(max. 1.000 characters incl. spaces)</i> |
|---------------------|---|

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>