



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 Innovation in urban planning

Short name of the project InnoUrb

Previous calls yes ☐ no ☒

Seed money support yes ☐ no ☒

2. Programme priority

1. Innovative societies

3. Programme objective

1.2. Responsive public services

4. Potential lead applicant

Name of the organisation (original) Municipality of Härnösand

Name of the organisation (English) *(max. 250 characters incl. spaces)*

Website <https://harnosand.se/>

Country SE



Type of Partner	Local public authority
	municipality, 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.

Municipality of Härnösand (new to BSR)
 Åbo Akademi University
 City of Nykarleby (Uusikarlepyy)(new to BSR)

The consortium is being developed

5.1 Specific challenge to be addressed

The challenge is a combination of

- demography (ageing populations with increasingly special needs, young people moving away, integration of new inhabitants with migrant backgrounds),
 - social integration and perceived democratic deficit (lack of civic influence and inclusion, feelings of not being seen or heard, polarization and a lack of a shared view of development need)
 - and dated/insufficient governance procedures (delay in responses, lack of feedback and communication, lack of participatory routines and lag in introducing new user-oriented technologies).
- Our aim is to develop inclusive, digitally supported procedures and tools for collecting and analyzing data and for presenting them in engaging visual ways for the citizens, as well as for enabling a constructive dialogue in the urban planning process and other topics that especially young inhabitants perceive important.

The main foci (engagement mechanisms and visualization, as well as a combination of physical and virtual channels) are expected to work towards a more responsive public service able to meet different groups in society on their own terms.



The development needs can be summarized as follows:

1. a development programme – which concretises existing overall strategies, complements them where necessary and focuses on data collection, development of communication areas and working methods for resident dialogue and better user-adapted services. This applies to all residents – but young people are in a special position.
2. an inventory of data, systems and processes – What is needed? What exists and how is it collected, what is missing and how can it be collected and processed?
3. concrete tools and solutions to ensure the satisfactory functioning of communications and services and to increase the engagement of residents. There are some other participatory elements in the municipalities' activities, but not the resources to pilot on a full scale and evaluate systematically.
4. competence, organisation and innovation capacity so that the municipality's employees and elected representatives also adopt the dialogue orientation, working methods and tools.

5.2 Focus of the call

The specific challenges of small/medium sized cities in rural regions are a combination of the societal challenges in general as described above, leading to expected changes in the identity of the local communities, with the limited resources of small municipalities, which put a limit on undertaking development that can be designed on terms that take the local circumstances into account.

A functional, open and transparent and communicative public planning and decision making process can be a factor in making the municipality more attractive for new residents and establishments – or enhancing the possibility of young residents choosing to remain in the municipality after completing their education.

It is our conviction that transparent and engaging planning procedures and tools are an important factor in this, as well as a stepping stone to introducing participatory measures in other sectors of public services.

6. Transnational relevance

Previous contacts and the pre-study conducted in 2024 suggest that Sweden and Finland share many aspects of their planning processes, but there are gains from studying and exchanging local practices that may stem from different working cultures. From a knowledge production viewpoint it would make sense to broaden the consortium with a third country representing different governance practices and state of digital transformation as well as methods of developing a place-based sense of community.

7. Specific aims to be addressed

Building trust that could lead to further cooperation initiatives

(max. 1.000 characters incl. spaces)



Initiating and keeping networks that are important for the BSR

(max. 1.000 characters incl. spaces)

Bringing the Programme closer to the citizens

Through the introduction and testing of participatory measures, virtual and physical, the project will provide concrete examples of the advantages of collaborating within the programme.

Allowing a swift response to unpredictable and urgent challenges

A more transparent and communicative governance culture with timely tools is a factor in the resilience of the local community; therefore, developing the planning mechanisms towards greater inclusivity also strengthens the capacity to answer to new challenges, whereas the exchange of ideas and good practices may inspire the community to take new steps towards resilience.

8. Target groups

1. Young residents (primary target group)
2. Aged residents
3. New residents with migrant background
4. Municipal staff

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.	<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 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

1. Municipality of Härnösand, Västernorrland, Sweden, lead partner, municipality developing participatory measures and digitalization of public services

2. City of Nykarleby, Ostrobothnia, Finland, municipality developing participatory measures and digitalization of public services,

3. Åbo Akademi University, Ostrobothnia, Finland, university conducting human centred design studies and research into democratic innovations

Partners 1-3 have conducted a pre-study on innovation in urban planning focusing on participatory measures, the possibilities of new technologies and the innovation capacity of the public sector. We are looking to strengthen the partnership through adding at least one more municipality from a third country and/or a company or organization active within the field of participatory planning.

11. Workplan

- A systematic user survey and impact assessments – fieldwork with residents and other stakeholders
- Benchmarking by comparison
- Strategy development with implementation plans based on the above. Also note that there may be other areas of application than urban planning - welfare, schools, etc.; all areas where visualisation and/or AI-enabled dialogue can promote participation/inclusivity measures and tools
- Further development, piloting and user testing of visualization solutions conceptualized in previous development projects
- A plan for further development Skills development for municipalities through targeted events around the theme

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
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>