

# 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 Hub as economic and community resilience platform on Saaremaa, Bornholm, Gotland
Short name of the project	SABOGO Inno Hub
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)	Saaremaa Vallavalitsus
Name of the organisation (English)	Saaremaa Municipality Government
Website	www.saaremaavalid.ee
Country	EE



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.

Uppsala University, Blue Centre Gotland  
Bofa

### 5.1 Specific challenge to be addressed

The project addresses the key challenge of small island societies, characterized and represented by a gap of collaboration, a gap of optimized value creation and of critical mass (competences and capacity) - in this context with a focus on local food and cultural tourism economies embedded in small local communities. This economic triangle of local food producers, local cultural artists and local community citizens, represents the typical island society in the Baltic Sea Area, representing a typical gap of economic resilience due to lack of economic scale and value. Further, these three target groups of the project lack collaborative platforms, facilitating their co-operation in networks and value chains, co-creation of value adding concepts and attractive media for community and tourist co-experience. The last target group - the learning, research and development organizations, here represented by the local campus target groups - lack up to date innovation models and educational modules represented by living lab and design-driven methodologies. On the other hand, the typical ecosystem of island societies represents a unique potential of local biosphere value creation, based on the unlocking, collaboration and cross fertilization of the local food, local culture and local communities of the island societies, developing more resilient economic value propositions. The unlocking and creation of this

potential is addressed in this project through the implementation of a collaborative innovation hub which represents the main output of the project.

## 5.2 Focus of the call

The project proposes a collaborative strategy developing more resilient island societies, combining and clustering the three basic potentials of the island societies – local food, cultural heritage and rural communities – through three value creating actions and economic driving forces: a) Developing the local food and craft value through the innovation of sustainable production and consumption patterns and economics. b) Unlocking the creative potential of the local cultural heritage through design-driven innovation of experience-based concepts, transforming the cultural heritage value into authentic experience economics. c) Strengthening the local communities through cooperative organization of the local economic development, production and marketing patterns. Based on the establishment of the projects output - the Baltic Sea Islands Innovation Hub - these three strategic transformation actions will collaborate, and together unlock the potential of the typical economics of the island societies ecosystems into more resilient, attractive and unique economies of scale. Further, the project proposes to frame the unique and specific ecosystems of the island societies into international, recognized frameworks represented by 1) UNESCO Biosphere Reserves (Saaremaa) and 2) UNESCO World Heritage Sites (Visby, Gotland).

## 6. Transnational relevance

The transnational relevance of the project consists of four potentials that has to be collaborated, addressing the individual island societies lack of critical mass as the main challenge of the project: a) collaboration of competences differentiated at the islands (ex. knowledge of living labs), b) collaboration of cross fields between the target groups (ex. cross fertilization between food, craft & culture), c) collaboration of ecosystems between the islands (ex. UNESCO biosphere reserves and UNESCO heritage sites), and d) collaboration of clusters across the island communities (ex. combining knowledge and business organizations).

## 7. Specific aims to be addressed

Building trust that could lead to further cooperation initiatives

The output of the project, the Baltic Sea Islands Innovation Hub, will act as an collaborative platform, initiating, catalyzing and facilitating collaboration between the target groups and the island societies, building understanding of the benefits of collaboration based on co-operation, co-creation and co-experience activities.

Initiating and keeping networks that are important for the BSR

The output of the project, the Baltic Sea Islands Innovation Hub, will act as an collaborative platform, initiating, catalyzing and facilitating cooperation between the target groups and the island societies, building innovative networks of collaboration between the small and challenged islands societies.



### Bringing the Programme closer to the citizens

The output of the project, the Baltic Sea Islands Innovation Hub, will act as an collaborative platform, initiating, catalyzing and facilitating cooperation between the target groups and the island societies, based on living lab approaches including citizen driven innovation methodologies, directly incorporating the citizens into the co-creation of local community development solutions.

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

The output of the project, the Baltic Sea Islands Innovation Hub, will act as an collaborative platform, initiating, catalyzing and facilitating creative, sustainable and cooperative innovation between the target groups and the island societies. The implemented and mutually understood and recognized collaborative platform and organization will secure more change-ready local communities and societies .

## 8. Target groups

The target groups of the project are comprised of 1) the producers and consumers of local food and craft products, 2) the cultural and creative sector and networks, 3) the local citizens and tourists living in and visiting the local communities of the island societies, 4) the local educational and training centers, 5) the local municipal development facilitators. The five target groups will be integrated into the HUB's innovation activities.

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. Education/training centre and school	Local education and training campus platforms	EE, Saaremaa island; DK, Bornholm island; SE, Gotland island
2. Local public authority	Local municipalities	EE, Saaremaa island; DK Bornholm island; SE Gotland island
3. Small and medium enterprise	Local food and handicraft production enterprises	EE, Saaremaa island; DK, Bornholm island; SE Gotland island
4. NGO	Local cultural heritage network organizations.	EE, Saaremaa island; DK, Bornholm island; SE, Gotland island
5. Interest group	Local community citizen and tourist stakeholders	EE, Saaremaa island; DK, Bornholm island; SE, Gotland island

## 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

PA Tourism

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 project proposes a partnership between three complementary island societies of the Baltic Sea Region: Saaremaa (EE), Bornholm (DK) and Gotland (SE). The three island societies represent complementary experiences and competences in relation to the three strategic potentials and focus areas, which will be represented by the project partners, associated partners and participants:

- 1) Saaremaa municipality will take the lead partner role, assuming the responsibilities of the LP. Saaremaa is appointed as a UNESCO Biosphere Reserve, which will give the three other island societies in the project the possibility to integrate this concept as a valuable framework of the economic and community ecosystems. Further, Saaremaa Food Festival and artisan festivals represent an important stage, facilitating the mediation of cultural food experiences.
- 2) Bornholm municipality, represented by the municipal waste management authority and service provider Bofa, will be the partner of Bornholm, representing comprehensive competences and references in the development of a sustainable island society and circular economy. Bofa has comprehensive experience with the use of living labs as formats and methodology in the innovation of sustainable solutions (supported by Interreg South Baltic and Horizon). Further, the organization Baltic Bridge will participate in the project, catalyzing and facilitating cultural collaboration (bridges) between the cultural actors of Saaremaa, Gotland and Bornholm. Bornholm has been appointed as World Craft Union (Makes Island) and acts in this context as a sustainable living lab, as part of the Horizon project "Hephaestus". The Yard and The Plantation represents two local living labs collaborating food, culture and community, why these labs is proposed to be integrated as part of the project HUB.
- 3) Blue Centre Gotland, part of Uppsala University will be the third project partner. Visby at Gotland is

appointed as a UNESCO World Heritage Site and is together with the yearly democratic festival, “Almedalsveckan” these arenas represent unique facilities at Gotland. Visby is a unique community where the preservation of the historic cultural heritage, acts as a valuable framework around all social and economic activities. Almedalsveckan is a unique festival combining and collaborating political debate and cultural activities, defining the two sides of the democratic idea.

## 11. Workplan

The key to cross fertilizing the three island potentials and strategic actions, is the development and implementation of a collaborative innovation platform, an organizational HUB coordinating the three main steps of the project work plan: 1) Establishing the organizational network (the WEB) of the HUB, initiating the participants co-operation activities in the innovation process. 2) Establishing the living lab (the LAB) of the HUB, that catalyzes the co-creation activities in the innovation process. 3) Integrating the experience arenas (the EXP) that facilitates the co-experience activities in the innovation process. Each the three steps of the work process activities, together builds on a recommended methodology, in this context represented by the EU Green Paper, “Unlocking the potential of the cultural and creative industries”, the WB Guide Book, “Citizen-Driven Innovation”, and the methodologies of design-driven experience innovation. Besides the management- and communication-activities of the project, the main activities “doing the work” of the project consists of three stages: 1) The co-operation activities in the web-leg of the innovation HUB includes a) activities initiating networks of the food, craft, culture and community target groups of the project, and b) activities exposing potentials and interests related to the following innovation steps. 2) The co-creation activities in the lab-leg of the innovation HUB includes a) integrating the living lab format and methodologies as part of the curriculum of the education- and training (campus) target group of the project, and b) testing the living lab methodology through concrete co-creation projects together with the food, craft, culture and community target groups. 3) The co-experience activities in the exp-leg of the innovation HUB includes a) establishing collaboration with local experience arenas (ex Community Festivals or Cultural Museums), b) staging the co-created concepts in the arenas, addressing the community citizens and tourists as target groups. The key output of the project innovation activities is a set of creative, cooperative and sustainable economic concepts (goods, services and experiences) combining the local food, local culture and local communities of the island societies. The concepts will as integrated value propositions represent added economic value, ex in the form of community based food & theatre experiences. Further, the output of the project will be an elaborated and tested “Baltic Islands Innovation HUB”, an organizational format initiating network co-operation, catalyzing living lab co-creation and facilitating co-experience staging. The format of the HUB (including the three WEB, LAB and EXP legs) will be based on recognized methodologies recommended by EU and WB. Integrating the Innovation HUB as a platform for further development of collaborative concepts, will generate more resilient island economies and communities as an outcome of the project.

## 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

We would like to consult the overall idea of the project as well as the structure of activities.

Questions related to budgeting and expenditure

*(max. 1.000 characters incl. spaces)*

Any other questions

*(max. 1.000 characters incl. spaces)*

## 15. Additional information

Learning from each other and cooperation between the islands of Saaremaa, Bornholm and Gotland have a long history. Considering the recent decades, the cooperation became active in late 1980s and early 1990s. The contacts between the communities of Bornholm and Saaremaa resulted in the NGO Baltic Bridge in 1990 on Bornholm and in 1993 on Saaremaa. The organisation focused on people-to-people contacts, cultural and educational activities and it stayed active for over ten years. In 2022, steps were taken to revive the contacts and activities. In 1989, the islands of the Baltic Sea, including Saaremaa, Bornholm and Gotland, started development cooperation under the B7 network which remained active until the mid-2010s.

### **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>