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	Tomatiq: a digitized local bus service for Arvidsjaur / Gallivare (Sweden) replicable in those small towns in Europe that don't have local public transportation.
Short name of the project	*(max. 20 characters incl. spaces)*
Previous calls	yes ◯ no ◉
Seed money support	yes ◯ no ◉

2. Programme priority

	3. Climate-neutral societies

3. Programme objective

	3.3. Smart green mobility

4. Potential lead applicant

Name of the organisation (original)	Arvidsjaur / Gällivare Kommun
Name of the organisation (English)	Arvidsjaur / Gällivare Municipality
Website	https://arvidsjaur.se/ https://gallivare.se/

Country	SE
Type of Partner	Infrastructure and public service provider
	public transport, utility company (water supply, electricity supply, sewage, gas, waste collection, airport, port, railway, etc.)
Contact person 1	
Name	Kirill Blazhko
Email	info@tomatiq.eu
Phone	+34684402338
Contact person 2	
Name	*(max. 100 characters incl. spaces)*
Email	*(max. 100 characters incl. spaces)*
Phone	*(max. 100 characters incl. spaces)*

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.

- Arvidsjaur / Gällivare
- TOMATIQ AB

5.1 Specific challenge to be adressed

Arvidsjaur / Gällivare-Tomatiq project addresses both major themes of the call:

Smarter Europe, Objective: Drive innovation, digitalization, and smart specialization to build future-ready economies.

Mass public transportation is an expensive operation. It needs to keep running, even when some buses are empty. Hundreds of small towns across the world cannot afford that. About 200 small towns in Denmark, Germany, Estonia, Latvia, Lithuania, Norway, Poland, Finland and Sweden recognize the same problem that many other small towns in EEA and US have: a small town cannot afford to subsidize high-quality public transportation that covers all the urban area and that has comfortable waiting times.

Arvidsjaur / Gällivare, Sweden, is a prime example of a community that understands this challenge firsthand. Like many small towns across the Baltic Sea Region, Arvidsjaur / Gällivare faces growing pressure to maintain sustainable and accessible public transportation without compromising financial viability or environmental responsibility.
Non-existing public transportation leads to ever-growing small towns' dependence on personal cars, one of the main contributors of CO2 emissions.
Since the only currently working solution to the inefficient bus usage is money, those towns might not get a local urban bus service in the foreseeable future.
Moreover, for many transport service providers operating a service in a small town, bus fares and subsidies have proved to be insufficient to cover operating costs. Poor use of resources (drivers, buses) leads to profit margins of just around 0–6% for these transport operators, considering the revenues from municipal contracts (if any) and ticket sales.# Greener Europe objective: Promote low-carbon economy, tackle climate change, and support sustainable resource use.

Due to the lack of real-time schedule optimization and unpredictable passenger demand, most transport operators often end up running empty buses on their routes while at the same time the passengers face very long waiting times and general non-availability of the bus services.

As a result, the residents of many small towns across the Baltic Sea Region do not have _ANY_ access to any kind of local urban bus services.

There are 2 existing solutions that they use to solve the problem:

1. Own and drive a car (or 2 cars for a family), which is not available for residents younger than 18 and for many residents older than 65.

2. Just stay at home.

5.2 Focus of the call

Tomatiq addresses the lack of local public transport in small towns across the Baltic Sea Region. In places like Arvidsjaur / Gällivare, Sweden, where maintaining traditional bus services is financially unsustainable, Tomatiq enables towns to deploy efficient, demand-responsive bus systems without relying on heavy subsidies.
Tomatiq does not offer dynamic/flexible routing. This is because dynamic routing is not financially sustainable, and demand-responsive transport with flexible routing essentially functions as a taxi service for a small number of passengers.
Instead of optimizing bus routes —which makes any bus operation critically dependent on subsidies— Tomatiq optimizes timetables, bus stops, and passengers' walking routes.
As a Cyber-Physical system, Tomatiq accumulates Big Data from passengers and buses. It then applies advanced geospatial and resource allocation algorithms to create dynamic timetables, making sure that each bus stop gets assigned to as many passengers as possible and that at the same time, that each passenger has to walk the shortest possible distance.

To use the system, a passenger does not need to walk to a bus stop and wait. Instead, they simply

place an order via an app. The app will notify them when to go to the bus stop to catch the next bus.

6. Transnational relevance

The mobility challenges of small towns—lack of affordable, efficient public transport—are identical across the Baltic Sea Region. Denmark, Germany, Estonia, Latvia, Lithuania, Norway, Poland, Finland, and Sweden are all validated markets for Tomatiq's zero-subsidy solution.
In this context, transnational collaboration is essential to test and adapt Tomatiq's model to different legal, cultural, and operational realities. Arvidsjaur / Gällivare, Sweden, exemplifies a typical small town (9–25k population) where traditional bus systems are not viable, yet the need for sustainable, accessible mobility is urgent.
This call offers a unique opportunity to develop a universal framework for launching and promoting Tomatiq in any town across the region. The framework will support public awareness and acceptance, helping residents shift from personal cars to a flexible, tech-driven local bus service.
Equally important is building a strong in-app user retention strategy. Tomatiq will integrate gamification features—like leaderboards, progress tracking, and eco-points—as well as a Passenger Referral Program to foster engagement, reinforce positive habits, and drive long-term loyalty.
The primary goal is twofold: first, to embed behavioral change mechanics into the Tomatiq app that increase user retention and satisfaction; and second, to pilot the Tomatiq system in a selected town, such as Arvidsjaur / Gällivare, to validate its effectiveness in a real-world setting.

7. Specific aims to be adressed

Building trust that could lead to further cooperation initiatives

Trust between Tomatiq and partners will be built through joint implementation of measurable deliverables.
The gamification partner will develop and integrate in-app retention tools—leaderboards and referral programs—based on Tomatiq's existing solution. App live at https://tomatiq.com/. .
Each partner will be responsible for implementing, measuring, and iterating one mechanic—one partner for gamification (leaderboards), one for the referral program—integrated directly into Tomatiq's production app. Weekly stand-ups, clear KPIs (e.g. daily active users, referral conversion rate), and shared user testing will ensure accountability. All tools will be co-branded in-app to reflect joint ownership. Post-programme we aim that the partners will be directly involved in future launches, using the outcomes in the project to validate scalability.

Initiating and keeping networks that are important for the BSR

(max. 1.000 characters incl. spaces)

Bringing the Programme closer to the citizens
Any public transport bus service is social by default. Passengers gather in one place to travel together to different destinations, making each individual journey cheaper. In other words, they use scarce resources (a driver and a bus) in a shared way, making travel more sustainable than using cars or taxis. However, this social impact fades when low-income families and individuals cannot afford public transit when they need it or when poor service quality makes every journey a struggle. A frugal transit system must offer high-quality service at prices affordable to all segments. Only then can it have a truly positive effect. For Tomatiq, being social isn't an added cost—it's a competitive advantage. Tomatiq's revenue model focuses on serving low- and middle-income customers with a low-cost value proposition. We envision that in the small towns of the Baltic Region—and in other small European rural towns—anyone will be able to afford a local bus ride with Tomatiq as often as needed.
Allowing a swift response to unpredictable and urgent challenges
The digital nature of Tomatiq's solution allows for rapid deployment and scalability, enabling towns to quickly address mobility needs arising from unforeseen circumstances.Deployment per town follows a standardized process: creation of a digital twin; validation using open data and satellite imagery; and hiring of 1–2 local project representatives to verify infrastructure and promote the service. Bus operations are outsourced to local partners. Backup operators are pre-identified per town to mitigate risks. Scaling is limited only by operational rollout speed—not by market demand, regulation, or technology. Each town is a modular unit in a larger network. Tomatiq's model can deliver rapid deployment, and replicable urban mobility for underserved communities in the Baltic Sea Region.

8. Target groups

Target group 1: Local public authorities ● Field of responsibility: Urban and transport planning ● Countries and regions: Denmark, Germany, Estonia, Latvia, Lithuania, Norway, Poland, Finland and Sweden. Target group 2: Interest group ● Field of responsibility: Small town residents, who are daily commuters and/or spontaneous travelers ● Countries and regions:Denmark, Germany, Estonia, Latvia, Lithuania, Norway, Poland, Finland and Sweden Target group 3: Small and medium enterprises ● Field of responsibility: Local transport service providers (small bus companies)

● Countries and regions: Denmark, Germany, Estonia, Latvia, Lithuania, Norway, Poland, Finland and Sweden

Target group 4: Public Transport Authorities

● Field of responsibility: Policies and regulations clarifications

● Countries and regions: Denmark, Germany, Estonia, Latvia, Lithuania, Norway, Poland, Finland and Sweden

Target group 5: Small local businesses (e.g., shops, restaurants, etc.)

● Participation in a referral programme where shops pay some part of the bus ticket of their customer.

● Countries and regions: small local businesses (shops, restaurants, etc.)

	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.	Regional public authority	*(max. 200 characters incl. spaces)*	*(max. 200 characters incl. spaces)*

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 Transport
PA Innovation
PA Spatial Planning

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

Arvidsjaur / Gällivare Municipality (Sweden) will lead the consortium, bringing local insight, governance capacity, and regional relevance to the pilot. As the lead, Arvidsjaur / Gällivare will coordinate stakeholder engagement, ensure alignment with municipal priorities, and facilitate communication between public and private actors.

The main technology partner is Tomatiq AB (Sweden), a cleantech company that has developed the core system entirely in-house. Tomatiq will be responsible for implementing and operating the digital transport service, leveraging its expertise in sustainable mobility and intelligent scheduling.

Additional consortium partners will include:

A partner specialized in digital communication and community activation, responsible for designing and running a localized campaign to engage Arvidsjaur / Gällivare residents and encourage participation in the pilot.

A partner with expertise in user engagement and behavioral design, who will develop and implement in-app retention features such as gamification elements, progress tracking, and a Passenger Referral Program.

As the project progresses and the pilot launches in Arvidsjaur / Gällivare, additional local stakeholders will be on-boarded:

● Local Transport Operator Partner (subcontractor): A transport operator based in or near Arvidsjaur / Gällivare will provide buses and drivers. Tomatiq will coordinate with this partner to integrate operations under the Tomatiq digital service model, managing branding, marketing, and the passenger experience.

● Local Businesses and Organizations: These actors will help promote the service at the community level, supporting adoption and long-term sustainability.

11. Workplan

Workplan

The project is structured into six main **activities** over a **24-month** period. It focuses on executing a **single pilot in Arvidsjaur / Gällivare, Sweden** (10–14 days) and preparing a framework for replication in other towns. Each activity has a designated lead and defined duration.

Activity 1 – Project Coordination and Administration
- **Lead**: Arvidsjaur / Gällivare Municipality, Tomatiq AB (Sweden)
- **Duration**: Months 1–24
- **Tasks**:
  - Overall project leadership, compliance, and financial oversight
  - Coordination of partners and supervision of timelines
  - Communication with the Programme and submission of formal reports
- **Output**: Seamless coordination and delivery across activities in compliance with Programme rules

---

Activity 2 – Pilot Preparation in Arvidsjaur / Gällivare
- **Lead**: Arvidsjaur / Gällivare Municipality, Tomatiq AB (Sweden)
- **Duration**: Months 1–6
- **Tasks**:
  - Mapping and validation of local infrastructure (bus stops, businesses, organizations) in Arvidsjaur / Gällivare
  - Creation of a digital twin of Arvidsjaur / Gällivare for simulation and planning
  - Data collection and transport analysis
  - Selection and subcontracting of local transport operator
- **Output**: Arvidsjaur / Gällivare fully prepared for pilot deployment; operational and data plans validated

---

Activity 3 – Communication Framework
- **Lead**: Arvidsjaur / Gällivare Municipality, Tomatiq AB (Sweden), Communication Partner (e.g., from Denmark or Norway)
- **Duration**: Months 4–12
- **Tasks**:
  - Target audience profiling in Arvidsjaur / Gällivare
  - Development of message frameworks and creative assets (digital and print)
  - Coordination with Arvidsjaur / Gällivare stakeholders for community engagement
- **Output**: Localized, resident-facing communication framework tailored to Arvidsjaur / Gällivare pilot

---

Activity 4 – User Retention Through Gamification
- **Lead**: Gamification Partner (e.g., from Denmark or Norway), Tomatiq AB (Sweden)
- **Duration**: Months 4–18
- **Tasks**:
  - **Months 4–10**: Design of gamified features (leaderboards, referral system, progress tracking)
  - **Months 11–18**: Integration and testing of features in the Tomatiq app during Arvidsjaur / Gällivare pilot

- **Output**: Fully integrated user engagement features; performance metrics collected during pilot

---

Activity 5 – Pilot Deployment in Arvidsjaur / Gällivare
- **Lead**: Arvidsjaur / Gällivare Municipality, Tomatiq AB (Sweden)
- **Duration**: Months 13–15
- **Tasks**:
  - Execute live pilot in Arvidsjaur / Gällivare with real passengers
  - Operate core system: dynamic timetables, smart bus stops, mobile app
  - Monitor performance of gamification and communication strategies in action
- **Output**: Fully operational pilot with live user feedback and system data

---

Activity 6 – Evaluation and Replication Strategy

12. Planned budget

ERDF budget (planned expenditure of partners from the EU)	EUR 350,000.00
Norwegian budget (planned expenditure of partners from Norway)	EUR 150,000.00
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	Can WP4 communication activities include both physical channels (e.g. posters, signs) and online activation (e.g. local influencers, social media), and are there any restrictions?
Questions related to budgeting and expenditure	- Are promotional materials (e.g. flyers, posters with QR codes) produced for citizen engagement under WP4 eligible costs? - To what extent can we use subcontracting for external services, such as local bus operations, communication campaign execution and gamification feature development?

	- What is the maximum eligible rate for indirect costs? - Are updates to the app for branding or localization per pilot town (e.g. language, visuals) considered eligible under implementation costs, and under which category? - Can natural persons contracted directly by Tomatiq (not employed) and located in different EU countries be eligible for reimbursement under staff costs?
Any other questions	- Are there any limitations on using project-generated digital tools (app components, code) beyond the pilot duration, in other towns not participating in the current project?

15. Additional information

Arvidsjaur / Gällivare Municipality, located in Norrbotten County in northern Sweden, has a population of approximately 15,800 residents spread over an area of 3,200 km²—making it one of Sweden's more sparsely populated municipalities, with a population density of just under 5 peo-ple per km². This geographic and demographic structure presents acute mobility challenges: long distances between residential areas and services, limited fixed-route bus networks, and high de-pendence on private vehicles. Over 80% of daily trips in Arvidsjaur / Gällivare are made by car, including for essential travel such as commuting, school runs, and grocery shopping.
Public transport options are limited to regional buses with low frequency and minimal coverage within the town's residential zones, making them inaccessible or impractical for a large portion of the population, especially youth and the elderly.

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