

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	BALTIC WIA - schools as catalysts for rural resilience and cross-cultural collaboration in the Baltic Sea region through a Whole Institution Approach
Short name of the project	BALTIC WIA
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)	Ministerium für Allgemeine und Berufliche Bildung, Wissenschaft, Forschung und Kultur des Landes Schleswig-Holstein, Kiel
Name of the organisation (English)	Ministry of General and Vocational Education, Science, Research and Culture Schleswig-Holstein, Kiel, Germany
Website	https://www.schleswig-holstein.de/DE/landesregierung/ministerien-behoerden/III/iii_node
Country	DE



Type of Partner	National public authority
	ministry, etc.

Contact person 1

Name	Ulrike Hensel
Email	ulrike.hensel@bimi.landsh.de
Phone	+49 431 988 2416

Contact person 2

Name	Martin Jarrath
Email	martin.jarrath@b-s-p.org
Phone	+49 431 988 2472

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.

Oriveden kaupunki (Orivesi Community) and Oriveden yhteiskoulu (Secondary School Orivesi), Orivesi, Finland

Sihtasutus Tartu Keskkonnahariduse Keskus (Foundation Tartu Environmental Education Centre), Tartu, Estonia

Institute Nordic Perspectives, Flensburg, Germany

5.1 Specific challenge to be addressed

In the Baltic Sea region, there is usually little collaboration and communication between schools, their communities and local governments. Youth voices are often not heard, youth participation in community decision making and educational institutions is little. This became significant during the pandemic. A resilient society needs to include youth into decision making and aims at developing their competences to do so.

Moreover, in all countries of the Baltic Sea region, there is a diversity of cultures and languages, with majority and minority populations on both sides of a border and inside countries, with different histories, expectations and attitudes - and a lack of communication and understanding regarding the issues, challenges and chances that result from these situations.

Having worked with and further developed education for sustainable development in the Baltic Sea

region for more than three decades in the Baltic Sea Project school network, we wish to build resilience in the societies of the Baltic countries by crossing borders between schools and communities, between school education and science, between minority and majority populations, inside countries and along the many borders in the Baltic Sea region, with a focus on the rural areas, and with a focus on the idea that cultural diversity is a strength that helps us developing the future, also economically, and can build social, political and economical resilience that can help tackle periods of crisis.

Having used methods of transformative education like Global Citizenship Education for many years, we wish to connect all these groups, involving scientists and local policy makers, using the Whole Institute Approach (WIA) as the key method.

By bringing people together on a level playing field using the Whole Institution Approach, plus competence building for selected groups, we expect to contribute to better relationships within schools, among schools, communities and other partners, among minority and majority populations in the Baltic Sea region. This will lead to more innovation, more resilient societies, more resilient economies - and will in general make people happier!

5.2 Focus of the call

We will create cooperation projects (CPs), as local, intercultural and cross border projects, with schools and education as a starting point, in the eight BSP countries, involving scientists and local policy-makers on a level playing field, using the Whole Institution Approach (WIA) as the key method and Global Citizenship Education (GCED) as supportive method. This is based on expertise and experience and goes along with competence development for cooperation and decision making. The BSP has been working with GCED since 2016 and the WIA since 2023.

More concretely, there will be maker periods in classrooms, there will be national and international, digital and physical meetings, camps and conferences, where we will identify project implementation strategies and collaboration strategies that are effective for the development of social and economic resilience and to deal with regional disparities in the Baltic Sea regions, to be used in the CPs and with a special focus on the rural areas.

Using the BSP network nationally and internationally, our project will focus on developing a common strategy (the working title is “Baltic WIA strategy”) as well as a competence network that will allow others to benefit from what we have learned. We will involve scientific institutes and the national commissions for UNESCO and ministries of education in the respective countries, based on an established collaboration structure of the Baltic Sea Project in all countries.

6. Transnational relevance

The project is to a good part based on learning from each other on the international level. This is because exchanging experiences, identifying patterns and structures, developing coping strategies and



eventually creating a common social resilience strategy (Baltic WIA strategy) together, on an international level, develops intercultural competences and thus social resilience among the partners, which is essential for the success of this project.

The feeling of being part of a broader social "we" with participants from the other countries creates a common identity and in this way develops action competence and resilience on the local level. The Baltic WIA strategy will help teachers, students, scientists and local policy makers to deal with future challenges. Moreover, during the project period every participant will develop a non formal professional network that serves as a resource for individual support in the future.

An example for a topic: Transnational cooperation is beneficial when dealing with minority and majority population issues. Over the last decades, the relationship of the German and Danish minorities to the respective majority populations in both Denmark and Germany developed from coexistence to collaboration to friendship. Today, diversity is considered much more as a benefit and a chance rather than a challenge.

Such dynamic majority-minority situations exist everywhere in the Baltic Sea region. Studying their structures and identifying patterns together is fun and goes typically together with intercultural learning, it develops empathy and gives inspiration - and it is only possible through transnational cooperation.

Eventually, our transnational cooperation develops a social "we" and creates an international resilience competence network among the participants in the Baltic Sea region, it develops Critical Hope (Singer-Brodowski, 2019) and action competence to strengthen rural areas everywhere around the Baltic Sea.

7. Specific aims to be addressed

Building trust that could lead to further cooperation initiatives

We bring different people together, in educational and cooperational projects, that usually do not work with each other: students and teachers, scientists, artists, community representatives, representatives from various groups, e.g. minority and majority populations, NGOs. This will happen on the community level, the national level and on the international level, in digital and physical meetings, conferences, camps and maker periods. Building trust through intercultural cooperation is a key competence the Baltic Sea Project has developed over many years.

What is being introduced and planned together in meetings and conferences, will be carried out in maker periods, where the participants usually act on the local level, involving other project partners from the national and the international level where needed. We will integrate this into the existing framework of the Baltic Sea Project, to create a sustaining structure that lasts well beyond the official project period.

Initiating and keeping networks that are important for the BSR



The Baltic Sea Project is already a network, a network of coordinators, teachers and students, of approx. 180 schools and external educational partners working successfully together.

With the new project, we wish to enhance the existing network and thus create something new: We will involve policy makers and other stakeholders from the communal level, representatives from different social groups (such as minorities and majorities) to shape a broader network of collaboration that is beneficial for all who participate and beyond.

All these people will be invited to work with teachers and students in and around our schools during maker periods. In meetings and conferences, digitally and physically, they will get to know each other, develop trust and thus develop ideas on how to deal with Baltic WIA topics on the local level, connected to other local level cooperations inside and outside their country in our project.

Bringing the Programme closer to the citizens

N/A

Allowing a swift response to unpredictable and urgent challenges

(max. 1.000 characters incl. spaces)

8. Target groups

(max. 2.000 characters incl. spaces)

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	These are the schools in the project. They run school activities according to the project plans, collaborate with scientists and community, they take part in national and multinational activities.	All eight Baltic Sea countries, all regions in these countries.
2. Higher education and research institution	Universities etc. will be involved on the local and the international level to provide project content quality as well as provide scientific background and support on project methodology.	They come from all eight Baltic Sea countries, all regions in these countries.
3. International governmental organisation	This is about the national commissions for UNESCO and the UNESCO ASPnet national coordinations in all countries. We work closely together with them, making sure our activities serve the UNESCO goals.	UNESCO national commissions and ASPnet national coordinations can usually be found in the capitals, in Germany they are both situated in Bonn.
4. Local public authority	The local communities will have to provide good cooperation partners for the involved schools and need to be willing to cooperate in the COLD MATTERS project in the Whole Institution Approach format.	This applies to all communities in the Baltic Sea region where schools are involved in the COLD MATTERS project.

5. National public authority	This is the Ministry of Education Schleswig-Holstein in Kiel: having the general responsibility for this project, for content, budget and outcome.	The federal state of Schleswig-Holstein in Germany
------------------------------	--	--

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 Education

PA Culture

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 general coordination of the Baltic Sea Project in the Ministry of Education Kiel, Germany, in the person of Martin Jarrath, living in Aabenraa, Denmark, will lead the project, in close cooperation and on a level playing field, in the way of a Whole Institution Approach, with

Institute Nordic Perspectives, Flensburg, namely Dr. Eva Ritter, working with COLD MATTERS methods and competences everywhere in the Baltic Sea Project, establishing cooperation with scientists and artists, with Germans and Danes in the border region,

Oriveden kaupunki (Orivesi community), Orivesi, Finland, in the person of Jenni Decandia, who will coordinate the COLD MATTERS cooperation in Finland including schools in northern Finland, where we work with Finnish and Sami people,

Sihtasutus Tartu Keskkonnahariduse Keskus (Foundation Tartu Environmental Education Centre), Tartu, Estonia, in the person of BSP Estonian national coordinator, Maria Ivanova, who will coordinate intercultural activities in the eastern Baltic region.

All of us will closely cooperate to provide project content as well as national and international cooperation partners who work with us.

All of us will work within the Baltic Sea Project, making use of its internal structure, content and methods. The Baltic Sea Project is working for education for sustainable development in the Baltic Sea region, with many very active schools and project partners in all countries involved.

In each of the Baltic Sea Project countries there is a national coordinator, working with the national school network and cooperating on the international level. All national coordinators work closely together with the UNESCO school network coordinators (ASPnet coordinators) in their respective countries and thus with the national commissions for UNESCO. Moreover, the BSP national coordinators are linked to the respective ministries of education.

11. Workplan

In strict accordance with the Whole Institution Approach, all conferences and meetings are for everyone - teachers, students, representatives from communities, scientists, ...

8-10/2026:

Preparatory period

Shaping the final version of the project with all project partners.

09/2026 Digital start conference

All partners meet, we set the starting point for the preparatory period.

9/2026

Physical Preparatory conference

Venue: Kulturama Gymnasium, Stockholm

with project partners from all over the Baltic Sea Project,

targeting at discussing and deciding a structure for the cooperation in the coming project, together with all project partners, shaping a common identity.

11/2026

Digital project start conference, with teachers, students, scientists, artists, policy makers and stakeholders from local communities from throughout the Baltic Sea region

12/2026 to 3/2027

First project Maker Period.

Schools and community stakeholders work together, involving scientists and artists, involving international partners

03/2027

Digital Maker Conference

We will present and discuss the results of the first Maker Period.

04/2027

First international Baltic WIA Conference

Venue: Deutsches Gymnasium für Nordschleswig, Aabenraa, Denmark (German Upper Secondary School for southern Denmark)

and A.P. Møller-Skole, Schleswig, Germany (Danish Secondary and Upper Secondary School in northern Germany),

focusing on how majority and minority populations live on both sides of the Danish-German border

04/2027 to 06/2027

Second Maker Period. Schools work individually, in cooperation with community partners, scientists, artists.

06/2027

Digital Maker Conference, closing the second Maker Period, where we will discuss the results and talk about the next steps.

09/2027

International Baltic WIA Work Camp on Aarø, Denmark.

A work camp for 80 international participants on a small island in southern Denmark

11/2027

Second international Baltic WIA Conference

Venue:

Toila Gymnasium, Estonia, and Tartu Nature House, Tartu, Estonia

We will primarily study examples from Estonia, Latvia and Lithuania, will connect them to other examples from other areas in the Baltic Sea region.

First steps towards a Baltic WIA strategy will be taken.

11/2027 to 03/2028

Third Maker Period

04/2028

Digital Maker Conference, closing the third Maker Period

05/2028

Third international Baltic WIA Conference

Venue: Sodankylä, Finland

In northern Finland, a Sami minority lives together with a Finnish majority population. We will study this example and connect this to other examples. Moreover, this is a work conference, where we discuss the project and its next steps. We will continue work on our Baltic Sea strategy.

06/2028

Digital Baltic WIA Strategy Camp

In a digital Camp over five consecutive days we will further develop and try to finalise the Baltic Sea Whole Institution Approach strategy.

09/2028

Final Baltic WIA Conference

Venue: Damp, Germany

11/2028 to 01/2029

Closure period, not yet specified

12. Planned budget

ERDF budget (planned expenditure of partners from the EU)	EUR 420,000.00
Norwegian budget (planned expenditure of partners from Norway)	EUR XXX
Total budget (including preparatory costs)	EUR 420,000.00

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 We are currently preparing a longer list of questions regarding budget and would like to discuss these questions in a consultation.

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>

